

Study on the High Quality Development of Liquor Industry

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Abstract

As socialism with Chinese characteristics has entered a new era, China's economic development has also entered a new stage, that is, high-speed development into high-quality development stage. Liquor is one of the important industries in economic development, and promoting the high-quality development of liquor plays an important role in promoting regional economic growth. On the basis of clarifying the connotation of high quality development and the present situation of liquor industry development, this paper analyzes the reasons for liquor industry to turn to high quality development from three aspects: the change of people's consumption demand, liquor enterprise upgrading and industry life cycle. On this basis, from the development scale, development efficiency, industrial structure in-depth analysis of the current situation and main problems of the high quality development of liquor industry in major provinces of China's liquor industry, discusses the path of the high quality development of liquor industry, to provide reference for the high quality development of other industries.

Keywords

Liquor industry; High quality development; Industry life cycle.

1. INTRODUCTION

With the changing of the economic environment, the consumer demand of the market is constantly changing, and people's requirements for the quality of life are also growing. At the same time, they are also facing the economic structural reform, and there is the conflict between the use of resources and the environment. It is inevitable to promote high-quality economic development, change the mode of economic development, adjust the structure of economic organization and enhance the impetus of economic development. This is an inevitable decision to achieve more efficient, equitable and reliable sustainable development, and a prerequisite for achieving China's strategic goals for future development. In recent years, China's liquor industry has developed rapidly. According to the statistics of the National Bureau of Statistics, in 2021, the operating revenue of liquor enterprises above designated size reached 603.348 billion yuan, with a year-on-year growth of 18.6%; The total profit reached 170.194 billion yuan, up 32.95 percent year on year. In the consumption market with Chinese characteristics, the quality and efficiency of baijiu are gradually improving, and consumers' demand for baijiu quality and service is increasingly high. Baijiu's position is unbreakable. As one of the important industries of economic development, it is necessary for the situation to promote the high-quality development of baijiu.

"The world baijiu sees China, and the Chinese baijiu sees Sichuan". The mention of liquor, will think of Sichuan wine, Sichuan provincial Party Committee, provincial government has been taking Sichuan wine as an important starting point to build Sichuan brand, improve the cultural

awareness, established the provincial leadership contact and guide the quality liquor industry mechanism, put forward the concept of "Chinese liquor Golden Triangle"; The "14th Five-Year Plan" also proposed to build Sichuan wine into a "world-class liquor industry cluster"; The implementation of "Twelve Sichuan liquor Industry". Stimulated by the removal of production line restrictions in 2019, the development of the liquor industry showed a squeezing growth. However, in the 14th Five-Year Plan period, due to the requirements of ecological environment, the original development mode and development path of the liquor industry could no longer meet the development requirements of the liquor industry in the new era. In 2021, Sichuan Provincial Party Committee issued Several Measures for Promoting the High-Quality Development of Sichuan Liquor Industry. Clearly put forward the need to support and encourage the high-quality development of Sichuan liquor industry. By the end of 2019, the number of liquor enterprises in Sichuan Province accounted for 17% of the country, and the total output accounted for 46.67%. However, the liquor industry in Guizhou accounted for nearly half of the industry profits with less than 4% of the total output, which seriously affected the development of Sichuan liquor industry. Therefore, in order to realize the revitalization of Sichuan liquor industry and promote the high quality development of Sichuan liquor, it is of great practical significance to promote regional economic growth.

2. THE THEORY OF HIGH QUALITY DEVELOPMENT OF LIQUOR INDUSTRY AND LITERATURE REVIEW

2.1. Definition of high-quality development of liquor industry

"High-quality development" has richer connotation than "quality of economic growth", which is the coordination and unity[1]High-quality development is the basic development direction proposed in combination with China's economic development, and it is an important program for China's future economic development. Promoting high-quality economic development has become a fundamental requirement for China's economic and social development to reach a higher level at present and in the period to come. Ren Baoping[2] believes that high-quality economic development is regarded as a quality state, which should reflect the new era and new ideological changes, and its quality range is wider and higher than that of economic growth.

The high-quality development of industry contains in the high-quality development, is the key level of China spare no effort to achieve high-quality economic development, industrial high-quality development is a change with The Times, dynamic iteration of the overall concept, and its essence is to study the quality of industrial development, industrial high-quality development is the formation of new development concept based on the high quality development. It is characterized by multi-dimensional connotation, diverse performance, complex standards, diversified development and flexible strategies. The high quality development of liquor industry is the new economic era to cope with the development and change of high domestic and foreign economy, and put forward higher level requirements for the development of liquor industry. The purpose is to solve the unsolved problems in the process of rapid economic development, but also for the sustainable development of the subsequent industry, to promote the overall economy to a higher form of development. The high quality development of liquor industry pays more attention to the spiritual value, service and health of liquor products to meet the growing needs of the people. With the development of society, people's demands for baijiu products are constantly changing. It is mainly reflected in the transformation of the supply and demand of liquor, from the rapid increase of output to the improvement of product quality and quantity, and the promotion of healthy liquor nowadays. The second is the green appeal of the liquor industry. The liquor production pays more attention to the social performance of enterprises, and has more clear requirements for

environmental protection, energy saving and emission reduction. Third, from the material level to the spiritual level of demand, drinking liquor culture, the spiritual appeal is more in-depth.

