进口食品

FOOD TO CHINA

FOOD TO CHINA, TASTES FROM THE WORLD 链接全球 · 美味中国



AUTUMN
2018

FHW 2018

Page 4



Trends 趋势
Page 27



China Market 中国市场
Page 35

Top 10 榜单
Page 43

TopTaste 高端食材
Page 51



零售价
RMB ￥30
US $5

进口食品
FOOD TO CHINA



FOOD TO CHINA
FOCUSING ON THE IMPORTED FOOD INDUSTRY

《进口食品》
专注于进口食品的行业杂志



说到饮食文化，人类进食史既是一部生存试验史、一部长期渐进的剔除糟粕、探索精髓的进化史，也是一部人类不断消除偏见误会、求同存异、兼容并蓄的历史。处在不同国度、地域、环境的人类之间饮食文化的交流，本应是最有趣最多元的享受和互动。尝试不同族裔的饮食，是上帝赐予我们的权益。而欣赏彼此的发现和创造，尊重彼此的习俗与爱好，也是我们这个地球村的“游戏规则”之一。

随着时代的发展与科技的进步，如今中国人有了更多机会接触到来自世界各地的美食，许多从前闻所未闻的食品，也渐渐为国人所接纳甚至欢迎。另一方面，这些远渡重洋的舶来品，也担当起异邦友人们叩响这东方国度大门的“问路石”角色。

2018 年，中国的进口食品市场可谓“万花齐放”。有统计数字显示，在过去一年里，全国共进口食品 142.9 万批、5348.1 万吨、582.8 亿美元，同比分别增长 7.9%、36.5% 和 25.0%。肉类、粮油、乳制品、水产品、糖酒饮料、干果糕点……林林总总品类繁多。最少有 84% 的家庭在过去一年中购买过进口食品至少一次。北京、上海、广州、成都这四个有标志意义的重点城市几乎是 100% 的家庭对进口产品有过购买行为，而且全年进口食品的购买频次达到 15 次。

在这个金秋时节，华南地区最国际化、专业化、多样化的美食展会——第七届广州国际特色食品饮料展览会如约而至。席葡（深圳）文化传播公司作为广东省进口食品协会的副会长单位，也会在 9 月 7 日 –9 日与大家相约琶洲，共同参与这华南区进口食品届的盛会。

作为一家专注进口及分销精致葡萄牙产品以及组织中葡两国文化交流活动的公司，我们与《FOOD TO CHINA 进口食品》杂志的宗旨与步调一致，希望能借助美食，架起一道沟通与交流的“桥梁”，让更多的人通过这道桥梁，走向更广阔的世界！

祝愿 FHW 2018 圆满成功！

When it comes to food culture, the history of human consumption is not only a history of survival experiments, a long-term evolutionary history of removing the dross and exploring the essence, but also a history of eliminating prejudice, seeking common ground while reserving differences, and be inclusive. The exchange of food culture between human beings from different countries, regions and environments should be the most interesting and diversified enjoyment and interaction. Trying different diets of different ethnicities is God's gift to us. Appreciating each other's discoveries and creations and respecting each other's customs and hobbies is one of the "rules of the game" in our global village.

With the development of the times and the advancement of science and technology, nowadays Chinese have more opportunities to access food from all over the world. Many foods that have never been heard before are gradually accepted or even welcomed by the Chinese. Meanwhile, these exotic products that have crossed the ocean have also played the role of a “stone” for foreign friends to knock at the door of this mysterious eastern country.

In 2018, China's imported food market can be described as "everything is blooming". Statistics show that in the past year, the country imported a total of 1.429 million batches, 53.481 million tons, and 58.28 billion US dollars, an increase of 7.9%, 36.5% and 25.0% respectively. Meat, grain and oil, dairy products, aquatic products, snacks, wine, drinks, dried fruits, pastries... a wide range of products. At least 84% of households in China have purchased imported food at least once in the past year. Almost 100% of the four key cities - Beijing, Shanghai, Guangzhou and Chengdu have purchased their imported products, and the frequency of imported food purchase has reached 15 times throughout the year.

In this golden autumn, the most international, professional and diversified food exhibition in South China - the 7th Guangzhou International Food & Beverage Exhibition is coming. The Portuguese Cultural Company will also meet with you on September 7-9 to participate in this grant event.

As a company that specializes in importing and distributing exquisite Portuguese products and organizing cultural exchange activities between China and Portugal, we are in line with the purpose and pace of FOOD TO CHINA – we hope to use food to create a bridge of communication and exchange, through which more people would be led to a wider world!

I wish FHW 2018 a complete success!

刘林

席葡（深圳）文化传播有限公司 总裁

Dario Silva
CEO
SP (Shenzhen) Cultural Communication Co., Limited

进口食品
FOOD TO CHINA

FOOD TO CHINA, TASTES FROM THE WORLD 链接全球·美味中国

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P4 *COVER STORY 封面故事*
FHW 2018



P27 *Trends 趋势*
英敏特 2018–2019 年
全球食品饮料趋势
INNOVA MARKET INSIGHTS UNVEILED
GLOBAL FOOD TRENDS 2018-2019



P35 *China Market 中国市场*

P43 *Top 10*
2018 全球十大最具价值食品品牌
MOST VALUABLE
GLOBAL FOOD BRANDS IN 2018

P51 *TopTaste*
高端食材
人间好滋味，莫如一块
“有来历”的牛肉
WHAT’S MORE TASTY
THAN BEEF WITH
“STORIES”



P61 *Company 公司*

P66 *IFA 会客室*

P68 *Events 活动*





泰国
Thailand

放眼全球，泰国是举足轻重的食品出口商——“亚洲唯一的粮食净出口国”、“世界五大农产品出口国之一”等标签，足以证明泰国在全球食品出口中的超然地位。据泰国当地媒体报道，泰国官方公布出口数据显示，6 月份出口完成总值 217.79 亿美元，同比扩张 8.19%。2018 年前 6 个月，泰国出口贸易顺差额为 18.77 亿美元。

泰国是世界上稻谷和天然橡胶最大出口国，全国可耕地面积占国土面积的 41%，广阔的耕地面积和丰富的资源使泰国大量出口农产品成为可能。由于一直以传统方式种植农作物，因此，所得的食品原材料也以天然美味、营养健康著称。主要作物有稻米、玉米、木薯、橡胶、甘蔗、绿豆、麻、烟草、咖啡豆、棉花、棕油、椰子等。

在众多农产品中，泰国茉莉香米最受热捧，被认为是世界上最好的大米。泰国香米是原产于泰国的一种长粒型大米，因其香糯的口感和独特的露兜树香味享誉世界。美国农业部海外农业局发布的参赞报告显示，2018/19 年度泰国大米产量预计增加，因为价格诱人，水源供应充足，有利于灌溉。大米产量预计达到创纪录的 2100 万吨，比 2017/18 年度增加 3%。

热带水果是泰国最重要的农作物之一，每年大量出口到中国、日本、美国和欧洲等地。随着东盟自贸区的建立，泰国在东盟中率先与中国签订水果蔬菜零关税协议，对中国的水果出口值一直呈上升趋势。中国是进口泰国水果的第一大国，泰国水果向中国出口的优势在品种繁多、风味独特以及物流系统发达。泰国主要出产的水果有 50 多种，目前政策允许输入中国的有 22 种，其中最受中国消费者欢迎的是榴莲、龙眼、山竹、香蕉、红毛丹和荔枝。

今年 2 月，泰国内阁批准了水果发展战略计划，制定了将泰国打造成为世界热带水果贸易大国的目标，并通过了东部地区水果走廊项目，该计划旨在推动泰国成为热带水果贸易大国，发展水果生产业和加工业，促使质量标准获得国际认可，打造泰国品牌，争取让泰国水果在国际市场赢得信誉。

除此之外，泰国还是世界市场主要鱼类产品供应国之一，是仅次于日本和中国的亚洲第三大海洋渔业国。泰国的海域辽阔，泰国湾和安达曼海是得天独厚的天然海洋渔场，而曼谷、宋卡、普吉等地是重要的渔业中心和渔产品集散地。

如今的泰国食品业正逐渐侧重于食品包装和加工生产，以不断扩大其农产品附加值和市场影响力。泰国食品中使用的原料成分，有 80% 来自当地丰富的自然资源。因此泰国食品拥有极具竞争力的价格水平。随着“一带一路”政策的进一步贯彻和实施，相信将有更多物美价优的泰国食品亮相中国市场。











Thailand is a globally pivotal food exporter, recognized as "the only net exporter of food in Asia" and "one of the world's top five exporters of agricultural products", which all proves that Thailand plays an incomparable role in global food exports. According to local media in Thailand, Thailand's official export data showed that the total value of exports in June was US$21.79 billion, an increase of 8.19% year-on-year. In the first six months of 2018, Thailand's export trade surplus was US$1.877 billion.

Thailand is the world's largest exporter of rice and natural rubber. It's arable land accounts for 41% of the country's land area. The vast arable land and abundant resources make it possible for Thailand to export a large number of agricultural products. Since the crops have been grown in the traditional way, the agricultural products produced in Thailand is also known for being natural, delicious, nutritious, and healthy. The main crops are rice, corn, cassava, rubber, sugar cane, mung bean, hemp, tobacco, coffee beans, cotton, palm oil, coconut and so on.

Among Thai's many agricultural products, Thai jasmine rice is the most popular and is considered to be the best rice in the world. Thai jasmine rice is a long-grain rice originating in Thailand. It is famous for its sweet taste and unique pandanus scent. The Counselor's report issued by the Overseas Agriculture Bureau of US Department of Agriculture shows that rice production in Thailand is expected to increase in 2018-2019 because of the attractive price and abundant water supply, which is conducive to irrigation. The rice production is also expected to reach a record of 21 million tons, an increase of 3% over 2017-2018.

Tropical fruit is one of the most important crops in Thailand and is exported annually to China, Japan, the United States and Europe. With the establishment of the ASEAN Free Trade Area, Thailand has taken the lead in signing a zero-tariff agreement on fruit and vegetables with China in ASEAN. The value of fruit exports to China has been on the rise. China is the largest country importing Thai fruit. The advantages of Thai fruit export to China are diverse varieties, unique flavor and developed logistics system. There are more than 50 kinds of fruits produced in Thailand, among which 22 kinds are allowed to export to China currently. The most popular among Chinese consumers are durian, longan, mangosteen, banana, rambutan and lychee.

In February of this year, the Thai Cabinet approved a fruit development strategic plan that set the goal of building Thailand into a world-class tropical fruit trade country. The Cabinet also passed the proposal of Eastern Fruit Corridor Project, which aims to facilitate Thailand to become a tropical fruit trade country, develop fruit production and processing industry, and acquire the international recognition of its quality standards, in order to promote Thai brands to go global and gain credibility in the international market.

In addition, Thailand is one of the major fish producers in the world and the third largest marine fishery country in Asia after Japan and China. It has a vast sea area. The Gulf of Thailand and the Andaman Sea are natural marine fisheries that enjoy exceptional advantages, while Bangkok, Songkhla and Phuket island are important fishing centers and distribution centers for fishery products.

Today, Thai food industry is increasingly attaching importance to food packaging and processing to expand the added value and market influence of its agricultural products. As 80% of the ingredients used in Thai food come from abundant local natural resources, Thai food has a very competitive price. Moreover, Thai food culture is highly inclusive and transformative. We can also find these two characteristics in the processed food industry. From the flavor to the packaging, everything about the Thai food are quite international. With the further implementation of the "Belt and Road" policy, it is believed that more and more excellent Thai food will be unveiled in China's market.

泰国 Khunning Kitchen Co., Ltd 公司

出于对烹饪满满的激情和热爱，Suthasanee Phanuprapha 在 2017 年 2 月 19 日创立了 Khunning Kitchen Co., Ltd，其注册资本为 95,957 美金。

要数泰国人最喜欢的产品，公司的秘制美味辣椒酱必定位列其中。Khunning Kitchen Co., Ltd 是泰国调料的佼佼者，其辣椒酱凭借其独特的风味赢得了大众的喜爱，在泰国甚至海外均广受赞誉。便于携带的包装是公司产品的亮点，除此之外，公司全部产品均采用最优质的原料制成，不添加任何色素、味精、防腐剂等，保证安全且天然。

Khunning Kitchen Co., Ltd

Out of passion and love for cooking, Suthasanee Phanuprapha founded Khunning Kitchen Co., Ltd on February 19, 2017 with a registered capital of $95,957. To count the favorite products among the Thai, the company's secret delicious chili sauce must be listed. Khunning Kitchen Co., Ltd. is a leader in Thai spices. Its chili sauce has won the public's love with its unique flavor and is widely praised in Thailand and overseas. The easy-to-carry packaging is the highlight of the company's products. In addition, the company uses raw materials of the highest quality, without adding any pigments, monosodium glutamate, preservatives or other additives, to ensure safety and natural.



意大利
Italy

德意大利民族是一个美食家的民族，他们在饮食方面有着悠久历史，如同他们的艺术一般，意大利的美食亦同样精致。典型的地中海气候、多样的地形地貌，充足的日照，这些得天独厚的优势条件使意大利培育出种类丰富、品质上乘的农产品，并成为欧盟农业大国。ISMEA 称，过去 5 年意大利农产品出口增长 23%，同期欧盟的增长率仅为 16%。意大利农产品出口占世界农产品出口市场的份额从 2013 年的 2.9% 增长至 2017 年的 3.1%。诸如葡萄酒、橄榄油、芝士、咖啡等等的美食，不仅健康美味，备受消费者欢迎，更在全球享负盛名。

如今，中国消费者对品质生活有了更高的要求，因此，来自世界各地的优质食品备受中国中产阶级青睐，意大利美食也不例外。尽管中意两国的饮食习惯有所不同，各有特点，但是消费者对美食的追求和渴望却是一致的。意大利食品凭借其独特风味赢得了中国消费者的热爱，而优质的意大利农产品都能在中国市场上找到绝佳定位。

众所周知，意大利食品向来以安全、美味并有质量保证见称。意大利食品的供应链可靠，来源可溯，在贯彻欧盟食品安全法的同时，采取了比欧盟标准更为严厉的食品安全监控体系，并通过“分领域，全方位，整体管理”的食品安全战略，从食品链的源头着手，对生产、加工、进出口、仓储、运输、销售每一个环节进行全方位的监控。这就是意大利食品以质量稳定、安全可靠赢得全球消费者信赖的原因。中国消费者日益注重食品安全和质量，因此，意大利食品对他们来说，绝对是一个不可多得的选择。

据意大利《24 小时太阳报》报道，意大利的主要出口农业食品为葡萄酒、奶酪、香肠类和蔬果。意大利三分之二的农业食品出口集中在德国、法国和英国等欧盟国家。其中，意大利葡萄酒在国外市场销售增势强劲，在中国，其增长率有 17%，消费市场潜力相当强大。即便是在法国、美国和澳大利亚等葡萄酒生产国，意大利葡萄酒也大获成功，三地的销售量分别增长 11%、5% 和 12%。另外，让人颇感意外的是意大利香槟酒在其起源地法国的销售增幅也达到 18%。

在意大利这片文艺浪漫的国土上，番茄酱是不可或缺的调料。番茄酱常用作鱼、肉等食物的烹饪佐料，是增色、添酸、助鲜、郁香的调味佳品。而来自意大利的番茄酱，得益于典型的气候和日照条件，尤为酸甜可口，香滑浓郁。

除了番茄酱之外，意大利的咖啡同样值得一提。意大利是咖啡文化的鼻祖国家之一，而意大利咖啡 Espresso 是意式咖啡的精髓，其做法起源于意大利，在意大利文中是“特别快”的意思，所有的牛奶咖啡或花式咖啡都是以 Espresso 为基础制作出来，因此，Espresso 是检验一杯咖啡品质好坏的关键。









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国际贸易市场有限公司是一家专业的咨询公司，成立于 2006 年，自 2001 年起便和中国建立了合作关系。公司的使命在于为意大利和欧洲其他国家的中小企业提供国际贸易咨询服务，解决贸易过程可能会出现的各种难题，成为意大利和东方国家尤其是中国、日本、香港和东南亚国家合作的桥梁。国际贸易市场有限公司在香港设了总部，并在天津设置了代表处。另外还拥有全资子公司意华天津食品贸易有限公司，从事意大利食品与饮料的进口与分销业务。作为促进意大利和中国两国之间合作交流的推动者，国际贸易市场有限公司将专门代表“Caffè Leoni” 品牌参加国际特色食品饮料展览会，以开拓该品牌在中国的酒店、餐厅及咖啡厅等餐饮业渠道。“Caffè Leoni” 是一个意大利高端特浓咖啡品牌，精选精调的混合特浓，可以满足所有的味蕾，品种丰富，体验上佳，总有您喜欢的一款。

International Trade Market Limited

International Trade Market Limited (ITM Ltd) is an export consultancy company founded in 2006, with a history of relationships with China since 2001. The company's mission is to accompany the Italian and European SMEs through the tortuous route of the international trade, as a bridge between Italy and the East, with particular reference to China, Japan, Hong Kong and South East Asia. ITM Ltd has a head office in Hong Kong and a representative office in Tianjin (China). ITM is the owner of Yi Hua (Tianjin) Food Trading Co., Ltd, Company engaged in the import and distribution of Italian food and beverage. As a promoter of exchange between Italy and China and importer of Italian food, ITM Ltd will participate at Food World Hospitality Fair exclusively representing the “Caffè Leoni” brand for the Horeca channel in PRC. Caffè Leoni is a high quality espresso coffee. The range of espresso blends have been carefully selected and developed to provide an Espresso suitable for each consumer's taste. The wide range of products provided allows every kind of costumer to enjoy a wonderful coffee experience.

The Italian nation is a nation of foodies who has a long culinary history. As with their art, Italian cuisine is equally refined. The typical Mediterranean climate, diverse topography and abundant sunshine on their land are all unique advantages for cultivating a variety of high-quality agricultural products, and thus turning Italy into a major European agricultural country. According to the ISMEA, Italian agricultural exports have increased by 23% in the past five years, while the EU's growth rate was only 16%. The share of Italian agricultural exports in the world agricultural export market increased from 2.9% in 2013 to 3.1% in 2017. Foods exported from Italy such as wine, olive oil, cheese, and coffee, are not only healthy and delicious, but also popular among consumers and famous all over the world.

Today, as Chinese consumers have higher requirements for quality life, fine food from all over the world, including Italy, are favored by the Chinese, especially by the middle class. Although the Chinese and Italians have unique and different dietary habits, they have the same craving for fine food. Since Italian food has won the heart of Chinese consumers with its unique flavor, Italian agricultural products of high quality can easily gain ground in the China's market.

As we all know, Italian food has always been known for its safety, deliciousness and quality assurance, attributing to its reliable and traceable supply chain. Based on the implementation of EU Food Safety Law, Italy also adopts a food safety monitoring system that is more stringent than the EU standards, and a food safety strategy of “specialized, all-round, and integrated management”, monitoring every link of the food chain from the source, production, processing, to import and export, warehousing, delivery and sales. This is the very reason why Italian food has won the trust of consumers around the world with stable quality, safety and reliability. For Chinese consumers who are increasingly giving much attention to food safety and quality, Italian food is definitely one of their top choices.

According to the Italian newspaper Il Sole 24 Ore, the main agricultural products Italy exports include wine, cheese, sausages, fruits and vegetables. Two-thirds of those products are exported to EU countries such as Germany, France and the United Kingdom. And wine sales are gaining a strong growth momentum in overseas markets. In China, a market of huge potential, it's growth rate is 17%. Even in wine-producing countries such as France, the United States and Australia, Italian wines have been successful, with sales in the three regions increasing by 11%, 5% and 12% respectively. In addition, it is quite surprising that the sales of Italian champagne in France, where it originated, also increased by 18%.

On this romantic land of art, ketchup is an indispensable sauce. It is often used to cook fish, meat and other foods, as a seasoning for color, sour, freshness and fragrance. Thanks to the typical climate and abundant sunshine, ketchup from Italy is especially delicious with slight sweetness and sour, thick and creamy.

In addition to ketchup, Italian coffee is also not to be missed. Italy is one of the originators of coffee culture, and Espresso is the essence of Italian coffee. “Espresso” originated in Italy, meaning “extra fast” in Italian. All kinds of white coffee or fancy coffee, including Cappuccino, Macchiato, Latte, Crete and double Ristretto, are made of Espresso, which is the key to verifying the quality of a cup of coffee. When you taste Italian coffee, just take a sip of it and you will be impressed by its rich taste and aroma. Just so you know, the scent and concentration are two criteria for evaluating whether the Italian coffee is good or not.



Take home Italian excellence

www.laregina.com

La Regina di San Marzano 是一家有着 45 年悠久历史的食品公司。1972 年，Antonio Romano，一位出身贫寒的农民，开始了他的创业旅程。他勤劳肯干，专注于提升土地产出，特别是圣马扎诺（San Marzano）番茄的质量。随着岁月的流逝，当 1983 年圣马扎诺品牌诞生时，他的热枕和奉献让梦想变成了现实。凭借强大的企业家精神和现代战略眼光，Felice Romano 将原来的小企业发展成为市场的领头羊。如今，La Regina 将产品出口到世界各地，包括欧洲，美国，亚洲等。

With a tradition of 45 years, La Regina di San Marzano is a well-established food industry. In 1972 Antonio Romano, a man of humble peasant origin, embarks on his entrepreneurial journey working hard and dedicatedly, focusing on the valorization of the produce of his land, especially the San Marzano tomato. With the passing of the years, thanks to his passion and his commitment, the dream becomes reality in 1983, when the brand La Regina di San Marzano was born. Thanks to a strong entrepreneurial attitude and a modern strategic vision, Felice Romano made a market leader company out of the original small enterprise. Nowadays La Regina exports its products throughout the world, from Europe to America to Asia.



TO TASTE THE "RED GOLD OF ITALY"
品味意大利"红金"

圣马扎诺番茄酱是如何生产的?

在维苏威火山的斜坡上，坎帕尼亚肥沃和古老的土地被地中海太阳的温暖所亲吻，这里有着丰富的文化和传统，是“意大利红金”的最佳生长环境。圣马扎诺番茄有着独特的鲜红色彩和口感，是世界上最好的番茄。几十年来，Romano 家族一直致力于培育举世闻名的圣马扎诺番茄。对于这个家族来说，种植和生产番茄不仅是一份工作，更是一种生活方式，他们特别注重种植传统和质量。Romano 家族今天仍然自豪地延续着他们与土地的关系，关爱和培育种子以及土壤，使得红色奇迹每年都在发生。

请分享一下你们选择原料的秘诀?

从田野到生产的整个垂直一体化过程都受到严格的监控，旨在保持高质量标准。La Regina 已通过认证，无论是常规的还是有机产品，都能完全保证产品线的质量。我们的酱料完全由新鲜的原料(洋葱，大蒜，茄子，橄榄，辣椒)制成，当天运到工厂，当天加工处理，不含任何添加剂、防腐剂或浓缩物。从打开番茄罐头，到产品生产和包装，整个过程都受到严格监控。安装在生产线上的 X 射线机能确保产品没有任何缺陷或异物。

该产品的独特优势是什么?

我们梨形番茄的高品质是从选种开始，一系列准确选择和垂直整合的结果。对植株生长和土壤状况的监测确保了我们的番茄的优良品质。训练有素的生产人员和严格的监控使得我们能始终向消费者提供优质产品。我们的竞争力在于对专业工作标准的坚守，对员工的尊重，以及对品质崇尚。这些因素与严格的农业标准相结合，塑造了独一无二的 La Regina。

贵司品牌在意大利或全世界的知名度如何?

La Regina 与美国和加拿大的经销商建立了平等的关系，与他们的买家团队直接合作，以满足客户的需求。这一战略的成功使我司能够为加拿大和美国最大的批发商和零售商提供服务，同时以最具竞争力的价格提供最高质量的产品。无论在意大利还是欧美，我司的业务也正逐年增长。

我司希望通过采用营销策略，包括创新包装方案，保证高质量的产品以及可承受的价格，支持客户进行新产品市场推广活动等，以促进产品的销售。

The production process of the tomato sauce

The fertile and generous ancient land of Campania, kissed by the warmth of the Mediterranean sun, on the slopes of Mount Vesuvius rich in culture and traditions. Here is where the “red gold of Italy” – the best tomatoes in the world finds its best growing environment. Among the green hills of Campania, touched on one side by the Tyrrhenian Sea and on the other by the Apennine mountains, in the Agro-Nocerino Sarnese area where the soil is soft and deep due to its volcanic nature, the Romano family has dedicated time and passion to the cultivation of the world-renowned San Marzano tomato for decades. For this family, growing and producing tomatoes is not just a job, but rather a way of life. Attention is given to assure that the growing tradition and quality are respected; the vertical integration continues just as it happened many years ago when a humble man who loved his land had a vision. The Romano family continues today with pride its relationship to the land, caring and nurturing the seed as well as the soil that makes the “red” miracle happen every year. Tradition, hard work, respect for quality and excellency are the ingredients that make La Regina di San Marzano a jewel among Italian companies today.

The secret in selecting tomatoes

The entire vertical integration, from our fields to the production plant, is closely monitored by strict controls aimed at keeping our standards of quality high.
La Regina di San Marzano is certified and fully guarantees the quality of product lines, both regular and organic. Our sauces are made exclusively from fresh ingredients (onions, garlic, eggplant, olives, peppers) daily delivered at our Plant and processed in the same day. The sauce is produced by our canned tomatoes, no additives, preservatives or concentrate are included at all. The entire process is strictly monitored from the opening of tomatoes cans to be used in the production until the labelling of the product. The x-ray machinery positioned on the line allows to check the product free from defects or foreign materials.

