

The Development Status and Promotion Strategies of Bridge-Crossing Rice Noodles in the New Media Era

Niemei Yuan^{1*}, Kelin Quan¹

¹ College of Foreign Studies, Guilin University of Technology, Guilin, China

Email Address

2188258751@qq.com (Niemei Yuan), 353700879@qq.com (Kelin Quan)

*Correspondence: 2188258751@qq.com

Received: 24 July 2023; Accepted: 18 August 2023; Published: 5 September 2023

Abstract:

Under the background of new media era, diversified media platforms and communication forms provide favorable conditions for the dissemination of local cuisine. Luosifen has become an Internet sensation and are admired by people at home and abroad. This paper takes Yunnan bridge-crossing rice noodles as the research object, understands the development status of Yunnan bridge-crossing rice noodles by reading literature, and proposes corresponding promotion strategies in view of existing problems, combined with new media and the experience of luosifen explosion, so as to speed up the cross-cultural communication of bridge-crossing rice noodles, help bridge-crossing rice noodles go to the world, and drive the economic development of hometown.

Keywords:

New Media, Bridge Rice Noodles, Development Status, Promotion Strategy

1. Introduction

In this section, background information concerning bridge-crossing rice noodles is listed. Besides, this part has also identified the research gap that there is an increasing call for researches about spreading bridge-crossing rice noodles. Apart from identifying the research niche, a summary of each chapter is presented and the significance of the study is also illustrated in the end.

1.1. Research Background

As is known to all, Yunnan Province is a famous tourist province. Besides many scenic spots, there are also many delicious local traditional food. When it comes to Yunnan cuisine, people will inevitably think of Yunnan's crossing the Bridge-crossing rice noodles. Yunnan bridge-crossing rice noodles is the top of Yunnan ethnic food wonders, to a great extent drive the economic development of Yunnan.

At present, many local cuisines are taking advantage of the Internet to promote their industry development. For example, Liuzhou luosifen is the hottest topic in the list. In contrast, Yunnan Cross-bridge-crossing rice noodles only have "Ma Lao Biao" and

“Dao Xiaoman” with high brand awareness sold through the Internet [1]. it can be seen that Yunnan Cross-bridge-crossing rice noodles did not give full play to its own advantages and use network media for publicity and promotion.

Many scholars have analyzed the “strangeness” of the bridge-crossing rice noodles as well as the cultural connotations, such as Ding Sheng [10], Du Chunyan [5], Mou Jun [8], Ma Biyuan [7], etc. Other scholars also analyzed the development status of bridge-crossing rice noodles. Tan Tie [2] pointed out that the development of bridge-crossing rice noodles in Yunnan is currently slow, and the standardized production and bagging development of bridge-crossing rice noodles in Yunnan should be accelerated. However, few scholars have proposed specific promotion strategies, so the purpose of my research is to fill this research gap, hoping to put forward corresponding feasible research strategies for the existing problems of bridging rice noodles, so as to help my hometown spread food culture and drive the economic development of my hometown.

1.2. Objectives and Significance of the Study

The goal of this study is to find out the development status and problems in the promotion process of bridge-crossing rice noodles by reading literature, so as to put forward feasible promotion strategies.

This study can find out the problems existing in the development process of cross-bridge-crossing rice noodles, and put forward corresponding promotion strategies, so as to better help bridge-crossing rice noodles go out of their hometown, Yunnan and China, so as to better spread Chinese cuisine culture.

1.3. Organization of the Thesis

This paper encompasses six sections, namely the introduction, literature review, theoretical framework, research methods, results and discussion, and conclusion. After the overall objectives have been stated, specific information of each chapter will be explicated below.

Section one is an introduction, which provides the background information on the origin, feature and the current situation of bridge-crossing rice noodles. In this section, the research gap is identified that there is an increasing call for the study of spreading bridge-crossing rice noodles by utilizing the new media and indicates that this paper is going to fulfill this niche. The focus of this study, as well as its significance, are also mentioned at the end of this section.

Section two is literature review, which, as its name suggests, has orchestrated and evaluated previous literature that are closely related with the origin, feature and transmission problems of bridge-crossing rice noodles. The methods to use new media to spread bridge-crossing rice noodles are also presented in this chapter. At the end of this chapter, the exigency of conducting this study is again being identified and strengthened so as the later study are naturally to proceed.