To sum up, the high-quality development of the liquor industry should contain the following contents: Firstly, the quality and quantity of liquor should be guaranteed, especially the quantity of high-quality liquor. Secondly, we should pay attention to green development, pay attention to ecological protection and fulfill social responsibilities. Only by developing environment-friendly and promoting energy conservation and emission reduction, can we fundamentally solve and guarantee the sustainability of food industry development. Finally, it is necessary to enrich the cultural function of liquor products, cultivate and improve customer loyalty, and further support the high-quality development of liquor industry.

2.2. Literature Review

There are some researches on high-quality development in foreign theoretical circles, but there are some differences in the expression methods of high-quality development and the emphasis of index system construction in different industries. For example, the sustainable Development index constructed by Paula Bolcarova and Stanislav Kolo? ta (2015)[3] Other scholars also used a single index to represent the quality of economic development. Adeniyi Jimmy Adedokun (2017)[4] Mi J et al. (2020)[5] Wang S and Lu X (2020) [6] Lu Yi (2022)[7] Lu Yi measured the high quality development level of tourism. Wei P et al. (2021)[8] Shujia Zhou (2022)[9] Then, from the four links of "research and development, production, circulation and service", they put forward the implementation path of digital technology application, namely, "layout of innovation chain, upgrading of industrial chain, optimization of supply chain and upgrading of value chain", to gradually realize high-quality economic development from development. Dezhen Wang and Buwajian Abula (2021)[10] Make "point" and "axis" become the engines of economic growth along China's western new corridor, supplemented by the tasks and guarantees of the country's contemporary new corridor construction, and stimulate new logistics, new trade, new mode and new economy in regional cooperation to achieve high-quality development. Hui Li (2021)[11] Zehua Yi (2021)[12] As a result, the development speed of the logistics industry is slower and slower, which reduces the economic benefits of the logistics industry. In order to solve this problem, it is proposed to train logistics related talents and strengthen the logistics monitoring and forecasting mechanism, so as to promote the high-quality development of the logistics industry, accelerate the development speed of the logistics industry and improve the economic benefits of the logistics industry. Dr. Shital Dinkarrao Adgaonkar (2021)[13] In recent years, it analyzes and summarizes the common problems in China's cultural and creative industry parks, such as weak industrial agglomeration development, relatively single business model, insufficient park brand promotion, and industrial city integration to be improved. In order to help China's cultural and creative industry parks achieve high-quality development goals, it is suggested to further improve the management system of industrial parks, build the industrial chain of cultural characteristics of industrial parks, improve the high value-added service level of industrial parks, and build digital industrial parks. Shuyi Chen (2021)[14] The spatial spillover effect and spatial agglomeration of green investment appear, and relevant suggestions are put forward that green investment can promote high-quality economic development.

Xianglan Jiang et al. (2018)[15] Wenli Hu et al. (2020)[16] Then, the characteristics and reasons of the liquor industry concentration are analyzed, and three trends of the development of the liquor industry are explored. Yuhui Li and Yijun Chen (2020)[17] It lays a foundation for the evaluation of the competitiveness of Sichuan liquor industry and the path to improve the competitiveness of Sichuan liquor industry in the future, so as to promote the high quality and sustainable development of Sichuan liquor industry. Cong Peng (2021)[18] The internal and external factors of high quality and sustainable development of China's Maotai-flavor liquor

industry are discussed from the three aspects of centralized development, green development and diversified development. Wenzhi Su (2020)[19] In addition, the paper predicts the future development trend of the industry to provide reference value for investors.

2.3. Reasons for liquor industry to turn to high quality development

2.3.1 High-quality development is the inevitable requirement to adapt to the change of people's consumption demand

Since the reform and opening up more than 40 years ago, China's economy has continued to grow rapidly, and the liquor industry has also experienced rapid development, with the output increasing from 1,434,700 tons in 1978 to 7,407 million liters in 2020. According to statistics, in 1985, the total industrial output value of the national liquor enterprises reached 3.263 billion yuan, and now the sales scale and enterprise profits have entered the era of one trillion yuan and one hundred billion yuan. Not only that, the development of the liquor industry has also driven the development of agriculture, packaging industry, transportation industry and other industries, and promoted the employment of more than 400,000 people. The liquor industry has made a very outstanding contribution to social development and economic construction. But at the same time, on the one hand, there is the problem of inadequate development, the reform of the supply side of liquor is still in the process, the insufficient reform of the lack of impetus for economic growth, liquor as a traditional enterprise, the driving force of innovation is insufficient. On the other hand, the liquor industry is also an industry with high pollution and high energy consumption. Some listed enterprises have achieved certain results in green development, but some corporate social responsibility reports are not perfect. Since the 18th National Congress of the Communist Party of China, the main contradiction has changed, and residents' consumption needs have also changed significantly, which is mainly reflected in the transformation from quality to brand and culture, which shows that high-quality development is an inevitable requirement[20] to adapt to the changes in people's consumption needs.

