

## **Qilin brings good luck**

The Changyu Qilin trademark is a microcosm and reflection of the development history of Changyu's intellectual property rights. The early Kirin trademark was the earliest registered trademark of Zhangyu Company, consisting of elements such as "Zhangyu", Kirin, grape vines, and oak barrels. As is well known, the Qilin is a traditional auspicious beast in ancient Chinese Han mythology, with a gentle temperament and a legendary lifespan of over 2000 years. The ancients believed that wherever a qilin appeared, there must be auspiciousness. Kirin symbolizes the longevity and success of wine, grape vines symbolize the vigorous development of the wine industry, and oak barrels represent the subtle expression of "professional brewing" and "brewing fragrance". The entire trademark image is vivid, symbolizing auspiciousness.

In 1914, Zhang Yushuangqilin brand wine and brandy were registered with the Ministry of Industry and Commerce of the National Government and officially launched for sale. This batch of wine has been aged in an underground wine cellar for a full 18 years, with excellent taste and high praise from experts, who believe that the flavor is close to high-end foreign wine. However, citizens who make a living by drinking Lao Bai Gan are not satisfied, and its price is not something that ordinary people can ask for. But the people of Changyu were already prepared. When the Kirin brand wine and brandy began to be sold, they specially made large floats filled with small "foreign wines" and sent people to give them as gifts along the street. Sometimes, they even gave small wine glasses with the Changyu logo, which quickly aroused people's interest and sales were booming.

At present, Chang Yu has found inspiration from the Qilin trademark and designed two cartoon mascots for industrial tourism, "Qilin" and "Linlin", which are lively and cute, lively and full of vitality, and are loved by tourists.