

《成都90后直播卖粽子销量大增》



Chen Rongfu lifts a box of zongzi at his store in Chengdu, Southwest China's Sichuan province, May 25, 2017. [Photo/VCG]

For Chinese people, eating zongzi, a sticky rice treat wrapped in bamboo leaves or other similar leaves, is an important part of celebrating Dragon Boat Festival, a traditional holiday which falls on May 30 this year.

People usually make zongzi themselves, adding their favorite fillings, while some buy them from shops, Taobao, WeChat, or even via live streaming.

Chen Rongfu, 26, owns a zongzi store in Chengdu, the capital city of Southwest China's Sichuan province. He's sold more than 1,000 zongzi through live streaming this year.

Chen has posted four 60-minute videos on streaming platforms, showing viewers how to make zongzi.

"People are very interested in hand-making zongzi," Chen said. "The first two videos were not so good, I have only a few followers. However, as more and more people viewed my videos, the number of my fans increased to more than 200 people on May 21, and many of them added my WeChat to buy zongzi."