

武汉十大伴手礼

Top Ten Wuhan Gifts

1. 蔡林记“热干面礼盒”

Hot Dry Noodles Gift Box by Cai Lin Ji



推荐理由

现在提到武汉，人们一定会联想到热干面。武汉因水而生，因水而兴，码头文化应运而生，深刻改变了武汉人的生活方式和习惯。在老武汉，码头工人过早吃一碗价格实惠、能量充足的热干面，能够有效缓解一天的劳累。吃热干面过早后来逐步成为武汉人一种生活习俗，深刻烙印在武汉人和城市文化记忆之中。提到吃热干面，武汉人一定会推荐老品牌“蔡林记”热干面。“蔡林记”热干面创始于1928年，先后荣获“湖北省

非物质文化遗产” “中华老字号” “中华名小吃” “中国十大面条” 等殊荣。

Recommended Reason

When people think of Wuhan, one thing that often comes to mind is definitely *Re Gan Mian* or hot dry noodles. Wuhan, a city shaped and sustained by water, developed a distinctive wharf culture that deeply influenced local life and traditions. In earlier times, dock workers would begin their morning with a bowl of affordable and hearty hot dry noodles that fueled them for a long day of labor. Over time, this morning ritual became a cherished local tradition, deeply woven into the city's cultural identity. For locals, Cai Lin Ji is the go-to time-honored brand for authentic hot dry noodles. Founded in 1928, Cai Lin Ji has received numerous titles such as *Hubei Provincial Intangible Cultural Heritage*, *Well-known Chinese Snack*, *China's Time-Honored Brand*, and has been recognized as one of the *Top Ten Chinese Noodles*.

礼品简介

蔡林记“热干面礼盒”，外包装是国潮手绘的“凤凰”图案，蕴含着振翅高飞的美好祝愿。礼盒内，装有遵循古法工艺，经多道工序制作而成热干面面条，配合芝麻酱、酸豆角等作料，较好呈现了地道武汉热干面口感。蔡林记“热干面礼盒”承载了武汉美食的地道风味，是选购最具武汉地方特色旅游伴手礼的首选。

Product Profile

The gift box features a hand-painted phoenix in modern Chinese style,

symbolizing aspirations for success and good fortune. Inside are noodles made following traditional methods and crafted through multiple processes to preserve their authentic texture and flavor. Paired with sesame paste, pickled long beans, and other classic seasonings, the dish captures the authentic taste of hot dry noodles. As such, it makes a perfect souvenir that reflects the city's rich culinary heritage.

2. 扬子江食品“追光武汉糕点礼盒”

“Chasing Light” Wuhan Pastry Gift Box by Yang Zi Jiang Food



推荐理由

“扬子江食品”是湖北著名的传统糕点食品品牌，从上世纪五十年代开始，历经四代人的传承与发展，一直从事传统特色食品的开发研制生产和经营，先后荣获“中国特色糕点”“中国名饼”“中华烘焙老字号”“湖北老字号”等荣誉称号。

Recommended Reason

Yang Zi Jiang Food is a renowned traditional pastry brand from Hubei, passed down through four generations since the 1950s. The company has long been dedicated to developing and producing traditional regional pastries and has received numerous prestigious honors, including *China's Iconic Pastries*, *Famous Chinese Cakes*, *China's Time-honored Bakery Brand*, and *Hubei Time-Honored Brand*.

礼品简介

扬子江食品“追光武汉糕点礼盒”外包装采用书本函套造型，打开盖子时，就像翻开了一本叫“武汉”的书。外包装图案设计上，运用现代手绘技法重新演绎武汉古今建筑同框组图，呈现出“历史与现代同框，一眼望穿古今”的武汉旅游意境。每一盒内还附赠明信片一张。礼盒分为五大系列，包括数十种产品，其中既有武汉家喻户晓的传统手工糕点，如云片糕、桃片糕、麻烘糕、桂花糕，也有黄油海盐曲奇饼干、巧克力曲奇饼干等新式糕点，每一款都是武汉糕点美食文化的结晶。

Product Profile

The “Chasing Light” Wuhan Pastry Gift Box is designed like a book, inviting people to “flip open” the stories of Wuhan as they lift the lid. The exterior design uses modern hand-drawn illustrations to bring together Wuhan’s ancient and modern architecture, offering a vivid glimpse into the city’s past and present. A postcard is also included in every box. There are five collections, offering dozens of pastry varieties. Highlights include classic treats like *Yun Pian Gao* (Cloud Slice Cakes), *Tao Pian Gao* (Walnut Slice Cakes), *Ma Hong Gao* (Sesame Rice Cakes), and *Gui Hua Gao* (Osmanthus Cakes), as well as modern creations such as butter sea salt cookies and chocolate cookies. Each piece reflects the heritage and craftsmanship of Wuhan’s pastry culture.

