

Congtai Huofenzi by Wen Liu Wins Gold at the A' Packaging Design Award

A' Design Award Recognizes Congtai Huofenzi, a Baijiu Packaging Created for Contemporary Young Consumers

COMO, CO, ITALY, September 12, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced that Congtai Huofenzi, a baijiu [packaging](#) designed by [Wen Liu](#), has received the Gold A' Design Award in the Packaging Design category. The A' Design Award is one of the world's most respected and well-recognized accolades in the field of packaging design, drawing entries from designers, agencies, and brands across many nations. This Gold A' Design Award distinction acknowledges Congtai Huofenzi as an outstanding example of considered design that reflects careful attention to both form and function. The recognition positions the work among notable contributions to the international packaging design community and highlights the dedication behind its development.

The recognition of Congtai Huofenzi holds relevance for the wider packaging industry, particularly as brands seek to engage younger audiences within the Chinese baijiu market. The design responds to a segment that remains underdeveloped and requires thoughtful cultivation, addressing it through a youthful visual identity and an inventive packaging approach. By aligning a traditional product with contemporary preferences, the work demonstrates how packaging can support brand differentiation and consumer connection. For manufacturers, distributors, and consumers alike, the design offers a practical illustration of how aesthetics and usability may advance together.

Congtai Huofenzi draws its inspiration from the formless nature of water and the dynamic



structure of liquor molecules, centered around a visual motif described as the Eye of Vitality. The bottle features a dynamic embossed texture, with the brand emblem inlaid on a resin plaque, while an ergonomically contoured indentation at its center fits naturally in the hand for a comfortable grip. The exterior packaging is wrapped in wood-grain paper, and layered specialty papers create a rhythmic sense of flow reminiscent of winding mountains and rivers. The minimalist yet active composition conveys the product's core characteristics and unique identity. Insights gathered from over three hundred consumers and key distributors informed the design through a detailed market report.

This Gold A' Design Award may serve as an encouragement for the design team to continue exploring fresh directions in beverage packaging and brand expression. The recognition reinforces the value of research-driven design and may inspire future projects that bridge cultural heritage with modern sensibilities. As a benchmark for the team's ongoing work, the honor supports a sustained commitment to innovation and quality within the packaging discipline.

Team Members

Congtai Huofenzi was brought to life through the creative direction of Wen Liu, who guided the conceptual vision of the project, while Xianfeng Wu and Zhipeng Li carried out the design execution, translating the concept into a refined and consistent final result.

Interested parties may learn more about the award-winning design, view its details, and discover more about its creators at the dedicated page provided by the A' Design Award.

<https://competition.adesignaward.com/ada-winner-design.php?ID=173414>

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 iconic case studies across numerous industries. It also actively explores sustainable design practices, empowering business through creativity and supporting 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 assessed against criteria including innovation in packaging, sustainability and eco-friendliness, functional efficiency, aesthetic appeal, material choice, user convenience, brand identity reflection, market competitiveness, and cost-effectiveness. Further considerations include safety measures, packaging durability, cultural relevance, social impact, originality, technical excellence, ergonomic design, product protection, information clarity, adaptability, and the inclusion of technology. Recognized as a notable achievement, Gold A' Design Award designs are

characterized by a visionary approach and considerable skill on the part of their creators. These works serve as reference points for excellence and encourage continued innovation across the design field.

About A' Design Award

The A' Packaging Design Award is an esteemed competition that welcomes a broad range of participants, including packaging designers, design agencies, manufacturers, and brands from the packaging and design industries. Entries are evaluated through a blind peer-review process and voted upon according to pre-established criteria by an expert jury panel composed of design professionals, packaging industry experts, academics, and journalists. Organized since 2008 and now in its eighteenth year, the A' Design Award is an international and juried 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, driven by a philanthropic mission to help create a better world through the transformative 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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