

# Hangzhou West Lake Beer

## Brand: ZUI XIHU





## The Poetic Fusion of Hangzhou's West Lake and Beer Packaging

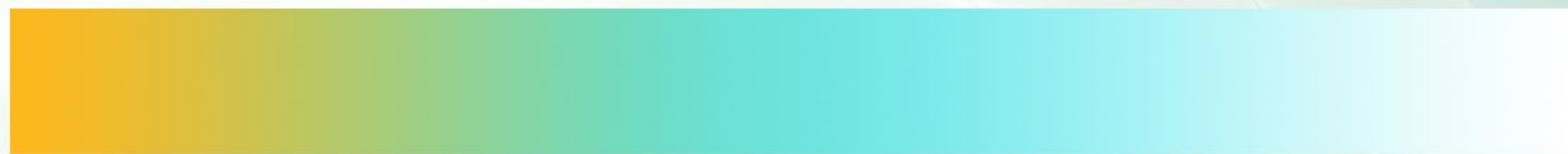
"ZUI XIHU" is a beer packaging design inspired by the beautiful scenery and culture of West Lake in Hangzhou. By showcasing the impressions of lush mountains, lucid waters, sunset glow, and white snow, it captures the fusion and convergence of colors, highlighting its charm. This design integrates unique concepts, carefully selected elements, elegant color application, the significance of cultural exchange, emotionally rich font usage, and consideration for environmental protection, perfectly blending the beauty of West Lake's scenery and culture. Poetically, it harmonizes fine wine, poetic inspiration, and friendship, conveying the unique charm and open spirit of Hangzhou to the world.





## Shimmering to Create Visual Impact

As you pick up the beer bottle, your eyes are immediately drawn to the gradient emerald color and aqua of blue -and -white porcelain. It resembles the shimmering waves of West Lake, exuding a sense of tranquility and harmony, as if guiding people into a serene wonderland. This color choice not only harmonizes with the natural environment but also provides a visually refreshing impact that delights the senses.





## The Bridge and Link of Civilization Exchanges and Cooperation

ZUI XIHU represents not only the product itself but also serves as a bridge for cultural exchange between Hangzhou and the world. It combines the beauty of West Lake, the poetic culture, and the link of friendship, making it the official beer for the 19th Asian Games Hangzhou 2022, showing the unique charm and open spirit of Hangzhou to the world. By blending Eastern poetic elements with brewing craftsmanship, each sip becomes a cultural exchange, providing a platform for people from different cultural backgrounds to understand and communicate with each other.



Official beer for the  
19th Asian Games Hangzhou 2022







## In the Poetic and Picturesque Scenery of West Lake

Inspired primarily by the Three Pools Mirroring the Moon of West Lake in Hangzhou, the beer packaging incorporates design elements such as the Broken Bridge, rippling lake waves and the Ten Views of West Lake. Delicately crafted with artistic flair, the patterns outline the beauty of West Lake through elegant lines, creating unique and captivating visuals that establish a distinct and recognizable packaging identity. Moreover, the design seamlessly blends with the beer's quality, allowing people to not only savor the exquisite brew but also immerse themselves in the poetic and picturesque ambiance of West Lake.



Broken Bridge



## Walking on the Tip of Poet' s Ink brush

The use of the semi-cursive calligraphy script font evokes the image of a poet indulging by the shores of West Lake, where every brushstroke carries intoxicating emotions, and the fragrance of ink permeates between the beer bottles. Each stroke exudes a romantic and elegant atmosphere, enhancing the overall design with depth and emotion, expressing the intoxicating essence of ZUI Xihu. It transports the drinker into the realm of the poet, where they can enjoy the beverage in the company of West Lake, as if they were characters within the poet's verses.



Semi-cursive calligraphy

醉西湖  
啤酒  
WEST  
LAKE BEER





## Eco-friendly Material Promotes Sustainable Development

In line with the principles of sustainable development, this beer has opted for aluminum packaging. Aluminum is a material known for its excellent recyclability, effectively reducing the environmental impact of packaging waste. This choice not only demonstrates a commitment to the preservation of the natural environment but also reflects a sense of care and respect for the precious resource that is West Lake.



Excellent recyclability

