

## China VTV launches the Gourment IP "Mishuzhang"

The gourmet IP "Mishuzhang" produced by China VTV has recently been launched on Douyin, Weibo, Tencent, and Facebook.

"Mishuzhang" is hosted by the young anchor Chang Chen. In order to create the gourmet IP, China VTV invested to establish a food experience center in Beijing, integrating food production, food shooting and food experience—Hetan Yingbao Private Kitchen, and invited Taiwan's famous open-fire roasting founder, the 72-year-old gourmet master Mr. Zheng Shuichun serves as the chef of the Food Experience Center. Mr. Zheng personally guides and participates in the performance, introducing the roasting process of ingredients from all over the world to the audience.

Served as the operator and host of "Mishuzhang", Chang Chen graduated from the Performing Arts College of Liaoning University in July 2021, majoring in performance. Ms. Chang's beautiful and generous appearance, fashionable styling, free and easy hosting style, and fluent English, made the food show "What do you eat today" quickly impressed the audience on social platforms such as Facebook, Weibo, Douyin, YouTube etc., and got more "like" buttons.

"Mishuzhang" is recorded once a day. In each program, the host Ms. Chang and the gourmet master Mr. Zheng interactively introduce the dishes as "where the ingredients are from", "how to use the open-fire roasting", and "how the dish tastes", taking the audience to learn and

view how to use the open-fire method to cook the top-grade ingredients from all over the world into the original and classic cuisine.

Mr. Song Tijin, CEO of China VTV, said that the gourmet IP “Mishuzhang” will become a carrier for China VTV to spread fashion life, and will be China VTV's media brand to provide serves of production and media services for customers who need to food promotion services. It will bring in 1 million US dollars in revenue for China VTV every year.