2.3.2 The inevitable requirements for promoting the upgrading and development of liquor enterprises

It is an inevitable choice for the liquor industry to face social problems and adapt to the new normal of the economy. It is also a solid foundation for the liquor industry to achieve sustainable development. It takes innovation as the new driving energy, constantly solves the main problems restricting its high-quality development, and fundamentally maintains an upward trend. At the same time, the high-speed development has brought about various problems for the environment, and such a growth model is difficult to form a good cycle of economic development. In addition, China's demographic dividend continues to lose, labor costs continue to increase, innovation is also an important means to change the traditional brewing methods, change the old state-owned enterprises style, especially in the current trade protectionism, post-epidemic era under the background, facing increased risks, liquor industry to expand sales channels, improve the international influence more difficult. Therefore, in order to conform to the national development strategy, solve environmental problems to improve international competitiveness and influence, the liquor industry must take the road of high quality development, innovation and development as the main driving source to achieve sustainable development.

2.3.3 Inevitable requirements of industry life cycle development

As a biological field, life cycle refers to the whole life trajectory of organisms with life rules from birth, growth, maturity to senescence and death. After the introduction of this view in the field of economics and management, this view has been widely used in the development of enterprises and industrial economy. If the industry life cycle is divided into the interval from zero to one, the industry life cycle refers to a dynamic change process of the new industry from

"zero" to "one" and then to "zero", which will show an "S" shape state. It is an important part of modern industry development. According to the industry life cycle theory, a particular industry can be divided into four stages of evolution: initial stage, growth stage, maturity stage and decline stage. In the start-up stage, the enterprise scale is small, the number of companies is small, the input and output rate is low, and the management level is poor. In the growth stage, the number of companies increases greatly, the industry scale expands rapidly, and the role positioning in the industrial structure improves rapidly. In the mature stage, the technology is relatively stable and the market share is relatively solidified. The decline stage enters the stage of shrinking demand and decreasing output.

In the past 40 years, the baijiu industry has developed rapidly, and the market system has been continuously improved. Different products condense different elements for different market segments. As we all know, wine is one of four kinds of food and beverage that is closely related to Chinese residents' daily life. Liquor has a long history in China, wine has lasted for thousands of years, there are thousands of years of customs, such as festive festivals, family gatherings, weddings and funerals, there are "wine" figure, as long as at the table, in ancient times, because wine can eliminate fatigue, physical and mental pleasure, many poets with wine as companions, relying on wine to relieve the anxiety, create a large number of wine related works. Until the 1990s, the rapid rise of Qinchi, Kong Fujia and other baijiu brands, baijiu profits soared, ushering in a stage of prosperity and development. Every policy adjustment and market change will have a profound impact on the development speed and quality of the liquor industry. For example, after China's accession to the WTO, foreign wine to join the competition for the alcohol market, but also expand the channels for the internationalization of domestic high-quality liquor; The adjustment of restricting the "three public consumption" policy also caused the decline of the liquor industry for many years. The Chinese liquor industry entered the mature period from the growth period, the growth rate gradually slowed down, and the competition became more and more fierce. Many companies have changed their strategies in terms of production, marketing, distribution, sales and research and development. Now that restrictions are in place, how will high-quality development change the cycle of the liquor industry? As we all know, the baijiu industry has always been a high energy consumption and high pollution industry. High-quality development advocates green sustainable development and the balance between economy and environment. In addition, with the rise of new consumption, mainly the acceptance degree of the post-90s and post-00s to baijiu gradually decreased, in order to prolong the stability period of the baijiu industry, and slow down into the decline period, the baijiu industry must be transformed, high-quality development is a necessary choice.

3. DEVELOPMENT STATUS AND PROBLEMS OF LIQUOR INDUSTRY IN MAJOR PROVINCES

The year 2020 is the end of the 13th Five-Year Plan, the transition year of the 14th Five-Year Plan, and a special year for the global epidemic. The world economy is sluggish and the domestic economy is facing a "big test". The economic development of the liquor industry slows down correspondingly, but under the joint efforts of the whole liquor industry, it finally realizes the growth against the trend, which fully reflects the anti-risk ability of China's liquor industry. This chapter mainly analyzes the industrial development of the key provinces of China's liquor industry, and makes analysis and comparison of Sichuan Province, Guizhou Province, Jiangsu Province and Shanxi Province. According to the existing literature collation, combined with the point of view of this study, the present situation and problems will be discussed from three aspects of the development scale, development efficiency and industrial structure of the key provinces of liquor industry.