3. “53 度黄鹤楼酒南派大清香”

Yellow Crane Tower Baijiu - Southern School, Light-Aroma Style (53% ABV)



推荐理由

黄鹤楼酒历史悠久，古称“汉汾”。1898 年，湖广总督张之洞将酒进献给光绪皇帝，被赐名“天成坊”，寓意“佳酿天成，国富民强”，这就是黄鹤楼酒厂的前身。百余年间传承绵延不息，黄鹤楼酒秉承其卓越的酿造工艺和深厚的文化底蕴，接连荣获“中华老字号”“中国驰名商标”“武汉名品”等称号，酿造技艺名列“湖北省非物质文化遗产”。

Recommended Reason

Once known as *Han Fen*, Yellow Crane Tower Baijiu has a rich history. In 1898, Zhang Zhidong, then Governor-general of Huguang (present-day

Hubei and Hunan provinces), presented this spirit to Emperor Guangxu of the Qing Dynasty, who named it *Tian Cheng Fang*, meaning “an excellent brew made by heaven, strengthening the nation and its people.” The brand has been passed down for over a century, preserving its time-honored brewing techniques. Yellow Crane Tower Baijiu has earned numerous prestigious titles, including *China’s Time-Honored Brand*, *China Well-known Trademark*, and *Wuhan Signature Product*. Its unique brewing craft has also been recognized as a *Hubei Provincial Intangible Cultural Heritage*.

礼品简介

53 度黄鹤楼酒南派大清香，以大曲、高粱、水为主要原料，历经 135 道工序，色泽晶莹剔透，香气浓郁，味道醇厚绵甜，回味悠长。礼盒内包含 125 毫升黄鹤楼酒 20 一瓶和茶水分离两用杯一个，其中黄鹤楼酒 20 采用青花陶瓷山水瓶，充分展现出了黄鹤楼酒深厚的“楼文化”底蕴，也向消费者传递了“步步高升”“更上一层楼”的美好祝福。

Product Profile

This 53% ABV Baijiu is crafted from premium sorghum, water, and Daqu (a wheat-based fermentation starter), through a meticulous 135-step brewing process. The result is a crystal-clear spirit with a rich aroma, mellow sweetness, and a long, elegant finish. The gift box contains a 125ml bottle of Yellow Crane Tower Baijiu-20 and a dual-use cup designed for both tea and spirits. The liquor comes in an elegant blue-and-white porcelain bottle featuring traditional landscape art, reflecting the deep cultural heritage

of the Yellow Crane Tower. It also carries auspicious wishes of continual advancement and success in all endeavors.

4. 汪玉霞“随心配·优选武汉礼”

Pick-Your-Own Wuhan Pastry Gift Box by Wang Yu Xia



推荐理由

“汪玉霞”始创于 1739 年（清乾隆年间），是武汉历史最悠久的食品老字号品牌。历经近 300 年的传承和积淀，“汪玉霞”先后成功入选“中华老字号”“湖北老字号”“武汉市非物质文化遗产”。“汪玉霞”糕点承载着几代武汉人的味觉记忆和文化情怀，被誉为“老武汉的文化记忆”，也是老武汉人过年过节送礼的标配和首选。

Recommended Reason

Established in 1739 during the reign of Emperor Qianlong of the Qing Dynasty, Wang Yu Xia is Wuhan's oldest food brand, boasting nearly 300 years of history. It has been recognized as *China's Time-Honored Brand*, *Hubei Time-Honored Brand*, and listed as a *Wuhan Intangible Cultural Heritage*. Passed down through generations, Wang Yu Xia pastries preserve

the traditional flavors and cultural legacy of old Wuhan, making them a living symbol of the city's culinary heritage. These pastries have been a go-to gift for festivals and special occasions.

