

Natural and Cultural Advantages of Baijiu Industry in Wuxi County and its Development Strategy

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Abstract

Wuxi County, located in the northeast of Chongqing, boasts unique natural environments and abundant resources for liquor making, laying a solid foundation for the development of Baijiu industry. Through field investigation and research, it is found that the climate in the low-lying river valley areas of the county is suitable, with moderate annual average temperature, which is conducive to the growth and reproduction of brewing microorganisms. In addition, the pure natural water resources rich in minerals provide ideal conditions for brewing high-quality Baijiu. The Xiaoqu Qingxiang Baijiu in Wuxi County is deeply loved by consumers for its unique taste and flavor, becoming a unique product in the Baijiu market. Not only has the Baijiu industry in Wuxi County achieved remarkable achievements in terms of production and quality, but it has also demonstrated tremendous potential in brand building and market promotion. Facing the future, the development of the Baijiu industry in Wuxi County will rely on its natural environmental advantages and profound cultural heritage, promoting the industry towards high-end, branding, and green development through scientific planning and technological innovation. It aims to achieve high-quality development and make positive contributions to the prosperity and sustainable development of the local economy.

Keywords

Wuxi County; Natural Environment; Cultural Heritage; Xiaoqu Qingxiang Baijiu; Sustainable Development.

1. Introduction

Wuxi County, situated in the northeastern part of Chongqing, nestled at the southern foot of the eastern segment of Daba Mountain, boasts a mountainous terrain, a favorable climate with distinct seasons and abundant rainfall, providing exceptional natural conditions for Baijiu brewing^[1]. Specifically, its low-lying river valley regions feature moderate annual average temperatures, satisfying the needs for the growth and reproduction of brewing microbial flora. Furthermore, the pure water rich in minerals in Wuxi County offers superior water sources for Baijiu brewing. These natural environmental advantages contribute to the unique taste and flavor of the Xiaoqu Qingxiang Baijiu produced in Wuxi County. Additionally, Wuxi County is one of the origins of Chinese Wu culture, an ancient and primitive natural religious activity closely associated with alcohol culture^[2]. In ritual ceremonies, alcohol plays a significant role as a medium for communicating with heaven and earth. This profound cultural foundation provides strong support for the development of the Baijiu industry in Wuxi County^[3]. Moreover, the ancestors of Wuxi County have been boiling and selling salt using natural salt springs and exposed rock salt since the pre-Qin era, and the salt industry has driven local economic prosperity, laying a solid foundation for the development of the Baijiu industry.

With its unique natural environment and profound cultural heritage, Wuxi County has become an important production area for brewing superior Xiaoqu Qingxiang Baijiu. This Baijiu is

characterized by its soft taste, rich aroma, and lingering aftertaste, deeply favored by consumers^[4]. Meanwhile, Wuxi County boasts numerous Baijiu enterprises and workshops, with an expanding industrial scale and a relatively complete industrial chain. As consumer demand for high-quality Baijiu continues to increase, the Baijiu industry in Wuxi County is facing tremendous development opportunities. On one hand, Wuxi County can leverage its natural environmental advantages to increase investment in Baijiu quality, enhancing product quality and value-added services. On the other hand, Wuxi County can delve deeper into its cultural heritage, integrating alcohol culture with tourism culture to promote the diversified development of the Baijiu industry. Additionally, Wuxi County can strengthen cooperation and exchanges with surrounding regions to jointly build regional Baijiu brands and enhance market competitiveness.

Overall, Wuxi County occupies a unique and important position in the Baijiu industry, backed by its exceptional natural environment and profound cultural heritage. With the increasing market demand and continuous development and expansion of the industry, the Baijiu industry in Wuxi County will exhibit broader development prospects and potential.

2. Industrial Background and Planning Purpose

With the continuous expansion of the domestic Baijiu market and the increasing demand for high-quality Baijiu among consumers, Wuxi County, leveraging its unique natural environment and rich brewing resources, is actively developing its Baijiu industry^[5]. This planning aims to promote the development of Wuxi County's Baijiu industry towards high-end, branding, and green development through scientific planning and rational layout, further enhancing the competitiveness and influence of the Baijiu industry in Wuxi County.

2.1. Industrial Background

In recent years, the domestic Baijiu market has shown a booming trend, with the market size continuously expanding and consumer demand for high-quality Baijiu also growing rapidly^[6]. As a region with a long brewing history and unique natural environment, Wuxi County's Baijiu industry enjoys inherent advantages. Located in mountainous areas, Wuxi County has a suitable climate and pure water quality, providing excellent raw materials and conditions for brewing. At the same time, the brewing techniques in Wuxi County have a long history and are passed down from generation to generation, forming a unique brewing culture and style.