3.1. Scale of development

The development scale of the liquor industry means the expansion of quantity and capacity. In 2015, there were 1,563 liquor enterprises above designated size in China, and in 2020, there were 1,040 liquor enterprises, a decrease of 33.46%. The number of enterprises and output are both declining. This fully reflects the speed of enterprise mergers and acquisitions and integration in the past five years, as well as the continuous improvement of industrial concentration, behind is actually the change and adjustment of industrial structure. These changes indicate that the liquor industry pays more attention to brand effect and has built up famous wine producing areas. The market share is still flowing to larger enterprises, and the survival of small and medium-sized enterprises is facing difficulties. According to the List of Chinese Baijiu Enterprises in 2020 released by Southmoney.com, Guizhou Moutai and Yibin Wuliangye ranked first, followed by Luzhou Laojiao and Shanxi Fenjiu, taking the top four positions in China's baijiu industry (data source: Southmoney.com).

As shown in Figure 1, among the top 100, there are 36 enterprises in Sichuan, Guizhou, Jiangsu and Shanxi, 20 baijiu enterprises in Sichuan, 11 baijiu enterprises in Guizhou, 2 enterprises in Shanxi and 3 enterprises in Jiangsu. Among them, The "six golden flowers" -- Yibin Wuliangye, Luzhou Laojiao, Jiannanchun, Longjiu, Swellfun and Shedi liquor, which are well-known brands of Sichuan liquor, all rank high in the list.

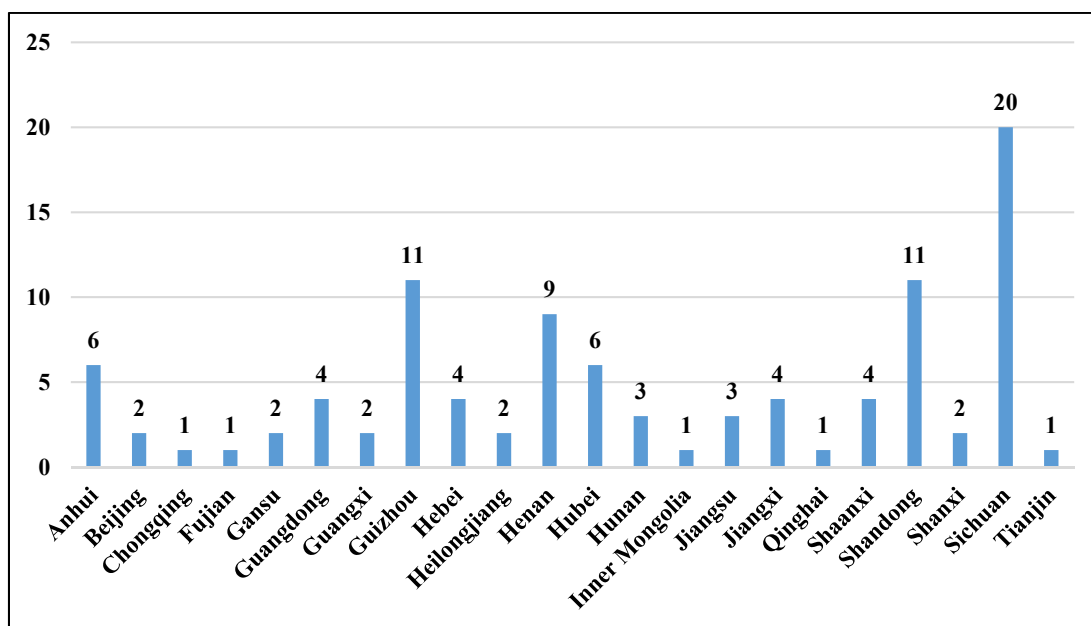


Figure 1. Summary of Top 100 Baijiu Enterprises in China in 2020 (Unit: unit)

According to Figure 2, the summary chart of China's Top 100 liquor brand value released by GYbrand in 2020, it can be seen that the total value of the top 100 brands on the list is 1,835.983 billion yuan. Six Golden Flowers, Sichuan's famous liquor, has made a great contribution, ranking the top in brand value. Kweichow Moutai, Yanghe Stock and Shanxi Fenjiu all have their own efforts. Helping Guizhou, Jiangsu and Shanxi rank among the top eight brands in terms of brand value.