Section three is concerned with the theoretical framework adopted the underpinning theory of communicating semeiology. This chapter mainly explicates the theory and explain how it is applied in this thesis.

Research questions are raised in section four, and subsequently the research subject and the research method.

Section five, furthermore, discusses and analyzes the current situation of transmission and extension strategy of bridge-crossing rice noodles in a more fine-grained manner followed by the conclusion part.

2. Literature Review

The above section has provided an introduction of this paper, encompassing the context of the study, reviews of previous studies, research niche, the methods, purposes, and results of the study. This section explicates the origin, feature and the current situation of bridge-crossing rice noodles, the definition and the methods to use new media to help spread bridge-crossing rice noodles are also presented.

2.1. Previous Research on Bridge-Crossing Rice Noodles

2.1.1. The Origin of Bridge-Crossing Rice Noodles

Bridge-crossing rice noodles originated from Mengzi and Jianshui in southern Yunnan Province. This area has a mild climate, abundant rainfall, developed agriculture and rich vegetable varieties, which provide high-quality raw materials for the production of bridge-crossing rice noodles. The land is broad and fertile, located in the low-latitude plateau. The frost-free period reaches 337 days throughout the year. In addition, agricultural soil is mainly paddy soil and impact soil two types, deep soil layer, flat terrain, very suitable for the planting of a variety of crops, so it breeds rich products. Fruits and vegetables are plentiful throughout the year, and a variety of fresh seasonal vegetables become the main source of rich ingredients for the bridge-crossing rice noodles [3]. In addition to high quality rice, the pressing of rice noodles cannot be separated from the local special water quality [11]. The rice noodles processed with Mengzi groundwater and rice produced in Mengzi are crystal clear, soft and long, with good muscles and bones but not easy to break, delicate and smooth, and excellent taste [8].

The story of “Mengzi Crossing the Bridge-crossing rice noodles” takes place in the beautiful scenery of Mengzi City in the South Lake. Mengzi outside the South Lake, the water as clear as blue, the lakeside weeping willows line. There is a small island in the middle of the lake, which not only has pavilions and pavilions, but also has green bamboo forests, towering ancient trees, beautiful scenery, fresh and pleasant air, which is a good place for ancient students to read poetry. According to legend, there was a scholar who went to an island in the middle of a lake to study for an exam. However, because he was so immersed in his studies, he often forgot to eat the food sent by his wife, and it was often cold when he ate it. As she ate irregularly and became thinner over time, she felt distressed. Once, his wife killed a fat hen, cooked it up in a casserole and sent it to her, and put in rice noodles and other ingredients that the locals like to eat. It not only tasted delicious, but also remained warm for a long time. The scholar liked it very much, and his virtuous wife often made it and sent it to him.

Later on, heaven came to his aid, and the scholar won fame and fame in the exam. The scholar never forgets his wife's kindness and says that he won the exam by eating the chicken soup and rice noodles his wife sent him. Because his wife sent rice noodles to the island through a small winding bridge, scholars called this style of rice noodles “bridge-crossing rice noodles” [9], the legend of the bridge-crossing rice noodles was passed on as a good story, spread like wildfire, has become the famous Yunnan cuisine. Later, people copied the way of the scholar's wife to make rice

noodles, which spread across the bridge from then on. After the processing and improvement of later generations, the rice noodles across the bridge become better and better and spread farther and farther.

2.1.2. The Feature of Bridge-Crossing Rice Noodles

Mengzi Crossing Bridge-crossing rice noodles are divided into three main parts: rice noodles, stock and platter. Rice noodles are the foundation, stock is the soul, and platter accessories are the life of rice noodles. The platters of bridge-crossing rice noodles are mainly composed of various high-quality meat and fresh vegetables. They are the basic elements of bridge-crossing rice noodles and provide rich and high-quality raw materials for the production of bridge-crossing rice noodles. The legend of “Mengzi Bridge-crossing rice noodles” is not only the origin of a kind of food, nor is it just a love story with a good wife and a prosperous family. It also reflects the humanistic history of Mengzi, as well as its past elegance and nobility, abundant scholars and fierce style of learning.

Mengzi Bridge-crossing rice noodles can be called a “feast for one person”. The sea bowl larger than one's face and dozens of small dishes filled with ingredients make one feel the pleasure of being exclusive in the world before he eats it [4].

2.1.3. The Problems in the Transmission of Bridge-Crossing Rice Noodles

Due to different local eating habits, for some consumers, they have not yet met the demand, and the repeat purchase rate of consumers is not high.