However, the Baijiu industry in Wuxi County also faces some challenges and issues. On one hand, due to the relatively weak industrial foundation, technological level and brand building need to be improved. On the other hand, with increasingly fierce market competition, consumers' requirements for the quality and taste of Baijiu are getting higher and higher. Therefore, the Baijiu industry in Wuxi County needs to strengthen technological innovation and brand building through scientific planning and rational layout, enhancing industrial competitiveness and influence.

2.2. Planning Purpose

This planning aims to promote the development of Wuxi County's Baijiu industry towards high-end, branding, and green development, achieving industrial transformation, upgrading, and sustainable development^[7]. Specific purposes include: High-end development: By improving product quality and taste, creating high-end Baijiu products with unique flavors and qualities to meet consumer demand for high-quality Baijiu. Meanwhile, strengthening technological research and innovation to increase product value-added and market competitiveness. Branding: Enhancing brand building and market promotion to increase the popularity and reputation of Wuxi County's Baijiu brands. By creating Baijiu brands with local characteristics, enhancing consumers' recognition and trust in products, increasing market share and

competitiveness. Green development: Emphasizing environmental protection and resource conservation, promoting green production technologies and circular economy models. By adopting environmentally friendly materials and clean energy, reducing pollution and waste during the production process, achieving green and sustainable industrial development.

To achieve the above goals, this planning will focus on strengthening the following aspects: First, optimizing industrial layout to promote industrial agglomeration and collaborative development; second, strengthening technological innovation and talent cultivation to improve the core competitiveness of the industry; third, strengthening brand building and market promotion to enhance product popularity and reputation; fourth, strengthening policy support and financial support to provide strong guarantees for industrial development. Through the implementation of these measures, Wuxi County's Baijiu industry will achieve high-quality development, making positive contributions to the prosperity and sustainable development of the local economy.

3. The Characteristics of Xiaoqu Qingxiang Baijiu

As one of the significant genres of Chinese Baijiu, Xiaoqu Qingxiang Baijiu has won the favor of numerous consumers due to its unique brewing techniques and flavor characteristics. Its distinctive features are mainly embodied in the following aspects:

Raw Material Selection: Xiaoqu Qingxiang Baijiu primarily selects high-quality sorghum, corn, wheat, and other grains as its raw materials. These ingredients are rich in starch and moderate protein, which are conducive to the subsequent saccharification and fermentation processes^[8]. The selection of raw materials strictly follows the principles of "green, healthy, and pollution-free," ensuring the purity and quality of the Baijiu.

Brewing Process: Xiaoqu Qingxiang Baijiu utilizes small-grain starters as saccharification and fermentation agents. These starters contain a diverse array of microorganisms that produce unique aroma compounds. The brewing process includes steps such as soaking grains, initial steaming, water soaking, re-steaming, bacterial culture saccharification, blending with fermented grains, pit fermentation, and distillation. Each step is rigorously controlled to ensure the quality of the Baijiu^[9]. The fermentation period is relatively short, but the fermentation efficiency is high, effectively extracting the aroma compounds from the raw materials while avoiding excessive off-flavors.

Flavor Characteristics: Xiaoqu Qingxiang Baijiu possesses a pure and delicate aroma, smooth and sweet taste, and a lingering aftertaste. The aroma is primarily composed of ethyl acetate, with hints of ethyl lactate and ethyl butyrate, creating a harmonious and layered aroma profile. The taste is gentle, with a light and smooth body, a sweet entrance, and a lingering finish. The alcohol content is moderate, catering to the palates of a wide range of consumers^[10].

Cultural Value: Xiaoqu Qingxiang Baijiu boasts a rich historical heritage and profound cultural significance. It serves as a prominent representation of traditional Chinese brewing techniques and an important carrier of Chinese traditional culture. The brewing process of Xiaoqu Qingxiang Baijiu integrates local natural environments and cultural characteristics, resulting in unique regional flavors and cultural features.

Health Value: Xiaoqu Qingxiang Baijiu is made purely from grain and does not contain any additives or chemicals, thus possessing high health benefits. Consuming Xiaoqu Qingxiang Baijiu in moderation can promote blood circulation, enhance immunity, and alleviate fatigue.