礼品简介

“随心配·优选武汉礼”是“汪玉霞”为满足多样化需求打造的伴手礼盒，顾客可根据需要，自由选择和搭配樱花饼、绿豆糕、牛舌酥、龙须酥等糕点。礼盒外观以黄鹤楼、长江大桥、武汉大学等地标为主题，融入樱花元素，既展现城市风貌，又传递“将武汉美好记忆带回家”的寓意。

Product Profile

This customizable gift box allows customers to mix and match a variety of traditional pastries such as *Ying Hua Bing* (Cherry Blossom Cakes), *Lv Dou Gao* (Mung Bean Cakes), *Niu She Bing* (Ox-tongue Pastries), and *Long Xu Su* (Dragon's Beard Candy). The box's exterior showcases iconic Wuhan landmarks like the *Yellow Crane Tower*, the *Yangtze River Bridge*, and *Wuhan University*, adorned with cherry blossom motifs. This design captures the city's charm and invites people to take home a piece of Wuhan's beauty and warmth.

5. 湖锦酒楼“藕多多排骨汤”

Ou Duo Duo Lotus Root & Pork Rib Soup by Hujin Restaurant



推荐理由

武汉人喜欢煨汤，煤炭炉火上的砂锅铫子里咕噜咕噜滚烫的排骨藕汤，是武汉人最钟爱的味道之一。“藕多多排骨汤”是湖锦酒楼为了让更多消费者能够更方便地品尝地道的武汉莲藕排骨汤而研发的餐饮新零售产品。“湖锦酒楼”创立于 1994 年，是江城武汉著名的餐饮服务连锁机构，湖北省餐饮龙头企业。2011 年起，连续 8 年被评为中国餐饮百强企业，享有“中华餐饮名店”和“鄂菜十大名店”称号，荣获“改革开放 40 年中国餐饮行业模式创新突出贡献企业”“中国餐饮 30 年卓越成就奖”等诸多荣誉。

Recommended Reason

For Wuhan locals, nothing says home like a steaming bowl of lotus root

and pork rib soup—slow-cooked the traditional way in clay pots over coal fires. Ou Duo Duo Lotus Root & Pork Rib Soup is a convenient, ready-to-serve product developed by Hujin Restaurant to bring the authentic taste of Wuhan to modern households. Founded in 1994, Hujin Restaurant is a renowned chain in Wuhan and a leading culinary enterprise in Hubei Province. Since 2011, it has been ranked among *China's Top 100 Catering Enterprises* for eight consecutive years. The restaurant also holds prestigious titles, including *National Famous Restaurant* and *Top Ten Hubei Cuisine Restaurant*, and has also received honors such as *Outstanding Contribution Award for Business Model Innovation in China's Catering Industry over 40 Years of Reform and Opening-Up* and the *30-Year Excellence Award in China's Catering Industry*.

礼品简介

湖锦“藕多多排骨汤”严选洪湖粉藕搭配黑毛猪的新鲜肋排，经过严密的火候控制，通过现代工艺还原煨汤技法的口感，确保每一罐汤均品质优异。藕的口感粉糯甘甜，肋排软嫩脱骨，藕有肉香，肉有藕香。开盖后只需加热 5~8 分钟即可食用。

Product Profile

The soup is made using carefully selected ingredients, including starchy lotus roots from Honghu Lake and fresh ribs from black-haired pigs. Through precise temperature control and modern techniques that replicate traditional slow-simmering, each can of soup delivers consistently exceptional flavor. The lotus root is tender and mildly sweet, while the ribs are juicy and fall effortlessly off the bone. Together they create a

harmonious blend where the lotus root absorbs the meat's richness, while the ribs carry the root's fragrance. Simply heat for 5-8 minutes after opening, and it's ready to enjoy.

6. 楚味堂“武昌鱼礼盒”

Wuchang Fish Gift Box by Chu Wei Tang



推荐理由

湖北是中国著名的鱼米之乡，“武昌鱼”是湖北鱼肥味美的最佳代表。“才饮长沙水，又食武昌鱼”，伟人毛主席的一句诗，让美食“武昌鱼”家喻户晓。三国时期，东吴孙权建都武昌（今鄂州），用“武昌鱼”宴请功臣，“武昌鱼”由此为天下熟知，至今已有 1700 余年历史。武汉人对“武昌鱼”的热爱和传承，使得“武昌鱼”成为了武汉一张独特的文化名片。“楚味堂”自 2002 年起开始在江城武汉面向全国销售湖北特产，其传统技艺“武昌鱼制作技艺”已入选湖北省非物质文化遗产名录。

Recommended Reason

As a signature delicacy of Hubei—known as China’s land of fish and rice—Wuchang fish has long been cherished for its rich flavor and tender

texture. It rose to national fame thanks to a line from a poem by Chairman Mao Zedong: “Just tasted the waters of Changsha, and now I dine on the fish of Wuchang.” Its history, however, dates back some 1,700 years ago to the Three Kingdoms period (220 – 280 AD), when Sun Quan, ruler of the Wu State, served it in Wuchang (present-day Ezhou) as a reward for his meritorious officials. Thanks to the enduring passion of Wuhan locals for the fish, it has become a unique cultural symbol of the city. Chu Wei Tang, a Wuhan-based food brand, began promoting authentic Hubei flavors nationwide in 2002. Its preparation technique for Wuchang fish is officially listed as part of *Hubei’s Intangible Cultural Heritage*.