In addition, because the threshold of the rice noodles industry is too low, the name of the bridge-crossing rice noodles is similar in taste, so the rice noodles industry is diverse, and the brand degree of the rice noodles is not high, so the rice noodles are difficult to establish a stable brand.

Yunnan Rice Noodles are also following the pace of The Times in contemporary times. However, the profits of Yunnan rice noodle industry mainly come from compressed raw materials and assembly-line production, which will affect product quality. Due to the current consumption upgrade and lack of R&D and design ability, young consumers attach more importance to characteristic services, so Yunnan Cross-bridge Rice Noodle is forced to improve its service quality and innovation ability.

In the e-commerce industry, Yunnan's local efforts in promoting “rice noodles out of Yunnan” through e-commerce live broadcast and inviting Internet celebrities to attract people are not strong. As an intangible heritage food, bridge-crossing rice noodles still have a lot of room for the government to spread the local characteristics of Yunnan rice noodles with the help of new media marketing.

2.2. Definition of New Media

2.2.1. Definition of New Media

New media is based on information technology such as digital technology and network technology. If traditional media start to use information technology to transform their business model, then these traditional media can also become new media. The definition of new media is a dynamic evolutionary process. On the one hand, the endless new media forms on the upper layer of the network reflect the rapid development and changes of new media, on the other hand, it also shows that the research on new media is not mature and systematic.

2.2.2. How to Use New Media to Help Spread Bridge-Crossing Rice Noodles

2.2.2.1. Give Play to the Communication of Media

Dominant media have long occupied a high position in the field of public opinion, and now more and more official media join the team of new media propaganda. Yunnan Bridge-crossing rice noodles can be promoted through new media at home and abroad, such as Tiktok, Weibo, Bilibili and other accounts, to enhance the popularity of rice noodles. It is necessary to give full play to the power of new media and traditional media opinion fields to build the bridge-crossing rice noodles into Internet celebrity food. Before that, there was a master of B Station UP to introduce the making method of rice noodles across the bridge, which attracted the attention of the audience. Therefore, the influence of Yunnan rice noodles can be expanded through new media, such as launching live streaming activities of Yunnan rice noodles and encouraging netizens to bring their own relevant topics. The local publicity department of Yunnan can dig deep into the hot spots of Yunnan rice noodles, build rice noodles into an industry of 10 billion, and create more “bridge-crossing rice noodles capital” and “bridge-crossing rice noodles hometown”.

2.2.2.2. Adopt Diversified Network Marketing Strategies

Good reputation will affect consumers' attitude towards the brand and achieve brand identity. Yunnan Rice Noodles can invite positive Internet celebrities to endorse and promote them. Driven by opinion leaders, it can establish fan communities and draw accurate portraits of users. For example, as a media blogger, Xiao Brother of Yunnan Dianxi introduced the mouthwatering Yunnan characteristic food in his videos, which attracted a large number of fans and caught him

Contemporary consumers pay attention to consumption experience, so targeted marketing can be carried out in holidays, such as promotion activities and DIY rice noodle making activities to improve consumer experience and fan conversion rate, so as to guide consumers to share purchasing experience on the platform, gradually forming a fission mode of “purchase - share - repurchase - reshare”, which also makes the word-of-mouth spread of rice noodles grow geometrical.

2.2.2.3. Promote Brand Fashion with Creative Management

Manufacturers should continue to innovate and operate, collect and launch consumers' favorite tastes from new media, and accelerate product innovation.

For example, Yunnan Shengguoqiao Rice Noodles Brand launched “colorful Rice noodles”, which are made of fruit and vegetable juice made from Pu'er tea, rose, fungus and other Yunnan specialties, and added to the rice noodles. In addition, it can cater to the taste buds of young consumers and develop “Bridge-crossing rice noodles hot pot” and “Bridge-crossing rice noodles potato chips”.

Speed up the retail of bridge-crossing rice noodles. bridge-crossing rice noodles have been awarded the trademark of “National Geographic Indication”. To make this geographical name card shine and heat and attract more people to Yunnan, it is necessary to promote the fashion of the brand. To grow a brand, it is not only necessary to always provide good service and quality, but also to cater to fashion trends, such as developing rice noodle blind boxes and creating rice noodle IP.

3. Theoretical Framework

The underpinning theory is theory of communicating semeiology. This section mainly explicates the theory and explain how it is applied in this thesis.