The unique advantages of the products

The high quality of our peeled plum tomatoes is the result of an accurate selection and vertical integration that begins at the moment of choosing the seeds. The monitoring of plants' growth and soil's condition support the growth and the optimum quality of our tomatoes. Thanks to a trained production staff and the strict controls, consumers are assured always a superior quality product. Our strength lies in the firm belief in high professional working standards, in the respect for the work force, in the high quality of the products. These elements combined with monitored agricultural standards represent the pillars that make La Regina di San Marzano unique.
The popularity of the brand?
La Regina di San Marzano fosters an equal relationship with both its USA and Canada distributors, working directly with their team of buyers to market food products specific to its client’s needs. The success of this strategy has enabled the company to serve some of the largest wholesalers and retailers across Canada and USA while offering products of the highest quality at competitive prices.
The pasta sauce business is increasing year by year thanks to this successful strategy.

Expectations for the exhibition and from approaching the Chinese market

The Company expects to promote the sale of its products by adopting marketing strategies that include innovation of the packaging solutions, assurance of the highly healthy products at affordable prices, investments in promotion activities in support and cooperation to the customers for the expanded of the new products in the market.

ESSSE CAFFE'

CAFFÈ

THE N.1 ITALY'S COFFEE ROASTER CERTIFIED BY ITALIAN ESPRESSO INST.



MOST WINNING AND FINALIST COFFEE BEANS FOR THE ESPRESSO ITALIANO CHAMPION

ONE OF THE MOST BALANCED, SWEET AND PERSISTENCE COFFEE IN THE MAKRET

THE ONLY ONE 480 KG PREBLENDED COFFEE ROASTING SYSTEM.





GIUGIARO DESIGN - AWARD WINNER CAPSULE MACHINE BEST DESIGN IN CHICAGO MUSEUM



GOOD DESIGN

THE MOST PRESTIGIOI AWARD FOR DESIGN EXCELLENCE

MILK FROTHER FOR THE BEST LATTES

5 NEW TEA LINE CAPSULES

ESSSE CAFFE: THE PHILOSOPHY IN THE 3 "S"
ESSSE 咖啡的“3S”哲学

Essse 咖啡是意大利的家族品牌。Segafredo 家族几代人一直从事咖啡行业，于上个世纪 20 年代创立了第一家咖啡烘焙公司。继 Segafredo 品牌的巨大成功之后，Segafredo 家族于 1979 年成立了 Essse 咖啡这个品牌。十年后，Essse 咖啡已经成为意大利十大浓缩咖啡品牌之一。如今，ESSSE 已是意大利前五的烘焙咖啡品牌。

Essse Caffè is a family owned business based in Italy. The Segafredo family has been in the coffee business for generations, founding their first roaster company in the 1920's. Following the great success with the brand Segafredo, and the subsequent sale of it in the 70's, the family founded Essse Caffè in 1979. Ten years later Essse Caffè was already between the top ten espresso coffee roasters in the Italian HORECA market. Today in Italy we are on the top five coffee roasters in the HORECA.

“ESSSE”这个名字是怎么来的？有什么意义？

1979 年，以悠久传统而闻名的 Segafredo 家族，在博洛尼亚建立了艾瑟咖啡（Essse Caffè）这一品牌。Essse 的拼写包含三个“S”，这不是偶然的，三个“S”代表的是“Scienza, Sapienza, Specializzazione（科学，知识，专业）。三个“S”是经验的总结，集中体现了公司锐意创新、不断追求卓越的价值理念。公司的使命始终是提供高质量的产品。这就是为什么从一开始，我们就依靠博洛尼亚大学、切塞纳大学和福贾大学农业科学系的技术支持，这种合作一直持续到今天。今天，艾瑟已经是一个在意大利非常知名的成功品牌，而且在国外也越来越流行，是公认的质量保证。

Where did the name “ESSSE” come from? What's the meaning?

In 1979 the Segafredo family, well-known for their time-honoured tradition in this sector, established the Essse Caffè brand in Bologna. It was no accident that Essse was spelled with a triple S, with the three S's standing for "Scienza, Sapienza, Specializzazione" (Science, Knowledge, Specialisation), the three values that sum up the company's philosophy, founded on experience and committed to innovation, and expressed through the consistency of the coffee blends and a constant quest for the best organoleptic properties. The company mission has always been to deliver top quality products. This is why, right from the start, we relied on the scientific support of the Departments of Agricultural Science of the Universities of Bologna, Cesena, and Foggia, a collaboration that continues to this day. Over the last thirty years we have become leaders in the coffee industry, with a knowledge base that ranges from fresh coffee beans to the coffee in your cup, from roasting to packaging, from professional equipment to espresso coffee-making. Today, Essse Caffè is a successful brand, well-known in Italy and increasingly established abroad, an acknowledged guarantee for quality.

目前你们的主要产品是什么？

我们的主要产品是烘焙咖啡豆，可供应咖啡店，酒店和餐馆。
我们的咖啡具有恰到好处、香甜浓郁、回味无穷的特点。
我们也涉足咖啡胶囊机业务。我们与 Giugiaro 设计公司（法拉利和兰博基尼的设计方）合作生产的咖啡胶囊机可供办公和家庭使用。此外，我们还提供了咖啡、茶和巧克力胶囊等一系列配套产品。

What are your main products at present?

Our main products are coffee roasted beans for coffee shop, hotels ands restaurants.Our coffee reputation is for a balanced, sweet and persistence taste.
We also are in coffee capsule machine business and we produce together with Giugiaro design (Ferrari and Lamborghini designer) coffee capsule machines for office and home using. Related with this system we offer a full range of products from coffee capsules to tea and chocolate capsules.

你们主要出口到哪些国家？这些国家各占多少比例？

我们出口到全球所有大陆 50 多个国家。主要市场有美国（20%）、沙特阿拉伯（20%）、希腊（20%）、比利时（10 %）、中国（6%）、韩国（5%）、菲律宾（4%），其他国家占 15%。

What countries do you mainly export to? How about the proportion of each?

We export in more than 50 countries all over the world in all continents.
Our main markets are 20 % USA, 20 % Saudi Arabia, 20 % Greece, 10 %Belgium, 6% China, 5% Korea, 4% Philippines, 15% others.

艾瑟咖啡这一品牌是如何体现意大利咖啡文化的？

我们的产品都是在意大利生产的。自 1998 年以来，我们就是意大利浓缩咖啡国家研究院的成员，并获得其认证：我们的产品符合意大利浓缩咖啡的技术标准。从艾瑟咖啡品牌诞生之日起，我们计划做的就不仅仅是生产高品质的混合咖啡，我们还关注咖啡师将咖啡豆转化成意大利浓缩咖啡这一过程。因此在 2005 年，我们成立了一个叫做“La Classe di Essse”的专业培训中心。该培训中心配备了具有现代化专用设施的教室以及一个宽敞、功能齐全的酒吧。所有希望学习这门手艺或希望提升技能的咖啡师都可以来这里进行培训。我们的课程在全世界都有开设，主要分为四个模块：咖啡世界，咖啡制作艺术，认证意大利浓咖啡，咖啡师企业家。

How does the brand represent the coffee culture of Italy?

We only serve roasted in Italy products and since 1998, we belong to the Istituto Nazionale Espresso Italiano (The National Institute of Italian Espresso), which has certified that our professional Essse Caffè blends meet the technical-sensorial specifications of Italian Espresso. Right from the creation of the Essse Caffè brand we planned to do more than just produce high-quality coffee blends. We also wanted to oversee that minor, but truly industrial transformation that takes place when a bar tender transforms coffee beans into the extract we call Italian Espresso. This commitment led to the foundation of "La Classe di Essse" Training Centre in 2005, a purpose-built facility with classrooms fitted with modern equipment and a spacious and fully-functional bar, for all bar tenders who wish to learn the trade or perfect their skills. Our courses, scheduled also wordwide, are divided into modules and subdivided into four main areas of specialisation: The World of Coffee, the Art of Coffee-Making, Certified Italian Espresso, the Barista Entrepreneur.

FHW China 2018 是你们进入中国的第一步吗？你们对中国咖啡市场的前景有怎样的期待？

我们的产品已经打入中国，我们期待能扩大我们在华南地区咖啡市场的份额。

What do you expect from the current coffee market situation in China? FHW China 2018 is your first step into China market?

We already distribute our products in China but we would like to wide our business also to South China. We expect to increase our share on the HORECA coffee market also in the south of China.



韩国
South Korea

从地缘上看，韩国远远称不上地大物博。韩国的农业资源稀缺，是世界人均耕地面积最少的国家之一，大部分的粮食需要依赖进口，产出的蔬果也极为有限。但难得的是，韩国人凭着对本国食品的自信与坚持，在“有限”的领域里做出了大文章。

近年来，除了红参、大米之外，韩国不少食品品牌继续发掘中国市场，全面向中国出口大酱、辣椒酱、蜂蜜柚子茶等产品。 随着经济发展、居民收入增加，中国消费者对高端产品的需求也日益提升，韩国食品对华出口的前景十分广阔。

据韩国媒体报道，2017 年韩国泡面出口再创新高，对外出口额首次突破 3 亿美元大关，从对外出口国和地区来看，中国占比达 25.9%，位居首位。这意味着有近三成的泡面都是中国人买走的。韩国泡面之所以席卷中国市场，主要是因为其口感筋道，且普遍偏辣，适合中国消费者的口味。

韩国的茶饮在海外同样拥有超高人气。韩国的茶文化历史悠久，随着现代人对健康生活越来越重视，茶的关注程度也因此日益提高。人参茶、生姜茶、柚子茶、山楂茶等茶饮，都是韩国热销海外的重要产品。其中，韩国盛产高丽参，而人参茶则是用高丽参所制作的一种茶，具有滋补的功效，格外受欢迎。

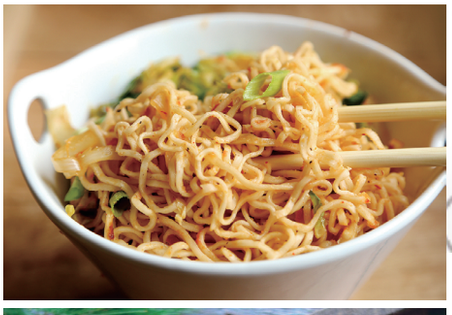
From a geographical perspective, South Korea is far from being a big country. It's agricultural resources are scarce, as it is one of the countries with the smallest per capita arable land in the world. Most of the food needs to be imported, and the fruits and vegetables produced are extremely limited. But surprisingly Koreans have made great achievement in this "limited" field with their confidence and persistence in their own food.

In recent years, in addition to red ginseng and rice, many Korean food brands continue to explore the China's market and export products such as South Korean soy sauce, chili sauce, honey citron tea and other products to China. With the economic development and the increase of residents' income, Chinese demand for high-end products is also rising, which shows a bright prospect for Korean food.

According to South Korean media, South Korean instant noodles exports reached a new high in 2017, exceeding US$300 million for the first time. When it comes to export destinations, China top the list by accounting for 25.9% of the exports. This means that nearly 30% of the instant noodles are bought by the Chinese. The reason why they swept the China's market is that Korean instant noodles are chewy and generally spicy, which caters to the Chinese taste.

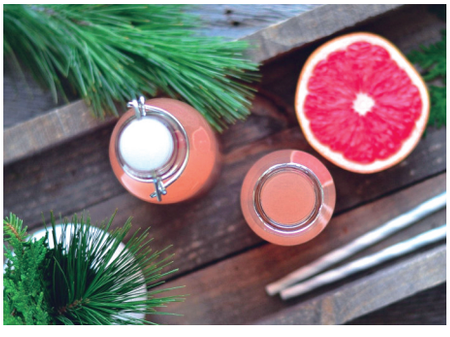
Korean teas also enjoys a high popularity overseas. South Korea has a long history of tea culture. It is gaining attention as healthy life styles are increasingly popular in modern society. Korean teas favored by overseas consumers include ginseng tea, ginger tea, citron tea, hawthorn tea and others. Among them, ginseng tea is particularly popular as ginseng is a nourishing ingredient and Korea abounds with ginseng.













东进制药株式会社

东进制药株式会社是继正官庄后，第二家将韩国高丽参系列产品进口到中国的韩国高丽参企业。东进制药在韩国的人参领域一直拥有极好的口碑。韩国东进制药的参产品品种多样，除了原支参之外，还有高丽参正果蜜饯、锦山人参酒、高丽红参正果、高丽参粉（固体饮料）、高丽参软糖等。

Dongjin Pharmaceutical Co., Ltd. is the second Korean ginseng enterprise that exported Korean ginseng products into China after Cheong-Kwan-Jang, a famous Korean red ginseng brand of Korea Ginseng Corporation. Since the establishment of the first factory in 2000, Dongjin Pharmaceutical has always prioritized its R&D and production. It has always had an excellent reputation in the Korean ginseng industry. It's products are diverse. Apart from raw ginseng, there are Korean honeyed ginseng preserves, Jinshan ginseng liquor, Korean honeyed red ginseng, Korean ginseng powder (solid beverage), and Korean ginseng soft candy, etc.



查米索农产品公司

Chammiso Agricultural Company

Chammiso Agricultural Company 是韩国一家以人为本，丰富社区，充分考虑人们健康的公司，米粥是其特色产品，自 2008 年成立以来，Chammiso Agricultural Company 一直致力于为广大消费者提供营养美味的米粥。为了研制更好的产品，公司推出了与生物制药公司合作生产及加工的 大米花，并使用了由 Sanayaso 和 Aronia 申请的专利——发酵米粒制造方法。Chammiso Agricultural Company 已经获得 HACCP 认证和 ISO 22000 认证，其产品安全有保障。

Chammiso Agricultural Company is a Korean company that has a people-oriented operation philosophy and is committed to provide its customers with health-conducive products. One of its featured products is rice porridge. For most modern people who are living a busy life, rice porridge is a healthy food that is easy to digest. Chammiso has been providing this nutritious as well as delicious rice porridge for consumers since its establishment in 2008. It also launched a new product--poped rice--produced and processed in cooperation with a bio-pharmaceutical company, using the patented method authored by Sanayaso and Aronia--fermentation of rice grains. Having obtained both HACCP certification and ISO 22000 certification, Chammiso assures its customers that its products are safe and guaranteed.



韩国美和味有限公司

MIWAMI CO.,LTD.

韩国美和味有限公司位于全罗北道南原市，成立于 2009 年，是研发和制造韩国传统果肉茶系列产品的企业。自成立以来，公司以拓展海外市场为主要导向，目前已经成功开拓了法国，美国，澳洲，俄罗斯，哈萨克斯坦，马来西亚，新加坡，中国大陆地区等市场。此外，还承接各国 10 个品牌的 OEM 加工贸易。出口品项为柚子茶，生姜茶，雪梨茶等产品。

Established in 2009, MIWAMI Co.,Ltd is located in Namwon City, North Jeolla Province, South Korea. It develops and manufactures Korean traditional pulp tea products. Since its establishment, the company has mainly targeted at overseas markets and successfully gained ground in France, the United States, Australia, Russia, Kazakhstan, Malaysia, Singapore, and China Mainland. In addition, it also provides products for 10 foreign brands on an OEM basis. It exports citron tea, ginger tea, snow pear tea and other products.

Woojin Corporation 公司

韩国 Woojin Corporation 公司成立于 1999 年，并与美国，澳大利亚，台湾和香港的多家买家合作，销售具有竞争力的商品，是一家全球领先的公司。济州橘子是公司的主要产品，其独特的美味在海内外受到广泛赞誉。另外，公司的 Crunch Punch 同样深受消费者的青睐。Crunch Punch 是由优质的大米，天然草药制作而成的米棒，有不同的口味供消费者选择。

Woojin Corporation, which is founded in 1999 and have been cooperating with several buyers in America, Australia, Taiwan, and Hong Kong, is a leading global company that sells competitive Korean products. One of its main products is JEJU mandarin, which is widely acclaimed at home and abroad. Woojin's another product Crunch Punch is also popular. Because it is very nutritious as it is made of rice and natural herbs of the best quality.

韩国（株）香橙人类会社 Orange People Co., Ltd

ORANGE PEOPLE Co., Ltd. 是一家集生产、研发和零售于一体的食品饮料生产商。在其专利技术的基础上，它通过 R7D 中心直接对产品进行生产、分发、研究。他们所有的成分都源于国内，每年会发布 4-5 个备受关注的新项目。它的产品出口到中国、新加坡、马来西亚、泰国等国家。

ORANGE PEOPLE Co., Ltd. is a food & beverage manufacturing and retail company, which also conducts research and development. On the basis of its patent skills, it directly manufactures, distributes and develops its products by managing everything in the R7D center. It purchases all of its ingredients in Korea and releases 4-5 launches every year, each receiving a lot of attention. It actively exports to countries like China, Singapore, Malaysia, Thailand, etc. The values of the company are passion, communication and confidence. They promise that they will provide products of the highest quality and continually develop new ones that have higher quality and caters to consumers' demand.

AHA FOOD CO., LTD

AHA FOOD CO., LTD 成立于 2005 年，公司坚持全手工制作，“安全”、“健康”、“卫生”、“新鲜”是其一直坚守的四大生产原则。发展至今，AHA FOOD CO., LTD 已经拥有 20 多个产品，成为韩国业内标杆性企业。它的饺子更是深受大韩民国人民的喜爱。不仅因为其独有的韩式美味，还因为其精巧的造型。2017 年，其饺子造型设计斩获亚洲三大设计国际大奖之一的 “K-DESIGN AWARD” 大奖，成为了食品界的壮举。

AHA FOOD CO., Ltd was established in 2005. The company insists on manual production and sticks to its four production principles: “Safety”, “health”, “health” and “freshness”. Up to now, AHA FOOD CO., LTD has launched more than 20 products and has become a benchmark in Korea's domestic industry. Its dumplings are most favored by Koreans for both its unique Korean flavor and ingenious shape. In 2017, its dumpling design won the “K-DESIGN AWARD”, one of the three major international design awards in Asia, which was recognized as a significant feat of the food industry.

HYMCC (BNK GLOBAL)

HYMCC (BNK GLOBAL) 是韩国一家食品创新企业，主营有机大米零食、海苔等食品，其业务范围非常广泛，让成千上万的家庭享受到健康且安全的食品。HYMCC (BNK GLOBAL) 于 2017 年成立，极具潜力和活力，最好、自然和保持清洁生产是其一直发展的核心价值。

HYMCC (BNK GLOBAL), a global innovator of Korean food who is engaging in an extensive range of business, including Organic Rice Snack, Baby Salt, Seaweed, of course, Babeda as well, serving tens of thousands of valuable families with healthy and safe foods. Established in 2017, it is an energetic and potential company which has been developing dramatically with its core values, i.e. “Best, Natural and Keep Clean”. One of its products,Organic Rice Snack is suitable for baby, and its high quality and fancy packaging attract lots of customers to purchase repeatedly.



土耳其
Turkey

土耳其约 40% 的土地均可耕种，这个巨大的潜力为土耳其带来的是丰富的产品，包括谷物、豆类、油籽、水果与蔬菜、切花、家禽、牛奶与乳制品、鱼类、蜂蜜和烟草等。其中小麦和大麦的种植面积最大，经济作物（棉花和烟草）是重要的出口商品。

从国际市场上看，土耳其很多农产品的生产和出口都占据主导地位，包括榛实、杏干、苏丹葡萄和无花果干等。此外，土耳其的食品行业与相邻的国家 / 地区相比，更为发达。这些优势，使土耳其成为东欧、中东和北非（EMEA）地区最大的农产品出口国 / 地区之一。

凭借着得天独厚的地理条件和气候，土耳其出产了各类饱满的果实和口感浓郁的农作物。土耳其出口的新鲜水果和蔬菜，基于顾客健康和环境方面的考虑，产品符合立法和市场需求。土耳其出口商已成功采用了世界比较通用的新鲜水果和蔬菜贸易要求，如 ISO 9001，ISO 22000，HACCP，GAP 和 GLOBALGAP 指标的质量要求，具有食品安全和环保意识。

除了新鲜的水果蔬菜之外，土耳其的干果及坚果亦远近闻名，充满糖分和果香的水果在土耳其当地的日照下制成干果，十分香甜可口。如今，土耳其干果因其优质美味受到广泛喜爱，享誉全球，全世界 23% 的干果出口量都来自土耳其。

基于有利的地中海地区的气候条件，土耳其拥有生产各类坚果的优势，随着国内和国际需求的增加，坚果类的产量日益增加。尤其是榛子，土耳其是世界上生产和出口榛子最重要的国家，过去五年，平均每年生产约 598000 吨榛子，土耳其生产世界上几乎 70– 75% 的榛子作物，世界上 80% 的榛子来自土耳其。继榛子后，土耳其具有相当大生产和出口潜力的坚果还有开心果、核桃、板栗、花生、松子和杏仁。

土耳其非常重视与中国的农业和食品贸易，两国之间的贸易额逐年增加。土耳其对中国主要出口食品有果酱，干果，坚果，如榛子、核桃、干果、杏干、无花果、葡萄干、可可制品、橄榄油、甜饼干、糖果和巧克力、意大利面食、华夫饼等。

About 40% of Turkey's land is considered arable. On this land of potential, Turkey harvests a wide variety of products, including grains, beans, oil seeds, fruits, vegetables, cut flowers, poultry products, milk and dairy products, fish, honey, and tobacco. Among them, wheat and barley are the most popular crops in terms of planting area, and cash crops such as cotton and tobacco are important commodities for export.

Many agricultural products of Turkey, including hazelnuts, dried apricots, sultana and dried figs, have dominated the international market in terms of production and export. Besides, the food industry in Turkey is more developed than that in neighbouring countries. All these advantages make Turkey one of the largest exporters of









agricultural products in the EMEA region.

Thanks to its unique geographical and climate conditions, Turkey produces a variety of fruits with full appearance and crops with intense taste. The production of fresh fruits and vegetables in Turkey strictly follow laws and regulations and meet the demand of global markets on a health-conducive and environment-friendly basis. Turkish exporters, who have an awareness of food safety and environment protection, have adopted the world's general trade standards for fresh fruits and vegetables, such as the ISO 9001, ISO 22000, HACCP, GAP and GLOBALGAP.

In addition to fresh fruits and vegetables, Turkey's dried fruits and nuts are also famous. The fresh, scented fruits baked and dried under the sunshine in Turkey tastes perfectly sweet and delicious. Today, The dried fruit of Turkey is widely loved for its high quality and deliciousness with 23% of the world's dried fruit exports are from Turkey.

The Mediterranean climate in Turkey is favorable for the production of all kinds of nuts, which is on the rise as the domestic and overseas demand for nuts, especially the hazelnuts, increases. Turkey is the most important producer and exporter of hazelnuts in the world. It produced an average of about 598,000 tons of hazelnuts per year in the past five years. The hazelnut crop it grows accounts for about 70-75% of the world's output, yielding 80% of the hazelnuts produced all over the world. Following the hazelnut, nuts like pistachios, walnuts, chestnuts, peanuts, pine nuts and almonds also have a great production and export potential.

Turkey attaches great importance to its agricultural products and food trade with China, and the trade volume between the two countries has increased year by year. The top food items exported to China include jams, dried fruits (e.g. dried apricots, figs, raisins), nuts (e.g. hazelnuts, walnuts), cocoa products, olive oil, sweet biscuits, candies and chocolates, pasta, waffles, etc.

深圳市锦仁进出口有限公司
CHISEN GROUP CO., LTD.

深圳市锦仁进出口有限公司(CHISEN GROUP CO.,LTD.)于2013年成立，主营食品进出口贸易，进口食品主要来自欧洲。公司坐落于国内外物流发达的珠三角贸易中心——深圳，现有专业食品仓3000平方，长期供货的SKU有120多款，拥有欧洲多国品牌中国总代资质，以及自有品牌。主要以进口饼干、果汁、坚果、果干、巧克力、茶叶和新鲜水果等快消品贸易为主。

同时，锦仁公司持股一家中外合资企业“天吉集团”，专注为客户提供专业食品及日化产品初级加工以及包装的保税服务中心。地处深圳出口加工区，拥有专业的保税加工资质和多条生产线，可承接礼品、酒店用品、节庆套装等组装加工。天吉集团多年来一直专注于从国内外接收原材料进行保税区内加工和包装处理，并将数以万计的成品输往各国。



CHISEN GROUP CO., LTD was established in 2013, mainly engaged in food import and export trade. It imports foods from European countries mainly.The company is located in the center of the Pearl River Delta, where the logistics industry is well developed. It has professional warehouses as large as 3,000 square meters for food and more than 120 SKUs of products supplied on a long term basis. It has the qualification of general agent of many European brands in China, and its own brand. Mainly based on imported biscuits, juice, nuts, dried fruit, chocolate, tea and fresh fruit and other fast-moving goods trade.

CHISEN GROUP is one of shareholders in a Chinese - foreign joint venture called 'TCG Group'. It is a professional service center specializing in the primary processing and packaging of food and daily products. Located in Shenzhen export processing zone, have professional bonded processing qualifications and a number of production lines. Can undertake gifts, hotel supplies, festival sets and other assembly processing in our facility. TCG Group has been focusing on receiving raw materials from domestic and abroad for years for processing and packaging in the export processing zone area, and export thousands of finished products being shipped to every countries.