礼品简介

楚味堂“武昌鱼”选用新鲜武昌鱼活鱼，处理干净后低温腌制，自然风干，保证鱼制品本味、营养与干度，检验合格后再进行真空封装，装入用心设计的伴手礼盒上市。楚味堂“武昌鱼”礼盒有麻辣、豆豉、五香、红烧四个口味。

Product Profile

Inside this exquisitely designed gift box is Chu Wei Tang’s ready-to-eat Wuchang fish. Made from freshly caught Wuchang fish, each piece is carefully cleaned, marinated at low temperatures, and air-dried to preserve its natural flavor, nutritional value, and ideal texture. The fish is then vacuum-packed following strict quality inspections. The gift box features four signature flavors: spicy, fermented black bean, five-spice, and braised.

7. 周黑鸭“谢谢礼”

Appreciation Gift Box by Zhou Hei Ya



推荐理由

“周黑鸭”根植武汉沃土，自 1994 年飘香至今，历经三十年匠心传承，先后荣获“中国驰名商标”“湖北精品”“武汉名品”等多项殊荣，从汉味小馆蝶变为享誉全国的卤味标杆。“周黑鸭”在消费者们心中逐渐演变成了武汉伴手礼的一块金字招牌。

Recommended Reason

Founded in Wuhan in 1994, Zhou Hei Ya is a leading brand specializing in ready-to-eat braised delicacies. Over the past 30 years, it has

undergone a remarkable transformation — from a humble local eatery offering traditional Wuhan flavors to a nationally recognized benchmark in China’s braised food industry. With honors such as *China Well-known Trademark*, *Hubei Premium Product*, and *Wuhan Signature Product*, Zhou Hei Ya has become one of the most iconic and beloved gifts from Wuhan.

礼品简介

“周黑鸭谢谢礼”礼盒严选招牌鸭脖、秘制鸭掌、酱香翅中、甜辣翅尖和柔嫩豆腐干五大明星单品，包装以手绘插画形式表现灵豹、仙鹿、喜鹊穿梭于江城胜景的场景，表达“相伴、相知、相守”的情感隐喻。采用独立的颗粒真空包装，进行超长时间高温喷淋杀菌灭菌，保质期长达 8 个月。

Product Profile

There are five premium products in the Zhou Hei Ya Appreciation Gift Box: classic duck necks, braised duck feet in secret sauce, soy-braised mid-joint wings, sweet-and-spicy wing tips, and tender dried tofu. The package features hand-drawn illustrations of a leopard, deer and magpies, symbolizing companionship, mutual understanding and enduring bonds. Each item is individually vacuum-packed and sterilized using an extended high-temperature spray process, ensuring a shelf life of up to eight months.

8. “黄鹤古韵旋转灯”

Yellow Crane Tower Foldable Paper Lamp



推荐理由

“黄鹤古韵旋转灯”是湖北悦游文化创意发展有限公司结合城市文旅夜游新风尚开发的一款具有夜晚场景属性、便携的文创产品。作为“武汉礼物”，它曾两次走进国家级招待会，赢得国内外嘉宾点赞。

Recommended Reason

Developed by Hubei Yueyou Cultural Creativity Development Co., Ltd., the Yellow Crane Tower Foldable Paper Lamp is a portable cultural souvenir designed to create a cozy nighttime ambiance. As a signature Wuhan souvenir, it has been selected as a gift for two national-level receptions, earning praise from both domestic and international guests.

礼品简介

黄鹤古韵旋转灯将经典的黄鹤元素展现得淋漓尽致，木质结构的旋转灯采用三段式灯身设计，在打开后会缓缓变成一盏纸灯，呈现出一幅古画，展现了黄鹤在黄鹤楼周围翩翩起舞的场景，同时也把搁笔亭、千禧钟等黄鹤楼公园内的景观融入画中。小夜灯支持亮度调节与储能点亮功能，满足不同场景需求。唯美的画面、便携的结构、小巧的体积，使黄鹤古韵旋转灯无论是居家装饰、拍照打卡还是公共空间使用，都能创造出独特的氛围和视觉享受。

Product Profile

The lamp features a wooden base and top, with a collapsible paper body in between. When unfolded, it reveals a traditional Chinese painting of yellow cranes gracefully dancing around the iconic Yellow Crane Tower. Landmarks from the Yellow Crane Tower park, such as the Genius-Scaring Pavilion and the Millennium Bell, are also beautifully depicted. The lamp is rechargeable, and the light intensity can be adjusted to meet different needs and preferences. Compact, portable, and decorative, the lamp is ideal for creating a unique atmosphere in both public and private spaces.