3.1. Theory of Communicating Semeiology

Communication semiotics is a subject that uses semiotics to study communication phenomena and solve communication problems. The concept of “communication Semiotics” was introduced into China by Mr. Zhang Jinhua through his translation of John Fiske’s Introduction to Communication Semiotics.

Luosifen can become an Internet celebrity food not only because of the boost of external media, but also because of its own symbol advantage. In the theory of symbolic communication, the right to interpret information is no longer defined by the information spreader, which indicates that the content and behavior of information transmission in the secondary communication are all handed over to the information receiver. Yunnan rice noodles also have rich symbolic elements in secondary propagation and symbol interpretation.

In the process can play a full role. The following is a comparison of Yunnan rice noodles and luosifen communication symbols, mining the product advantages of Yunnan rice noodles.

3.1.1. Make the Ingredients

From the perspective of visual symbols, the basic ingredients of rice noodles are rich. For example, the raw materials of bridge-crossing rice noodles include those used for making soup and slices, vegetables and rice noodles, etc. The ingredients directly visible to the naked eye are: pork tenderloin slices, chicken breast slices, mullet slices, etc., as the main ingredients; As auxiliary materials, pea tips, leeks, cilantro, shallots, grass sprouts, ginger, magnolia slices, etc., in addition to rice noodles. As one of the main ingredients of meat has been expanded from pork to mutton, beef, dog meat, etc. The production methods are clear soup, yellow braised, braised, marinated and so on. Yunnan rice noodles have a wide variety and are not limited to the above ingredients. With different hats and different secret ingredients, it can be seen that there are numerous symbolic elements of Yunnan rice noodles.

There are not many kinds of luosifen. The main ingredients of luosifen are luosifen (the main raw material for cooking soup), rice noodles and beancurd bamboo. Auxiliary materials are sour bamboo shoots, green vegetables, peanuts, fungus, daylily, dried radish, etc. First of all, the soup covered with red chili oil is the first thing that catches the eye, which highlights the characteristics of fresh and spicy at a glance. Also, because spicy is the main theme of luosifen, the cooking method and eating method are relatively simple, but consumers can add ingredients according to their own needs, such as fried eggs and pickled flavor.

3.1.2. Packaging Design

Manufacturers need to think not only about taste, but also about packaging design. Take “Ma Lao Biao” as an example. It is a famous trademark in Yunnan Province. Based on different flavors of rice noodles, different colors, styles and illustrations are used to reflect their own characteristics. “9 minutes” and “non-frying” reflect the ready-to-eat attributes of the product and the product characteristics of “no heat”. It

contains a large number of soup buns, reflecting the “soup culture” and “hot culture” of crossing the bridge-crossing rice noodles. The material buns are also made of native ingredients. The unique double bowl and double cover design restores the traditional way of eating rice noodles across the bridge. Yunnan Rice noodles have a variety of flavors, so there is a lot of room for development in packaging design.

Take the bagged product “Li Ziqi Luosifen” as an example. The main color is warm yellow of ancient style, which conforms to the image style of Plum snail. Decorated with moire, people can see a huge spiral lions filled with spiral lions noodles and various ingredients at a glance. Other luosifen brands also integrate national style and two Yuan style to cater to the trend of younger consumers. For example, the packaging of “Three Squirrels” luosifen product reflects the representative ingredients of luosifen, and the mixing bag is also matched with moire and popular language. It can be seen that the packaging design not only highlights the brand culture, but also enriches the purchasing experience of consumers.

3.1.3. Advertising

Good advertising can grasp the psychology of consumers, stimulate their desire to buy, and then stimulate consumption. The series brands of Yunnan rice noodles are mainly promoted by short videos on media. At present, one of the more famous food bloggers is Xiao Ge, who records the food life in Yunnan through short videos. The works such as Yunnan 18 Strange People--Everyone Loves Bridge-crossing rice noodles and Pork Belly Chicken Rice Noodles have won the support of a number of fans. Xiao Ge also created his own brand to sell dry mixed rice noodles and other Yunnan food. It can be seen that Yunnan rice noodle marketing still has room for development in the network.

