

QuantaSing unveils private label Chinese baijiu brand YUNTING

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QuantaSing Group Limited a leading online learning service provider in China, announced the introduction of its first private-label Chinese Baijiu brand, YUNTING.

YUNTING is crafted in a core production facility located in the town of Maotai in China, a world-renowned Baijiu production site protected by Geographical Indication. The "sauce aroma" (é ±é!?) style liquor is brewed with fine sorghum, wheat and water, applying ancient 12897 fermentation, distillation and ageing techniques and craftsmanship, resulting in an incredibly rich and smooth character that has attained a government quality certificate. The brand is available for purchase online and will be sold throughout China through flagship stores on China's premier e-commerce platforms shortly.

"Baijiu has been an integral part of Chinese culture for centuries, enjoyed and appreciated by people across society," said Peng Li, Chairman and Chief Executive Officer of QuantaSing. "We hope launching YUNTING Baijiu today can bring our customers even more joy and happiness as the Chinese New Year approaches, a festive time when families reunite, rest and rejuvenate together."

The launch of YUNTING signifies QuantaSing's entry into the private label business, a milestone for the company since it tapped into livestreaming e-commerce in June 2023. Experiencing robust growth, livestreaming e-commerce has increasingly become a significant part of the company's business and future development strategy. Having received positive feedback from users, QuantaSing believes that a stronger connection between the brand and consumers can be built through establishing its brand.