

Exploring the Protection and Redesign of Old Food Brands Under the Perspective of Non-Heritage Taking Huai'an Deep-fried Tea Cake as an Example

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ABSTRACT

This paper mainly analyzes the brand protection of old food brands and explores the branding redesign. Yuejia deep-fried noodle cake wants to form a good market; it is necessary not only to improve its brand packaging but also to express the characteristics of the product to the best of its ability. Intangible cultural heritage is the crystallization of human wisdom development through the protection of old food brands as a starting point. Take Huai'an Yuejia's deep-fried noodle cake as an example of innovative design and exploration research, and summarize the ideas that should be possessed in protecting old brands and innovation as a case study to revitalize China's old brands.

Keywords: *Intangible cultural heritage, Old food brand, Huai'an deep-fried noodle cake, Innovative design.*

1. INTRODUCTION

1.1 Background of the Study

Huai'an deep-fried noodle cake is one kind of Huaiyang cuisine, which is also called "fine ring cake." In the Qing Dynasty, it was also called "royal tribute," it was said that Premier Zhou had used it to entertain foreign friends. However, with the emergence of modern food diversification, deep-fried noodle cake is no longer as famous as it was then, so finding ways to protect the intangible cultural heritage effectively is a more critical research direction for us nowadays.

After a long time of development, Yuejia deep-fried noodle cake, as a representative of Huai'an deep-fried noodle cake, has a history of more than one hundred years. Still, it is not as popular as it was in the seventies and eighties, which is mainly due to the insufficient publicity of the brand and the lack of strong awareness of the protection of the old foodstuffs, and the gradual deterioration of the handicraft technology in the context of the modern development of the big society and the lack of perfection of the sales mode. Food is also a significant cultural heritage; improving the

awareness of old protection is now non-heritage scholars need to face and solve the problem.

1.2 Purpose and Significance of the Study

Huai'an Yuejia deep-fried noodle cake is one of the more famous snacks in Jiangsu Province, known far and wide. It is not only a household food in Huai'an but is also recognized as the first favorite Chinese snack and occupies a position in the old food brands. This paper is a redesign study of old brands from the perspective of non-heritage to shape the brand of old brands. Therefore, it is summarized through fieldwork and research in Huai'an, on the basis of which brand protection and innovative design are explored. The primary purpose is to summarize the design method so as to get some inspiration about the protection of old food brands in an academic sense and to bring out the cultural value of traditional Chinese skills.

Intangible cultural heritage is not only the crystallization of the wisdom and cultural life of people of all races but also has an essential value of cultural resources, which is not only closely related to people's lives but also has a positive effect on people's development, the Chinese old is a part of

the intangible cultural heritage is indispensable. Protection and inheritance of the old not only the city play a role in publicity but also enable people to understand the traditional Chinese history and culture and actively carry forward, playing a better role in the development of the market. In conclusion, the protection of old food brands and brand innovation design is extremely important and necessary.

2. INTERPRETATION OF THE HISTORY AND CULTURE OF HUAI'AN YUEJIA DEEP-FRIED NOODLE CAKE

2.1 Development of the Old Name of Huai'an Yuejia Tea Ludu

Deep-fried noodle cake, one of the outstanding snacks in Huai'an, has a history of more than two hundred years and can be used as a snack before and after meals and as a dish. Huaian deep-fried noodle cake was created in the late Qing Dynasty when there were many people making deep-fried noodle cake, but the outstanding one was called "Yue," so it was called "Yue family deep-fried noodle cake." In the fifth year of the Xianfeng Dynasty, Master Yue Wenguang innovated the technique of deep-fried noodle cake and won a prize in the Jiangsu Province exhibition. Between 1983 and 1997, Huaian deep-fried noodle cake won a lot of awards for gourmet food and was recognized as the first Chinese Famous snack. Therefore, Huai'an deep-fried noodle cake was awarded the "Jiangsu Old Famous Brand" title in 2015.

2.2 Historical and Cultural Connotation of Huai'an Yuejia Deep-fried Tea Cake

The reason why the word "tea" is before the word "deep-fried noodle cake" is also related to the long history and culture of Huai'an because deep-fried noodle cake is often eaten together with tea as a snack. Deep-fried noodle cake can be eaten directly or eaten with tea for breakfast, and it can be consumed by women and children of all ages.

Huaian Yue Family Tea Snake Cake is located in Flower Lane at the north end of Hexia Ancient Town in Chuzu, Huaian, and Master Yue, the sixth generation of Yue Family Tea Snake Cake, fries the cake every day in his store, which not only attracts tourists to watch but also publicizes the skills of making tea cake. The deep-fried noodle cake of the

Huai'an Yuejia family has been reformed and innovated by several generations, so it has a unique production method and local cultural characteristics, so it is not only a food but also contains the local folk cultural characteristics and customs of Huai'an.