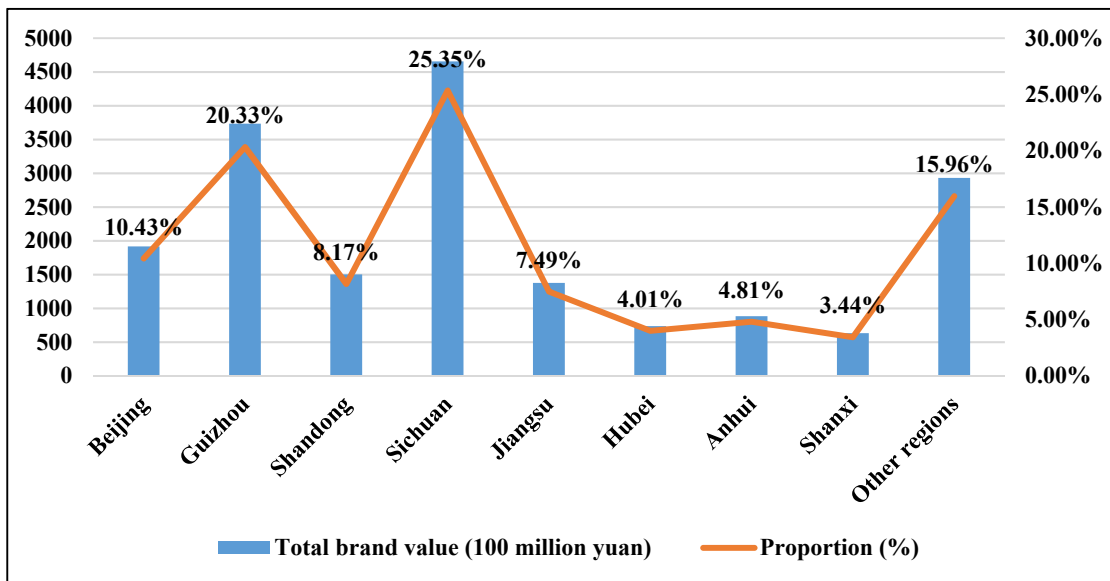


Figure 2. Summary of Top 100 Chinese wine brand Value provinces

3.2. Development Efficiency

The development efficiency of the liquor industry refers to the relationship between the input and output of various factors in the production and operation activities of the liquor industry in a certain period, which can be used to measure the development level of the liquor industry. Liquor plays an important role in national economic construction. Figure 3-7 shows the sales revenue of liquor industry from 2015 to 2020. It can be seen that the sales revenue increased from 2015 to 2016, decreased from 2016 to 2018, and increased from 2018 to 2020, with a year-on-year growth of 2.89% in 2020 compared with that in 2019. The sales revenue reached 583.6 billion yuan (source: National Bureau of Statistics).

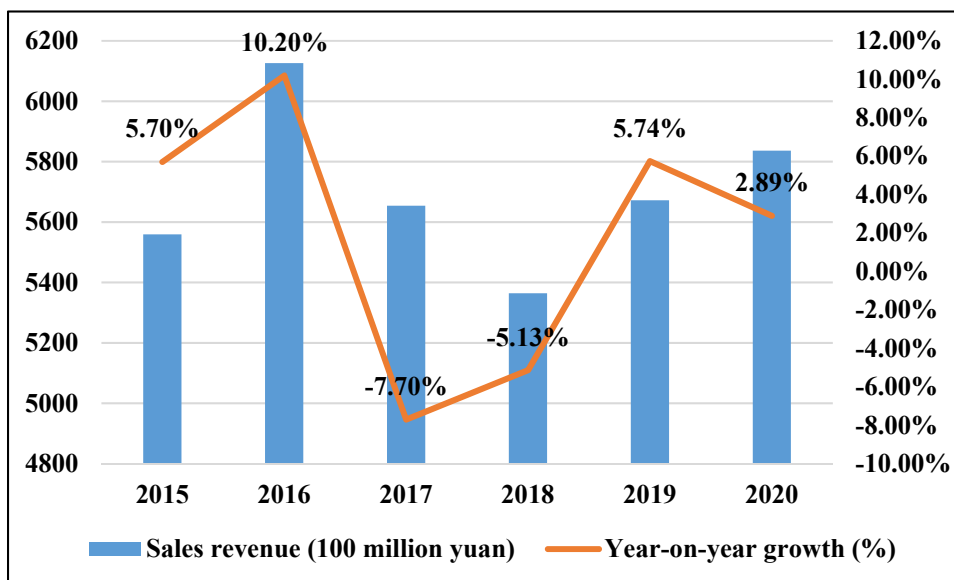


Figure 3. Sales revenue statistics of China's liquor industry from 2015 to 2020

As can be seen from Figure 4, from 2015 to 2020, the output of Chinese liquor showed a declining trend. In 2016, the output reached the highest level of 13.584 million liters, while in 2020, the output of Chinese liquor reached the lowest level of 7.47 million liters, down 45.5%

from 2016. One of the reasons for the decline is the gradual transition of liquor enterprises to high-end and second-high-end development, reducing the production of low-end liquor.