俄罗斯
Russia

俄罗斯食品和饮料在中国市场的销售量数年来一直都在平稳上升，中国目前是俄罗斯食品和饮料最主要的出口目的地。俄罗斯出口到中国的食品中，最主要的产品有鱼类、大豆、葵花籽油、巧克力等。根据相关报道，中国占俄罗斯农产品出口总额的 10%，是俄罗斯最大的农产品出口国，其次是土耳其（9％）、埃及（8％）、韩国（8％）和哈萨克斯坦（7％）。

在中俄进出口贸易中，中国进口商也可发挥关键的作用。俄罗斯食品和饮料行业目前正在寻求扩大其在全球食品市场的出口能力。近年来，俄罗斯的农产品出口增长了一倍，目前估计每年的出口额约为 170 亿美元。根据相关报告，未来五到七年间，俄罗斯的出口总额预计将上升至 400 亿至 500 亿美元。

随着中国现代消费者对进口食品和饮料的需求不断增长，俄罗斯到中国的农产品出口量将在 2018 年后开始上升。一些流行的俄罗斯农产品对中国市场有着特别的吸引力，如矿泉水、蜂蜜、黄油、坚果、野生浆果干、海鲜、酒（特别是著名的伏特加）等，都是中国进口商重点关注的产品。对于有意在中国市场寻找机会的俄罗斯食品和饮料企业，中国进口商包括那些区域分销公司都可对其出口业务发挥关键作用。

2017 年前 11 个月，俄对华食品出口总额达 15.2 亿美元，与 2016 年同比增长 7.4%。总体看，中国市场占俄罗斯食品出口总额的 9%。

据俄联邦海关总署统计数据显示，2016 年中国已成为俄食品最大进口国。俄对华出口食品总额超 15.5 亿美元，包括鱼类、甲壳类和无脊椎动物，总额超过 10 亿美元。大豆对华出口超过 1.21 亿美元。中国还从俄进口 1.07 亿美元的葵花籽油。

2017 年俄罗斯首次通过后贝加尔斯克口岸对华出口 2 万吨食品。满洲里海关数据显示，2017 年中国通过该口岸进口的俄食品首次超过 2 万吨，达到 2.14 万吨，810 万美元。俄出口仍以石油和相关产品为主，占对华出口总额的 6 成。不过，食品出口正稳步提高。中国从俄进口的产品主要是植物油、巧克力、含可可食品及冰淇淋。

Russia food and drinks in China have risen steadily for some years and the China market is on the top export destination for Russian food and drinks. Russia's top food exports to China, among others, are fish, soy, sunflower oil and chocolate. China was the largest recipient of Russia's agricultural product exports, accounting for 10% of the total, followed by Turkey (9%), Egypt and South Korea (8% apiece) and Kazakhstan (7%), according a related report.

Chinese importers could play a key role. As a priority, Russia food and drinks sector now looking to expand its exports capacity in the scale of global food market. Russia's exports of agricultural products have doubled in recent years, and are currently estimated to be worth around US$17 billion per annum. Over the next five to seven years, it is expecting that this will rise in the region of $40-50 billion, according to a related report. China market is targeted as one of key destination for Russia food and drinks exports. With the growing demand from modern Chinese consumers for imported food and beverage, potentially Russian agricultural shipments to China will rise in 2018 and beyond. there are several Russia agricultural trendy products particularly attractive for importing to China, such as mineral water, honey, butter, nuts and dried wild berries, and seafood, including Russian wineries products, particularly well-known Russian vodka, those are the key products targeted by the Chinese importers. With Russia food and drinks exports business looking for opportunities in China market, Chinese importers, including regional distribution companies in China could play a key role.

In the first 11 months of 2017, Russian food exports to China totaled US$1.52 billion, an increase of 7.4% from 2016. Overall, the China's market accounts for 9% of Russia's total food exports.







According to statistics from the Russian Federal Customs Administration, China has become the largest importer of Russian food in 2016. Russia's total exports of food to China exceeded US$1.55 billion, including fish, crustaceans and invertebrates (totaling more than US$1 billion), soybean (exceeding US$121 million), and sunflower oil (a worth value of US$107 million).

In 2017, Russia first exported 20,000 tons of food to China through the Zabaikalsk Port. Data from Manzhouli Customs of China shows that Russian food imported to China through the port exceeded 20,000 tons for the first time in 2017, reaching 21,400 tons and 8.1 million US dollars. Still, Russia's food exports are dominated by petroleum and petroleum-related products, accounting for 60% of total exports to China. However, food exports are steadily increasing, mainly including vegetable oil, chocolate, cocoa-containing foods and ice cream.

如胜

ROSHEN

如胜 (ROSHEN) 国际糖果集团是欧洲最大的糖果制造企业之一，由乌克兰现任总统彼得·波罗申科成立于 1996 年，总部位于乌克兰，在中国上海有如神 (上海) 食品有限公司。

如胜在其自有商标下生产约 200 种高级糖果类食品：顶级巧克力、牛奶硬糖、果汁硬糖、酒心巧克力糖、威化饼干、夹心曲奇、海绵蛋糕等等。每年的甜食产量已经达到 410000 吨。

Roshen Confectionery Corporation is one of the largest confectionery manufacturers in Europe. It was founded in 1996 by Petro Poroshenko, the current President of Ukraine. It is headquartered in Ukraine and has a Shanghai branch called Roshen (Shanghai) Food Co., Ltd in China.

Roshen produces about 200 kinds of high quality confectionery products under its own trademark, including top quality chocolate, milk hard candy, juice hard candy, whisky heart chocolate, wafer biscuits, sandwich cookies, sponge cakes, etc. Its sweet food production has reached 410,000 tons a year.s

涅夫斯基糖果集团

Nevsky Confectionery Corporation

成立于 1996 年。俄罗斯最大糖果集团之一。

集团两个糖果厂位于俄罗斯中部的纯净生态地区（奔萨州）。每个工厂都有自己的研究实验室以及配有用于产品质量检验和试验的现代化设备。同时，在奔萨州拥有大型的综合产品仓储基地，有能力接受任何数量的产品储存。公司员工超过 1500 人。

Nevsky Confectionery Corporation, founded in 1996, is one of the largest confectionery companies in Russia.

It has two confectionery plants, both of which are located in Penza, a region of Central Russia with a pure Eco-system. Each plant has its own research lab and modern equipment for product quality testing and inspection. At the same time, it also has a large comprehensive warehouse in Penza that has exceptional capabilities for storage. Due to its proximity to the plants, it has greatly reduced inventory as well as the delivery time to customers. Now the company has more than 1,500 employees.











托列罗威化厂

TORERO

工厂成立于 2000 年。其经主要营范围是华夫饼产品的生产。目前是具有发达管理系统和生产组织与市场营销全方位服务的一家公司。生产所在地是莫斯科和图拉州。

生产的产品总共包括 300 多个 SKU。其中有 20 多种传统的华夫饼，都使用散装和单独包装的分装方式生产。

工厂的总生产量为每年 11 000 吨。是俄罗斯最大的威化生产企业之一。

Torero was founded in 2000 and mainly produces wafer biscuits. Now it is a company that has an advanced operation and production management and marketing system with its producing base located in Moscow and Tula Oblast.

It has more than 300 SKUs of products, among which over 20 are traditional wafer biscuits--all packed either loosely or individually.

With its total production reaching 11 000 tons per year, it has become one of the largest wafer producers in Russia.

纳尔赞

NARZAN

纳尔赞是俄罗斯历史最悠久的矿泉水品牌，也是最著名的矿泉水品牌之一。“Narzan”商标拥有丰富的历史。第一瓶纳尔赞瓶装矿泉水生产于 1894 年。

纳尔赞公司博物馆中收藏了至少 45 项顶级的奖牌和奖章，其中最著名的是俄罗斯联邦农业部颁发的“GREEN WEEK”。还包括“俄罗斯 100 佳产品”、“俄罗斯最佳食品金奖”、“斯塔夫罗波尔质量领先者”等。此外，纳尔赞在国际上也获得了非常多的奖项，是食品质量的典范级产品。

Narzan is the oldest mineral water brand as well as one of the most famous ones in Russia. The Narzan trademark has a rich over-centennial history. The first bottle of Narzan mineral water was produced in 1894.

Nalzan company collects at least 45 top medals and badges in its museum, the most famous of which is the “GREEN WEEK” issued by the Ministry of Agriculture of the Russian Federation. There are also “100 Best Products of Russia” award, “Gold Award for the Best Food of Russia”, and “Quality Leader of Stavropol” award, among others. In addition, Narzan has won many international awards and is a global model of food quality.



印度
India

印度是一个以农业经济为主的国家，52% 以上的土地都是可耕地。印度是大米、棉花和乳制品等各种产品产量最高的国家之一。林业和渔业等农业相关部门占国内生产总值比例高达 17％。

因此，农业对印度的经济、政治和社会领域都有着重要的影响。如今，印度的农业正在经历从传统农业到园艺业、家禽和乳制品产业的转变。据印度国家食品加工业部称，食品加工业占 GDP 的 1.7％。多年来，印度已在某些农产品方面形成出口竞争优势，成为了世界第 14 大农业、渔业和林业产品出口国。2016 年，印度的农业、渔业和林业产品产生了 38 亿美元的贸易顺差。主要出口产品包括印度香米、牛肉、冷冻虾、棉花和精制糖等。

据印度农业及加工食品出口发展局称，印度目前是全球最大的大米出口国。今年 4 月份印度大米出口量为 98.9848 万吨，比上年同期增加 12%。而据联合国粮食及农业组织估计，今年印度可能将出口 1190 万吨大米，其中的 640 万吨大米可能由中国购买。

据泰国大米出口协会发布的数据显示：2018 年前 7 个月印度的大米出口量达到了 705 万吨，再次超过泰国，位居全球第一。

印度把牛视为是神牛，因此，他们不能吃牛肉，不能屠杀牛。然而，据统计，2015 年和 2016 年，世界牛肉出口量最多的国家都是印度。其实，并不是所有的牛都被印度人视为圣物，神牛仅仅只是瘤牛。而作为出口的牛肉，一般是水牛肉。印度媒体称，该国的水牛数量占世界水牛总数的 53%。水牛饲养的“大繁荣”主要得益于印度对牛奶的巨大需求和政府对乳业的大力推动。实际上，印度水牛养殖主要是为了生产牛奶，不过在产奶量大幅下降之后，母水牛就会和经济价值较低的公水牛一样，被送进屠宰场，成为印度牛肉出口的原材料。价格相对低廉的印度水牛肉在非洲、中东和东南亚等发展中国家市场中颇受欢迎。

联合国粮农组织下属《国际渔业》出版社发布报告指出，2016 年印度虾类出口额达 43.9 万吨，同比增长 14.5%，位列全球第一。其中高附加值的虾类出口从上年的 10100 吨大幅增至 23400 吨。

在虾类产品的提振下，2016–2017 年度，印度海产品出口总额达到 57.8 亿美元，据其业内人士估计，因印度虾类产品受到全球市场热捧，出口总额屡创新高。养殖虾类产品是当之无愧的功臣，出口占比 70% 左右。其中，白虾更受欢迎，需求更高，未来养殖量可能会继续上涨。





India is an agrarian economy and more than 52% of the land area is considered arable. India is among the highest-ranking countries in production volume for various commodities like rice, cotton, and dairy. Agriculture and related sectors such as forestry and fisheries account for 17% of GDP.

Consequently, the agricultural sector plays an important role in Indian economics, politics and society.The agricultural sector is witnessing a shift from traditional farming to horticulture and to poultry and dairy production. According to the Ministry of Food Processing Industries, the food processing sector accounts for 1.7% of GDP.

Over the years India has developed export competitiveness in certain specialized products, making it the world's 14th largest agricultural, fishery, and forestry product exporter. In 2016, India accrued a $3.8 billion trade surplus of agricultural, fishery, and forestry goods. Leading exports consisted of Basmati rice, carabeef/meat of bovine animals, frozen shrimp and prawns, cotton, and refined sugar.

According to the Indian Agricultural and Processed Food Products Export Development Authority, India is currently the largest rice exporter in the world. In April of this year, the export volume of Indian rice was 989,848 tons, an increase of 12% over the same period of the previous year. According to estimates by the Food and Agriculture Organization of the United Nations, India may export 11.9 million tons of rice this year, of which 6.4 million tons may be purchased by China.

According to data released by the Thai Rice Export Association, India's rice exports reached 7.05 million tons in the

first seven months of 2018, once again surpassing Thailand again, ranking first in the world.

As we all know, Indian regard cattle as gods, so they don't eat beef or kill bovine animals. However, according to statistics, India was the world's largest exporter of beef in 2015 and 2016. In fact, not all bovine animals are considered holy in India, except zebu only. Generally, beef for export is the meat of buffalo. According to Indian media, the country's buffalo population accounts for 53% of the world. The "big prosperity" of buffalo breeding is mainly due to India's huge demand for milk and the government's strong promotion of the dairy industry. In fact, Indian buffalo farming is mainly for the production of milk. When a female buffalo cannot produce as much milk as she did before, she will be devalued and sent to the slaughterhouse like the male ones, becoming a source of beef to be exported. Indian buffalo, which is relatively inexpensive, is popular in developing markets such as Africa, the Middle East and Southeast Asia.

According to a report released by International Fisheries, a press of the Food and Agriculture Organization of the United Nations, the export value of shrimps in India reached 439,000 tons in 2016, a year-on-year increase of 14.5%, ranking first in the world. The exports of shrimps of high added value increased significantly from 10,100 tons in the previous year to 23,400 tons.

Thanks to the boost of shrimp and prawn exports, the total export value of Indian seafood reached 5.78 billion US dollars in the fiscal year of 2016-2017. According to industry insiders, it was the global frenzy caused by India's shrimp products that made the total export value of India roar. Farmers breeding shrimps, the exports of which accounting for about 70% of the total, were the ones to be appreciated. The white shrimp, the most popular and demanded one, may continue to be bred in rising quantity as the vigorous exports of seafood has led to the boom of shrimp farms.





印度国际农产品公司 International Agro Foods

International Agro Foods 是印度领先的清真肉类及肉类产品的加工商和出口商之一。International Agro Foods 出口公司已有 10 多年的发展历史。公司的屠宰场位于 Dist Ghaziabad，距离德里约 25 公里。综合肉类加工厂拥有符合国际标准的现代化设施。良好的气候条件和充足的降雨，使这里植被葱郁。牛只生活在清洁、绿色、安全和自然无污染的环境中，以天然的饲料饲养，生长得更健康，其供应亦较为稳定。

International Agro Foods is one of India's leading processors and exporters of halal meat and meat products. The 10 year-old company has a slaughterhouse located in Dist Ghaziabad, about 25 km from Delhi. It is an integrated meat processing plant that has modern facilities up to the international standards. Good climate and plenty of rainfall make the vegetation lush here. Cattle here are raised in a clean, green, safe, non-polluting environment with natural feed, and thus grow healthier and produce meat of stable quality.



印度 Rustam 食品公司
Rustam Foods

Rustam Foods 是位于北印度城市 Unnao 的全新现代屠宰场兼肉类加工的综合体。公司严格遵循清真伊斯兰教法，并配备符合最新国际标准的设施，加工卫生且优质的新鲜冷冻无骨水牛肉。牛群来自北方邦（Uttar Pradesh），该州拥有印度最大的水牛（黑金）种群。工厂配备中央空调、冷冻板等最新的生产加工设备，采用最新的技术加工，符合国际标准，致力于为全球客户提供优质、卫生、新鲜的冷冻无骨水牛肉。

Rustam Foods is a new modern slaughterhouse and meat processing complex located in Unnao, a North Indian city. The company strictly follows the Halal Islamic Law and is equipped with facilities that meet the latest international standards. It processes hygienic, fresh, frozen boneless beef of high quality. The herd comes from Uttar Pradesh, which has the largest buffalo (black gold) population in India. The factory has the latest production and processing equipment such as central air-conditioning and freezing board, using the latest processing technology that meets international standards. It is committed to providing hygienic, fresh, frozen boneless beef of high quality for customers all over the world.

AL Quresh International

印度 Al Quresh 国际公司
Al Quresh International

Al Quresh International 是位于孟买马哈拉施特拉邦的印度公司。该公司在国内和国际市场提供健康、卫生的清真水牛肉。自公司成立以来，Al Quresh International 团队以提供符合国际标准的优质肉类而闻名。公司拥有最新的设备和技术，按照国际标准方法在屠宰前进行检查，除此之外，牛肉会存储藏在干净卫生的地方，以避免任何微生物入侵。Al Quresh International 致力于以具有竞争力的价格为全球客户提供优质的水牛肉产品，包括西冷、牛肚、牛尾等牛肉产品。

Al Quresh International is an Indian company based in Maharashtra, Mumbai. The company provides healthy and hygienic halal buffalo meat in India and abroad. Since the company's establishment, the Al Quresh International team has been known for providing quality meat that meets international standards. The company has the most advanced equipment and technology to check on the livestock before they are slaughtered in accordance with methods of international standards. In addition, the meat is later stored in a clean and hygienic place to avoid any microbial pollution. Al Quresh International is committed to providing quality buffalo products, including sirloin, tripe, and oxtail for customers around the world at competitive prices.



英国
Britain

根据新的数据显示，中国对英国的奶粉、鲑鱼、威士忌和啤酒的需求正在不断增长，已于 2017 年成为英国第八大食品和饮料进口国。

根据英国环境、食品和农村事务部（也称为 Defra）发布的贸易数据，英国去年对中国的食品和饮料出口增长了 28％，达到 5.644 亿英镑（7.836 亿美元）。

相比 2016 年，在英国食品饮料进口国榜单中，中国位列第九，当时英国对中国的出口总额为 4.395 亿英镑，如今又进一步。

而美国是欧盟以外唯一比中国消费更多英国食品和饮料的国家。

去年，英国的奶粉出口产值为 7290 万英镑，比 2016 年增长了 44％；鲑鱼出口产值 6990 万英镑，增长了 28％；威士忌出口产值 6180 万英镑，比去年增加了 47％；出口啤酒的产值也增加到了 4590 万英镑，比 2016 年增加了 127％。

英国食品和饮料联合会（也被称为 FDF）表示，中国人越来越关注英国的“下午茶”产品，包括果酱、烤饼、茶和蛋糕等。去年，英国向中国出售了 200 万磅茶叶。

FDF 出口政策经理 Dominic Goudie 表示，“FDF 一直试图突显中国市场规模可能给英国食品和饮料制造商以及潜在出口商带来的机遇。政府方面也通过某些产品的新市场准入谈判来支持企业，其中肉类的出口就是一个很好的例子，有助于企业开始利用中国作为出口目的地的价值。”

去年 1 月，中国宣布计划解除对英国牛肉进口的禁令。11 月，北爱尔兰的两家公司获准向中国出口猪蹄，这笔交易每年可为英国农民带来 2000 万英镑。

Defra 表示，总体而言，去年英国出口了 220 亿磅食品和饮料，相比 2016 年增长了 9％。前五大出口产品是威士忌、鲑鱼、巧克力、奶酪和啤酒。英国的主要出口目的地是爱尔兰、法国、美国、荷兰和德国。

China became the eighth-largest importer of food and drink from the United Kingdom in 2017, according to new data that shows a growing Chinese appetite for British milk powder, salmon, whisky, and beer.

UK food and drink exports to China grew by 28 percent last year, to reach 564.4 million pounds ($783.6 million) in value, according to trade figures released by the UK's Department of Environment, Food and Rural Affairs, which is also called Defra.

China rose up the rankings from ninth in 2016, when UK exports to China totaled 439.5 million pounds.

The United States is the only country outside the European Union to consume more British food and drink than China.

Milk powder was the top export product by value last year, when exports were worth 72.9 million pounds, up 44 percent on 2016. The UK exported 69.9 million pounds of salmon to China last year, up 28 percent. And the Chinese imported 61.8 million pounds worth of British whisky, up 47 percent on the previous year. British beer exports to China are also growing quickly in popularity, increasing to be worth 45.9 million pounds, which was 127 percent more than in 2016.

The UK Food and Drink Federation, which is also known as the FDF, said there is growing Chinese interest in the UK's "afternoon tea" products, which includes jams, scones, tea, and cakes. The UK sold 2 million pounds of tea to China last year.









"The FDF has sought to highlight the opportunities a market the size of China can present to food and drink manufacturers and would-be exporters," said Dominic Goudie, FDF's export policy manager. "The government too is supporting businesses by negotiating new market access for certain products, with meat being a prime example, which has helped businesses begin to exploit the value of China as an export destination."

In January last year, China announced plans to lift a ban on British beef imports. And in November, two companies in Northern Ireland gained approval to export pig trotters to China in a deal that could generate 20 million pounds a year for UK farmers.

Defra said that, in total, the UK exported 22 billion pounds of food and drink products last year, up 9 percent on 2016. The top five exports were whisky, salmon, chocolate, cheese, and beer. The UK's top export destinations were the Republic of Ireland, France, the United States, the Netherlands, and Germany.



安堡金酒 NB GIN

它是会议和派对中最常用的杜松子酒，获得包括女王第九十岁生日的皇家选择、索尼音乐盛会、世界劳斯莱斯等 100 大品牌的认可。

It is the most frequently selected Gin for events and parties including Royal selection for Queen's 90th birthday, Sony music event, top 100 brands in the world by Rolls Royce, etc. NB Gin is a pure and clear grain spirit, uses only the finest of 8 botanicals.



艾斯卡金酒 Esker GIN

多次获奖的金酒 –2017 和 2018 年唯一的苏格兰杜松子酒品牌赢得国际比赛的金牌。在 2017 年苏格兰杜松子酒挑战赛中夺得杜松子酒冠军，击败了 59 个苏格兰竞争对手。艾斯卡杜松子酒产于苏格兰高地庄园。

Multiple awards winning GIN - the only Scottish GIN brand to win Gold in International Wind & Spirit Competition 2017 and 2018. The Gin Champion in Scottish Gin Blind Challenge 2017, beating 59 Scottish Gins competitors. Esker Gin is produced in a Scottish highland estate.



Penderyn

英国白酒的制作是在位于威尔士布雷肯国家公园的朋得利蒸馏厂完成的。作为一个知名酒厂，朋得利酒厂出品的朋得利单一麦芽威士忌，布雷肯珍藏杜松子酒，布雷肯杜松子酒和布雷肯五次提纯伏特加多次获得各种国际奖项。酒厂汇聚众多行业内专家，在保留优秀传统技艺的基础上，利用现代化技术对部分程序加以改进，使得酒厂生产的产品都享有极高的声誉。

Baijiu is made at the Penderyn Distillery, in Brecon National Park, in Wales, UK. Penderyn Distillery is the home of Penderyn Single Malt Whisky, Brecon and Brecon Botanicals Gin and Five Vodka – an internationally award winning range of spirits crafted by a team of passionate experts, that combine the best of traditional practises, with some modern advances to improve quality.

保尔德饼干 BORDER BISCUITS

保尔德饼干，源自 1984 年的传统苏格兰手工饼干品牌，至今仍是家族式经营，多年来用心制作每一块饼干，以确保产品的原味与高质量，让大众享受地道的美味之余，更可分享到快乐。该公司历来的制饼秘方来自当地乡村和市集的人民，用上传统天然的材料如新鲜牛油、细砂糖、浓郁的牛奶朱古力和白葡萄干等，创作出入口即溶，松化美味的饼干。

BORDER BISCUITS, originating from a traditional Scottish handmade biscuit brand in 1984, is still a family-run business. Over the years, every biscuit has been made with care to ensure the original taste and high quality of the product, so that people can not only enjoy the authentic taste but also share happiness. The company's traditional recipes for biscuits come from local villages and markets, using traditional natural materials such as fresh butter, fine sugar, rich milk chocolate and white raisins to create delicious, fluffy biscuits that instantly melt in your mouth.

英国 Hartridges 公司 Hartridges

Hartridges 是英国一家主打饮料产品的家族企业，生产优质的软饮料和果汁，产品受到几代人的喜爱。其高品质的滋补水系列来自 130 年的家族秘方，采用上佳食材，营养美味，价格公道。

Hartridges is a family soft drinks company that prides itself on producing premium quality soft drinks and juices loved by generations. The range of quality tonic water will delight on flavour and price; made using the finest ingredients and inspired by our original Tonic recipe 130 years ago.

Story 饮料公司 Story Drinks

Story 是一家在饮料行业拥有 30 年丰富经验的公司，其产品广泛供应给酒店、餐吧市场、餐馆、咖啡吧、咖啡馆、健身俱乐部、会议中心等餐饮场所。

Story 旗下的 Pressés 果汁气泡水由天然的果汁和气泡泉水调制而成。所采用的气泡泉水经过侏罗纪海岸世界遗址拥有 2.5 亿年历史的卵石床过滤，打造出一系列清新爽口且卡路里又低的美味产品，天然零添加，随时随地，开怀畅饮。

Story is a company that has 30 years experience across all sectors of the drinks industry, supplying to the hotel, restaurant and bar market, restaurants, cafe bars, coffee shops, health clubs, conference centres and the like.

The lightly sparkling, natural fruit Pressés, are a blend of fruit juices and sparkling natural spring water, which has been filtered through the 250 million year old pebble beds of the Jurassic Coast World Heritage Site, resulting in a delicious range of light, refreshing, low calorie, natural products, with nothing artificial added and "always a pleasure" ... whatever the occasion.







北极星 C

福建省北极星生物科技有限公司是一家集水产品养殖、加工、销售及经营水产品进出口业务为一体的企业。

公司同时经营北极甜虾、犬牙鱼、烟熏三文鱼、黑金鲍鱼等进口高端水产品。

北极星公司与洛克菲公司自 2016 年开始合作，从英国进口 Loch Fyne 牌烟熏三文鱼，成为苏格兰洛克菲烟熏三文鱼中国大陆的独家进口商和所有销售渠道的分销商。洛克菲公司致力于为世界提供苏格兰最好的海鲜产品。

苏格兰洛克菲公司经营产品主要为 Loch Fyne 品牌的烟熏三文鱼等系列烟熏鱼产品，历年来获得了餐饮界的各种奖项殊荣，尤其是在 2014 年获得了英女王奖。Loch Fyne 的三文鱼原料都产自干净、清澈的苏格兰西海岸，以其高品质和浓郁的口味而闻名。

Fujian North Star Biotechnology Co.,Ltd. is an enterprise integrating aquaculture, processing, sales and import and export of aquatic products.

