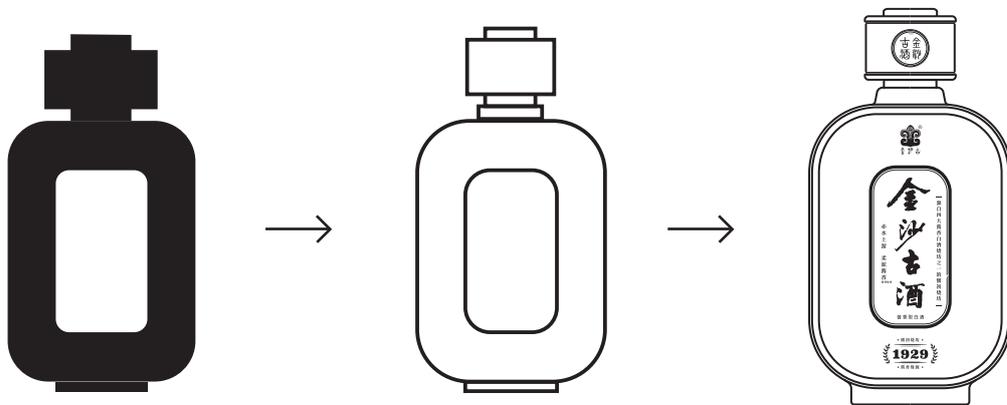
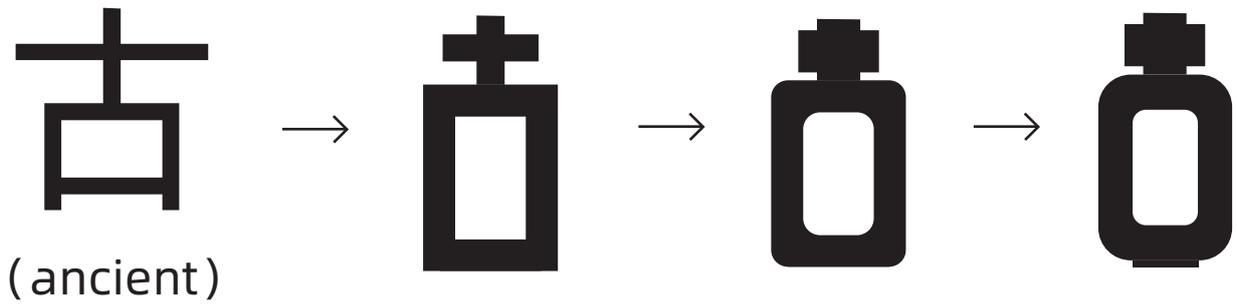


Presentation of Creative

金
沙
古
酒 → 古 → 古



Introduction of Creative

Jinsha Ancient Liquor • 1929 (origin of sauce flavor) is a soft style sauce liquor produced at the upper reaches of Chishui River in Guizhou, China.

The creativity of the bottle shape comes from the concept and shape of the Chinese character "古(ancient)" of the Jinsha Ancient Liquor, the shape of the bottle cap comes from the Chinese character "十" and the shape of the bottle body comes from the Chinese character "口". The bottle cap and the body combine to form the Chinese character "古", which shows the cultural connotation of the brand Jinsha. The shape of the bottle integrates square and round, with the extremely simple structure, which is in line with the aesthetic appreciation.

The bottle cap is round and the body is square, showing the concept of round sky and square earth in ancient China, that is, a balance of yin and yang, and complementation of motion and stillness. The bottle color is mainly rose gold and dignified black, which is calm, mysterious, high-end, noble, dignified and generous.

The packing box is a book shape, simple and commercial. The box material is made of special black paper with the texture of historical sense, representing the long history and culture of Jinsha liquor. The main characters are made of metal plates, implying the high quality of the liquor; the surrounding illustrations show the various historical development stages of Jinsha ancient liquor and the traditional brewing techniques of Jinsha ancient liquor.

Founded in 1929, it has the same origin with Maotai-flavour liquor.

Presentation of Products



Front of Bottle