2.3 The Significance of the Intangible Cultural Heritage Status of Huai'an Yuejia Chafing Tea Cake

Huaian Gulou Yue Family's deep-fried noodle cake was the favorite snack of Premier Zhou when he was a child, and it was once used as a precious snack to serve the distinguished guests at the state banquet; since then, this product, which represents the characteristics of the traditional culture of our country, has become famous both at home and abroad. Huaian Yuejia deep-fried noodle cake has been handed down from generation to generation by the Yuejia family, which is not only the effort of several generations but also the inheritance of historical skills and has a very high cultural value. The non-legacy also contains a unique national spiritual value. Huaian Yuejia deep-fried noodle cake is not only representative of snacks in Huaian but also has rich spiritual value and innovative way of thinking, which plays a vital role in publicizing the local characteristics of Huaian.

3. CURRENT SITUATION OF PROTECTION AND DESIGN OF HUAI'AN YUEJIA CHAFING CAKE

Huai'an Yuejia deep-fried noodle cake, as an old local food brand, focuses mainly on innovation in taste and memory. It needs to pay more attention to brand publicity; however, if it is to form a good brand in the market, it is more necessary to upgrade the design and show the brand characteristics and advantages. With the emergence of diversified food types in society, the awareness of the protection of old food brands is gradually weakened, so it is extremely important to strengthen the protection of non-heritage awareness.

3.1 Status of Brand Design

According to the research, Huaian Yuejia deep-fried noodle cake was greatly challenged in brand design, and there was no more precise brand positioning, mainly in the packaging design, which was slightly simple, using plastic bags and paper boxes for packaging, and the choice of packaging materials was too single, without fully considering

the requirements of the tightness of deep-fried noodle cake. The difference between the outer packaging and inner packaging is huge; the outer packaging is relatively strong and pressure-proof, while the inner packaging is too cheap, and there is even a small portion of air leakage phenomenon, which leads to the overall poor taste of deep-fried noodle cake.

3.1.1 Logo Design

From a visual point of view, the logo on the product packaging is not representative and is drawn using a double line; in other words, there is no clear iconic logo, making the packaging lack recognizability.

3.1.2 Color

The overall package color is only two colors (red and yellow), although full of classical flavor, too single, the elderly relative love, for young people, its packaging color can not attract the eye.

3.1.3 Layout

From an aesthetic point of view, the overall package does not present a picture of Tea Lovesnake, and the layout could be clearer. The text is piled up, the key area is not prominent enough, and the overall layout is piled up with more patterns, but most of them are common Chinese elements, not very representative, and the design method is rather single.

Throughout the whole, the specialties of Huai'an also do not reflect the local characteristics of Huai'an, so consumers need a deeper impression of its place. It is not only unfavorable to the brand promotion of Yuejia deep-fried tea but also unfavorable to the dissemination of Huai'an city culture.

3.2 SWOT Analysis

Yuejia deep-fried tea cake is popular in the scenic spot of Hexia Ancient Town, mainly because of the centuries-old technique of deep-fried tea cake combined with the history of Hexia Ancient Town. The ancient town under the river has a thousand years of history, and the good regional environment makes Yue's deep-fried noodle cake well known to tourists in tourist attractions. The rich cultural resources of Hexia Ancient Town provide more business opportunities for Yuejia Tea Snake, and

the centuries-old buildings with ancient colors and smells also attract customers to buy.

Yuejia tea noodle cake does not have a complete brand design system; the packaging is too single, resulting in consumers not having a deep impression of it, and will not generate a sense of trust; regional cultural characteristics are not fully reflected; the packaging material is also the use of plastic bags and cardboard box packaging; secondly, there is a lack of green packaging concepts on the packaging material, which is not quite in line with the concept of sustainable development.

According to the research and analysis, in addition to the purchase of local people, the most important purchasing group is the tourists who travel to Hexia Ancient Town; with the improvement of people's living standard, the number of tourists grows gradually, and the customer groups are concentrated in the Jiangsu area, most of the tourists will repurchase, and the young group adopts online purchasing, which is undoubtedly advantageous for Huai'an Yuejia Deep-fried Tea Cake.

With the diversification of local specialty snacks, young people mainly buy some new specialty foods, such as "Hot Milk Bao" and "Cherry Blossom Ruixing," while those who are familiar with deep-fried noodle cake are mainly middle-aged and old-aged, and the long-term consumption of deep-fried noodle cake is also mainly for the people in Huai'an area.

3.3 Analysis of Design Principles

Regarding the rejuvenation design of Yuejia deep-fried noodle cake, "Wang Yuxia" is worth learning. According to the research, "Wang Yuxia" keeps up with the fashion trend and improves the package design to meet the aesthetics of young people. Not only is kraft paper used as the packaging material, but interesting illustrations are also used on the packaging. Although the variety of food, the overall layout, and the use of Color are appropriate, the product and packaging are complementary. It is worth mentioning that the use of dark red and dark yellow colors is full of classical flavor, which corresponds to the attributes of the old brand.