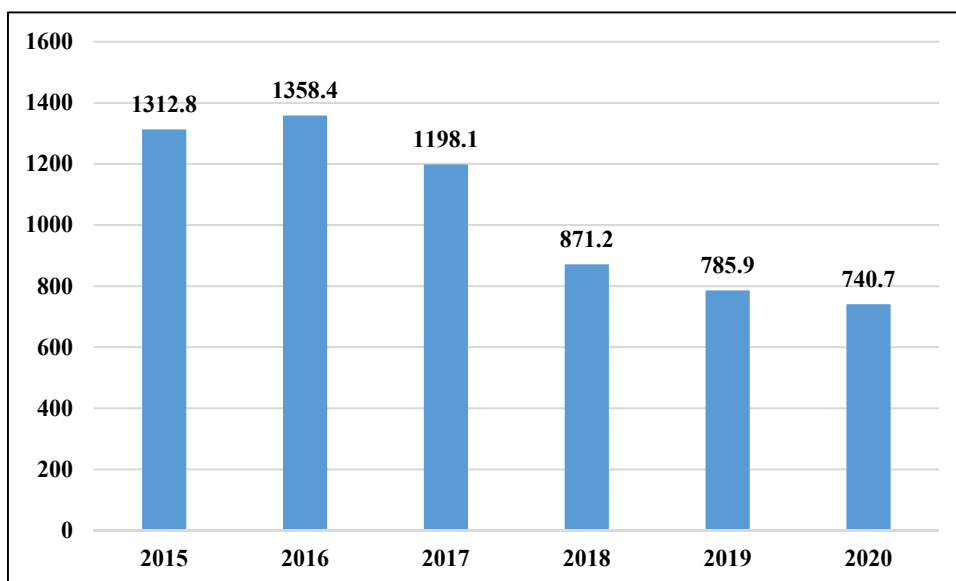


Figure 4. Statistical Situation of Liquor production in China from 2015 to 2020

From 2015 to 2020, in addition to the decline in production and demand, the sales volume of Chinese baijiu also continued to decline. As shown in Figure 5, even though the epidemic situation was relatively relieved in 2020 and dining out gradually increased, the sales volume of Chinese baijiu did not increase from 2019, but dropped to 740.7 million liters.

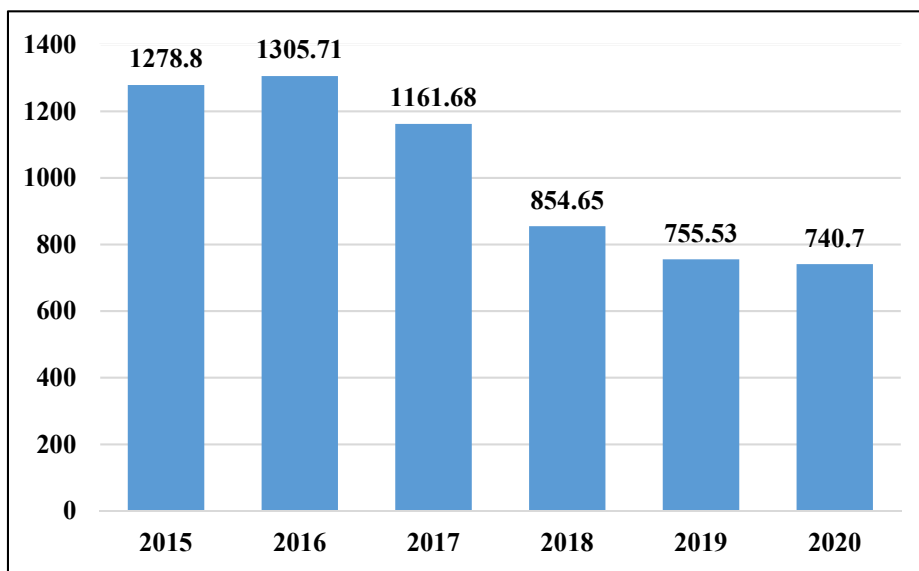


Figure 5. Statistics of China's Baijiu sales from 2015 to 2020

In recent years, with the improvement of people's cultural quality, consumption concept has been greatly enhanced. At the same time, under the influence of national policies such as "Prohibition", the demand for baijiu in China is decreasing year by year. As shown in Figure 6, the per capita demand for baijiu from 2017 to 2020 shows a decreasing trend, with a decrease of 6.6% in 2020 compared with that in 2019. The per capita demand for baijiu in 2020 is only

5.24 liters/person. This shows that consumers are increasingly treating baijiu as a pursuit, with more and more people choosing to drink good and healthy liquor.