The company is also engaged in the import of high-end aquatic products,such as cold water shrimp, toothfish, smoked salmon, black gold abalone and other high-end aquatic products.

Fujian North Star cooperated with Loch Fyne Oysters Ltd in 2016, imported Loch Fyne smoked salmon from the UK and became the exclusive importer and distributor of the Loch Fyne branded smoked salmon products within Mainland China through all sales channels. Loch Fyne Oysters Ltd are dedicated to providing the world with Scotland's finest seafood.

Loch Fyne Oyster Ltd mainly produces smoked salmon and other products of Loch Fyne brand, and has won various awards and honors in the catering industry over the years, especially the queen of England award in 2014. Responsibly farmed in the cool,clear waters of Scotland's West Coast.Loch Fyne smoked salmon is renowned for its quality and depth of flavour.

Loch Fyne®



上海爱秀贸易有限公司 USR

上海爱秀贸易有限公司 (Shanghai Urban shock retail Co., Ltd) 是一家 Base 在中国的英国企业，致力于向中国大众消费者提供真正的、品牌的、知名的英国食品和海外食品， USR 公司由英国企业家 Richard ARCHER-PERKINS 创建，Richard 是一个地道的英国人，长期居住在中国，并拥有 ET2C 等多个国际企业。并一直致力于提升中英两国之间的贸易往来，致力于为中国消费者提供更英国，更真实，更美味的英国和世界零食。借助于超过 20 年的中英贸易，Richard 积累了更优质的中英企业背书和资源，因此可以更快速专业为中国顾客找寻到更专业更优质的英国品牌来到中国市场。

Shanghai Urban Shock Retail Co., Ltd (USR) is a British company based in China. It is committed to providing authentic, branded and well-known British and other overseas foods for Chinese consumers. USR is founded by British entrepreneur Richard Archer-Perkins, an native Englishman who has lived in China for years and owns many international companies such as ET2C. He has been committed to improving trade relations between China and the UK, and providing Chinese consumers with British snacks that are more British, more authentic, and more delicious. With more than 20 years of Sino-British trade experience, Richard has accumulated quality credit and resources from Chinese and British enterprises, which makes it possible for him to identify excellent brands for Chinese consumers and bring it to the China's market in a fast and professional way.

BURTS

BURTS 是英国最好的薯片品牌，代表着英国中产阶级消费习惯的薯片，英国当地真正的高端薯片品牌；英国当地社交媒体 INS 和 Facebook 的网红薯片。

从 13 年前开始，BURTS 开始参加 WEST AWARDS and Great Taste 奖项之后，每个口味几乎从参加开始就囊括了大批英国食品奖项，名副其实的英国食品奖项收割机。

RED TRACTOR 英国红粉拖拉机食品标准迄今为止唯一认证的英国薯片品牌。BURTS 薯片是第一个在英国获得红色拖拉机认证的薯片，不管是种植、生产还是加工都严格遵循红色拖拉机标准。

Burts is the imported potato chips at the top of the pyramid in the UK. It represents the potato chips used by the British middle class, the real local high-end potato chips brand in the UK. It is also the online potato chips of the UK's local social media INS and Facebook.

After BURTS has been competing in the WEST AWARDS and Great Taste AWARDS since 13 years ago, Every Taste has won a large number of AWARDS almost from the beginning.

Tractor stamp of approval – the UK's largest food assurance scheme – for being the first licensed crisps manufacturer to use accredited British potatoes which are farmed responsibly, processed and packed in the UK.

BURTS
THICK CUT
HAND COOKED
POTATO CHIPS

SCOTTISH DEVELOPMENT INTERNATIONAL
苏格兰国际发展局

Scotland
A LAND OF food and drink
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葡萄牙
Portugal

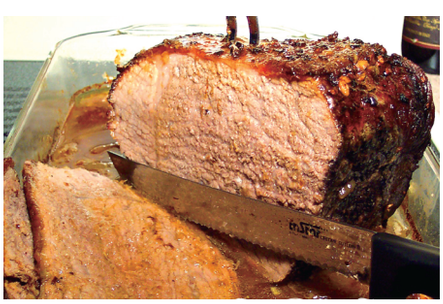
葡萄牙地处欧洲南部海岸，因有海洋暖流的“眷顾”，常年气候温和，自然环境优渥，海产丰富同时也赐于他们很多独有的美食食材。作为欧洲大陆最西端的国家，葡萄牙坐拥大西洋的高品质食材。伊比利亚半岛的黑猪是葡萄牙国宝之一 ，用这种黑猪做成的葡萄牙火腿，是欧洲火腿品类中最为名贵的一种。在养殖、运输、屠宰、加工和零售阶段，该国均采用欧盟相应的法规规范来保证动物源产品的安全卫生。近年来，葡萄牙与中国的农业合作取得重要进展，猪肉香肠、黑猪肉等更多葡萄牙美食，正陆续进入我国市场。

去年 9 月 25 日，葡萄牙肉类进口商贸总部项目正式落户湖南新港区。该项目主要是从葡萄牙进口猪肉到中国市场销售，项目计划投资 2 亿元建设猪肉进口总部经济大楼和精加工基地，项目投入运营后，预计每月从城陵矶新港区报关进口 10000 吨猪肉，年进口猪肉总量达 12 万吨，预计实现销售额 32 亿元，利税 9 亿元。

葡萄牙全境葡萄种植面积约 23.9 万公顷，种类约 340 种。2015 年葡萄牙葡萄酒产量 6.7 亿升，是世界第十、欧洲第五大葡萄酒生产国。葡萄酒产值占整个葡农业产值的 25%，从业人口近 20 万。葡萄酒是葡萄牙传统上最重要的出口产品之一，2016 年出口 7.27 亿欧元，出口量 2.77 亿升，居法国、意大利、西班牙、德国之后，为欧盟第五大出口国。2016 年，葡萄牙对中国出口葡萄酒 1800 万欧元（约 700 万升），同比增长 23.7%。目前，葡萄牙正加大在中国市场的推广力度，中葡两国在葡萄种植、酿酒技术及酒庄经营等方面具有较大合作空间。

葡萄牙橄榄树种植面积约为 35 万公顷，主要集中在中南部、北部及中部地区。葡萄牙是西班牙、意大利和希腊之后的世界第四大橄榄油生产国，2016 年橄榄油产量 6 万吨，达到 1961 年以来的历史新高。葡萄牙还是世界第四大橄榄油出口国，2016 年出口 4.12 亿欧元，同比下降 5.1%，西班牙和巴西是葡橄榄油出口主要目的国，其次是意大利、安哥拉、法国和美国等国家。2016 年葡对中国橄榄油出口额近 50 万欧元，是葡萄牙橄榄油第 22 大出口目的地。当前葡萄牙正在大力扩大橄榄树种植面积、提升产量，提高在中国市场知名度和份额。

Portugal is located on the southern coast of Europe. Due to the warm currents along the coastline, the climate here is mild and the natural environment is favorable, which gives Portuguese abundant seafood as well as a variety of unique and delicious ingredients. As the westernmost country in continental Europe, Portugal is home to a wide array of high quality ingredients from the Atlantic Ocean. For example, the Ibérico, a black pig originating from the Iberian Peninsula, is one of the Portuguese national treasures. The Ibérico ham, also called Jamón Ibérico, is priced higher than any other European hams. For animal source products, Portugal has applied corresponding European standards in every











links from breeding, transportation, slaughtering, processing and retailing in order to ensure product safety and hygiene. In recent years, important progress has been made in the agricultural cooperation between Portugal and China. More Portuguese foods such as pork sausages and Ibérico pork are allowed into the China's market.

On September 25 last year, the Portuguese Meat Import Business Headquarters officially settled in Chenglingji Hunan New Port Area. The Headquarters, planning to invest 200 million yuan to build a pork import headquarters building and processing base, aims to import pork from Portugal to the China's market. It is estimated that after the base is put into operation, 10,000 tons of pork will be imported through Chenglingji New Port Customs every month. The annual import of pork will reach 120,000 tons and 3.2 billion yuan, of which the profit and tax will be 900 million yuan.

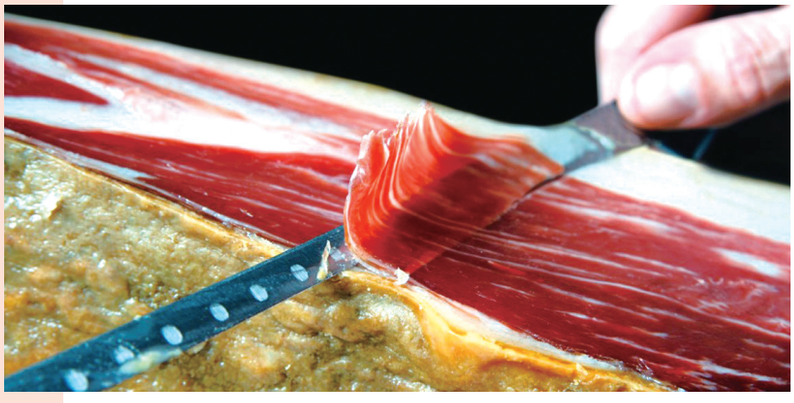
Portugal has about 239,000 hectares of grape growing area, where about 340 species of grapes are cultivated. In 2015, the Portuguese wine production was 670 million liters, making it the tenth largest wine producer in the world and the fifth in Europe. The wine industry yields about 25% of the nation's agricultural output, offering nearly 200,000 jobs in Portugal.

The wine is one of the most important products for export in Portugal. In 2016, it's total exports reached 727 million euros in value and 277 million liters in quantity, making it the fifth largest exporter in the EU, following France, Italy, Spain and Germany. In 2016, Portugal exported 18 million euros (about 7 million liters) of wine to China, a year-on-year increase of 23.7%. At present, Portugal is intensifying its promotion in the China's market. There is still a wide range of opportunities for China and Portugal to cooperate in grape growing, wine-making technology and winery management.

Portugal has about 350,000 hectares of olive tree planting area, which is mainly concentrated in the south central, northern and central Portugal. Portugal is the fourth largest producer of olive oil in the world after Spain, Italy and Greece. Its output of olive oil was 60,000 tons in 2016, reaching a record high since 1961. It is also the world's fourth-largest exporter of olive oil. In 2016, it's exports totaled 412 million euros, down 5.1% year-on-year. Top export destinations are Spain and Brazil, followed by Italy, Angola, France and the United States. Portugal exported nearly 500,000 Euros of olive oil to China in 2016, making it the 22nd largest export destination for Portuguese olive oil. At present, the country is vigorously expanding olive tree planting area and increasing olive oil production in order to raise its visibility and share in the China's market.







SP 席葡

席葡（深圳）文化传播有限公司是一家专注于进口和销售优质葡萄牙产品，并在中国组织相关文化活动的公司。

席葡总部位于深圳，在深圳、大连设有仓库，主营产品有红酒、啤酒、饮用水、橄榄油等，并提供房地产咨询服务。席葡已取得一些品牌在中国的代理资格，而且多数是独家代理，同时还和葡萄牙驻广东总领事馆紧密合作，组织丰富的文化活动。

SP (Shenzhen) Cultural Communication is a company focused in importing and distributing the finest Portuguese products as well as organizing cultural events in China.

With headquarters in Shenzhen and warehouses in Shenzhen and Dalian, SP is dedicated mainly to wine, beer, water, olive oil, and real estate consultancy. SP represents several brands in China most of which are exclusive and also cooperates closely with the consulate general of Portugal in canton to organize cultural events.

JCCOIMBRA

JCCOIMBRA 是一家成立于 1946 年，至今已有 70 多年历史的葡萄牙公司，生产和销售以橄榄油为主的多种食用油产品（包括葵花籽油、豆油、菜籽油等）。目前销售 19 个自有品牌，包装多样化，从玻璃瓶到 PET 塑料瓶和锡罐都有，销售渠道丰富，有消费端零售渠道、酒店 / 餐馆 / 咖啡厅等餐饮服务业以及食品工业市场等。产品已出口到超过 37 个国家，既有以自有品牌销售的，也有帮客户贴标的。目前我们的产品已在诸如法国的家乐福、德国的利德尔和阿尔迪、波兰的 Biedronka 以及荷兰的万客隆等零售超市内上架。

JCCOIMBRA is a Portuguese company with 70 years of existence (founded in 1946). We produce and market Edible Oils, mainly OLIVE OIL (but we also produce/market: Sunflower, Soybean, Canola, etc). We currently market 19 trademark own brands and produce a very large variety of formats - from Glass to PET to Tin - and capacities - from Consumer, Horeca Channel to Industrial markets. We already export to many international markets (more than 37 countries) both with our brands and Private Labels (Client's own brands). We are also present at several international Retailers as: Carrefour; Auchan; Pão de Açucar (Group Casino); Lidl; Aldi; Biedronka; Makro, etc.

SP 席葡

THE PORTUGUESE CULTURAL COMPANY

传播葡萄牙文化



公司介绍

席葡（深圳）文化传播公司是一家专注于进口和分销精致葡萄牙产品以及在中国组织文化活动的公司。

公司总部位于深圳，于深圳和大连都设有仓库，现今公司主要致力于葡萄酒，啤酒，水，橄榄油和房地产咨询。 席葡在中国的代理的几个品牌都是独家总代，并且公司还长期与葡萄牙驻广州总领事馆合作一起组织文化活动。

INTRODUCTION



文化活动





旅游







葡萄牙美酒　　橄榄油　　啤酒



环球旅游大奖

欧洲最受欢迎目的地-葡萄牙

INNOVA MARKET INSIGHTS UNVEILED GLOBAL FOOD TRENDS 2018-2019
英敏特 2018—2019 年全球食品饮料趋势

如今消费者对饮食选择越来越重视，这对那些以健康、负责任生产为定位的食品饮料产品来说将是一个非常好的市场机会。

Innova Market Insights 的市场分析师 Moreno Torres 表示：“如今，消费者都希望能找到既有益于身体健康，又有益于世界环境保护的产品。”

英敏特（Innova Market Insights）是全球领先的市场调研公司，总部位于荷兰的阿纳姆市。在美国食品科技展（IFT18）于芝加哥举办的年会和食品展上，Innova Market Insights 强调，消费者意识增强大力促进食品饮料的发展是全球十大食品趋势之一。去年全球有近一半的食品饮料新品都号称“更适合你”（better-for-you），而在 2013 年这个比例才 42%。从 2013 到 2017 年，宣传中带有关于动物、人类和环境等元素的新品发布量的复合年增长率达到了 47%。

Moreno Torres 表示：“这种趋势可不是昙花一现，未来它会越来越盛行的。”接下来，让我们来看看 Innova Market Insights 在美国食品科技展上发布的其他九大食品趋势。

Food and beverage products positioned as healthy and responsibly produced represent a significant market opportunity as consumers become increasingly mindful about what they eat and drink.

“Consumers are not just looking for products that are good for their body, but they also want products that are good for the world,” said Florencia Moreno Torres, market analyst for Innova Market Insights.

The rise of the mindful consumer as a key force in product development was one of 10 top trends highlighted by Arnhem, The Netherlands-based Innova Market Insights at IFT18, the Institute of Food Technologists’ annual meeting and food exposition in Chicago.

Nearly half of global food and beverage introductions last year featured a better-for-you claim, which compared to 42% in 2013. Product launches with an ethical animal, human or environment claim grew at a compound annual growth rate of 47% from 2013 to 2017.

“This trend isn’t going anywhere … and is actually going to get even stronger,” Ms. Moreno Torres said.

Read on for nine more food trends discussed by Innova Market Insights at IFT18.







BEYOND THE COFFEEHOUSE
茶饮咖啡的跨界创新

从抹茶到摩卡，茶和咖啡的各种口味都在饮料之外的领域变得越来越受欢迎。Moreno Torres 表示，现在市面上很多饼干、糖果和涂抹酱都有意大利浓咖啡、卡布奇诺和拿铁口味。在过去五年里，咖啡口味的零食新品数量已增加了一倍。同时，茶和咖啡的新品发布量也在快速增长，制造了许多的口味创新和功能创新的机会。半数的美国消费者都想尝试多种混搭口味的饮料，这也引起了人们对混搭概念的热捧，造就了添加饼干、巧克力、棉花糖等甜品的s'mores咖啡和柠香绿茶等产品。

From matcha to mocha, tea and coffee variants are gaining ground outside of the beverage category. Cookies, confections and spreads feature flavors of espresso, cappuccino and latte, Ms. Moreno Torres said. The number of snack launches with a coffee flavor has doubled over the past five years.

At the same time, tea and coffee product launches are growing full steam ahead, providing numerous innovation opportunities around flavor and functionality. Half of U.S. consumers seek more flavor fusion in beverages, fueling demand for such concepts as s'mores flavored coffee and a lemon drizzle variety of green tea.



GOING FULL CIRCLE
包装与食品都要循环起来

随着人们对包装污染和食品浪费的意识不断提高，制造商们开始着手研发可持续的解决方案。去年全球发布的食品和饮料新品中，三分之一以上的产品都打出了环保包装的旗号，宣称其产品包装是可降解的或是可堆肥的，还有越来越多的产品强调其包装是由废弃的材料或副产品升级改造而成。

此外，植物基乳品的定位也逐渐成为了比传统牛奶和酸奶更可持续的产品。

Heightened awareness of packaging and food waste has inspired product development offering sustainable solutions. More than a third of global food and beverage launches last year featured ethical packaging claims such as biodegradable or compostable, and a growing number of products highlight the use of upcycled ingredients or byproducts that may otherwise be discarded. Additionally, plant-based dairy alternatives increasingly are positioned as more sustainable than conventional milk and yogurt products.







DINING OUT, IN
在家做出大厨美味

由于消费者希望在家也能吃到大厨级别的美食，市场上便出现了越来越多的以美食为定位的产品。在去年发布的半成品净菜包新品中，有四分之一都以“新鲜”为买点，让人非常有亲自下厨的欲望。

Moreno Torres 表示：“成碗销售（Bowl）的概念是一个很盛行食品服务趋势，我们将越来越多地在超市看到相关产品。而年轻人们也愿意掏更多的钱买更好的食材。”



As consumers crave restaurant quality dishes at home, products positioned as gourmet are filling grocery store shelves. One in four meal kits launched last year featured a “fresh” claim, appealing to the desire for a culinary experience. “Bowl concepts are a strong food service trend that we are increasingly seeing in the supermarket,” Ms. Moreno Torres said. “Younger generations are willing to pay a higher price in exchange for better ingredients.”



如今，食品饮料的种类越来越丰富，海带、海藻、红海藻、裙带菜等海产品也开始出现在一些产品中，为零食和日常食材增添了新的营养成分和鲜味。Innova Market Insights 数据显示，从 2012 年到 2017 年，含有海洋蔬菜的零食新品发布数量的年复合增长率达到了 19%。

Moreno Torres 说：“这种现象不仅是一直有食用海产品传统的亚洲才有，其实世界各地包括欧洲、非洲、北美洲、拉丁美洲都有这种趋势。”

人们将海鲜作为传统牛肉或猪肉的替代品，而海盐也被广泛应用于食品和饮料产品中，2013 年到 2017 年之间食品和饮料中添加的海盐量增长了 106%。

Moreno Torres 说：“现在所有与海洋食材有关的产品在市场上都越来越受欢迎了。”

OCEAN GARDEN
海洋食品带来全新风味

Kelp, algae, dulse and wakame appear in a widening assortment of food and beverage products, adding a nutritious twist and umami taste to snacks and meal components. The number of global snack launches with sea vegetables increased by a compound annual growth rate of 19% from 2012 to 2017, according to Innova Market Insights.

“This is not just in Asia, where ocean ingredients are a bit more part of the culture, but it’s really all over the world, in Europe, Africa, North America, Latin America,” Ms. Moreno Torres said.

Seafood serves as a stand-in for meat in traditional beef or pork dishes, and sea salt in food and beverage products has increased 106% between 2013 and 2017.

“Everything that has to do with marine ingredients is gaining a lot of terrain,” Ms. Moreno Torres said.





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Moreno Torres 表示：“以前提到创新和市场划分时，我们只有针对女性、针对老人或针对儿童的产品分类。而如今，市场上的创新产品种类已经开始前所未有地多元化。”

To appeal to diverse consumer tastes, manufacturers are expanding product portfolios to offer a broader variety of flavor, functionality and packaging. Brands are reinvigorating traditional categories, such as peanut butter or ketchup, with “out of the box” innovation.

“Traditionally when we would talk about innovation and market segmentation, we would think about products for female, products for the grandparents, products for the kids,” Ms. Moreno Torres said. “But now more than ever we are seeing a lot of diversification in the portfolio.”





LIGHTER ENJOYMENT
追求更“轻”享受

消费者对于适当放纵的渴望，带动了低度畅饮型啤酒、淡盐零食等产品的消费增长。

Innova Market Insights 的数据显示，以“轻量”为特色的全球风味零食新品数量在过去五年间翻了一番。只添加少量味道的风味水饮料的出现，给软饮料市场带来了更轻口味的选择。

Moreno Torres 评论道：“这反映出整个行业都在迎合消费者既想纵情享受，又想减少身体负担的需求。”

Consumers are seeking smaller doses of decadence, sparking growth of such products as session beers and lightly salted snacks.

The number of global savory snack product launches featuring a “thin” claim doubled over the past five years, according to Innova Market Insights. The emergence of enhanced waters containing a hint of flavor adds lighter options to the soft drink market.

“This is a reflection of the industry catering to consumers who want to indulge but at the same time are wanting to look after their bodies,” Ms. Moreno Torres said.



SAY IT WITH COLOR
色彩点燃购买激情

Moreno Torres 表示，社交媒体引发了消费者对各种颜色鲜艳的食品和饮料的狂热，许多明亮的色调会给人一种健康的感觉。比如带有枸杞或姜黄颜色的饮料看起来就很可能让人联想到枸杞和姜黄的养生功效。在北美，以颜色为卖点的食品饮料的新品发布量一直在稳步增长，因为新奇和多样性始终是促进消费者购买的动力。

Social media has sparked a frenzy in vibrantly colored foods and beverages, and many bright hues are linked to health, Ms. Moreno Torres said. Beverages tinted with goji berries or turmeric may tout the healing benefits of those ingredients.

In North America, food and beverage product launches featuring food colors have grown at a steady rate, as novelty and variety continue to drive purchase intent.







POSITIVELY PROCESSED
越天然，越正面

人们越来越喜爱添加成分少的食品，天然的加工技术也日渐受到消费者的青睐。带有“发芽”、“未加工”、“冷萃”等标签的全球新品数量日益增长。

Moreno Torres 说：“对于高度加工的产品，消费者往往会有负面的看法。”她表示，很多公司会用加工技术的特色来展现其产品高级、优质的定位，比如一款软饮料产品以“蒸汽蒸馏、植物萃取”为卖点，一些果汁饮料宣称用白桦木炭进行过滤等。

Processing techniques perceived as natural are gaining favor among consumers who increasingly demand foods with fewer ingredients. “Sprouted,” “raw” and “cold-brew” are among growing claims in global product launches.

“Consumers very often have a negative perception of what they consider to be highly processed,” Ms. Moreno Torres said.

Companies may use processing claims to convey a premium positioning, she added. An example is a soft drink featuring “steam-distilled botanicals” and fruit juices filtered through silver birch charcoal.



FROM SNACKS TO MINI MEALS
零食迷你餐化

为了方便人们可以随身携带，市场上还出现了用健康食材制作的方便食品。小包装和零食化不再只是零食领域的专利，迷你餐的出现让你随时可以想吃就吃。

Moreno Torres 表示：“我们都知道，如今人们的生活愈加繁忙，很少能在固定的时间坐下来，吃一顿饭或是正餐。”

Innova Market Insights 调查数据显示，去年发布的肉类零食占到全球零食新品发布量的 6%，而在 2013 至 2017 年间，果蔬类零食的数量平均每年以 13% 的速度在增长。

Convenient product launches featuring wholesome ingredients are designed to deliver sustenance on the go. Single portions and snack formats are rising outside of the snack category, filling the role of small meals throughout the day.

“We all know that nowadays lifestyles have become so busy that it’s very difficult to properly sit down at a given time of day and have a proper meal or a normal dinner, so to speak,” Ms. Moreno Torres said.

Meat snacks accounted for 6% of global snack launches last year, and fruit and vegetable introductions featuring a “snack” claim grew on average 13% annually between 2013 and 2017, according to Innova Market Insights.