Regarding adding elements of local characteristics into the packaging of deep-fried tea noodle cake, "Guanshengyuan" is worth mentioning. Wuhan "Guanshengyuan" is simple and generous in packaging design, bold in Color, and adopts the

same kraft paper and plastic box in packaging material; it is easy to preserve, and the taste is not easy to deteriorate; meanwhile, different products are color-coordinated in different ways, and the elements of regional cultural characteristics are added to the packaging design, the brand logo is obvious, and the brand system is perfect. The brand logo is obvious, and the brand system is perfect.

Regarding the brand design, Anqing Mailongxiang and Huai'an Yuejia Tea Snake also have similarities of needing parts, such as an aging brand image, incomplete series design, etc. In modern times, people's lives are diversified, and perfect package design is especially important in the competitive market. In modern times, people's lives are diversified, and perfect package design is especially important in the competitive market. It is difficult to satisfy the diversification of the market if the commercial image fails to leave a deep impression on people.

4. METHODS AND EXPLORATIONS OF PROTECTION AND REDESIGN OF HUAI'AN YUEJIA TEA AND LACRITES FOOD OLD TRADEMARKS

4.1 Design Background

In Chapter 3, it can be seen that Yuejia deep-fried noodles have needs a stronger sense of brand design and communication. The Yuejia deep-fried noodles brand is still famous because of its excellent skills and flavorful history and culture, while the long text on the package gives people a visual impression of over-packaging, which needs to be more innovative and bold. In order to make Yuejia deep-fried noodles more recognizable, brand design and communication are indispensable.

4.2 Design Orientation

According to the research, Yuejia Tea Cake is mostly purchased by middle-aged and older adults, and young people account for a minority. Therefore, the design positioning is mainly based on the user demand analysis to carry out innovative design. According to the different groups of audiences, the positioning of the package design is also different, and the series design should be diversified; upgrade the design on the original package according to the needs of consumers.

4.3 Design Ideas

In view of the present development pattern of Yuejia deep-fried noodle cake, the following concepts are proposed for the redesign of the Huai'an Yuejia deep-fried noodle cake brand.

4.3.1 Considering Using Local Characteristic Elements

Huai'an Yuejia deep-fried noodle store is located in Hexia Ancient Town, and the architecture of the ancient town is very characteristic; in the new package design, more attention should be paid to promoting Yuejia deep-fried noodles, and considering that the number of tourists is increasing dramatically, the use of "Huai'an Impression" gift box as a souvenir of tourism will be more impressive to the tourists. Therefore, in the package, the building of Huai'an Drum Tower can be used as the main body of the layout, and the representative spots of Hexia Ancient Town can be drawn in the form of hand-painting, thus echoing the image of Huai'an as the capital of waterway transportation, and the local history and culture can be integrated into the redesigned package design.

4.3.2 Adopting Sensory Experience to Build Brand Awareness

In packaging design, a recognizable logo is extremely important, which can not only increase the overall decoration but also leave a deep brand impression on consumers. For the font design of "Yuejia deep-fried noodle cake," handwritten calligraphic fonts are combined with modern graphics, trying to reflect the four characteristics of deep-fried noodle cake: delicate, crispy, crunchy, and fragrant, so as to build the visual experience. Secondly, it is the construction of tactile experience, not only upgrading the graphic design but also upgrading the material of the package, which can be adjusted by printing and other methods, so that the consumers will have a different tactile experience when they open the package, which can also be called the "sense of ceremony".

4.3.3 Building a Fun Experience to Use

Since this project mainly focuses on the protection and redesign of old brands, it is essential for the young generation to strengthen the awareness of protection and to expand the consumption market of young people; it is

necessary to open up the market on the network platform and to increase the sales channels on the basis of which the shape of deep-fried noodle cake can be redesigned according to the preferences of young people, including the increase of the flavor of deep-fried noodle cake and other measures, so as to make it attractive to the young group.

5. CONCLUSION

Yuejia deep-fried noodle cake is a local characteristic food based on Huai'an local development, which plays an important role in the tourism development of the ancient town under the river; with the development of the local economy, Huai'an deep-fried noodle cake is also promoted in many ways, but the real sense of brand revitalization needs to be perfected or innovated in designing the brand image and packaging, and this paper, through the reformulation of the design strategy and the direction of the market, improves the brand image of Huai'an deep-fried noodle cake, thus strengthening the protection consciousness of the local old brands. In this paper, by reformulating the design strategy and market direction, the brand image of Huai'an deep-fried noodle cake is improved, and the protection consciousness of local old brands is strengthened. In conclusion, the most important thing for Yuejia's deep-fried noodle cake is to inherit and improve the handicraft and to pay more attention to the dissemination of the brand image so as to increase its influence in the market greatly.

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