Congtai Huofenzi V10 by Wen Liu Wins Gold A' Design Award in Packaging Design

Wen Liu Receives Gold A' Design Award for the Congtai Huofenzi V10 Zodiac-Themed Baijiu Packaging Design



Congtai Huofenzi V10

COMO, CO, ITALY, September 12, 2026 /EINPresswire.com/ -- The A' Design Award has announced that Congtai Huofenzi V10, a packaging design created by Wen Liu, has been honored with the Gold A' Design Award in the Packaging Design category. The A' Design Award is one of the world's most prestigious recognitions in the field of packaging design, drawing entries from designers, agencies, manufacturers, and brands across the globe. This distinction acknowledges Congtai Huofenzi V10 as an outstanding example of thoughtful and accomplished design within the packaging industry. The recognition reflects the careful evaluation of a panel of design professionals, industry experts, and academics who assessed the work against established criteria.

The recognition of Congtai Huofenzi V10 holds relevance for the wider packaging industry, where cultural storytelling and youthful brand positioning increasingly shape consumer engagement. As annual zodiac-themed releases from major distilleries continue to spark interest among baijiu consumers, this design demonstrates how heritage and contemporary aesthetics can be balanced to broaden market appeal. The work aligns with growing industry attention toward sustainable production and cost-conscious manufacturing, offering a model that addresses both creative and practical considerations. For brands and stakeholders, the design illustrates how packaging can deepen cultural resonance while supporting commercial objectives.

As the inaugural zodiac-themed release in the Huofenzi V Series, Congtai Huofenzi V10

reinterprets tradition for a younger audience. Its central illustration depicts a snake drawn by the aroma of Congtai baijiu, journeying from afar and transforming as it drinks. The snake forms a V shape that merges with the series logo, symbolizing a fresh perspective on baijiu and zodiac culture. Molecular and fermentation yeast motifs are woven throughout the design, blending the liquor, rice, the Congtai distillery, traditional patterns, and cosmic realms into a harmonious composition. The illustrations are applied to the glass bottle through a decal firing process, providing a cost-effective production solution that also supports eco-conscious goals.

The Gold A' Design Award recognition may serve as a foundation for future releases within the Huofenzi V Series and encourage continued exploration of cultural storytelling in packaging. The positive consumer response since the launch suggests opportunities for further development across the product line. This achievement provides motivation for the creative team to maintain its commitment to original design and meaningful brand expression.

Team Members
Congtai Huofenzi V10 was designed by Wen Liu, who led the creative direction, together with Rui Zhou and Zhuowei Zhang, who contributed to the development and execution of the design.

Interested parties may learn more about Congtai Huofenzi V10 at the dedicated page on the A' Design Award website, where additional details about the design and its creators are available.
https://competition.adesignaward.com/ada-winner-design.php?ID=173419

About Shenzhen Oracle Creative Design Co.,Ltd.
Founded in Shenzhen in 2006, OCD is a comprehensive creative agency specializing in design. Guided by the philosophy of make something new, it is dedicated to original design, integrating business thinking with cost control, and evaluates design value based on market effectiveness and brand strategy. The agency provides one-stop solutions covering the entire brand lifecycle. Through its cross-disciplinary team, OCD has developed notable case studies across numerous industries. It also actively explores sustainable design practices, empowering business through creativity and driving brand success.

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, entries are evaluated against criteria including innovation in packaging, sustainability and eco-friendliness, functional efficiency, aesthetic appeal, material choice, user convenience, brand identity reflection, market competitiveness, cost-effectiveness, safety measures, packaging durability, cultural relevance, and originality. Recognized as a notable achievement by the A' Design Award, these designs reflect a visionary approach and the considerable skill of their creators. Gold A' Design Award recipients are acknowledged for advancing the boundaries of design and technical excellence. These works serve as benchmarks that encourage further innovation among designers.

About A' Design Award

The A' Packaging Design Award is an esteemed competition that welcomes a wide range of participants, including innovative packaging designers, forward-thinking design agencies, leading manufacturers, and influential brands. Entrants have the opportunity to demonstrate their creativity, gain international recognition, and contribute to the advancement of the packaging industry while inspiring future trends. Entries are blind peer-reviewed and assessed against pre-established evaluation criteria by an expert jury panel comprising design professionals, packaging industry experts, journalists, and academics. Organized since 2008 and now in its 18th 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 help create a better world 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://packagingdesignaward.com

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