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THE CHINESE GENERAL ADMINISTRATION OF CUSTOMS: ENHANCE CUSTOMS INSPECTION AND QUARANTINE COOPERATION TO INCREASE IMPORT OF HIGH-QUALITY AGRICULTURAL PRODUCTS FROM CENTRAL AND EASTERN EUROPE

中国海关总署：加强海关检验检疫合作，扩大中东欧优质农产品进口

2018 年 7 月 5 日 -8 日，李克强总理访问保加利亚并出席第七次中国 – 中东欧国家（16+1）领导人会晤。在访问保加利亚期间，双方发表了《中华人民共和国和保加利亚共和国政府联合公报》，公报指出“中方欢迎更多符合中国检验检疫标准的保加利亚优质农产品 (5.250，-0.02，-0.38%) 进入中国市场”。在出席 16+1 领导人会晤时，李克强总理发表重要讲话，提出共同维护经济全球化和自由贸易的倡议，强调中国愿继续扩大进口中东欧国家的肉制品、乳制品、蜂蜜、葡萄酒等优质农产品，满足中国居民多样化消费需求。

中东欧国家是我国重要的贸易合作伙伴，随着“一带一路”建设的推进，中东欧地区作为“一带一路”倡议与欧洲经济圈对接的重要承接地，迎来了重要发展机遇。中东欧国家自然禀赋优越，盛产多种特色农产品。随着我国人民生活水平不断提高，国内消费者对优质进口食品农产品的需求也日益增长。据不完全测算，目前我国城市居民每日消费食品总量的四分之一为进口食品。

在此次李克强总理访问成果中，既包括了中国海关与捷克、拉脱维亚对口部门建立进出口食品安全合作机制的谅解备忘录，也包括了进口保加利亚去壳葵花籽、波兰马匹、拉脱维亚观赏鸟的检验检疫议定书。建立合作机制将有利于双方加强信息交换，开展技术合作，共同防范安全风险，促进贸易便利。进口满足中国海关检验检疫要求的保加利亚去壳葵花籽，有利于增加我国油料加工企业的原料来源，生产出满足市场需求的高质量植物油。

From July 5 to 8, 2018, Premier Li Keqiang visited Bulgaria and attended the seventh meeting of leaders of China and central and eastern European countries. During his visit to Bulgaria, China and Bulgaria issued a joint communiqu é , which stated that "the China market welcomes more high-quality Bulgarian agricultural products which meet China's inspection and quarantine standards (5.250, -0.02, -0.38%)." At the meeting of leaders of 16+1 countries, Premier Li Keqiang made an important speech and raised an initiative to jointly protect economic globalization and free trade. It is stressed that China is willing to continue to increase the import of high-quality agricultural products from central and eastern European countries , including meat products, dairy products, honey and wine, to meet the diversified consumption needs of the Chinese people.

The central and eastern European countries are important trade partners of China. With the development of the "Belt and Road" initiative, central and eastern Europe, as an important part of the European economic circle, has ushered in important opportunities for development. With superior natural endowments, central and eastern European countries are rich in many special agricultural products. As the Chinese people's living standards continue to improve, the consumption demand for high-quality imported food is growing. According to statistics, 1/4 of the food consumed daily by urban residents in China is imported.

The achievements accomplished during Premier Li Keqiang's visit include the memorandum of understanding for safety of imported food between the Chinese Customs and the Czech and the Latvia counterparts, as well as the inspection and quarantine protocols for the import of shelled Bulgarian sunflower seeds, Polish horses and Latvian ornamental birds. The establishment of a cooperative mechanism will help the two sides strengthen information exchange and technical cooperation, jointly guard against security risks and promote trade. The import of shelled Bulgarian sunflower seeds which meet China's customs inspection and quarantine standards increases the source of raw materials for Chinese oil processing enterprises, which helps them produce high-quality vegetable oil to meet the market demand.



A CHICKEN TRADE AGREEMENT SIGNED BETWEEN CHINA AND POLAND

中国与波兰签署鸡肉贸易协议

据外媒报道，波兰农业和农村发展部部长 Jan Krzysztof Ardanowski 和中国海关总署署长倪岳峰在波兰首都华沙的会晤中共同签署鸡肉贸易协议，为波兰对华鸡肉出口奠定了基础。这是继乌克兰之后，欧洲又一国家鸡肉出口中国。在本次会议上，双方共签署了两份协议，第一份涉及针对对华出口冷冻鸡肉的波兰公司关于检验、检疫要求。第二份涉及波兰对华出口的鱼和海鲜产品的检疫和卫生要求。

倪岳峰署长在一份声明中表示：“很高兴波兰的优质产品将会很快出口到中国。”双方贸易协议的签署为中国消费者更广泛地了解波兰的优质产品提供了机会。”

为了防止波兰禽流感疫情的威胁，中国当局于 2016 年禁止波兰的家禽进口。去年，波兰重回禽流感无疫情状态，这为重启波兰对华的鸡肉出口铺平了道路。在中国实施禁令之前，波兰对华鸡肉出口量为 1.24 万吨，价值 230 万美元。波兰国家家禽理事会数据显示，2015 年，波兰对华鸡肉出口量约为 1.06 万吨。



According to foreign media, Jan Krzysztof Ardanowski, the Minister of Agriculture and Rural Development of Poland, and Ni Yuefeng, the Director of the Chinese General Administration of Customs, signed a chicken trade agreement in Warsaw, Poland, which laid the foundation for Poland's chicken export to China. This is another European country after Ukraine that is permitted to export chicken to China. At the meeting, the two sides signed two agreements. The first one involves the inspection and quarantine requirements for Polish companies to export frozen chicken to China. The second one is about quarantine and hygienic requirements for Poland's export of fish and seafood products to China. Director Ni Yuefeng said in a statement: "I am glad that high-quality Polish products will soon be exported to China. The bilateral trade agreements provide Chinese consumers with a chance to have a better understanding of high-quality Polish products."

Because of an outburst of avian influenza in Poland, China banned poultry imports from Poland in 2016. Last year, Poland got rid of the flu, which paved the way for restarting Poland's chicken exports to China. Before the ban, Poland exported 12,400 tons of chicken to China, which was worth $ 2.3 million. According to data from the Poultry Council of Poland, the country exported about 10,600 tons of chicken to China in 2015.

TURKEY'S NUT EXPORTS TO CHINA ARE STEADILY INCREASING

土耳其输华坚果制品逐年递增



作为全球第 25 大出口经济体，土耳其向全球出口了多种商品和农产品。在粮食生产方面，四季分明的气候和肥沃的土地，使土耳其成为了盛产各种坚果和优质蔬果国家，无论是果脯、新鲜水果还是坚果（尤其是榛果），在中国都拥有极大的需求量。据悉，去年，土耳其向中国共出口了价值超过 27318 美元的水果和坚果以及共计 730 万公斤的榛果。

土耳其的榛果产业具有悠久的历史和深厚的底蕴，生产和出口的榛果数量比任何其他国家都多，产量占全球榛果产量的 75%，出口量占全球榛果出口总量的 75%。迄今为止，土耳其栽培和采收榛果灌木已有逾六百年之久。目前，全国的种植面积约为 70 万公顷，共有 33 个省种植坚果，其中大部分集中在萨卡里亚、吉雷松、杜策、萨姆松和特拉布宗地区。土耳其每年从这些地区收获的坚果总量达到 60 万至 70 万吨，其中至少有三分之一均用于出口。

As the twenty-fifth largest export economy in the world, Turkey exports many kinds of commodities and agricultural products around the world. The climate which features four distinct seasons and



fertile land make Turkey a large producer of various high-quality nuts, fruits and vegetables, which are highly sought after in China (especially hazelnut). It is reported that Turkey exported over $27,318's worth of fruits and nuts and 7.3 million tons of hazel nuts to China last year,

Turkey's hazelnut industry has a long history and strong background. Turkey produces (75% of the global production) and exports (75% of the global exports) more hazelnuts than any other country in the world. Turkey has cultivated hazel shrubs for over six hundred years.

It has a total area of about 700,000 hectares across 33 provinces for growing nuts. Sakarya, Giresun, Samsun and Trabzon are major producing areas, from which 600,000 to 700,000 tons of nuts are harvested each year. At least 1/3 of them are for export.

CHINA MAY BECOME THE LARGEST IMPORTER OF VIETNAMESE AQUATIC PRODUCTS
中国或成为越南最大水产品进口国

据越南水产品加工与出口协会（VASEP）称，2018年上半年，越南水产品对各市场的出口都保持正增长。然而，越南水产品对主要市场（中国除外）的出口增幅却下降。

报道指出，美国尽管仍是越南最大水产品出口市场，然而，上半年越南水产品对该市场出口额仅达6.26亿美元，同比仅增长1.3%。越南水产品对日本出口额仅达6亿美元，同比增长4.8%。相反，越南水产品对中国出口继续强劲增长。2018年上半年，越南水产品对中国出口额达5.86亿美元，同比增长16.7%。中国目前成为越南第三大水产品进口市场。越南水产品加工与出口协会秘书长张廷槐表示，以上述出口增长速度，在未来短短时间内，中国可成为越南最大水产品进口市场。

在越南水产品类中，查鱼拥有强大的潜在市场，最近5年，越南查鱼对中国出口比重强劲增长，年均达21%至31%。然而，反倾销税税率高、技术壁垒增加、不健康竞争正成为越南水产品出口企业面临的困难和挑战。在此情况下，最近，VASEP已致函农业与农村发展部，就解决出口难题和促进对中国市场出口的措施提出意见。

According to VASEP, Vietnam's exports of aquatic products to all markets maintained a positive growth in the first half of 2018. However, the growth rates in its major export markets (except China) declined.

According to the report, although the United States is still the largest export market for Vietnam's aquatic products, the export volume to the market was only $626 million in the first half of the year, an year-on-year increase of only 1.3%. Vietnam's exports of aquatic products to Japan was only US $600 million, an year-on-year increase of only 4.8%. In contrast, Vietnam's exports of aquatic products to China continue to grow strongly. In the first half of 2018, Vietnam's exports of aquatic products to China was US $586 million, an increase of 16.7% over the same period last year. China has become the third largest importer of Vietnamese aquatic products.

According to Zhang Tinghuai, Secretary General of the Vietnam Aquatic Product Processing and Export Association, with the above growth rate, China may become the largest importer of Vietnamese aquatic products in a few years.

Among all Vietnamese aquatic products, Cha fish has the biggest potential market. In the past 5 years, Vietnam' exports of Cha fish to China grew by 21% to 31% annually. However, high rate of anti-dumping duty, increase of technical barriers and unhealthy competition are challenges facing Vietnamese aquatic product exporters. Therefore, VASEP has recently written to the Ministry of Agriculture And Rural Development, putting up suggestions on how to solve export problems and promote exports to the Chinese market.



GUANGXI'S "GREEN CHANNEL" BOOSTS ASEAN'S FRUIT EXPORT TO CHINA
广西“绿色通道”助力东盟水果“抢鲜”进入中国

凭祥市与越南一市三县接壤，是中国通往越南乃至东盟国家最便捷的陆路大通道。作为中国—东盟水果进出口贸易最大口岸，凭祥已连续 5 年保持“中国水果进出口第一大市”。进入中国的东盟水果每 500 克就有 400 克是经过凭祥进入。

为保障东盟新鲜水果抢鲜进入中国市场，凭祥海关积极打造“绿色通道”，实现新鲜水果当天申报、当天查验、当天放行。 今年 6 月起，海关实行一次申报，一次查验，通关时间缩短了 30% 到 50%。凭祥口岸周末及节假日均正常通关，每天工作至 19 时，避免新鲜水果积压和车辆滞留。查验人员使用手持平板设备等即可完成查验作业，提高了通关效率。目前从凭祥口岸进口的水果有 31 个品种。

近年来，凭祥市积极优化通关环境，中越友谊关—友谊口岸国际货运专用通道于 2017 年 9 月启用后，日通车辆提升 54%，货物量提升 73.4%。此外，凭祥市边境贸易货物监管中心启用以来，边贸通关效率大幅度提升，水果抽检只需 1—2 小时就可以完成。

广西官方提出，将加快国际贸易“单一窗口”建设，推动中越友谊关—友谊口岸开展新型通关模式试点，今年全面铺开口岸一次性联合检查，推广陆地边境口岸边检自助查验，推进口岸物流无纸化作业。



Bordering on three districts and one city in Vietnam, Pingxiang is the most convenient land route to connect China with Vietnam and other ASEAN countries. As the largest port for China-ASEAN fruit trade, Pingxiang has been "China's number one city of fruit import and export" for 5 years in a row. For every 500 grams of ASEAN fruit entering China, 400 grams are imported through Pingxiang.

To guarantee fast entry of fresh ASEAN fruit into China, Pingxiang customs actively creates a "green channel", which makes sure that fresh fruit is declared, inspected and released in one day. Since June this year, the customs has implemented an “one declaration, one inspection” procedure, which reduces the clearance time by 30% to 50%. Pingxiang port works normally on weekends and holidays, and it opens until 7 p.m. every day to avoid retention of fresh fruits and vehicles. The inspectors can complete the inspection by using handheld tablet equipment, which improves the efficiency of customs clearance. At present, there are 31 varieties of fruit imported through Pingxiang port.

In recent years, Pingxiang has actively optimized the customs clearance environment. Since the International Freight Channel at the China-Vietnam Friendship Pass - Friendship Port was opened in September 2017, the daily traffic has increased by 54%, and the volume of goods has increased by 73.4%. Additionally, since the opening of the Pingxiang Border Trade Cargo Supervision Center, the clearance efficiency has been greatly improved. Fruit sampling inspection can be completed within 1 to 2 hours.

The Guangxi government proposes to accelerate the construction of a "single window" for international trade and establish a new mode of customs clearance in China-Vietnam Friendship Pass - Friendship Port. This year, one-off joint inspection will be implemented at all ports across the country and self-help inspection will be promoted at land ports. Paperless logistics operation will be popularized as well.

WITH A BAN LIFTED, CHINA MAY BECOME THE LARGEST CONSUMER OF NORWEGIAN SALMONS
中国取消挪威三文鱼进口禁令，未来有望成为最大消费市场

中国于 7 月 3 日起取消对挪威三文鱼的部分进口禁令。受此影响，今年下半年起中国进口挪威三文鱼的数量有望大幅上涨。2018 上半年挪威三文鱼对华出口量显著上升。出口量从 2017 年上半年 的 1088 公吨提高至 2018 年上半年的 7054 公吨，大幅增长 548%。挪威三文鱼对华出口额同比增长 544%，达 4.43 亿挪威克朗（约合 3.66 亿人民币）。但是，这一数字在挪威三文鱼的全部出口额中占比依然较小。

从长远来看，中国的三文鱼市场仍有较大增长空间。挪威海产外贸局驻华办事处负责人毕思明预计，今年下半年挪威三文鱼





对华出口量将是上半年出口量的 3 倍，达到约 21000 公吨。根据挪威海产局去年发布的“2025 计划”，挪威将于 2025 年之前提高对中国海产品出口额至总计 100 亿元人民币。毕思明表示，中国将有望在 5 到 7 年间成为挪威最大的三文鱼市场之一，“挪威三文鱼在中国市场的销量持续高速增长，我们相信未来它将随着中产阶级的增加而继续保持增长。预计到 2025 年，中国对三文鱼的消费量将达到 24 万吨 / 年。”

China lifted a ban on Norwegian salmons on July 3, which may increase the imports of salmons substantially in the second half of the year. In the first half of 2018, Norway's salmon export to China increased from 1,088 metric tons in the first half of 2017 to 7,054 metric tons in the first half of 2018, with a growth rate of 548%. Norway's salmon exports to China increased by 544% over the same period last year to reach 443 million kronor (about 366 million Yuan). However, this figure is still relatively small compared with Norway's total exports of salmons.

In the long run, China's salmon market still has room for growth. According to Bi Siming, the head of the China Office of Norway Bureau of Marine Products and Foreign Trade, in the second half of this year, the export volume of Norwegian salmons to China will be three times more than that of the first half of this year to reach 21,000 metric tons. According to the "2025 Plan" released by the Norway Marine Products Bureau last year, Norway will increase its marine product export to China to 10 billion Yuan by 2025. Bi Siming said that China is expected to become one of the largest importers of Norwegian salmons in 5 to 7 years. “The sales of Norwegian salmons are growing rapidly. We believe it will continue to grow as the middle class increase. It is estimated that by 2025, China's consumption of salmons will reach 240,000 tons / year.”

TUNISIAN ORGANIC OLIVE OIL TAKES AIM AT THE CHINESE MARKET
突尼斯有机橄榄油瞄准中国市场

作为全球主要的橄榄油生产国和出口国，突尼斯全国共有超过 8000 万株橄榄树，橄榄油年产量近 30 万吨，大约九成出口国外。得益于地中海南岸温和适宜的气候，突尼斯橄榄果实饱满，油品颇受市场好评。

“几年前，突尼斯第一个橄榄油品牌夏尔牌橄榄油进驻中国市场，尽管量非常少，但不少消费者对突尼斯的橄榄油给予好评，这增强了我们拓展中国市场的信心”。突尼斯农业部有机农业司司长萨米娅·马马尔介绍，突尼斯橄榄油生产最大优势在于产业链完整成熟，从育种到种植、再到生产，每个环节都有专业分工。提高橄榄种植水平，特别是改善橄榄油加工工艺和产品质量，并大幅提高瓶装油产量及其出口量是近年来突尼斯橄榄油生产的发展趋势。

同时，马马尔表示：“突尼斯有机橄榄油 2017 年产量超过 3 万吨，占橄榄油总产量大约 10%。”马马尔表示，国际市场对有机橄榄油需求越来越大，突尼斯正瞄准这一高端市场，努力提升突尼斯橄榄油竞争力。



As a world-leading producer and exporter of olive oil, Tunisia has more than 80 million olive trees and an annual olive oil output of nearly 300,000 tons, about 90% of which are for export. Thanks to the mild climate on the southern coast of the Mediterranean, Tunisian olive fruit is plump and the oil is well received in the market. "A few years ago, Xiaer was the first Tunisian olive oil brand that entered the Chinese market. Although the quantity is very small, its good reputation among the consumers has greatly enhanced our confidence in exploring the Chinese market." According to Samia Mamal, director of the Tunisian Organic Agriculture Department, the biggest advantage of Tunisian olive oil is that the industrial chain is very mature. From breeding, planting to production, there is a professional division of labor in each link. In recent years, olive cultivation, olive oil processing technique and product quality has improved, which leads to increase in production and export of bottled olive oil.

Additionally, Mamal said: " Tunisia produced over 30,000 tons of organic olive oil in 2017, accounting for about 10% of its total olive oil output." Mamal said that the demand for organic olive oil in the international market is increasing. Thus Tunisia is aiming at this high-end market to enhance the competitiveness of its olive oil.

AUSTRALIA MAY REPLACE FRANCE TO BECOME CHINA'S BIGGEST WINE SUPPLIER
葡萄酒出口紧追法国，澳洲有望成中国首供



在连续 3 年对中国 12 个城市月收入超过 5000 人民币（约 754 美元）的中等阶级家庭进行调查后，酒智的最新报告《中国风景 2018》（China Landscapes 2018）显示，中国对进口葡萄酒的消费，尤其是澳洲葡萄酒正在增长。

报告显示，澳洲是除法国外，中国消费者在葡萄酒方面认知度最高的国家，53% 的城市进口葡萄酒消费者中等阶级家庭知道澳洲是知名葡萄酒生产国，更有 36% 的消费者在过去的 6 个月中层饮用澳洲的葡萄酒。此外，数据表明，截止 3 月的过去 12 个月中，澳洲对中国葡萄酒出口激增了 51% 至 10 亿澳元，创单一国家的历史纪录，令中国成为澳洲最有利可图的葡萄酒出口对象。根据澳中两国签署的自贸协议（FTA）所制定的关税协议来看，2019 年澳洲将在中国实现零关税。

从品牌认识度来看，包括法国拉菲（DBR Lafite）、澳洲黄尾袋鼠（Yellow Tail）以及澳洲奔富（Penfolds）在内，进口葡萄酒品牌也开始在中国消费者中获得更高的认识度。对此，酒智研究员表示，“很多人认为中国最成功的进口葡萄酒品牌是波多尔（Bordeaux）。5 年前当进口葡萄酒主要用于当做礼物和商务场合饮用时，也许是如此，但随着市场向个人消费转移，从澳洲、智利以及其他主流葡萄酒生产国引进的葡萄酒品牌，正在中国建立自己的影响力并与消费者建立联系。”

After surveys of families with a monthly income of more than 5000 Yuan (about $754) in 12 Chinese cities for 3 consecutive years, Wine Intelligence released the latest report “China Landscapes 2018”, which shows that China's consumption of imported wines, especially Australian wine, is growing.

The report shows that Australia wine is the second most famous (second only to French wine) among Chinese consumers. 53% of urban imported wine consumers are aware that Australia is a famous wine producer, and more than 36% of the consumers have drunk Australian wine in the past 6 months. Additionally, data shows that in the 12 months until March, export of Australian wine to China had increased by 51% to 1 billion Australian dollars, the highest export volume to a single country on record, which makes China the most profitable market for Australian wine. According to the tariff agreement between Australia and China, Australia will enjoy zero tariff in China in 2019.

In terms of brand awareness, many foreign wine brands, including DBR Lafite (France), Yellow Tail (Australia) and Penfolds (Australia), become more famous among Chinese consumers. A Wine Intelligence researcher expressed that “Many Chinese consumers think that the most successful foreign wine brand in China is Bordeaux. It might be true 5 years ago, when imported wine was used mainly as gifts or was drunk in business occasions, but as personal consumption rises, wine brands from other major wine-producing countries such as Australia and Chile begin to increase their influence and contact with Chinese consumers.

CHILEAN PEARS MAY APPEAR ON THE CHINESE MARKET IN MARCH NEXT YEAR
智利梨子有望明年 3 月抵达中国市场

在两国代表举行一系列成功会谈后，智利有望在明年对中国市场进行首次梨出口。智利水果出口商协会表示，双方达成了“重要协议”，加快了市场准入进程。会谈还讨论了诸如果蝇受影响地区的鳄梨出口、冷冻产品出口和电子认证等主题。

关于智利梨进入中国，双方就有关害虫和必要的植物检疫措施达成了一致意见。预计将于 9 月份准备出口协议，以期在 12 月接待中国检查员。期望能够在 2019 年 3 月开始出口梨果。

在梨子出口方面，智利在 2016/17 年季度一共出口了 15.08 万吨梨子，而最大的出口市场为欧洲（47.7%），其次为拉丁美洲（41%）、美国（7.6%）、中东地区（3%）以及亚洲（仅 0.5%）。



对此，智利驻华农业领导 Carlos Parra 表示：“中国市场的开放，不仅意味着我们的梨子市场将更加多样化，并且意味着我们能增加对亚出口的货量。”而智利水果出口商协会总裁 Ronald Bown 也指出，智方与中方达成了协议，让他们感到非常满意，因为这代表了智利梨进入中国市场的重要发展。

After a series of successful talks between the two countries, Chile is expected to export pears to China for the first time next year. According to the Chilean Fruit Exporters Association, the two countries have reached an important agreement to speed up the process of market access. The talks also discussed topics such as the export of avocados produced in areas which are affected by fruit flies and frozen products, as well as digital certification. With regard to the export of Chilean pears to China, the two sides reached agreement on pests and phytosanitary measures. The export agreement is expected to be ready in September and inspected by Chinese inspectors in December. It is estimated that Chile will begin to export pears to China in March, 2019.

Chile exported a total of 150,800 tons of pears in 2016, with Europe as its largest market (47.7%), followed by Latin America (41%), the United States (7.6%), the Middle East (3%) and Asia (only 0.5%). Carlos Parra, the agricultural leader of Chile in China, said: "The opening of the Chinese market means not only that our pear market will be expanded, but also that we can increase our exports to Asia." Ronald Bown, President of the Chilean Fruit Exporters Association, also pointed out that they are happy that the two countries have reached agreement. This is a great opportunity for Chilean pears to enter the Chinese market.

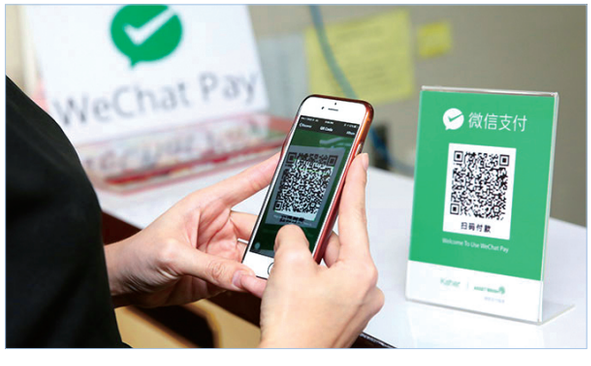
RESEARCH REPORT ON USERS OF THIRD-PARTY MOBILE PAYMENT IN THE FIRST HALF OF 2018: THERE ARE 890 MILLION USERS OF MOBILE PAYMENT IN CHINA
《2018 上半年第三方移动支付用户研究报告》中国移动支付用户规模约为 8.9 亿

近日，益普索发布《2018 上半年第三方移动支付用户研究报告》，文中指出，目前移动支付用户规模约为 8.9 亿，第三方移动支付的年交易规模达到 106.78 万亿元。经益普索调查显示，财付通用户 8.2 亿，支付宝用户 6.5 亿，财付通和支付宝的用户渗透率分别为 85.4% 和 68.7%，不过这两家正遭到“国家队”银联的冲击。

据悉，银联携闪付 NFC 和二维码双管齐下，已拿下 13 个城市的地铁线网和 370 多个市县的公交系统，在区域覆盖上暂具优势。境外方面，银联的受理网络已延伸到 168 个国家和地区，手机闪付、二维码支付的布局也在加快推广中。

数据显示，中国人人均每天支付约 3 笔，每人每年手机支付约 14.83 万元，对大部分居民来说，移动支付已是习以为常。其中，个人类交易涉及多个高频支付场景，如话费充值、转账和发红包是移动支付使用率最高的三个具体场景，分别达到 69%、63% 和 60%。

Recently, Ipsos published the "Research Report on Users of Third-party Mobile Payment in the First Half of 2018", which shows that there are about 890 million users of mobile payment in China and the annual transaction has reached 106.78 trillion Yuan. The report indicates that there are 0.82 billion of Tenpay users and 0.65 billion of Alipay users. Tenpay and Alipay have a user penetration rate of 85.4% and 68.7% respectively, but they are being challenged by the "national team" UnionPay.



It is reported that with the help of the NFC and the QR code functions, UnionPay has made its presence in the subway network of 13 cities and the public transport system of more than 370 cities and districts in China, which brings about an advantage in coverage. Internationally, the network of UnionPay has reached to 168 countries and regions. Mobile Quick Pass and Payment through QR codes are also being promoted.

Statistics show that the Chinese people have three payments per person in a day and each person pays about 148,300 Yuan per year through mobile phones. For most Chinese people, mobile payments are common. The top three personal transactions are prepaid recharge, transfering and red packet, with usage rate reaching 69%, 63% and 60% respectively.

