

少一分甜 多一分“潮”

苏州稻香村交出新时代健康答卷



图为苏州稻香村新年礼盒。

在许多人的记忆里，总有一份属于传统糕点的香甜，它关联着节庆、茶叙与赠礼的温情画面。而今天，当人们对健康有了更高的要求时，这份经典的味道该如何延续？

苏州稻香村给出了回应——在延续糕点“轻甜”口感的基础上，通过创新低糖配方满足健康消费需求，借助国潮设计与年轻一代建立情感联结，使传统糕点成为一种时尚新选择。在此过程中，经典之味得到了更具象的表述。

逐一“唤醒”，这不仅是指口味的减轻，更是让传统食补理念以更纯粹的方式呈现。

无论是玫瑰饼的“减糖留香”，碧螺春茶酥的“低糖茶香”，还是八珍糕的“除糖提本”，都指出苏州稻香村品牌一贯的诚意：真正的传承，还在于创新经典风味，以更健康的姿态，持续融入人们每一个值得纪念的日常里。

看得见的国潮

品得到的匠心

除了内核口味的健康提升，苏州稻香村同样在外在体验上，给出了自己独特的国潮表达。

苏州稻香村将经典的园林窗棂、江南意象等元素，化为糕点造型与礼盒设计。当用户打开礼盒，不仅能看到印有传统纹样的包装，更能在每一块糕点上“品味国潮”，切身地让用户感受到了“看得见、吃得着”的园林文化。

这种贯穿细节的设计，也让苏州稻香村的新年礼盒超越了传统食品范畴，升华为一件融合了观赏、品鉴、分享与体验化的国潮春节礼物。它清晰地传递出一个信号：老字号正在以匠心的姿态，去传递当代美学的色彩，将陪伴多年的经典滋味，转化为餐桌上的艺术，与新年社交的代表，以更年轻、更前卫的方式，真正融入当代人们的清单礼礼

与生活仪式之中。

低糖，是对当代健康的真诚回应；国潮，是对自身文化底蕴的自信表达。两者共同指向一个目标：让低糖解决人们对健康的顾虑，用国潮搭建跨越时代的桥梁，让这份经典滋味成为今天人们愿意吃、愿意送、愿意分享的日常选择。

（桂源）



图为苏州稻香村的鲜花饼。

公告

债权转让公告

根据山东兴业投资发展有限公司与山东金石资产管理集团有限公司于2025年10月18日签署的《债权转让协议》，山东兴业投资发展有限公司已将其享有的对下列债务人及担保人的全部债权（包括但不限于本金、利息、违约金等）及其担保权利转让给泰安金石资产管理有限公司，山东兴业投资发展有限公司向你们发出公告，自公告之日起，你们作为债务人或担保人，请直接向债权受让人泰安金石资产管理有限公司履行还款义务。详见明细表。特此公告。

1	KH12666070527	81719201020102065	王东来	个人经营贷款	25,000	7,579,345	2,242,203	1,046	2025-09-20至2026-01-20
2	KH12666070588	81719201020111109185	王东来	个人经营贷款	30,000	3,333,344	0.000000	3,234,004	2025-09-20至2026-01-20
3	KH12666070498	817192010229903846	王东来	个人经营贷款	30,000	21,666,670	3,275,011	24,941,881	2025-09-20至2026-01-20
4	KH12666070527	81719201020102065	王东来	个人经营贷款	25,000	16,333,336	5,789,156	2,127,002	2025-09-20至2026-01-20
5	KH12666070527	81719201020102065	王东来	个人经营贷款	25,000	40,000	35,729,753	5,438,404	2025-09-20至2026-01-20
6	KH12666070388	81719201020407232	王东来	个人经营贷款	49,000	35,877,975	6,494,444	40,709,592	2025-09-20至2026-01-20
7	KH12666070527	81719201020102065	王东来	个人经营贷款	25,000	17,748,011	6,494,444	27,838,465	2025-09-20至2026-01-20
8	KH12666070527	81719201020102065	王东来	个人经营贷款	25,000	15,888,891	9,021,891	25,908,681	2025-09-20至2026-01-20
9	KH12666070527	81719201020102065	王东来	个人经营贷款	25,000	1,727,455	0.002074	1,947,729	2025-09-20至2026-01-20
10	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	6,041,124	1,211,704	7,252,828	2025-09-20至2026-01-20
11	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	12,440,499	1,235,889	12,403,388	2025-09-20至2026-01-20
12	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	28,499,996	7,301,488	35,701,484	2025-09-20至2026-01-20
13	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	16,717,922	5,644,438	22,362,360	2025-09-20至2026-01-20
14	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	12,440,499	1,235,889	12,403,388	2025-09-20至2026-01-20
15	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
16	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
17	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
18	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
19	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
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23	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
24	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
25	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
26	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
27	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
28	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
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30	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
31	KH12666070384	817192010201683810	王东来	个人经营贷款	25,000	35,388,890	5,674,608	41,063,498	2025-09-20至2026-01-20
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