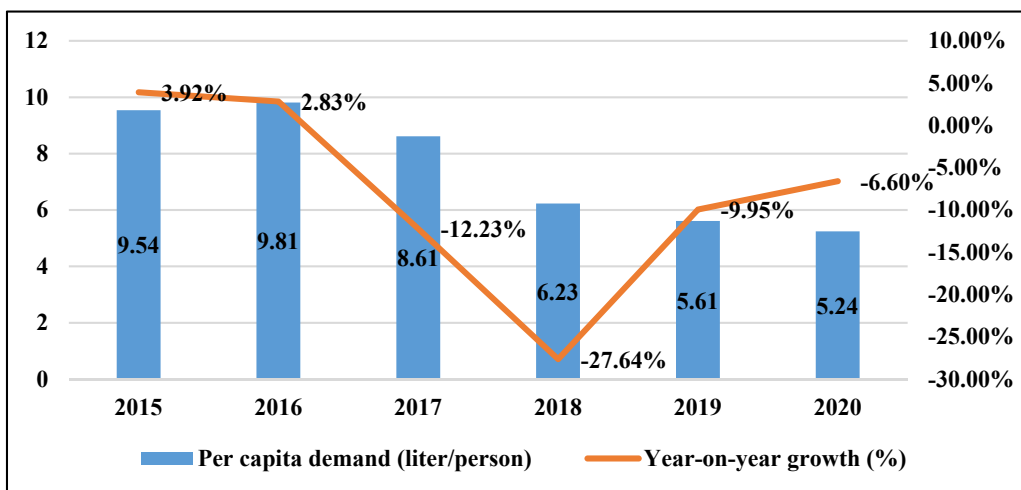


Figure 6. Per capita demand for baijiu in China from 2015 to 2020

3.3. Industrial Structure

The industry structure of baijiu refers to the technical connection and resource allocation among all departments of baijiu industry in a certain region. According to the proportion of sales revenue of flavor in 2020, the total sales revenue of Chinese baijiu mainly comes from Luzhou-fragrance, maotai-fragrance, faint scent and other flavor baijiu. As shown in Figure 7, Luzhou-flavor baijiu is the most important flavor with 51% of sales revenue. In addition, Tai-flavor liquor occupies the second largest flavor in China with 27%, followed by Qingflavor liquor which occupies the third place with 15%, and other flavors account for 7% in total. The industrial structure reflects that the dominant flavor of China's market segment is Luzhou-flavor, and Sichuan is the Luzhou-flavor liquor as the core production area, therefore, to make full use of the "Luzhou-flavor liquor producing area", which is an important breakthrough of Sichuan Luzhou-flavor liquor industry cluster.

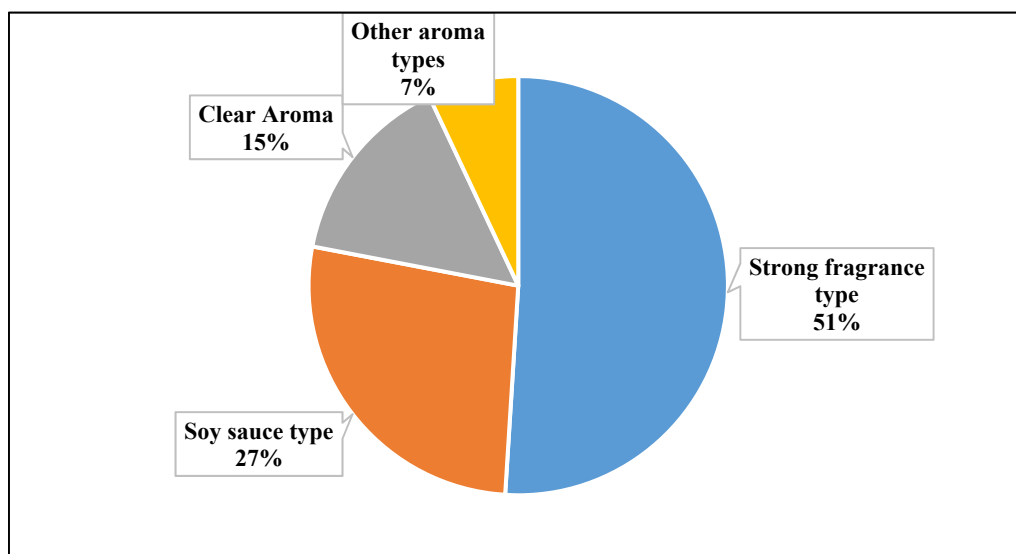


Figure 7. The proportion of sales revenue of each flavor of Chinese liquor in 2020

Luzhou-flavor liquor requires an ancient cellar for brewing. The yield of high-end liquor is closely related to the cellar age. There are 20 ancient cellars of Ming Dynasty in Sichuan, among which 16 are Wuliangye and 4 are Luzhou old cellars. These ancient cellars brewed top Wuliangye and Guojiao 1573. The output of the original wine in one cellar is extremely limited, so the production capacity of the top Luzhou-flavor liquor is limited. Due to the problem of alcohol production rate, usually a ton of Luzhou-flavor baijiu is produced, only about 10% is used to do high-end products, so Luzhou-flavor technology is bound to be accompanied by the emergence of a large number of low and medium grade wine, how to optimize the configuration of production capacity is the primary task of Luzhou-flavor enterprises. Maotai-flavor liquor usually has a long production cycle, occupy a large amount of capital, and is closely related to environmental problems. The production cycle of Moutai wine is at least 4-5 years, but there is no physical restriction of cellars. As time goes by, Moutai's high-end wine capacity will gradually expand.

4. HIGH QUALITY DEVELOPMENT AND IMPROVEMENT PATH OF LIQUOR INDUSTRY

4.1. Attach equal importance to green innovation and consumption demand

4.1.1 Promote the development of green innovation and strengthen the innovative thinking of small and medium-sized enterprises

As a traditional industry, liquor cannot promote industrial development without innovation. In the era of high-quality development, innovation is endowed with the requirements of sustainable development and innovation of enterprises, that is, green innovation. Liquor industry chain is long, many participants, involving large interests, a liquor enterprise product information system distributed in many participants, from the collection of raw materials to the production of alcohol products, and then to the intermediate link of transportation, and finally to the hands of consumers, the process and information supervision is completely separated, resulting in the traceability of products is very low, counterfeit repeatedly banned. Liquor industry intelligent, digital development to solve the current situation of an important way. With the development of Internet and digital economy, "digitalization" has become the general trend of liquor industry. The digital transformation of Sichuan liquor industry is mainly from the organizational structure, brewing technology, new products, marketing means and other aspects of digital transformation, to achieve green innovation. From product research and analysis of existing consumers and potential consumption to brand management, the development of new products and expand the popularity of old products are inseparable from data. Under the guidance of digital transformation and intelligent strategy, products can be traced more accurately, marketing can be done more accurately, brand interaction can be done more humanized, consumption can be done more comfortable, so as to realize the intelligent, digital and green liquor industry.

