

Edible Heritage by E G Sain Wins Silver in A' Packaging Design Award

A' Design Award Honors E G Sain Honey Castella Gift Set That Preserves Endangered Taiwanese Hokkien Through Food

COMO, CO, ITALY, September 14, 2026 /EINPresswire.com/ -- The A' [Design Award](#) has announced [E G Sain](#) as a Silver winner in the [Packaging](#) Design category for the work titled Edible Heritage, a cultural gift set built around honey castella. The A' Design Award is one of the world's most prestigious recognitions in the field of packaging design, and it is a highly respected and well-recognized program that evaluates submissions through a rigorous, blind peer-review process. This designation acknowledges the considerable merit of Edible Heritage as an outstanding example of good design. The honor positions the work among notable contributions within the international packaging community. The recognition reflects careful attention to both cultural depth and responsible production.

The A' Packaging Design Award matters to the industry because it highlights designs that connect packaging with meaningful cultural and social value. Edible Heritage responds to growing interest in sustainable materials and storytelling through everyday products, addressing current trends in responsible production and experiential design. The work employs FSC-certified paper and plant-based inks, aligning with industry standards for eco-friendly packaging. For consumers, the gift set offers a tangible and emotional experience that extends beyond consumption. For the wider field, it demonstrates how packaging can serve as a medium for language preservation and shared memory.

Edible Heritage imprints endangered Taiwanese Hokkien directly onto food, turning language



Edible Heritage

into a sensory experience that can be seen, tasted, and shared. Transparent stickers placed on the cake can be kept and applied to daily objects, allowing language and emotion to continue after the dessert is gone. The design draws inspiration from a rare 1774 Sinkang Manuscript preserved across generations in the Creative Director's family, linking maritime sugar trade history with contemporary food craftsmanship. The honey castella is baked in a natural pine wood box to retain moisture and infused with longan honey, following traditional methods. This combination of archival reinterpretation, sustainable packaging, and culinary craft distinguishes the work within the market.

This recognition may encourage E G Sain to continue exploring how Taiwanese baking can serve as a vehicle for cultural memory and contemporary expression. The award offers motivation for the team to pursue further projects that bridge historical research with everyday life. By demonstrating that language preservation can enter daily experience through food and gifting, the work may inspire future explorations in culturally grounded packaging. The achievement supports ongoing commitment to thoughtful design and responsible production.

Project Members

Edible Heritage was developed by E G Sain with a dedicated team. Creative Director Yeh I Chun guided the conceptual direction, while Associate Design Director Tseng Yu Ting shaped the design framework. Designers Lin Yu Pei and Hung Wan Lun contributed to the realization of the gift set.

Interested parties may learn more about Edible Heritage, view its features, and explore the work of its designers at the dedicated page on the A' Design Award website.

<https://competition.adesignaward.com/ada-winner-design.php?ID=183441>

About E G Sain

Founded in 1975, E G Sain is a Taiwanese brand recognized for its honey castella. The name E G Sain draws from the Mencian philosophy of "Ding Yu Yi," reflecting a spirit of focus, perseverance, and lifelong dedication. For over five decades, the brand has defined its identity through natural longan honey and the traditional pine wood box baking method, without artificial flavors or colorings. With cumulative sales exceeding forty million pieces, it has earned a strong reputation among Chinese communities worldwide, with stable exports to the Americas, Europe, Australia, New Zealand, and Southeast Asia. The brand continues to share Taiwanese flavors and culture through its traditional craftsmanship and distinctive products. E G Sain is based in Taiwan (China).

About the Silver A' Design Award Recognition

The Silver A' Design Award recognizes designs that demonstrate excellence and innovation in both form and function. Recipients are acknowledged for their contribution to raising industry standards and advancing the practice of design through original innovations and thoughtful execution. Within the Packaging Design category, evaluations consider 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 social impact. The designation reflects strong technical characteristics, careful craftsmanship, and meaningful creativity. Works granted this recognition are noted for their positive impact on everyday life and on the broader practice of design.

About A' Design Award

The A' Packaging Design Award is an esteemed competition that welcomes innovative packaging designers, design agencies, manufacturers, and brands from across the packaging and design industries. Entries are evaluated through a blind peer-review process, assessed against pre-established criteria by an international jury panel of design professionals, packaging industry experts, journalists, and academics. 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 enhance the world through the power of good design. Organized since 2008 and now in its 18th year, the A' Design Award is an international and juried competition held across all industries, with participation open to entries from all countries. 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://packagingdesignstudio.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/942073166>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.