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TOP 10 MOST VALUABLE GLOBAL FOOD BRANDS IN 2018

2018 全球十大最具价值食品品牌

英国品牌价值及战略咨询公司 BRAND FINANCE 近日发布了“2018 年度全球最具价值食品品牌”的榜单，报告显示，雀巢以总价值 194 亿美元再次位居榜首，是排名第二的达能（91 亿美元）的两倍多。而中国乳业公司伊利则位列第三，与 2017 年的排名相比，前进了五位，增长了 43%，品牌价值达到 62 亿美元，BRAND FINANCE 表示，中国的乳制品市场极具活力，到 2020 年将超过美国成为最大的乳制品市场，而伊利在中国市场上占据主导地位，具有向非乳制品类或国际市场扩张的明显潜力。如今，中国消费者越来越喜欢更高档的乳制品，对产品的健康和口味有了更高的要求，相关品牌需要不断创新以满足消费者的需求，而伊利正专注于此，这是它获得快速增长的原因之一。

Brand Finance, a British brand value and strategy consultancy, recently released the “Top 10 Most Valuable Global Food Brands in 2018”. Nestle ranks the first on the list again with 19.4 billions of brand value, more than twice the number of the runner-up Danone (9.1 billions). Chinese dairy brand Yili ranks the third, advancing by 5 seats on the list, and its brand value increased by 43% to 6.2 billion dollors. According to Brand Finance, China's dairy market is very dynamic and will surpass the United States as the largest market for dairy products by 2020. Yili, a leading player in the Chinese diary market, has the obvious potential to expand to non-dairy products or international markets. Nowadays, with higer requirements for health and taste, the Chinese consumers are increasingly attracted to higher-end dairy products. Innovations are required to better meet the consumer demand. Yili's commitment to innovation is one of the reasons for its rapid growth.



全球十大最具价值的食品品牌

2018 年排名 2018 Rank	品牌 Brand name	国家 Country	品牌价值 Value($bn)	2017 年排名 2017 Rank	升降 Movement
1	雀巢 Nestlé	瑞士 Switzerland	19.4	1	=
2	达能 Danone	法国 France	9.1	2	=
3	伊利 Yili	中国 China	6.2	8	▲
4	泰森 Tyson	美国 US	5.7	6	▲
5	家乐氏 Kellogg’s	美国 US	5.5	3	▼
6	卡夫 Kraft	美国 US	4.9	4	▼
7	箭牌 Wrigley’s	美国 US	4.8	9	▲
8	联合利华 Unilever	英国 UK	4.4	7	▼
9	亨氏 Heinz	美国 US	3.8	5	▼
10	惠氏 S-26	瑞士 Switzerland	3.8	10	=

雀巢公司是由亨利·内斯特（Henri Nestle）于 1867 年创办，总部设在瑞士日内瓦湖畔的韦威（Vevey），是世界上最大的食品制造商。如今，雀巢公司在全球拥有 500 多家工厂，25 万名员工，年销售额高达 910 亿瑞士法郎。公司最初是以生产婴儿食品起家，以生产巧克力棒和速溶咖啡闻名遐迩。从一个生产婴儿食品的乡村作坊发展成今天领先世界的食品公司，雀巢走过了 130 多年的发展历程。2018 年《财富》世界 500 强排行榜发布，雀巢公司位列 69 位。在荷兰合作银行公布的 2018 年“全球乳业 20 强企业排行榜”中，雀巢高居榜首。

中国消费者对雀巢并不陌生，这是因为早在 1908 年，雀巢公司就在上海开设了它在中国的第一家销售办事处，是最早进入中国的外商之一，在过去的十几年中，

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雀巢从瑞士对大中华区的直接投资已累计达七十亿元人民币。除了对华投资之外，雀巢还开启了并购合资战略，收购太太乐、徐福记、银鹭等企业。在并购徐福记之后，雀巢在中国糖果市场的份额大幅提升，其在中国的糖果和巧克力行业超过玛氏成为第一。

Nestle, established in 1867 by Henri Nestle, headquartered beside Lake Geneva in Switzerland, is the biggest food producer in the world. Nestle has more than 500 factories worldwide with 250,000 employees and annual sales of 91 billion Swiss francs. The company started as a producer of infant food and is famous for its chocolate bars and instant coffee. In its 130 years of history, Nestle has developed from a rural baby food workshop to a leading food company in the world. It ranked 69th on the Fortune 500 list in 2018 and the 1st on the "2018 Top 20 Global Dairy Firms" list published by Rabobank.

Chinese consumers are no strangers to Nestle, because as early as 1908, Nestle opened its first sales office in Shanghai, and was one of the first foreign businesses to enter China. In the past decade, Nestle's direct investment in Greater China has been accumulated to a total of 7 billion Yuan. Additionally, Nestle has launched its acquisition strategy and purchased Totole, Hsu Fu Chi, Yinlu, etc. After Nestle acquired Hsu Fu Chi, its share in the Chinese confectionery market has risen sharply, making it replace Mars as the biggest player in China's confectionery and chocolate industry.

2 Danone 达能



达能（DANONE）是世界著名的食品集团，创建于 1966 年，总部设于法国巴黎，是一个业务极为多元化的跨国食品公司，集团的业务遍布六大洲，产品行销 100 多个国家。在法国、意大利及西班牙，达能集团都是最大的食品集团，亦是当今欧洲第三大食品集团。2018 年《财富》世界 500 强排行榜发布，达能位列 426 位。

达能旗下拥有多个知名品牌，如：达能、LU 和 EVIAN（依云）、脉动、Nutricia、Nutrilon、益力、纽迪希亚等、碧悠、波多、富维克、牛栏（Cow Gate）等。其四大主营产品分别为鲜乳制品、婴儿营养品、饮用水和饮料、临床营养品，在全球市场销量排名均名列前茅。

而中国也是达能集团全球发展策略中极为重要的一环。九十年代初，达能集团开始在中国设厂，并迅速取得极佳效益，以达能为品牌的酸奶在广州及上海均备受赞誉。在众多产品中，以法国依云天然矿泉水最为闻名，这款矿泉水长期处于中国进口矿泉水的领导地位，深受中国消费者的喜爱。

Founded in 1966, headquartered in Paris, Danone is a world-renowned multinational corporation with diversified business covering six continents and products sold in more than 100 countries. Danone is the largest food group in France, Italy and Spain, and the third largest in Europe. It ranks the 426th on the Fortune 500 list in 2018.

Danone has a number of well-known brands, such as Danone, LU and EVIAN, Nutricia, Volvic and Cow Gate. Its four main product categories are fresh dairy products, infant nutrition products, drinking water & beverages, and clinical nutrition products, all of which have top sales volumes globally.

China is a very important part of Danone's global development strategy. In the early 1990s, Danone began to set up factories in China, and quickly achieved excellent performance. Danone yoghurt is well received in Guangzhou and Shanghai. Among all its products, EVIAN natural mineral water produced in France is the most famous in China. As a leading player in China's imported mineral water market, it is deeply loved by Chinese consumers.



3 Yili 伊利



今年，荷兰合作银行公布了 2018 年“全球乳业 20 强企业排行榜”，中国乳企伊利再次入围十强。在发展历程中，伊利始终坚持“国际化”和“创新”两个轮子，固守“质量”和“责任”两个根本，以高品质、高科技含量、高附加值的多元化产品，赢得了消费者的高度信赖。

伊利集团拥有液态奶（原奶）、酸奶、奶粉、冷饮四大事业部，旗下有纯牛奶、乳饮料、雪糕、冰淇淋、奶粉、酸奶、奶酪等 1000 多个产品品种，其产销量、规模、品牌价值居中国第一。伊利以“滋养生命活力”为品牌理念，不仅为消费者提供健康的产品，满足消费者对高品质乳品的需求，还向消费者倡导积极乐观的健康生活态度。

国际化是伊利集团的重要战略。目前，伊利在亚洲、欧洲、美洲、大洋洲等乳业发达地区构建了一张覆盖全球资源体系、全球创新体系、全球市场体系的骨干大网。此外，在荷兰成立海外研发中心——欧洲研发中心；在大洋洲，投入 30 亿元在新西兰建设一体化乳业基地；在美洲，主导实施全球农业食品领域高端智慧集群——中美食品智慧谷。

In the " Top 20 Global Dairy Enterprises 2018" released by Rabobank, the Chinese diary firm Yili was once again listed as a top ten. In the course of its development, Yili has always adhered to the principles of "internationalization" , "innovation", “quality” and “responsibility”, and has won great trust from consumers with its high-quality, high-tech and high value-added products.

Yili Group owns four divisions: liquid milk (raw milk), yoghurt, milk powder and cold beverage, which consist of over 1000 products including pure milk, milk beverage, ice cream, milk powder and cheese. Yili's production and sales volume, scale, brand value all rank the first in the industry in China. With the brand concept of "nourishing vitality", Yili not only provides consumers with healthy products but also advocate positive and optimistic attitude toward life.

Internationalization is an important strategy of Yili Group. It has established a powerful global resource, innovation and market network that covers regions with developed dairy industries including Asia, Europe, Americas and Oceania. Yili owns a R&D center in the Netherlands and a 3 billion integrated dairy base at New Zealand. In Americas, it leads the development of the Sino-US Food Wisdom Valley.

4 Tyson 泰森



泰森食品（Tyson Foods Inc.）是知名食品品牌，创始于 1935 年，总部位于美国阿肯色州，是全球最大的鸡肉、牛肉、猪肉生产商及供应商之一，为全球超过 80 个国家的消费者提供健康、便利和新颖的食品，同时也是众多国际餐饮品牌及零售领军企业的战略合作伙伴。泰森公司在加工销售畜禽类产品特别在加工和销售鸡肉制品方面，具有悠久历史和专门技能。它拥有当今世界最先进的肉类生产设备、完善的客户服务培训、强大的研发和市场推广支持。

食品安全和品质控制作为泰森品牌的核心理念，被融入到整个食品生产链中，确保从鸡蛋到餐桌的每一个环节的标准化，其产品按照 IS022000（食品安全管理体系）认证标准进行生产管理，同时严格执行中国安全和质量标准。

随着中国经济的迅速腾飞，中国市场在泰森的全球拓展战略布局中，被赋予了战略性的重要地位。从 2001 年起，泰森公司加快了开拓中国市场的步伐，相继在中国成立了“泰森大龙食品有限公司”、“山东泰森新昌食品有限公司”、和“江苏泰森食品有限公司”。

Founded in 1935, headquartered in Arkansas, the United States, Tyson is a well-known

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food brand and one of the largest chicken, beef and pork producers in the world. Providing healthy, convenient and innovative food to consumers in more than 80 countries worldwide, it is a strategic partner of many international catering brands and leading retailers. Tyson has a long history and strong expertise in processing and selling poultry, especially chicken products. It owns the world's most advanced meat processing equipment, perfect customer service training, and powerful R&D and marketing support.

Food safety and quality control, as the core concepts of Tyson, are integrated into the entire food production chain to ensure the standardization of every link from eggs to the table. Its products are manufactured and managed strictly in accordance with the ISO22000 (food safety management system) standards as well as China's safety and quality standards.

With the rapid development of China's economy, the Chinese market has been given strategic importance in Tyson's global expansion strategy. Since 2001, Tyson has accelerated the pace of developing the Chinese market, and has established Tyson Dalong Food Co., Ltd., Shandong Tyson Xinchang Food Co., Ltd. and Jiangsu Tyson Food Co., Ltd in China .

100 多年前，家乐氏兄弟在一次偶然的机会中将风干的谷物放入碾压机中，制成小小的玉米薄片，他们发现这种玉米薄片在烘焙后特别香脆，这个举动改变了美国、英国乃至全球人们的早餐习惯。

家乐氏公司成立于 1906 年，总部设在美国密歇根州的 Battle Creek，它是全球第一大谷物早餐制造商，也是世界上最大的、最受欢迎的食品生产商之一。自公司正式进入市场后，家乐氏坚持严选最优质的谷物，采用先进的工艺，最大程度地保留了谷物中的营养，短短三年内，年销售量已经超过 100 万盒。此后，家乐氏不断推陈出新，先后推出一系列经典产品：如 All-Bran®、Rice Krispies®和 Special K®等。

从第一盒玉米片开始，家乐氏公司一直专注于营养谷物早餐的开发，致力于为全世界人民提供更营养、美味、便捷的早餐食品。如今，家乐氏在 18 个国家建有加工厂，产品销往 180 多个国家和地区。为了满足中国妈妈日益重视营养与食品安全的需求，2013 年，家乐氏进入中国。家乐氏坚持运用先进的技术将粗粮制成营养均衡、美味可口的现代粗粮早餐，深受广大中国妈妈和儿童的喜爱。



5 Kellogg's 家乐氏

More than 100 years ago, the Kellogg brothers accidentally put air-dried grain into a mill and the grain was made into tiny corn slices. They discovered that the slices were particularly crisp after baking. This event changed breakfast habits in the United States, Britain and even around the world.

Founded in 1906 and headquartered in Battle Creek, Michigan, the United States, Kellogg's is the world's largest cereal breakfast maker and one of the world's largest and most popular food producers. Since its debut on the market, Kellogg's had kept on selecting best quality cereals and adopting the most advanced technology to retain the nutrition of cereals to the greatest extent possible. Within less than three years, its annual sales had exceeded one million boxes. Since then, Kellogg's has never stopped innovating and has introduced a series of classic products, including All-Bran, Rice Krispies and Special K.

From the first box of cornflakes, Kellogg's has been focusing on the development of nutritious, delicious and convenient breakfast cereals for people all over the world. Today, Kellogg's owns processing plants in 18 countries with products sold to more than 180 countries and regions. To meet Chinese mothers' growing needs for nutrition and food safety, Kellogg's entered China in 2013. Kellogg's nutritious and delicious breakfast made of coarse grain through advanced technology is highly popular among Chinese mothers and children.

6 Kraft 卡夫

卡夫食品有限公司是全球第二大的食品公司，在全球 145 个国家开展业务，其四大核心产品系列为咖啡、糖果、乳制品及饮料。卡夫在超过 70 个国家开展业务，其产品在全球 150 个国家有售。市面上常见的鬼脸嘟嘟、奥利奥、趣多多、麦斯威尔咖啡都是卡夫旗下的产品。随着消费者越来越注重健康，卡夫已经在北美市场，改良了不少产品，并且在包装上明示卡路里含量，在中国，尽管大多数人还没有意识到这个问题，但是卡夫已经率先在产品包装上清晰注明卡路里的含量，为的是“让消费者更清楚地选择，控制食用的数量。”

中国是卡夫重点投资的 5 个国家之一。2006 年初，卡夫澳大利亚工厂的全部生产量迁移至中国苏州工厂。苏州工厂是卡夫 20 世纪末进入中国时首先投资建造的几家食品工厂之一，生产的卡夫旗下饼干品牌包括奥利奥、乐之、富丽、太平及鬼脸嘟嘟等，已成为卡夫在中国增长最快的收入来源。

Kraft Foods is the world's second largest food company with business carried out in 145 countries around the world. Its four core product lines are coffee, candy, dairy and beverage. Kraft has been doing business in over 70 countries, and its products are sold to 150 countries worldwide. Many popular brands in the market, including Oreo, Chips Ahoy and Maxwell Coffee, are owned by Kraft. As consumers become more and more health-conscious, Kraft has improved many of its products in the North American market, and has given clear indication of calorie content on the packaging in order to help consumers better select products and control the the amount of food they eat.

China is one of Kraft's 5 main countries for investment. In early 2006, Kraft moved all their production in Australia to a plant in Suzhou, China. The Suzhou plant is one of the first food factories Kraft built in China at the end of the 20th century. It produces a series of biscuits, including Oreo, RITZ and Pacific, which are the fastest growing source of income for Kraft in China.





7 Wrigley’s 箭牌

美国箭牌糖类有限公司由小威廉．瑞格理先生（William Wrigley Jr.）创立于 1891 年。箭牌公司是全球糖果业界的领导者之一，也是世界首屈一指的口香糖生产商及销售商，产销口香糖、薄荷糖、硬糖、软糖以及棒棒糖等多样化产品。公司在超过 40 个国家开展业务，产品行销世界上超过 180 个国家，全球销售额超过 40 亿美元。目前，箭牌公司在全世界拥有 19 家工厂。

箭牌旗下的品牌不胜枚举，其中“白箭”、“黄箭”和 Altoids&reg 这三个品牌的历史可以回溯到一个多世纪以前。其他品牌包括“绿箭”、“真知棒”、“冬清”、“益达”、“爽浪”、“瑞士糖”、“劲浪”等。

随着经济全球化的推进，箭牌加紧全球扩张的步伐，它瞄准了中国市场，在中国开设三家工厂，先后在中国推出了绿箭、白箭、黄箭、益达无糖口香糖和劲浪超凉口香糖等品牌产品。目前，箭牌口香糖在中国的产品销量和市场份额均高居业界之首。箭牌在中国的商业成功，使得中国一跃而为箭牌公司除美国本土之外的最大海外市场。

Wrigley’s, one of the world's leading manufacturers and distributors of chewing gum and sweets, was founded in 1891 in America by William Wrigley Jr. It produces and sells a wide range of products, including chewing gum, mints, hard candy, fudge and lollipops. The company operates in more than 40 countries and sells its products in more than 180 countries, with global sales exceeding $4 billion. Wrigley’s owns 19 factories around the world. Wrigley owns many brands, among which Spearmint, Juicy Fruit and Altoids date back to a century ago. Other brands include Doublemint, Pim Pom, Extra, Airwaves, Sugus and Cool Air.

With the development of economic globalization, Wrigley has stepped up the pace of global expansion. Aiming at the Chinese market, it has opened three factories in China and launched mint brands like Doublemint, Spearmint, Juicy Fruit and Extra and Cool Air. At present, both the sales and market share of Wrigley rank the first in the industry in China. The success in China has made the country its largest overseas market.

Top10 榜单



8 Unilever 联合利华

1929 年，英国 Lever 公司与荷兰 Margarine Unie 公司签订协议，组建 Unilever（联合利华）公司。经过 80 年的发展，联合利华公司已经成为了世界上最大的日用消费品公司之一， 联合利华的 14 个品类 400 个品牌畅销全球 170 多个国家和地区。

联合利华主要分为两大领域——食品和家用、个人护理产品。它是全球最大的冰淇淋、茶饮料、人造奶油和调味品生产商之一，而家乐、立顿、和路雪冰激凌等都已经成长为销售额超过 10 亿欧元品牌。其中，家乐是联合利华最大的食品品牌，它遍及 100 多个国家，销售额达到 23 亿欧元，产品涵盖汤类，肉羹类，调味酱，面条和现成膳食。

联合利华在中国的历史可追溯至 80 年前，1986 年，联合利华重返中国，始终把成为中国化的跨国公司作为其努力的目标，并取得显著进展。

In 1929, a British company named Lever signed an agreement with a Dutch company named Margarine Unie for the establishment of Unilever. After 80 years of development, Unilever has become one of the world's largest consumer goods companies, with products of 14 categories and 400 brands selling well in more than 170 countries and regions around the world.

Unilever owns two divisions of business: food and household & personal care products. It is one of the world's largest producers of ice cream, tea beverage, margarine and condiments. Knorr, Lipton and Wall's have grown into brands with sales each exceeding 1 billion euros. Knorr is Unilever's biggest food brand. Knorr products, including soups, broth, sauces, noodles and ready-made meals, are sold in over 100 countries with sales volume reaching 2.3 billion euros

Unilever's history in China began over 80 years ago. In 1986, Unilever returned to China, with the aim of becoming a China-based multinational company. It has achieved great success.

9 Heinz 亨氏

卡夫亨氏是世界第五大、北美第三大的食品和饮料公司，拥有 8 个年营收逾 10 亿美元的品牌，是全球消费者信赖的食品生产商。公司一直致力于为全球消费者提供最优质的食品，树立并保持广受欢迎和信赖的品牌形象。

1869 年，亨氏（H.J.Heinz）第一个将调味酱装进玻璃瓶出售，由此创造了一个年销售额逾 116 亿美元的食品王国，亨氏的核心产品品类涵盖婴幼儿食品及营养品、番茄酱和调味品、正餐和零食。质量和创新是推动亨氏前进的原动力，美国亨氏食品集团采用国际上严格的 HACCP 质量控制程序，以先进全链条供应链管理、先进的生产设备和技术，确保食物的营养和安全。如今，美国亨氏食品集团的分公司和分支机构遍布全球 200 多个国家和地区，拥有 150 多







10 Wyeth S–26 惠氏 S–26

个全球数一数二的著名品牌，是全球营养食品工业无可争议的领导者之一。亨氏在制造和经营婴幼儿产品方面历史悠久，销售网络遍布世界各地，深受全球消费者的喜爱。

Heinz is the fifth-largest food and beverage company in the world and the third-largest in North America. It owns eight brands whose annual revenues each exceed one billion dollars. As a trusted global food producer, the company has been committed to providing consumers around the world with the best quality food.

In 1869, H.J. Heinz was the first to sell seasoning sauces in glass bottles. This was where a story of a 11.6 billion dollar food kingdom began. Heinz's core products are infant food, ketchup and condiments, meals and snacks. Quality and innovation are the driving force behind Heinz's success. The company adopts strict international HACCP quality control procedures, superior supply chain management, and advanced production equipment and technology to ensure the nutrition and safety of food. Nowadays, with subsidiaries and branches in more than 200 countries and regions all over the world, and 150 famous brands ,Heinz is an undisputed leader in the global food industry. The company has a long history in the production of management of infant products. Its sales network spreads throughout the world and the products are deeply loved by consumers around the globe.

惠氏是全球 500 强企业之一，也是全球最大的以研发为基础的制药和保健品公司之一。惠氏在婴幼儿营养品的研制和营销方面有着近百年历史。通过继承和创新，惠氏在婴幼儿营养品领域创造了众多的里程碑，不断推动着婴幼儿配方奶粉行业的发展。

1961 年，世界上最早的以乳清蛋白为主的婴儿配方奶粉 S–26 上市。惠氏采用了去矿物质乳清蛋白工艺，经惠氏科学家 25 次修正努力，使配方中乳清蛋白与酪蛋白之比为 60：40，成功实现与母乳比例相同的黄金配比，为致敬惠氏科学家 26 次创新突破，这款奶粉被命名为惠氏 S–26。1971 年，改进配方中的脂肪配比获得美国专利，然而惠氏从没有停止创新的脚步。1996 年，他们率先添加植物来源的 DHA 和 AA；2002 年，推出富含 α－乳清蛋白的惠氏 S–26，更易被宝宝消化；2006 年，率先添加叶黄素，更有效地支持宝宝视觉发育；2013 年，成功实现 DHA 、胆碱、叶黄素含量科学配比，使配方全面升级；2015 年，率先添加双短链益生元组合 GOS/scFOS，有助于宝宝肠道健康。

Wyeth is a Fortune 500 firm and one of the largest R&D-based pharmaceutical and health product companies in the world. Wyeth has a history of nearly 100 years in the development and marketing of infant nourishment. Through inheritance and innovation, Wyeth has created many milestones in the field of infant nutrition, and has been continuously promoting the development of the infant formula industry.

In 1961, the world's first whey protein-based infant formula S-26 appeared on the market. With the demineralized whey protein technology and 25 times of improvements, the ratio of whey protein to casein reached 60:40, the same ratio as breast milk. To honor Wyeth scientists for their 26 breakthroughs, the formula was named Wyeth S-26. In 1971, Wyeth won an American patent for their improved ratio of fat in the formula. This did not stop Wyeth's pace for innovation. In 1996, they were the first to add plant-derived DHA and AA. In 2002, they launched a new generation of S-26 which is rich in □-whey protein and thus is more easily digested by babies. In 2006, they took the lead in adding lutein for babies' better visual development. In 2013, they successfully achieved a scientific ratio of DHA, choline and lutein, which greatly enhanced the formula. In 2015, for the first time GOS/scFOS, a prebiotics combination, was added to the formula to promote babies' intestinal health.