Well-known liquor enterprises can increase capital investment in marketing and communication to protect the brand, but for small and medium-sized liquor enterprises, the brand influence is weak, at the same time, limited by their own capital, channel development, resources, and insensitive to market development, enterprise strategy is not clear, simple management structure, to cope with the risk of external environment, innovation ability is weak. For enterprise managers, continuing education in all aspects of enterprise development should be strengthened, innovative thinking should be expanded, and sales barriers should be broken, not only limited to local sales, cross-market sales should be difficult, pay attention to the construction of enterprise culture. Only when an enterprise has culture and can speak culture, can it create a unique brand culture, achieve brand premium, enhance its influence, and go further. In the continuous innovation and development at the same time to optimize the

industrial ecology, the most important is supporting the development of industrial infrastructure, enhance the liquor industry in the supply side to promote quality growth of innovation ability, improve the liquor industry to match the demand side of the quality upgrade requirements of the adaptation level, to achieve diversified development and high quality development of the liquor industry.

4.1.2 Closely combine consumer demand

With the development of the new generation of information technology led by big data technology and the connected society, the quality of the whole people has been improved, and consumption has returned to quality and rationality, and the public's consumption demand for liquor is changing imperceptibly. The era of selling a bottle of liquor to the public has passed, and the liquor enterprises in Sichuan are constantly conforming to the needs of The Times, pursuing personality, health and cultural value, but the influence degree of cultural transmission and the effective acceptance degree of the public are not obvious. According to the survey results of the high-quality development measurement model of Sichuan liquor industry, except Yibin and Luzhou, the consumption development is relatively high. The consumption development of other liquor producing areas is not high, and the reputation and popularity of regional brands are not high in attracting consumers. While enriching the product connotation, it is necessary to closely combine the personalized, fashion sense, low alcohol and other needs of today's consumers, pay attention to consumers' consumption experience, create a brand effect that resonates with consumers, gain the recognition and favor of consumers, fully meet the unique needs of more consumers, and improve the influence and competitiveness of Sichuan liquor.

4.2. Transform government functions and increase support

For the liquor industry which runs through the first, second and third industries, its transformation development needs to create a good system environment. The political support for the liquor industry from the regional governments of the seven production areas in Sichuan is strong and needs to be further improved. In addition to the wine producing areas outside the 7 cities of Sichuan, Zigong, for example, also has a profound liquor culture. "Rongzhou Red Wine" produced in Rongxian County was already a famous liquor in Sichuan in the Tang Dynasty, and it is also an "official wine". It has a good geographical advantage and a superior location, but the lack of policy support and few supporting policies for liquor industry and liquor production capacity have restricted the growth and development of Zigong liquor industry. Therefore, for the producing areas with liquor culture, the government should strengthen the development, actively integrate into the development of Sichuan liquor "C" area, with the existing leading enterprises in the region as the center, scientific layout of industrial concentrated development, and actively promote the favorable policies and facilities for the development of liquor industry, such as finance, taxation, science and education and other fields. At the same time, the government should actively promote the reform of property rights system, mainly aimed at the mixed ownership reform of state-owned liquor enterprises, in order to consolidate and develop the leading position of enterprises in the market, and give full play to the leading role of market mechanism in the production and management of enterprises. In addition, through government functions, universities, scientific research platforms, forums and other construction of multi-level wine culture resources supply system, government led to create regional wine culture resources, famous wine industry to dominate the supply of representative wine culture resources, around the small and medium-sized wine enterprises to dig and cultivate personalized wine culture resources.

4.3. Cultivate the cradle of Sichuan wine talents

Talent is the strategic support to revitalize liquor. In order to further promote the liquor high-quality development strategy, it is urgent to build a high-quality, high-level and high-tech personnel team. However, there are many factors that restrict the development of talents. The lack of long-term development vision planning, humanistic corporate culture and management system, constructive compensation system and employee career growth planning will lead to the loss of employees. Therefore, a comprehensive management system should be established within the enterprise to meet the needs of employees' better life and build the humanistic care goal of the enterprise. Under strengthening the management of existing talents, at the same time strengthening the introduction and training of enterprise talents, to promote the development of talents, it is necessary to build the incubation base of technological talents in the wine industry, set up a liquor characteristic college in colleges and universities, set up courses related to wine, enhance innovative service ability, further promote the integration of production and education, cultivate more high-quality skilled talents, further strengthen the core competitiveness, To make more and more contribution to the quality development of the wine industry.

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