

Kweichow Moutai Osaka Expo Edition by Ying Song Brand Design Shenzhen Co., Ltd Wins Gold A' Design Award

Commemorative Baijiu Packaging Honoring the Centennial Intersection of Moutai and the World Expo Receives International Recognition

COMO, CO, ITALY, September 9, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced Kweichow Moutai Osaka Expo Edition, designed by [Ying Song Brand Design Shenzhen Co., Ltd](#), as a Gold winner in the [Packaging](#) Design category. The A' Design Award is one of the world's most prestigious and highly respected recognitions in the field of packaging design, drawing entries from designers, agencies, manufacturers, and brands across the globe. This distinction acknowledges the considerable creativity, technical merit, and thoughtful execution embodied in the awarded work. Selection follows a rigorous evaluation conducted by a panel of design professionals, industry experts, and academics. The recognition positions Kweichow Moutai Osaka Expo Edition among notable contributions to contemporary packaging design.



This recognition holds meaning not only for Ying Song Brand Design Shenzhen Co., Ltd but also for the broader packaging community and the audiences it serves. Kweichow Moutai Osaka Expo Edition reflects a growing emphasis on cultural storytelling, sustainability, and functional ingenuity within premium packaging. By producing the design with eco friendly materials and incorporating a reusable metal bottle cover, the work aligns with evolving industry priorities around environmental responsibility. Its interactive opening mechanism demonstrates how thoughtful engineering can enhance user experience while reinforcing brand identity. Such qualities offer practical value to manufacturers, brands, and consumers seeking meaningful and

responsible packaging solutions.

Kweichow Moutai Osaka Expo Edition is a commemorative liquor created for the 2025 Osaka World Expo. The appearance draws inspiration from the architecture of the China Pavilion, resembling traditional Chinese book slips, with the bottle surrounded by metal landscapes that symbolize the concept of harmony between man and nature. A distinctive metal timeline crowns the top of the box, representing the century old intersection between Moutai and the World Expo. The wine jar functions as a metal handle, and sliding the jar cleverly rotates and opens the box. This combination of cultural symbolism and mechanical inventiveness distinguishes the design within the premium packaging market.

The Gold A' Design Award recognition offers Ying Song Brand Design Shenzhen Co., Ltd a foundation for continued exploration in culturally resonant and functionally innovative packaging. The honor may inspire future projects that further integrate heritage, sustainability, and interactive design. It also serves as encouragement for the studio's team to pursue ongoing refinement and creativity in their work.

Project Members

Kweichow Moutai Osaka Expo Edition was designed by Yingsong Chen, Yuntao Zhang, Gengjie Zheng, Jiachen Xu, Shujie Yang, and Mengyuan Wang, who collaborated on the concept, structural engineering, and aesthetic development of the packaging under Ying Song Brand Design Shenzhen Co., Ltd.

Interested parties may learn more about the award-winning design, view its details, and explore the work of its designers at the dedicated page on the A' Design Award website. Additional information and contact opportunities are available through the listed resource.

<https://competition.adesignaward.com/ada-winner-design.php?ID=177057>

About Kweichow Moutai Co., Ltd.

Headquartered in Maotai Town, Renhuai City, Zunyi City, Guizhou Province, China, Kweichow Moutai Co., Ltd. has been selected among the top 500 BrandZ global brand value enterprises on multiple occasions. Its core products encompass green food, organic food, national geographical indication protection products, and national intangible cultural heritage. The company is regarded as a Chinese name card with a fragrance recognized across the world.

About the Gold A' Design Award Recognition

The Gold A' Design Award is granted to designs that demonstrate a high level of innovation and a meaningful impact on their intended audience. Within the Packaging Design category, evaluation considers criteria such as innovation in packaging, sustainability and eco friendliness, functional efficiency, aesthetic appeal, material choice, user convenience, brand identity reflection, market competitiveness, cultural relevance, and technical excellence. Recognized as a notable achievement by the A' Design Award, these designs reflect a visionary approach and the considerable skill of their creators. Gold recipients are acknowledged for advancing the

boundaries of design and serving as benchmarks that encourage further innovation. The designation reflects a careful balance of technical attributes, artistic skill, and creative qualities that deliver substantial value.

About A' Design Award

The A' Design Award for Packaging is an esteemed competition that welcomes a wide range of participants, including innovative packaging designers, forward thinking design agencies, leading manufacturers, and influential brands. Entries are evaluated through a blind peer review process, assessed against pre established criteria by a world class jury panel composed of design professionals, packaging industry experts, journalists, and academics. Organized since 2008 and now in its eighteenth year, the A' Design Award is an international and juried design competition held across all industries, with participation open to entries from all countries. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, guided by a philanthropic mission to make the world a better place through the power of good design. Interested parties may learn more about the A' Design Award, explore jury members, view past laureates, and take part with their projects at the following url:

<https://packaging-award.com>

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