

Financial Hot Topic

Have you tried the “Moutai liquor-flavored Latte”?



On 4 September, Luckin Coffee, the largest chain of coffee shop in mainland China (OTC: LKNCY), has jointly launched a new product “Moutai liquor-flavored Latte” with Guizhou Moutai (600519.SH). This liquor-flavored coffee was very popular as soon as it was launched, with the first day sales volume of over 5.42 million cups and the first day sales amounts of more than RMB 100 million, which has stimulated a rise in the share price of Luckin Coffee in the over-the-counter market and significant fluctuation in the share price of Moutai, becoming one of the most popular topics for the week.

It is named “Moutai liquor-flavored Latte” because the Moutai used in the product belongs to liquor with Moutai-flavor. The thick milk prepared by adding Moutai liquor with 53% alcohol content is added to coffee. After the coffee is diluted with milk, the official claims that the alcohol content of each cup of coffee is lower than 0.5% vol. Although Moutai liquor is expensive, the general public can enjoy the “real Moutai” at an affordable price through this cooperation.



“Moutai liquor-flavored Latte”

First day sales volume
over **5.42 million** cups
First day sales amounts
more than RMB **100 million**

Due to shortage of “Moutai liquor-flavored Latte”, Luckin Coffee has announced that “Moutai liquor-flavored Latte” will be sold on permanent basis to satisfy popular demand, and become a strategic product jointly launched with Guizhou Moutai on long term.

Moutai’s successive crossover with Dove Chocolate

The crossover effect of high-end liquor with leading coffee company is strong and has achieved remarkable success in crossover sales and marketing. Guizhou Moutai has gained unprecedented attention and focus in consumer market, especially in young people market, implicating a new trend of rejuvenation and modernization of Moutai brand.

On 14 September, Guizhou Moutai announced the launching of “Mao Xiaoling liqueur chocolate” under the cooperation with the chocolate brand Dove, and was officially launched on 16 September. Many people were queued up to buy outside the Moutai ice cream shops. The product was also launched on three merchants that participated in the simultaneous launch in the online shopping platform Tmall and was sold out in just one minute of going on sale.



“Mao Xiaoling liqueur chocolate”

Source:

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