People like to listen to stories, stories are a kind of emotional link between consumers and brands, good advertising can get twice the result with half the effort. The ads of “Hao Huan Luo” are in the form of micro films, telling the hot spots in real life. The four characters reflect the figures of different social groups, conveying the idea of “knowing until you know”, which is in line with users’ psychology. According to the above interpretation, Yunnan rice noodles have rich symbolic elements in visual aspects, no less than Luosifen. There are many ways to make Yunnan rice noodles. The main and auxiliary materials can be matched in multiple ways. The design of bagged goods has absolute advantages compared with the visual symbols of other fast-selling goods. If we can take advantage of the convenience of online shopping and the advantages of live streaming, seize young people's vision, adopt modern style packaging design, and use new media platform for promotion, we can naturally stand out from many commodities and become an Internet celebrity product.

4. Methods

4.1. Research Questions

What is the current situation of transmission of bridge-crossing rice noodles?

What are the extension strategies of bridge-crossing rice noodles?

4.2. Research Subject

The research object of this study is Yunnan cross-bridge-crossing rice noodles in the era of new media.

4.3. Literature Review Method

Zhou Xiawei [1] analyzed the reasons why luosifen has become an Internet celebrity food in the era of new media, and proposed enlightenment for the promotion of Yunnan rice noodles. Cheng Zimin and Yu Qianqian [6] proposed the “embedded” inheritance and refined development of bridge-crossing rice noodles by analyzing the unique significance of bridge-crossing rice noodles as intangible cultural heritage of food. Mou Jun [8] analyzed the origin, natural ecological conditions, social and humanistic ecology, cultural characteristics and social and cultural functions of the bridge-crossing rice noodles from the perspective of anthropology. Du Chunyan [5] explained the basic form and cultural connotation of the imperial examination food folklore contained in the bridge-crossing rice noodles. Ding Sheng [10] demonstrated and discussed the cultural implications of bridge-crossing rice noodles by introducing its origin, basic production process and edible characteristics.

5. Results and Discussion

The previous section has illustrated research questions, research subject and research instrument. In this section, results of the research are displayed and research questions are addressed. Given that research questions are mainly concerned in this section, a brief review of research questions shall suffice here.

What is the current situation of transmission of bridge-crossing rice noodles?

What are the extension strategies of bridge-crossing rice noodles?

This chapter is divided into two sections which respectively are: the current situation of transmission and extension strategy of bridge-crossing rice noodles. The two sections will be presented below.

5.1. The Current Situation of Transmission of Bridge-Crossing Rice Noodles

(1) Due to the different eating habits around the world, for some consumers, they have not yet met the demand, and the repeat purchase rate of consumers is not high.

(2) In addition, because the threshold of the rice noodle industry is too low, the rice noodle industry is diversified under the banner of crossing the bridge-crossing rice noodles, but the taste is similar, and the brand degree of rice noodles is not high, so it is difficult to establish a stable brand of rice noodles.

(3) Yunnan Rice Noodles keep pace with The Times in contemporary times. However, the profits of Yunnan rice noodle industry mainly come from compressed raw materials and assembly-line production, which will affect product quality. Due to the current consumption upgrade and lack of R&D and design ability, young consumers attach more importance to characteristic services, so Yunnan Cross-bridge Rice Noodle is forced to improve its service quality and innovation ability.

(4) In the e-commerce industry, Yunnan's local efforts in promoting "rice noodles out of Yunnan" through e-commerce live broadcast and inviting network celebrities to attract people are not strong. As an intangible heritage food, bridge-crossing rice noodles still have a lot of room for the government to spread the local characteristics of Yunnan rice noodles with the help of new media marketing.

(5) At present, there are already bridge-crossing rice noodle stores in foreign countries, but relatively few, so it is necessary to strengthen the international communication of cross-bridge rice noodle.

5.2. The Extension Strategies of Bridge-Crossing Rice Noodles

(1) According to the eating habits of different countries and places, the bridge-crossing rice noodles should be innovated according to the local characteristics, so as to attract consumers to buy them again;

(2) Formulate industry standards for bridge-crossing rice noodles, manage various rice noodle industries, improve the brand degree of bridge-crossing rice noodles, and establish a stable brand of rice noodles;

(3) Follow the pace of The Times, strengthen the ability of research and development design, pay attention to characteristic services, improve service quality and innovation ability, and pay attention to product quality while accelerating assembly line production;

(4) The e-commerce industry should increase its efforts in attracting Internet celebrities and stars. Meanwhile, the government should also use new media marketing to spread the bridge-crossing rice noodles as local characteristics of intangible heritage food.