In conclusion, Xiaoqu Qingxiang Baijiu, with its unique raw material selection, brewing techniques, flavor characteristics, and cultural value, has become a shining star in the Chinese Baijiu market. It not only satisfies people's pursuit of excellent wine, but also inherits and promotes Chinese traditional brewing culture and healthy concepts.

4. The Current Development Status of Baijiu Industry in Wuxi County

As a mountainous agricultural county in the northeastern part of Chongqing, Wuxi County boasts unique natural environments and abundant brewing resources, laying a solid foundation for the development of its Baijiu industry^[11,12]. In recent years, Wuxi County has achieved remarkable results in the development of the Baijiu industry, forming an industrial structure and development model with local characteristics.

Industrial Foundation and Resource Advantages: Located at the southern foot of the eastern section of Daba Mountain and the intersection of Chongqing, Shaanxi, and Hubei provinces, Wuxi County's special geographical location provides a unique natural environment for its brewing industry^[13]. The county belongs to the subtropical humid monsoon climate zone, with distinct seasons and abundant rainfall, providing favorable conditions for the growth and reproduction of brewing microorganisms. Meanwhile, Wuxi County possesses abundant water resources and quality brewing raw materials, such as high-quality wheat and sorghum, which guarantee the brewing of high-quality Baijiu.

Industrial Structure and Development Characteristics: In the development process of the Baijiu industry, Wuxi County has formed an industrial structure dominated by fen-flavor Baijiu. Fen-flavor Baijiu, with its unique taste and quality, is deeply loved by consumers^[14]. Meanwhile, Wuxi County has actively introduced advanced technologies and equipment to improve brewing efficiency and quality levels. This industrial structure and development characteristics have given Wuxi County's Baijiu industry a certain advantage in market competition.

Industrial Development Achievements: In recent years, Wuxi County's Baijiu industry has developed rapidly and achieved remarkable results. On one hand, the production and quality of Baijiu have continuously improved, meeting market demand; on the other hand, the Baijiu industry has also made significant contributions to the local economy, becoming one of the important pillar industries in Wuxi County.

Issues and Challenges: Although Wuxi County's Baijiu industry has achieved certain results in its development, it still faces some issues and challenges. Firstly, the brand's popularity is not high. Compared with some well-known Baijiu brands, Wuxi County's Baijiu brands still have a weak influence in the market, requiring further strengthening of brand building and promotion. Secondly, market competitiveness is not strong. With the intensification of market competition, Wuxi County's Baijiu industry needs to further improve its competitiveness, including enhancing product quality, reducing production costs, and strengthening marketing efforts. Additionally, attention needs to be paid to changes in policy environments, market demand, and other aspects to adjust the industrial development strategy in time.

Future Prospects: Facing the future, Wuxi County's Baijiu industry has broad development prospects. On one hand, it can further strengthen technological innovation and brand building to improve product quality and competitiveness; on the other hand, it can actively expand market channels, strengthen cooperation and exchanges with other regions, and promote the sustainable development of the Baijiu industry. At the same time, attention should also be paid to ecological environmental protection and sustainable development to ensure the long-term stable development of the Baijiu industry.

5. The Overall Development Strategy for the Baijiu Industry in Wuxi County

5.1. Guiding Principles

Adhering to the concept of green development, we will actively respond to the industrial policies of the national and local governments, closely integrate with market demand, and take technological innovation as the core driving force to comprehensively promote the

transformation and upgrading of the Baijiu industry in Wuxi County towards high-end, branding, and green development^[15].

5.2. Development Principles

Quality Improvement: Adhering to the principle of quality first, we will focus on enhancing the intrinsic quality of products. Through strict production management and technological innovation, we will ensure the superior taste and unique flavor of Baijiu in Wuxi County.

Brand Building: We will strengthen brand building, cultivate Baijiu brands with regional characteristics, enhance brand awareness and reputation, and strengthen market competitiveness^[16].

Optimization of Industrial Layout: We will plan the industrial layout reasonably, optimize resource allocation, promote industrial clustering and collaborative development, and form a Baijiu industrial cluster with regional characteristics^[17].

Green Development: Adhering to the concept of green development, we will promote environmentally friendly brewing technology, reduce energy consumption and pollution in the production process, and achieve sustainable development of the Baijiu industry^[18].

5.3. Development Goals

By the end of 2024, the Baijiu industry in Wuxi County will achieve the following development goals:

Double Growth in Output Value and Profit: By improving product quality and brand influence, we will promote the double growth of output value and profit in the Baijiu industry in Wuxi County.

