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CIMGâ??s Huo Mao Baijiu recognised for medicinal food homology innovation

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CIMG, a business group specializing in digital health and sales development, which utilizes technologies and marketing networks to enhance its business partners' sales growth and commercial value, announced that its premium sauce-flavor baijiu brand, Huo Mao, was honored with the "2025 China New Consumption Craftsmanship Heritage Award," presented by iiMedia Research, a third-party data mining and analysis firm in the global new economy industry.

The Huo Mao baijiu series integrates ancient techniques with modern technology and adheres to a traditional, time-intensive brewing process carried out over an extended production cycle. Each stage of steaming, fermentation and liquor extraction reflects the passage of time and the dedication of master craftsmen. What makes it even more unique is its use of top-quality dendrobium sourced from the peaks of Mount Huo, which is infused into the liquor through advanced extraction techniques. This infusion adds richness and complexity to its flavour profile, delivering a mellow yet refined taste with a long-lasting finish.

The Company's CEO, Alice Wang, stated, "As a practitioner of medicinal food homology and an advocate for preserving intangible cultural heritage, I am proud that CIMG has continued to innovate in recent years, expanding into multiple fields and

building a diversified commercial ecosystem. Looking ahead, CIMG will focus on introducing additional health and wellness products that apply medicinal food homology concepts, to bring more of China's traditional wellness culture to consumers in global markets."