(5) Accelerate the brand production of bagged bridge-crossing rice noodles, produce bridge-crossing rice noodles with both Chinese and English packaging, use foreign new media platforms to publicize bridge-crossing rice noodles, and expand international sales channels.

6. Conclusions

The above section has discussed and analyzed the current situation of transmission and the extension strategies of bridge-crossing rice noodles. Research questions were addressed and explanations were made. What comes below is the conclusion of this thesis, encompassing conclusion of the thesis, contributions, limitations and suggestions for further studies.

6.1. Conclusions and Contributions

This section is divided into two parts, conclusions and contributions of this thesis. It was stated at the outset of this paper that the primary objective was to investigate the current situation of bridge-crossing rice noodles, the second objective is to give some practical promotion strategies of bridge-crossing rice noodles. Then the paper discusses the origin, feature problems of bridge-crossing rice noodles, the definition of new media and related extension methods are also presented. In this paper, theory of communication semeiology is used to help spread bridge-crossing rice noodles.

Contributions of this thesis are explicated as follows:

(1) The paper provides the current situation and the problems occurring in the transmission of bridge-crossing rice noodles;

(2) The paper provides some practical extension strategies of bridge-crossing rice noodles at home and abroad from various aspects with the help of new media and some promotion strategies from luosifen.

6.2. Limitations and Suggestions for Further Studies

First of all, due to the limited time for this research and the impact of the epidemic, the author did not go to the specific stores of bridge-crossing rice noodles to investigate the specific actual situation. In addition, since the author lives in the

hometown of cross-bridge-crossing rice noodles, there are almost no cross-bridge-crossing rice noodles sold in bags around, so the problems summarized in this paper based on the literature may not be comprehensive enough and there are certain limitations.

The last part of this thesis covers suggestions for further study. For the subsequent research on the promotion strategy of cross-bridge-crossing rice noodles, we can carry out field investigation, or buy some existing cross-bridge-crossing rice noodles in bags for tasting, so as to give promotion suggestions. If possible, we can also interview some friends outside the province or abroad to collect their suggestions on cross-bridge-crossing rice noodles.

To conclude, this part has discussed the conclusions, contributions, limitations, and suggestions for further study. Conclusions are drawn based on two research questions, results, and discussions; contributions are explicated in two aspects. Limitations and suggestions are made from methodological and practical perspectives. This study is essentially a tentative study on extension strategies of bridge-crossing rice noodles under the background of new media, which must be further explored from a much broader and deeper perspective.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Zhou, X.W. The enlightenment of luosifen's "circle" on the promotion of Yunnan rice noodles in the era of new media. *Reporter's Cradle*, 2022, 06, 51-53.
- [2] Tan, T.; Zhou, Y. Snail rice noodles are "rolled inside", when the Yunnan rice line overtakes the curve. *China Food News*, 2022, 001.
- [3] "Crossing the bridge rice noodles" are even more popular today. *Grain, Oil and Food Science and Technology*, 1983, 02, 26.
- [4] Zhang, Y. Rice Noodle girl Wang Lizhu. *Chinese Food Industry*, 2021, 18, 35-39.
- [5] Du, C.Y. Interpreting Rituals through Food: The basic form and cultural connotation of Imperial Examination food folklore. *Education and Testing*, 2020, 01, 27-34.
- [6] Cheng, X.M.; Yu, Q. "Embedded" inheritance and quality development of food intangible cultural heritage: A case study of Yunnan Cross-bridge rice noodles. *Ideological Front*, 2017, 05, 162-172.
- [7] Ma, B.Y. Analysis on the cultural connotation of Yunnan "rice noodles". National Teachers' Research Fund Administration Office.(eds.) National Teachers' Research Fund Research Results (III) (2016, pp.121-124). Research achievements of the National Teachers' Research Fund (3).

- [8] Mou Jun. Crossing the bridge rice noodle food custom from the anthropological perspective. *People Today*, 2014, 10, 22-24.
- [9] Yang, X.W.; Tang, F. Why Rice Noodles “cross the bridge”. *Construction Worker*, 2014, 04, 55.
- [10] Ding, S. The cultural implication of rice noodles in Mengzi, Yunnan Province. *Business Culture*, 2010, 04, 184-185.
- [11] Wang, Q.; Yin, J.Z.; Zhou, L.X. Analysis and evaluation of nutritional components of Yunnan Cross-bridge rice noodles. *Modern Preventive Medicine*, 2009, 16, 3030-3032.



© 2023 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)