9. “东湖四季花香薰”

East Lake Four Seasons Home Fragrance Collection



推荐理由

“人民的乐园，世界的东湖”，作为“国家级 5A 景区”，东湖风景区最具特色的旅游资源在于“春赏樱、夏观荷、秋闻桂、冬品梅”四季赏花游，为武汉打造新花城和全市赏花经济做出了巨大贡献。“东湖四季花香薰”是独创国内首款城市四季香氛体系，不仅是居家香氛，更是一套可感知的“武汉四季日历”。

Recommended Reason

Dubbed “People’s Paradise with a Worldwide Reputation” and a National 5A-rated Tourist Attraction, the East Lake Scenic Area is well-known for its unique seasonal flower viewing—cherry blossoms in spring, lotus flowers in summer, osmanthus in autumn, and plum blossoms

in winter. This year-round floral experience plays a key role in Wuhan's efforts to build a city of flowers and boost its tourist economy. This fragrance collection is China's first city-themed series inspired by the four seasons. It serves not only as a home fragrance but also a sensory "calendar" that captures the essence of Wuhan's four seasons.

礼品简介

该产品以东湖四季赏花为灵感，以“春撷樱云、夏采荷露、秋酿桂雨、冬藏梅雪”为主题，瓶身采用透明玻璃瓶设计，瓶内融入对应季节的仿生植物装饰，每个季节的香薰瓶都像一件迷你艺术品，既美观又充满自然气息，将“花漾武汉”的四季之美浓缩于方寸之间。

Product Profile

Inspired by the year-round blossoms of East Lake, this fragrance collection draws on the poetic imagery of "spring cherry clouds, summer lotus dew, autumn osmanthus rain, and winter plum snow." Complemented by decorative potpourri representing the four seasons in transparent bottles, these miniature artworks offer both aesthetic enjoyment and showcase the beauty of nature.

10. 仟吉食品“海藻糖绿豆糕黄鹤楼联名款”

Trehalose Green Bean Cakes by Kengee × Yellow Crane Tower



推荐理由

端午吃绿豆糕一直都是武汉传统习俗。“芝麻绿豆糕，吃了不长包”，这是一句很多武汉伢从小唱到大的顺口溜。这款礼盒是端午节热门选购的时令产品。仟吉食品创立于2000年，是华中地区最具影响力的连锁烘焙品牌，先后获评“中国驰名商标”“中国十大烘焙品牌”“中国食品健康2023年度七星奖”“国家高新技术企业”“国家农业龙头企业”等荣誉。

Recommended Reason

Eating green bean cakes during the Dragon Boat Festival season is a long-standing tradition in Wuhan. A popular rhyme that locals grow up chanting goes: “take a bite, no pimples in sight, what a delight!” This gift box is a festive favorite for the occasion. Founded in 2000, Kengee is one

of the most influential bakery chains in Central China. It has received numerous national honors, including *China Well-known Trademark*, *Top Ten Chinese Bakery Brands*, *2023 Annual Seven-Star Award for Outstanding Contribution in Food Safety & Public Health*, *National High-tech Enterprise*, and *National Key Leading Enterprise in Agricultural Industrialization*.

礼品简介

此款产品精选进口脱皮绿豆，使用独特双蒸工艺，并选用海藻糖替代部分白砂糖，完美中和绿豆的清香与甜味，带来轻甜而不腻的口感，风味感更佳。包装设计上采用了新中式写实画风，真实还原黄鹤楼的轮廓结构和建筑细节，同时融入李白等历史典故，通过细腻的笔触和优美的历史典故述说着武汉的城市历史。

Product Profile

This product is made from selected husked green beans and crafted using a unique double-steaming process. Trehalose is used to partially replace white sugar, perfectly balancing the fresh aroma of green beans while delivering a mild sweetness that is light on the palate. The packaging features a realistic neo-Chinese painting style, faithfully depicting the structure and intricate details of the Yellow Crane Tower. Historical references to the famous poet Li Bai are subtly woven in, offering a poetic glimpse into Wuhan's rich heritage.