BM
佰牛荟

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LAS MORAS

“从大自然到餐桌。安全，美味，
最让您放心的优质牛肉首选。”

为什么选择乌拉圭牛肉？

- 大不列颠种牛
- 强制追溯系统
- 牧草饲养
- 牲畜全天然散养
- 安全食用
- 不含激素
- 健康食物之选
- 富含Omega-3
- 低胆固醇
- 维生素含量高



Top Taste
高端食材









牛肉 BEEF

WHAT'S MORE TASTY THAN BEEF WITH "STORIES"

人间好滋味，莫如一块“有来历”的牛肉

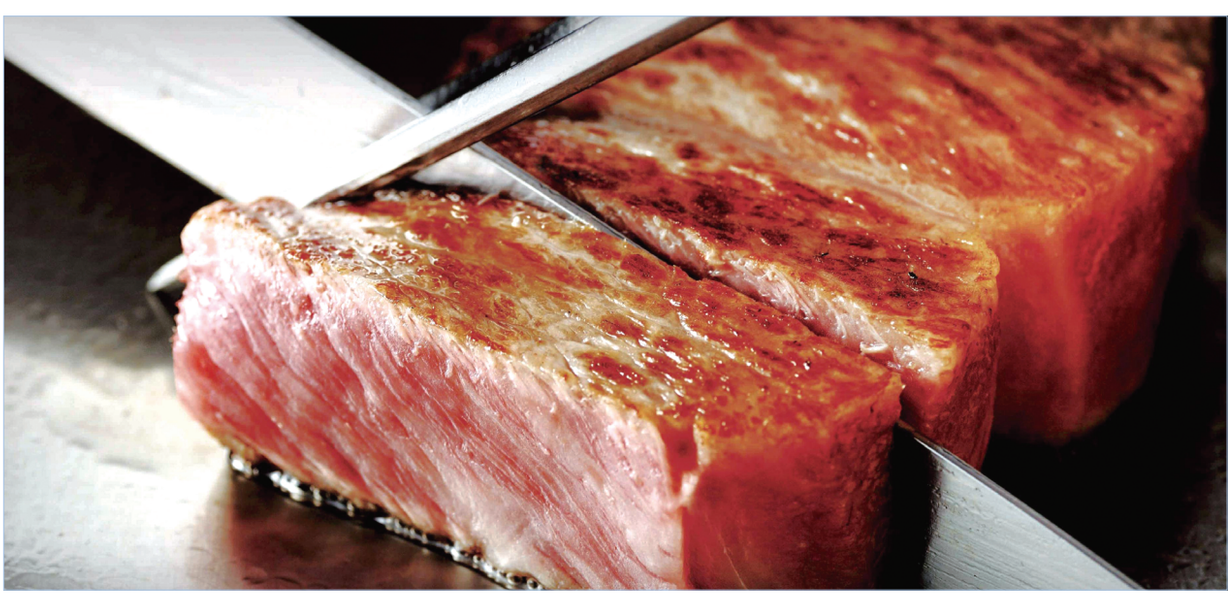
牛肉，素有“肉中娇子”之称，其营养价值之高，是鸡肉、猪肉等肉类所不能比拟的——牛肉含有丰富的蛋白质，其氨基酸组成比猪肉更接近人体需要，有助于提高机体抗病能力， 而牛肉中的肌氨酸含量高于任何其他食品，对增长肌肉起着重要作用。此外，牛肉中还含有多种元素，如锌、镁、铁等。

牛肉之所以为众多资深食客所青睐，除了其突出的营养功效外，还在于其独特的风味和口感。后腿肉、侧腹肉、上腰肉、细肉片……不同部位的牛肉各有不同滋味，或炖煮、或烧烤，其风味大相庭径，毫不夸张地说，即便是每天吃牛肉，也能吃出新花样。而除了不同的部位、不同的烹调方式外，来自不同国家的牛肉，其滋味亦各有千秋……



Beef, is known as "quality meat", whose high nutritional values are incomparable to chicken, pork and many other meats. Beef is rich in protein and its amino acid composition is closer to what humans need than that of pork, which helps improve disease resistance of the human body. Moreover, the content of sarcosine, an important factor for muscle growth, is higher in beef than in any other food. Beef also contains a variety of elements like zinc, magnesium and iron.

Beef is favored by many veteran diners not only because of its outstanding nutritional effects but also its unique flavor and taste. Hind leg, side belly, upper loin... Different parts of the beef and different cooking methods will bring along highly different tastes. It is no exaggeration to say that even if you eat beef every day, you can still get something new. Furthmore, beef from different countries also has different characteristics...





ENJOY AUTHENTIC BRITISH FLAVOR AT THE "HOME OF ANGUS BEEF"
在“安格斯肉牛之乡”享受地道英伦风味

提起英国，很多人只会联想到炸鱼薯条，并大肆吐槽“英国无美食”，这个刻板印象似乎早已根深蒂固。其实，和世界各国一样，地道的英伦美食并不在少数，其中，牛肉霸占了绝对的江湖地位。闻名世界的肉牛品种，如安格斯、海尔福特等，均产于英国。

安格斯牛是英国最古老的肉牛品种之一，其原产地位于英国苏格兰北部的阿伯丁、金卡丁和安格斯郡，全称阿伯丁安格斯牛。黑色的毛色与无角是安格斯牛的主要特征，因此，它又被称为无角黑牛。虽然安格斯牛体格低矮、四肢粗短，但是其肌肉相当结实，出肉率很高。

19 世纪初苏格兰育种家华生对其爱牛 Old Jock 和 Old Granny 进行育种改良，35 年间生产了 29 只小牛，稳固了该品种的体型，现在全世界注册的安格斯牛绝大多数都是这两头牛的后代。自 1873 年引进美国后，安格斯牛声名大噪，相继又在加拿大、新西兰、澳洲、智利、阿根廷等国家发扬光大，到如今，它的足迹已经遍布世界各地。

英国的安格斯牛之所以享誉全球，主要得益于其独特的饲养方式。一般来说，安格斯牛在仔牛断奶后，便以牧草喂养，不使用任何荷尔蒙生长激素或者是动物性副产品喂养，此外，还采取放牧的方式，让牛只自由进食。在天然无压力的养殖环境中，安格斯牛运动量充足，因此其肉质甘醇浓郁且富有嚼劲，其肌理紧致、低脂、多汁。

在英国餐厅里，菲力牛排（Fillet）、肉眼牛排（Rib eye）、西冷牛排（Sirloin）、T 骨牛排（T-Bone）是最受欢迎的安格斯牛排部位。菲力牛排其实是牛里脊，位于牛腰背内侧后段肌肉，整头牛仅两条。由于该部位运动较少，因此是牛肉中最柔软，脂肪量最少的部位，其口感鲜嫩、入口即化。对于注重身材的人士来说，菲力牛排绝对是最好的选择。

肉眼牛排是指牛只第 6 至 12 根肋骨间的肋里肌肉，其肉色较淡、肉质柔嫩且多汁，脂肪纹路明显，是油花分布最均匀和密集的位置。它的口感与菲力牛排相比更为立体，且富有嚼劲，滋味无穷。

除了菲力、肉眼之外，西冷牛排在英国也相当受欢迎。西冷牛排并非单指某一固定区域，它主要是指一类产于背脊的肥瘦相间、略带嫩筋的牛肉。在英国，西冷牛排特指牛胸脊的部分，位置越靠上，肉质的鲜嫩度越高，其口感较为香甜。如果你是懂牛排的资深饕餮客，你绝对不会错过 T 骨牛排！所谓 T 骨牛排其实是带骨的前腰脊肉，因为位于丁字形肋骨而得名，在骨头的两侧，菲力和西冷各占一半肉质，菲力的细嫩和西冷的爽俐，均可兼得。

Speaking of the United Kingdom, many people can only think of fried fish and chips and thus complain that the UK has no good food. This stereotype seems deeply rooted. In fact, as in other countries around the world, there are also many excellent foods in the UK, the most prominent of which is beef. Many world-famous beef varieties, such as Angus and Helfort, originate from the UK.

Angus, with the full name Aberdeen Augus, is one of the oldest beef breeds in the UK. It originates in the counties of Aberdeen, Kincardine and Angus in northern Scotland. Black fur and no horns are the main characteristics of Angus, so it is also known as hornless black beef. Although Angus is short and has stout limbs,





it features strong muscles and high meat yield.

In the early 19th century, Watson, a Scottish beef farmer conducted breed improvement on the basis of his beloved cattle Old Jock and Old Granny. 29 calves were born in 35 years, which stabilized the new breed. Now most of the registered Angus beef in the world are descendants of these two cattle. Since its introduction into the United States in 1873, Angus has become increasingly prominent in the country. Then it has gained popularity in Canada, New Zealand, Australia, Chile, Argentina, etc. Now its footprints have spread all over the world.

The main reason of Angus'popularity all over the world is its unique breeding methods. Generally speaking, Angus only feeds on grass after weaning. No growth hormone or animal by-products are used. Moreover, Angus grazes freely in a natural stress-free environment to ensure enough amount of exercise, so its meat is chewy and juicy with compact texture and low fat.

Fillet, Rib Eye, Sirloin and T-Bone are the most popular Angus steaks in British restaurants. Fillet is actually tenderloins located in the inner back of the animal and there are only two slices of it in a beef. Due to less exercise, it is the the softest and least fat part of beef with a tender taste. Fillet steak is definitely the best choice for people who pay attention to their bodies.

Rib Eye refers to beef between the 6th and 12th ribs. The meat is light, tender and juicy with obvious fat lines. It is where marbling is the most even and dense. Compared with Filet steak, its taste is more three-dimensional and chewy.

In addition to Filet and Rib Eye, Sirloin steak is also very popular in Britain. Sirloin steak mainly refers to a kind of streaky beef with a fewer tender cowhells located around the back of the animal. In the UK, Sirloin steak refers in particular to beef brisket. The higher the position, the tenderer and sweeter the meat is. If you are a senior gourmet who knows the steak, you will never miss T-bone steak! The so-called T-bone steak is actually fore-waist beef with bones, and it gets the name because of the T-shaped rib. Fillet and Sirloin each account for half of the meat on both sides of the bone. T-bone steak features both Fillet's tenderness and Sirloin's tastiness.

THE TRANSFORMATION OF TOP-GRADE AUSTRALIAN BEEF
一块“顶级”澳洲牛肉的修炼史

蜚声海外的澳洲牛肉曾经多次获得“世界顶级”的称号。虽然澳大利亚的牛肉产量只占全球的 4%，但是却出口了全球 17% 的牛肉。数据显示，2017–18 年澳洲对中国的牛肉出口增长了 30%，预计未来一年，澳洲对中国的牛肉出口仍会增长至 16 万吨，增幅可达 18%。

澳洲牛肉分为草饲牛肉和谷饲牛肉两大类。澳洲地域广袤、草质优良、水质干净，大多数的澳洲肉牛以天然放牧的方式饲养。草饲牛肉的脂肪含量较少，且大多数积聚在皮下，食用时非常容易去除，因此，肉质精瘦的草饲牛肉往往被认为是现代人追求天然和健康的最佳选择。与草饲牛肉相比，谷饲牛肉的口感则更为油润细腻。澳洲的谷饲牛肉是当草饲牛只达到某种重量或年纪时，再将牛只集中并以高营养谷饲喂养至少 100 天以上。为了确保肉牛摄取均衡的营养，谷物饲料中含有大麦、小麦、燕麦、高粱、玉米五大成份。因此，澳洲谷饲牛肉的脂肪量较高，且脂肪分布均匀，其大理石纹非常好看。随着大众对“大理石纹”的追求，澳洲的谷饲牛越来越受欢迎。澳洲谷饲牛肉分级相当精细，其油花分级总分为九级，级数越高则代表油花越绵密。

说起牛肉等级，事实上，我们常说的牛肉等级 M1~M9 是澳洲的一套牛肉等级评分。澳洲牛肉基本上分为 9 级，从 M1 到 M9，而 M9 级则为最高级别。但是，澳洲牛肉的肉香味较淡，因此，哪怕是 M9 级也只能达到日本牛肉的 A3 级水平。后来，澳洲人将日本的母牛带到澳洲繁殖，并引入美国的安格斯牛来配种（也有 100% 纯种血统的和牛），运用日本的饲养技术来养殖，最终培养出“澳洲和牛”，其美味程度远超 M9 级牛肉。所以，在 M9 级别的基础上又增加了 M10、M11 和 M12 级别。M12 级牛肉相当于日本的 A5 级牛肉，澳洲牛肉的味道比日本的要重，油份比略少，肉质适中，吃起来比日本牛肉更有肉感，而现在香港常吃到的“极黑牛”或“和牛”，主要来自澳洲。

Australian beef has been named "the world's best" for many times. Although Australia produces only 4% of the world's beef, it exports 17% of the global total. Statistics show that the exports of Australian beef to China grew by 30% in 2017 and are expected to increase by 18% to 160,000 tonnes in 2018.

Australian beef consists of two categories: grass-fed beef and grain-fed beef. Australia has a vast territory, fine grass and clean water. Most Australian beef cattle are raised through natural grazing. Grass-fed beef has less fat, and most of it accumulates under the skin, so it is easy to remove the fat when people eat the beef. Therefore, grass-fed beef is often considered as the best choice for modern people who pursue natural and healthy products. Compared with grass-fed beef, grain-fed beef is more oily and delicate. Australian grain-fed beef is those that are fed with highly nutrient grain for at least 100 days after they reach a certain weight or age. To ensure a balanced intake of nutrition, the grain fodder contains five major components: barley, wheat, oats, sorghum and corn. Therefore, Australian grain-fed beef features high and even fat content and the marbling is very beautiful. Along with the public's pursuit of marbling, Australian grain-fed beef becomes increasingly popular. Australian grain-fed beef has strict classifications. There are nine grades based on marbling. The higher the grade is, the denser the texture is.

Speaking of beef grades, in fact, Australian beef is basically graded from M1 to M9. However Australian beef has a light flavor, so even M9 can only reach the A3 level of Japanese beef. Later, Australians introduced Japanese cows and Angus cattle from the United States for hybridization, and Japanese feeding techniques were used in the process. Finally, "Australian Wagyu"was born which is far more delicious than M9 beef. Therefore, M10, M11 and M12 levels are added on the basis of the original 9-level system. M12 beef is equivalent to Japanese A5 beef. Australian beef has a richer taste and less oil than Japanese beef. The "top black beef" and " Wagyu beef" eaten in Hong Kong are mainly from Australia.



GET TO KNOW US BEEF FROM ITS PROFESSIONAL GRADE STANDARDS
美国牛肉品鉴之旅，从专业的等级标准开始

美国作为世界牛肉产量第一的国家，其品质在国际上亦颇负盛名。肉牛业是美国畜牧业中最大的生产部门，其产值占畜牧业产值的四分之一。广阔优良牧场，温和的气候和大量廉价的玉米，使美国成为世界肉牛业的中心。美国出品的牛肉大多是谷饲牛肉，其脂肪含量较高，肉质滑嫩，无草腥味，非常适合煎食，相比于适合炖煮的草饲牛肉，谷饲牛肉更具风味。

无论在餐厅还是超市，在挑选美国牛肉的时候，总能看到类似“Prime 级牛肉”、“Choice 级”等标签，其实，这些都是购买牛肉时不能错过的评断标准 。



早在 1927 年，美国农业部就确立了牛肉分级制度。该牛肉等级制度主要由两个部分构成——成熟度（牛只屠宰年龄）和大理石纹脂肪度（油花程度）。成熟度以年龄大小来决定，分为 A 到 E 共五个等级，年龄越小，肉质越细嫩，级别也就越高。A 级为 9—30 月龄，级别最高，而 E 级为 96 月龄以上，级别最低。此外，从牛的第十二到第十三根肋骨中间切开，根据肋眼肌切面上瘦肉中脂肪含量，将油花程度分为十级。

根据这两项指标，牛肉被分成八类：Prime(极佳级)、Choice(特选级)、Select(上选级)、Standard(标准级) 、Commercial(商业级)、Utility(实用级)、Cutter(切割级) 和 Canner(制罐级)，前五个等级消费者能够直接购买，最后三级多用于制作加工食品。

极佳级是美国牛肉的最高等级，产量仅仅占市场份额的 2%，其数量稀少且价格昂贵，几乎全部供应给酒店及高档餐厅。极佳级的牛肉取自 42 个月龄以下的年轻牛只，其油花丰郁，肉质坚实，通常以炙烧、烘烤或香煎等方式料理，风味极佳。

特选级牛肉的肉质、纹理及风味仅次于极佳级。尽管其油花和嫩度不及极佳级，但是如果烹调得宜，同样是一道美味佳肴。比如，脂肪较多的部位可以以炙烧、煎烤的方式烹制，至于瘦肉比例较高的部位则适合煨煮和慢炖。而且，得益于其价格优势，特选级牛肉成为了牛排爱好者的不二选择。上选级牛肉通常只有少许的肌脂纹理，大部分是瘦肉，油花缺乏，油脂较少， 如果烹制不当，其肉质咀嚼起来会很吃力，

口感干柴，因此，该类牛肉适合以腌渍、炖煮的方式来料理。而且，在烹制之前，一般要经过腌渍处理，使肉质软化。要是搭配一些味道较重的调味料或酱汁，入口口感会更好。

The United States, the world's number one beef producer, is known for its beef quality. Beef industry is the largest sector among the U.S. animal-husbandry industry, accounting for 1/4 of the total output value. Vast ranches, mild climates and ample supply of cheap corn have made America the center of the world's beef industry. Most beef produced in the United States is grain-fed beef with high fat content and no grass smell. It is tender and very suitable for frying. Compared with grass-fed beef, grain-fed beef has a richer flavor.

Whether in restaurants or supermarkets, when choosing American beef, you can always see labels like "Prime Beef" and "Choice Beef". In fact, these are the criteria you cannot ignore when buying beef.

As early as 1927, the Department of Agriculture of the United States established the beef grading system, which consists mainly of two categories -- maturity and marbling. Maturity is determined by the age of the animal when it is slaughtered, and it consists of grades A to E. The younger the age, the more delicate the meat is and the higher the grade. Grade A is the highest grade, of which the age is 9 to 30 months, while Grade E is the lowest grade, of which the age is above 96 months. According to the fat content in the lean meat sliced between the 12th and 13th rib, marbling consists of 10 grades.

On the basis of these two indicators, beef consists of eight grades: Prime, Choice, Select, Standard, Commercial, Utility, Cutter, and Canner. Consumers can buy beef of the first five categories directly, while beef of the last three grades is usually used for processed food.

Prime is the highest grade of beef in the United States, accounting for only 2% of the market share. Low in quantity and high in price, it is almost all supplied to hotels and high-end restaurants. Choice beef is from young cattle under the age of 42 months. With rich marbling and firm meat, it is usually cooked by roasting or frying. The taste is extremely good.

The quality, texture and flavor of Choice beef are second only to Prime beef. Although its marbling and tenderness are not as good as Prime beef, Choice beef can still be a delicacy if cooked properly. For example, parts with more fat can be cooked by roasting and frying, while parts with a higher proportion of lean meat are suitable for simmering and slow stewing. Additionally, due to its price advantage, Choice beef has become the optimal option for steak lovers. Select beef usually has little marbling and consists mostly of lean meat. If cooked improperly, it will be very hard to chew and taste dry, so this kind of beef is suitable for pickling or stewing. It is usually pickled to soften the meat and it will taste better if seasoned with some heavy-flavored sauces.







CANADIAN BEEF, FROM "THE BEST BEEF FARMS IN THE WORLD"
加拿大牛肉，来自“全球最适宜养牛的牧场”

加拿大人坚信，他们的国家是“世界上最适宜牧养肉牛的地方”，这种自信并非毫无原因。加拿大牧牛生产历史已经超过300年，是加拿大农业的重要组成部分。如今，加拿大牛肉出口量位居世界第三，而中国已经成为加拿大牛肉的第二大出口市场。

加拿大具备广阔的土地，洁净的水源，肥沃的土壤和新鲜的空气，这些得天独厚的自然条件都是生产出优质牛肉的保证。当牛只养到6—8月大，体重在600—900磅时，就会从牧民家庭送往育肥场，由育肥场为它们量身定制谷物餐单。高能量的谷物饲料如小麦、大麦和玉米等是出产优质牛肉的关键因素，经过谷物饲养的牛肉，油花丰富，口感软嫩。

值得一提的是，加拿大牛饲养者极为倡导永续经营的饲养理念。他们非常注重生态平衡，密切监测并维护水质和土壤的质量，并且有效率地管理牧场及利用水资源，在提升土壤肥沃度的同时，避免减少土壤侵蚀，以此保护自然环境。对于他们而言，养牛不仅是他们的谋生手段，更是他们的生活方式。

世界各地的消费者都认为加拿大生产世界上最安全的食品，因此，为了确保牛肉的安全性，加拿大建立了领先全球且广受推崇的食品安全系统，如全国牧牛标识系统、残余物测试计划、牧牛饲料安全系统、动物疾病监测系统等，可以说，从饲养到包装、运输的每个环节均有严格的标准监测。

加拿大也是北美唯一一个拥有全国性牧牛标识系统的国家，从牧场到餐桌，全程可追溯。加拿大牧牛身份标识系统是一个由业界发起并建立的追源查证系统，旨在对动物疾病进行控制及根绝。无线射频标识技术和全国性的网络数据库使得快速准确地识别动物身份成为可能。当牧牛离开原产地时，每只牧牛必须佩戴一枚加拿大牧牛标示署（CCIA）审批的RFID耳标，只有取得这只耳标，才能进入加拿大牛只认证系统。牧牛屠宰后，其ID编码将从加拿大牲畜登记系统（CLTS）数据库中注销。这项系统由联邦法律规定强制性执行，

例如，诺卡加拿大雪花黑毛牛的检验程序多达17道。牛肉需经过中加两国相关部门进行检验，整个检验过程长达20多天，只有符合标准的牛肉才能进入市场。每一块波诺卡加拿大雪花黑毛牛都有完整的编码信息和DNA信息可以追溯，从育种、饲养和销售的每个环节均可跟踪查询，以确保安全。

The Canadians believe that their country is "the best place in the world to raise beef." The confidence is not without reasons. Cattle-rearing has had over 300 years of history in Canada and it is an important part of the Canadian agriculture. Now the exports of Canadian beef rank the third in the world, and China has become its second largest export market.

Canada has vast land, clean water, fertile soil and fresh air, and these unique natural conditions ensure the good quality of the beef. When the cattle are 6-8 months old and weigh 600-900 pounds, they will be sent to fattening farms where customized grain menus will be made for them. High-energy grain fodders like wheat, barley and corn are key factors in producing high-quality beef. Grain-fed beef has rich marbling and tender taste.

It is worth mentioning that Canadian beef farmers strongly advocate the idea of sustainable farming. They pay close attention to ecological balance, strictly monitor the water and soil quality, and effectively manage pastures and water resources. While improving the fertility of the soil, they prevent it from erosion to protect the natural environment. For them, raising cattle is not only their means of livelihood, but also their way of life.

Consumers all over the world believe that Canada produces the world's safest food. To ensure the safety of beef, Canada has established leading and widely-respected food safety systems, such as the National Cattle Labeling System, Residue Testing Program, Cattle Feed Safety System, and Animal Disease Monitoring System. It's safe to say that each link from feeding, packaging to transportation is strictly monitored.

Canada is also the only country in North America with a nationwide cattle labeling system, which makes its beef tractable the whole process from ranches to dining tables. The Canadian Cattle Identification System is a source-tracing system designed for animal disease control. Radio frequency identification technology and national network database make it possible to identify animals quickly and accurately. When cattle leave their place of origin,

each one of them must wear a RFID earmark approved by the Canadian Cattle Idendification Agency (CCIA). Only with this earmark can they be registered in the Canadian Cattle Certification System. After the cattle are slaughtered, their ID code will be removed from the database of the Canadian Livestock Tracking System (CLTS). The whole process is mandatory by the federal law.

For example, the Canadian snowflake black-haired beef need undergo as many as 17 inspection procedures. The beef has to be inspected by both the Chinese and Canadian authorities and the whole inspection process lasts for more than 20 days. Only beef that meets the standards can enter the market. Each piece of Canadian snowflake black-haired beef has complete coded message and DNA information that can be traced back to the links of breeding, feeding and marketing to ensure safety.



BNH: SELECT SAFE BEEF FOR CONSUMERS
佰牛荟：为消费者甄选放心牛肉

在当今中国，随着整体人均 GDP 的增长，国民对食品的健康、品质、要求也逐渐提升，正因如此，牛肉在中国的消耗量仅次于猪肉。相关数据显示，2017 年中国牛肉进口数量为 695,087 吨，同比增长 19.9%，而牛肉进口金额为 3065,079 千美元，同比增长 21.8%。从牛肉进口国家比例来看，乌拉圭占据最大的市场份额，占比为 28.8%，其次是巴西（28.5%）、澳大利亚（15.9%）、阿根廷（12.1%）和新西兰（12.0%）。

广州佰牛荟进出口有限公司负责人在接受《进口食品》杂志专访时表示，在众多进口牛肉的品种中，目前最受欢迎的是其独家代理，来自乌拉圭 Las Moras 品牌的黑安斯谷饲百天，分割部位多达 20 多个的全牛系列，该产品供应稳定且性价比高，品质之高使其受到客户的认可和长期订购。

在遥远的南美洲国度乌拉圭，有世界上最后一片广袤天然的绿色牧场，从空中俯看， 乌拉圭就像一个大草原，国土面积超过 80% 为新鲜的草场。乌拉圭的牛采用全天然散养的养殖方法，来源 100% 可追溯，不添加任何人工荷尔蒙，富含 Omega 3，具有维生素含量高和低胆固醇的特点，因此乌拉圭牛肉在世界上享富盛名。“佰牛荟”作为乌拉圭国家肉类协会和乌拉圭拉斯·莫莱斯肉品有限公司在中国的战略合作伙伴，致力于把美味、优质、安全的乌拉圭牛肉引进到中国市场。

除了乌拉圭牛肉，佰牛荟还从爱尔兰引进 ABP 品牌，同样受到热捧。该品牌是欧洲最大的牛肉生产商，由其特有的牛肉极度鲜嫩技术专利生产的牛肉样品近期进入中国，在小范围品鉴后，该品牌的牛肉同样受到客户的热烈欢迎和争先询价。

牛肉的安全至关重要，因此，进口中国的牛肉只有经历重重严苛的“体检”，才可以顺利抵达消费者的餐桌上。为了帮助消费者甄选放心牛肉，佰牛荟表示，他们所经营的所有牛肉产品均为一手进口货源，中间不经过任何贸易商或代理商，所有的产品均拥有合作厂家的一手单据，如原产地证书，当地政府驻厂兽医签发的卫生检疫合格书，当地海关出口证书等，到中国后，还需具备国家检验检疫颁发证书、向海关依法缴纳关税及进口税的报关单等。消费者可以通过包装上的中文标签对任何一块牛肉进行溯源，真正做到安全防伪。

关于选品，佰牛荟也有自己的一套标准。作为一家专业从事肉品贸易超过十年的进出口企业，佰牛荟一直致力于为中国消费者提供品质安全且美味的牛肉。为了让消费者吃的放心，佰牛荟建立了一支经验丰富的优秀采购团队，以此和世界各地的优质牛肉厂家建立密切的合作关系，其业务遍布全球。他们对各产地的牛肉生产情况和特点了如指掌，务求在长期合作的供应商队伍中挑选出天然、无荷尔蒙饲养的牛只。牛只所在产区必须是无任何疫病的牧场，其生产设施和卫生检疫需要通过中国药监和商务部的许可，并且要在中国进行备案登记的牛肉





屠宰企业生产。此外，佰牛荟也会对合作的供应商进行不定期的突击质检，以此监督产品质量的稳定性。

自 2017 年开始，中国逐渐开放多国牛肉进口业务，而近期也向法国、英国的国家敞开大门，可以说，进口国的“版图”逐渐扩大，进口牛肉市场正在进入新时期，无论市场如何变化，佰牛荟始终致力于开发更多新鲜美味，性价比高的牛肉，为消费者提供稳定的供应，期待佰牛荟给我们带来更多的惊喜。

In today's China, with the growth of per capita GDP, people have increasingly high requirements for food health and quality. This is why beef consumption in China is second only to pork consumption. According to statistics, China imported 695,087 tons and $3,065,079 of beef in 2017, a year-on-year increase of 19.9% and 21.8% respectively. In terms of beef suppliers for China, Uruguay had the largest market share (28.8%), followed by Brazil (28.5%), Australia (15.9 %), Argentina (12.1%) and New Zealand (12.0%).