Cultivation of Well-known Brands and Leading Enterprises: We will cultivate a group of well-known brands and leading enterprises with market competitiveness, enhancing the overall competitiveness of the Baijiu industry in Wuxi County.

Improvement of Industrial Chain and Supply Chain: We will improve the industrial chain and supply chain system, forming a closed-loop of the entire industrial chain from raw material cultivation, processing, brewing to sales, and improving the overall efficiency of the industry.

5.4. Planning Strategies

Policy Support and Capital Investment: We will strengthen policy support, formulate more favorable tax policies, financial subsidy policies, etc., to attract more capital investment in the Baijiu industry in Wuxi County. At the same time, we will increase financial support, provide diversified financing channels, and meet the capital needs of industrial development.

Deep Integration of Industry, University, Research, and Application: We will promote the deep integration of industry, university, research, and application, strengthen cooperation with universities and research institutions, introduce advanced technology and management experience, and enhance the technological content and management level of the Baijiu industry in Wuxi County. At the same time, we will encourage enterprises to increase investment in research and development, promote technological innovation and product upgrading.

Talent Cultivation and Introduction: We will strengthen talent cultivation and introduction, establish a sound talent cultivation system, and attract more outstanding talents to join the Baijiu industry in Wuxi County. At the same time, we will strengthen cooperation with universities and vocational schools to cultivate more professionals that meet the needs of industrial development.

Market Expansion and Brand Building: We will strengthen market expansion efforts, expand domestic and foreign markets, enhance the market share and brand influence of Baijiu in Wuxi County. At the same time, we will strengthen brand promotion and marketing work to improve brand awareness and reputation.

Environmental Protection and Sustainable Development: We will focus on environmental protection and sustainable development, promote environmentally friendly brewing technology and management models, reduce energy consumption and pollution in the production process. At the same time, we will strengthen resource recycling and waste disposal to achieve green and sustainable development of the Baijiu industry.

6. Summary

Wuxi County, located in the northeastern part of Chongqing Municipality, boasts unique brewing resources and a natural environment, laying a solid foundation for the vigorous development of the Baijiu industry. The low-lying mountainous and river valley areas in the county enjoy superior climatic conditions, with a moderate annual average temperature, which is extremely conducive to the growth and reproduction of brewing microorganisms. In addition, its pure and mineral-rich natural water resources provide unique natural conditions for brewing high-quality Baijiu.

The Xiaoqu Qingxiang-type Baijiu from Wuxi County stands out in the Baijiu market due to its unique taste and flavor. Its taste is soft and delicate, with a rich and long-lasting aroma and lingering aftertaste, making it deeply loved by consumers^[19]. This unique flavor stems from its unique brewing process and careful selection of raw materials, which sets Wuxi Baijiu apart in the industry.

Apart from the advantages of natural environment and brewing resources, Wuxi County also possesses a profound cultural heritage, especially the integration of Wu culture and wine culture, giving the Baijiu industry a unique cultural connotation^[20]. This cultural foundation makes Wuxi Baijiu not only a beverage but also a cultural inheritance and representation.

In recent years, the Baijiu industry in Wuxi County has continuously expanded, and its industrial chain has become increasingly complete. With the increasing demand for high-quality Baijiu among consumers, the Baijiu industry in Wuxi County has ushered in unprecedented development opportunities. To further enhance its industrial competitiveness and influence, Wuxi County has formulated a detailed development plan for the Baijiu industry. The plan aims to promote the development of the Baijiu industry in Wuxi County towards high-end, branded, and green directions. Specific measures include optimizing the industrial layout, strengthening technological innovation and talent cultivation, intensifying brand building and market promotion, as well as providing policy support and financial assistance. Through the implementation of these measures, the Baijiu industry in Wuxi County is expected to achieve high-quality development, making positive contributions to the prosperity and sustainable development of the local economy.

Currently, Wuxi County has formed an industrial structure dominated by Qingxiang-type Baijiu, with both production and quality reaching a high level, becoming an important pillar of the local economy. However, in the face of increasingly fierce market competition and changing consumer demands, the Baijiu industry in Wuxi County still needs to strengthen its brand awareness and market competitiveness. In future development, attention should be paid to technological innovation, brand building, market expansion, and green development.

Overall, the Baijiu industry in Wuxi County possesses unique advantages and tremendous development potential. Through scientific planning and rational layout, combined with technological innovation and brand building, the Baijiu industry in Wuxi County is expected to achieve transformation and upgrading, becoming a Baijiu producing area with significant influence in China and internationally.

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