In an exclusive interview with Food To China magazine, the head of Guangzhou BNH Import and Export Co., Ltd. said that among their many beef products, the most popular one is Las Moras grain-fed beef from Uruguay, of which they have sole agency in China. The Las Moras series consist of meat of over 20 parts of the animal. Stable supply, competitive price and high quality have won them customer recognition and long-term orders.

In the far-away South American country of Uruguay, there is the world's last vast expanse of natural pasture. Looked from the sky, Uruguay is like a prairie, as 80% of its land area is pasture. Uruguay's cattle are raised in all-natural and free-range environments. 100% traceable, free of any artificial hormones, rich in Omega-3 and vitamins, and low in cholesterol, Uruguayan beef is highly sought-after around the world. As a strategic partner of the Uruguay National Meats Association and Uruguayan Las Moras Meats Ltd. in China, BNH is dedicated to introducing delicious, high-quality and safe Uruguayan beef into the Chinese market.

Except for Uruguayan beef, BNH also introduced ABP brand from Ireland. ABP is the largest beef producer in Europe. Beef samples produced with ABP's patented technology have recently entered China. After a small range of tasting, ABP beef has received good reviews from the customers and many send inquiries about it.

The safety of beef is very important, so beef imported into China must undergo strict “examination" before it can be put on the consumers ' tables. To help consumers select safe beef, BNH only sells products they import directly from producers instead of any traders or agents. All the products have first-hand documents from the producers, like certificates of origin, health and quarantine certificates issued by local governmental veterinarians, and export certificate issued by the cusoms. After the products enter China, they will receive quarantine certificates and customs certificates from the Chinese authorities. With the Chinese label on the package, consumers can trace the origin of the beef to check it safety and authenticity.

BNH also has its own set of standards for products selection. As a professional who has been engaged in meats import and export for over ten years, BNH has always been committed to providing Chinese consumers with safe and delicious beef. To reassure consumers, BNH has built an experienced purchasing team to work closely with leading beef producers all over the world. Familiar with beef production and characteristics in different regions, the team only select hormone-free cattle raised naturally from its long-term suppliers. Cattle must be raised in pastures free of any epidemic diseases, and their production facilities and health quarantine must be approved by the Chinese Pharmaceutical Administration and the Ministry of Commerce. Additionally, the beef must be produced in factories registered in China. Furthermore, BNH will conduct surprise inspections on its suppliers to ensure stable product quality.

Since 2017, China has gradually opened its beef import business to many countries. Recently, China has opened its doors to France and the UK. We can see that the "territory" of beef suppliers to China is expanding and the imported beef market is entering a new era.

No matter how the market changes, BNH has always been dedicated to developing and offering stable supply of more delicious and competitive beef products for consumers. Let’s look forward to more surprises from BNH



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TO CREATE A "CUSTOMIZED" HIGH-END FOOD SUPPLY CHAIN PLATFORM
炜洹：打造“私人订制”高端食材供应链平台

作为珠三角乃至华南地区推广和供应餐饮冷冻食品的知名企业，广州炜洹贸易有限公司可算是当之无愧的行业“大咖”，成立近20年来一直秉承“诚信”和“优质服务”的宗旨，获得过诸多奖项和荣誉，在进口食品业界享有很高的声誉。

近年来，业内刮起“转型潮”，炜洹作为行业领头羊，也不再满足于以往单一的经营模式，希望把企业进一步打造成多元化的服务平台。该公司董事长郑伟生在接受专访时向我们透露：“私人订制”——可能会成为今后两三年炜洹的主要发展方向。

As a famous frozen food enterprise in the Pearl River Delta and even southern China, Guangzhou Wakan Trading Co., Ltd. is a well-deserved leader in the industry. Since its establishment nearly 20 years ago, it has been adhering to the principles of "integrity" and "quality service", which has won it many awards, honors and high reputation in the imported food industry.

In recent years, there has been a "tide of transformation" in the industry. As a leader in the industry, Wakan is no longer satisfied with the previous simple mode of operation. It hopes to further create a diversified service platform. Zheng Weisheng, chairman of the company, told us in an interview that "customization" may be the main direction of development in the next two or three years.



F2C: 炜洹在业内已有 20 年历史，目前主要从哪些国家进口食品，品类又有哪些?

目前我们主要从加拿大、美国、澳洲、意大利、新加坡、泰国、马来西亚等国家进口食品。比如在西班牙进口猪肉、排骨；在法国进口甜品，如马卡龙；在意大利进口面食和雪糕；在新西兰进口各类乳制品，如牛油；在美国进口各类海产以及薯条、薯格等薯制品；在加拿大进口海产，如龙虾，带子；在俄罗斯进口螃蟹等。各个国家的食品都有其特点，我们会进口我们所需要的食品。

从品类上来说，北美的食品品种多样，我们主要倾向于在北美进口海产品、马铃薯等，而在其他国家，进口食品的类别就比较单一，比如在澳洲进口牛肉，在缅甸进口龙虾，而塞内加尔也有相关的产品，现在，我们也准备在南美进口不同部位的牛肉。总的来说，进口食品品种以北美居多，其他国家的进口食品呈现单一产品性。

F2C：你们选品的程序或者标准是什么?

我们在选择产品的时候，会选择有安全证书、性价比高而且适合中国人的产品。有一些产品很好，但是中国消费者不接受，那也没用。例如芝士，在外国，芝士的种类非常多，成百上千，但是真正在中国热销的就那么几款。所以我们就要去挑选适合的产品，我们在选品的时候更偏向于选择一些原料性的东西。比如鱼等海产，除了素食群体之外，什么人都能吃，什么宗教信仰的都可以吃。如果是猪肉、羊肉、牛肉等肉类，我们会选择当地国家认为好的产品，比方说，美国也有猪肉，但是我们会进口大块的猪肉，比如肉排。如果是西班牙的黑毛猪，因为它的腿要被做成火腿，不会整只售卖，所以我们会进口猪的其他部位，比如猪骨、猪腩等，而在德国，我们会进口猪肘子。

F2C：目前炜洹的主要市场集中在哪里?

我们的主要市场以华南地区为主，重点是珠三角地区，港澳地区也有个别的客户。而目前，华南地区已经覆盖，主要客户是餐饮企业。我们的业务会随着客户扩展而不断延伸，但是目前的重点还是珠三角地区、大湾区，乃至华南地区。

F2C：炜洹以后的规划方向是什么?

现在我们没有做一次加工，但是以后我们会着手做这方面的工作，以中央厨房的形式来实现，将整个食材的制造升级，将整个加工升级，比方说，现在我们将蔬菜瓜果洗净切好，但是到了以后，我们可能会研发菜式，烹煮食材，相当于把配餐这块做了。我们现在应用了很多新的技术手段，比如说加热方式、安全的配送方式等。我们现在会根据不同的客户，为他们提供“私人订制式”的餐饮。学生群体需要怎样的营养餐；病人群体中，糖尿病人





需要什么样的菜式，术后病人又需要哪种类型的营养餐，我们以后会对此深入研究，这都在我们的计划以内。比如说，针对减肥或者爱好健身的女性，她们对蛋白质、卡路里的要求是多少，这些我们都会搭配好，设计好餐单。其实要做好“定制产品”是很难的，因为这其实是最后端的服务，只有对前端所有货品的组织和产品本身有深入的理解，才能做好营养搭配。其次，要考虑到这个产品在什么时间段的性价比是最高的，贵是没有意义的。另外，产品的储运、监控和接口也很重要，一定要相同基因的产品才可以形成一个闭环，如果有一丁点的节点出现问题，后面是无法更改，一旦关键控制点出错，也只能往上追溯， 信息是不连通的。

公司的未来是要打造一个现代高端食材供应链平台，我们会横向整合很多产品，除了填饱肚子之外，还要营养的、美味的。营养和美味本身就是很大的矛盾，需要有好的产品质量和好的饮食设计方案。除此之外，还需要考虑性价比以及保证安全。整体下来一条龙，才形成闭环，现在，我们已经基本具备了这个闭环。这个平台一旦做好了，我们还会整合其他产品，比如红酒、果汁、茶饮等。在这个平台里，我们本来就有食安、溯源的完整体系，整个信息是共享的。和我们合作的客户只需要将自己的精力放在营运上，后面的供应链后端的服务、菜式的研发都不需要考虑。我们每一批次的产品都有文件，所有的证书、报关单都很齐全，这是很多食品供应商做不到的。

F2C：您认为当前炜逗的发展遇到的最大困难或障碍是什么，如何克服?

可以说是资金。我们有计划上市。对于上市，现在是筹备阶段，我们未来要整合的资源是相当巨大的，特别是全国性的资源，积累这些是需要很多“子弹”的，这需要资本的力量去加持。一旦上市，产生的裂变是非常大的。在中国，很少企业专门做现代供应链，在国外就比较多。未来的企业都要规范化，而上市就是最好的途径。

我们现在走的是稳健路线，宁愿走得慢，但是都要稳，因为我们有很多信赖我们的客户，现在是客户在不断地推动我们。目前我们上市的条件还不够成熟，一是现在股市很低迷，二是证监会对上市的条件高于以往，三是现在上市并不是一个好的融资机会。在未来两到三年，我们要努力做到符合上市标准，在这个过程中，我们会整合很多的资源，并且做到资源共享。资源的整合主要是互补性的资源，可以选择一些项目一起合作，一起分成，另外也可以和一些有意向和我们一起做大的企业，鼓励他们入股我们的公司。还有一个形式就是，我们作为一个平台，他们也是一个平台，可以进行互补，作为一个展会企业的存在进行深度的合作，但是相对是独立的。这几种形式都是可以的。我们有的是技术、市场和项目，需要的是资金、设备等等。

F2C：炜逗作为广东省进口食品协会的副会长单位，对于协会今后的发展有何期许或建议?

广东省进口食品协会要发挥它的功能，多向会员提供一些进口食品方面的国际资讯。同时，要在市场上建立权威性，起到裁判的作用，特别是要进行食品打假。除此之外，还希望协会能够在会员的竞争中起到一个协调的作用，特别是快销产品，是经常出现竞争的，所以协会要及时向会员提供相关的产品信息，以减少恶性竞争。市场上这么多的产品，需要各有所长，每个会员都要有自己的优势，甚至可以做一些共享，比如资源共享、供应链共享等。协会要为会员争取利益，为会员争取更多的资源。

F2C: Wakan has been in the industry for 20 years. What countries do you mainly import from? And what kinds of food are imported?

At present, we mainly import food from Canada, the United States, Australia, Italy, Singapore, Thailand and Malaysia. We import pork and ribs from Spain, desserts (Macarons, etc.) from France, pasta and ice cream from Italy, dairy products (beef tallow, etc.) from New Zealand, seafood and potato products from the United States, seafood (lobsters, etc.) from Canada, and crabs from Russia, etc. Food in every country has its own characteristics. We import foods that meet our need.

In terms of food categories, North America has a wide variety of foods. We prefer to import seafood, potatoes, etc. from North America. The number of food categories we import from other countries is relatively small. We import beef from Australia, lobster from Myanmar, and also some products from Senegal. Now, we are preparing to import different parts of beef from South America. Generally speaking, we import most of our food categories from North America, and much fewer kinds of products from other countries.

F2C: What is the procedure or standard of how you select products?

When we select products, we prefer those with safety certificates and competitive price which meet the needs of the Chinese people. Some products are very good, but the Chinese consumers do not accept them. For example, there are hundreds of thousands of cheeses in the world, but only a few of them are popular in China. So we need to select suitable products. We prefer basis products, for example, seafood, which can be enjoyed by people of various religious beliefs except for vegetarians. For meats like pork, mutton and beef, we will select those which are considered the best in a country. For example, we import big chunks of pork from America. In Spain, Iberian pigs are not sold as a

whole, because the legs will be used for making hams, so we import other parts like bones and pork belly. From Germany, we will import pork shank.

F2C: What are the main markets of Wakan?

Our main market is southern China, especially the Pearl River Delta region. We have several customers from Hong Kong and Macao. Our customers are mainly catering enterprises. The business will continue to expand as our customers increase, but the focus is still on the Pearl River Delta, the Greater Bay Area and Southern China.

F2C: Please tell us something about your hot products.

We have a wide range of products, and now there are 2,000 SKUs on sale, half of which are ingredients, the other half are constantly changing based on different periods of time, because it is impossible to sell the same products all the year around. This is also our sales strategy. The 2000 SKUs aim at



different customers, because there are a lot of subdivisions in the catering industry, such as hotel catering, banquets, buffets, Chinese food restaurants, high-end Japanese restaurants, chain restaurants, diners, fast food restaurants, group meals, cafeterias, airline meals, coffee shops, fruit juice shops, ice cream shops and food stalls. Products for food stalls will not be suitable for hotels, so our products are subdivided into many categories to meet the needs of different operators.

F2C: What is the future direction of Wakan?

Now we haven't done food processing work, but we have the plan for it in the form of a central kitchen. We will upgrade the ingredients and processing. For example, We now wash and cut the vegetables and fruits, but in the future, we'll probably develop dishes and cook the food. We use a lot of new technology, such as heating and safe distribution techniques, to provide customers with "customized" catering service. What kind of nutritional meals do students need? What kind of nutritional meals different patients, for example diabetic patients and postoperative patients need? We have a plan to study those questions in depth. We will study the protein and calory needs of women who are on diet or love workout, and design menus for them accordingly. In fact, it is hard to make good "customized" products, as only after we have a thorough understanding of all the ingredients and their organizational system can we provide well-designed meals. Secondly, we need to consider when a product is the most competitive. Storage, monitoring and connection are also very important. A little mistake in one link will greatly affect other links.

The company will build a modern high-end food supply chain platform, which will cover many not only nutritious but also delicious products. Nutrition and taste are a contradiction sometimes. For food to be both nutritious and delicious, quality ingredients and good design are required. Additionally, we need to consider competitiveness and safety. A complete circle now has been established. Once the platform is built, we will put in other products like red wine, fruit juice and tea. Our existing food safety and tracing systems will also serve users of the platform.

Our customers only need to focus on operation and do not need to think too much about back-end service and menu development. We can also do marketing together with them. All our products have the full set of documents, which is beyond the capacity of many food suppliers.

F2C: What do you think is the biggest obstacle for the development of Wakan? How to overcome it?

We might say that capital is the biggest problem. We plan to go public and are preparing for it now. We need to integrate huge resources, especially national resources, which requires financial support. Once going public, the company will be greatly developed. There are not many companies in China specializing in modern supply chain. The situation is different abroad. Enterprises need to be normalized, and going public is the best way to achieve it.

F2C: As a vice president of Guangdong Imported Food Association, what are Wakan's expectations or suggestions for the future development of the association?

Guangdong Imported Food Association should provide its members with information on imported food. It also needs to establish authority in the market and play the role of a referee, especially in cracking down on fake food products. Additionally, we also hope that the association can play a coordinating role in the competition among its members. Competition is very common for those engaged in business of fast-moving consumer goods, so the association needs to provide its members with timely product information to reduce malignant competition. There are so many products on the market. Each product needs to have its own merits. Each member should have their own advantages. Resources, supply chains, etc. can be shared. The association should strive for more benefits and resources for its members.

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部分重点展品

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1. 文莱：虾片、饼干、椰油，面条
Brunei: prawn cracker, cookies, coconut oil, noodles

2. 柬埔寨：大米、啤酒、补酒、腰果、干果、咖啡、辣木子
Cambodia: rice, beer, tonic alcohol, cashew, dried fruits, coffee, moringa seeds

3. 印尼：咖啡、咖啡制品、手工饼干、虾片、燕窝
Indonesia: coffee, coffee products, handmade cookies, prawn cracker, cubilose

4. 老挝：啤酒、速溶咖啡、果汁、坚果、大米
Laos: beer, instant coffee, fruit juice, nuts, rice

5. 马来西亚：咖啡、奶茶、果汁、燕窝、手工饼干、榴莲、巧克力、虾片、冰淇淋、速食面、糖果、运动饮料、干果、酱料等
Malaysia: coffee, milk tea, fruit juice, cubilose, handmade cookies, durian, chocolate, prawn cracker, ice cream, instant noodles, candy, sports drink, dried fruits, sauce

6. 缅甸：豆类、腰果、茶叶、咖啡、奶茶
Myanmar: beans, cashew, tea, coffee, milk tea

7. 菲律宾：芒果、菠萝、香蕉干、果汁、咖啡、椰子油
Philippines: mango, pineapple, dried banana, fruit juice, coffee, coconut oil

8. 新加坡：饼干、蛋糕、咖啡、肉骨茶、椰油、燕窝
Singapore: cookies, cake, coffee, bakuteh, coconut oil, cubilose

9. 泰国：调料类（调味品、酱料）、果干类（榴莲干、山竹干、香蕉片等）、大米、茶叶、罐头、糕点、饮料（咖啡）
Thailand: condiments (condiments, sauces), dried fruits(dried durian, dried garcinia mangostana, dried banana), rice, tea, tin, pastry, drinks(coffee)

10. 越南：咖啡、大米、坚果、果干、糕点
Vietnam: coffee, rice, nuts, dried fruits, pastry

11. 区域外国家：斯里兰卡茶叶；澳大利亚红酒、咖啡、肉制品和乳制品；韩国啤酒；意大利奶酪等
Countries outside the region: tea of Sri Lanka, red wine, coffee and meat and dairy products of Australia, beer of South Korea, cheese of Italy

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The 15th" CAEXPO Sourcing Conference for ASEAN Food Products (2 sessions)

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Economic and Trade Promotion Activities
1. 东盟 10 国投资推介会、坦桑尼亚国家推介会
Promotion Conferences for investment of 10 member states of ASEAN, Promotion Conference for Tanzania
2. 中国驻东盟国家使领馆经商参赞与企业家交流会
Business Counsellor and Entrepreneur Exchange meeting of Chinese Embassies and Consulates in ASEAN countries

产业园区推介活动

Industrial Park Promotion Activities
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For time and address of the event, please visit the official website: www.caexpo.org



第 14 届东博会东盟食品采购对接会
Illustration: The 14th CAEXPO Sourcing Conference for ASEAN Food Products

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马来西亚驻广州商务领事 莎依玛

目前马来西亚食品在华南市场的地位?

目前，在中国，无论是零售市场（超市，杂货店等）还是餐饮业（酒店，餐馆等），我们都可以看到越来越多的马来西亚产品。 这表明现今对马来西亚食品的需求正在增加。 超市和酒店也经常向我们询问马来西亚的产品采购情况，这表明他们对马来西亚制造的产品充满信心。

中国市场上流行的马来西亚食品有哪些?

目前，流行于中国的食品包括 Julie's （饼干），旧街场白咖啡（Old Town White Coffee），Aik Cheong 咖啡，Power Root Alicafe(咖啡),“一百份” 软糖(Lot 100),Munchy(饼干),“泽合” 怡保白咖啡（Check Hup Ipoh White Coffee），“原创乡味” 咖啡(Origin Coffee),Hup Seng 饼干和 Appache 咖啡。

马来西亚食品安全控制系统是如何的?

为了确保所有马来西亚产品都能安全食用，并被其他国家所接受，马来西亚制造商必须遵守并实施由马来西亚伊斯兰教发展署（JAKIM Malaysia）颁布的食品安全法，生产质量管理规范 （GMP），危害分析与关键控制点（HACCP），国际标准法（ISO）和清真法。

您对目前马来西亚与中国的贸易关系有何看法? 它对马来西亚食品出口中国有何影响?

在过去的几年里，马来西亚与中国的贸易关系正逐步发展并日益加强。 根据我们从中国海关收到的统计数据，2017 年中国与马来西亚的贸易总额达 964.5 亿美元，同比增长 8.35 %。

马来西亚希望通过加强马来西亚与中国的贸易联系， 实现 2018 年贸易总额的增长。

马来西亚食品有何优势?

所有马来西亚制造商都必须遵守“食品安全法”，以确保产品都是最优质且安全的。 除此之外，马来西亚的产品种类繁多。例如咖啡，马来西亚可以提供各种口味的咖啡，如白咖啡，拿铁，榴莲咖啡等。从这些优势来看，马来西亚产品可满足中国市场的需求，特别是在华南地区。 与其他进口品牌相比，马来西亚产品也有着合理的价格。

除此之外，马来西亚也被称为清真中心。来自马来西亚的清真证书得到了全球的认可，这足以满足中国穆斯林消费者的需求。

您认为马来西亚食品在中国市场的前景如何?

中国消费者可以接受马来西亚产品，我们相信马来西亚产品有迎合中国市场需求的潜力，不仅是南方地区，甚至整个中国市场。

根据参与华南各种贸易展览会的马来西亚公司的反馈，马来西亚的食品和饮料都受到中国消费者的欢迎。此外，我们从中国进口商那里得到反馈，因口味类似当地，又可满足消费者日常需求（即食 / 烹煮），大部分马来西亚产品都受到广泛欢迎。有鉴于此，我们相信马来西亚产品，特别是食品和饮料，在华南市场具有潜在的市场和需求。

马来西亚国际贸易部(MITI)下属的国家推广机构 —— 马来西亚对外贸易发展局 / 马来西亚驻广州总领事馆商务处（MATRADE）也通过参加中国的展会以积极推广马来西亚产品，如广交会（春秋季），中国东盟博览会，中国国际中小企业交易会， 东莞 21 世纪海上丝绸之路国际博览会和中国 2018 年广州国际特色食品饮料展览会。

如对任何马来西亚产品采购问题有疑，可联系马来西亚驻广州总领事馆商务处。电话：+86 20 3877 3865。 邮 件 地 址： guangzhou@matrade.gov.my。也可访问官网 www.matrade.gov.my。



How would you position Malaysian food in South China market?

Currently we can see the growing numbers of Malaysian products to be seen in China regardless in the retail market (supermarket, grocery shops etc) or food industry (hotels, restaurants etc). This show the demand now for Malaysian food products is increasing. Supermarket and hotels also now always come to see us for Malaysia product sourcing which shown that they also confident with Made-in-Malaysia products.

Would you name some Malaysian food (products & brands) that are now popular in China?

Among food products that are now popular in the China are Julie's (biscuits), OldTown White Coffee, Aik Cheong Coffee, Power Root Alicafe (coffee), Lot 100 (gummy sweets), Munchy's (biscuits), Check Hup Ipoh White Coffee, Origin Coffee, Hup Seng Biscuits and Appache Coffee.

Would you introduce the food safety control system in Malaysia?

To ensure all Malaysia products are safe to consume and acceptable for other countries, Malaysia manufacturers have to follow and implement Food & Safety regulation, GMP, HACCP, ISO and Halal regulation that implemented by JAKIM Malaysia.

What do you think of the current trade relationship between Malaysia and China? In your opinion, how would it affect food exports from Malaysia to China?

For the past few years, trade relation between Malaysia and China is developing and increasingly. From the statistic that we received from China Customs, total trade between China and Malaysia in the year 2017 was USD96.45billion with an increase of 8.35%. Malaysia hopes with a strengthen ties between Malaysia and China, the total trade for the year 2018 will be increased.

What do you think is the advantages of Malaysian food?

All Malaysian manufacturers have to comply with the Food & Safety Act where all Malaysia products are in its best quality and safe. Other than that, Malaysia products have variety and for example, for coffee, Malaysia can offer various tastes of coffee such as white coffee, latte, durian coffee, etc. From these advantages, Malaysia products can meet demand for China market especially in Southern China. Malaysia products also offered reasonable price compared to other imported brand.

Besides that, Malaysia also known as a Halal Hub where Halal Certificate from Malaysia is globally recognized and this can cater for the demand from Muslim user in China.

What do you think of the prospects of Malaysian food in South - China market?

Malaysian products are acceptable by the Chinese consumers, we believe that Malaysian products have potential to meet demand from China not only for Southern part but also overall China market.

Based from feedback from Malaysia companies that participated in various, trade fair in South China, Malaysia food and beverage products are popular among China consumers. In addition, feedback that we received from our Chinese importers, most of Malaysia products are more acceptable as the flavor is similar to the local taste and they can easily consume for daily needs (ready to eat / cook paste). With this, we believe that Malaysian products especially in food and beverages have potential market and in demand in Southern China market.

MATRADE in Guangzhou, the national promotion agency under the Ministry of International Trade Malaysia (MITI) is also aggressively doing the promotion of Malaysia products in China by participating in a few trade fair in China such as Canton Fair (Spring & Autumn session), China ASEAN Expo, China International Small & Medium Fair, The 21st Century Maritime Silk Road International Expo & FHW China 2018.

Note:

For any inquires please on Malaysia product sourcing, may contact MATRADE Guangzhou Office at +86 20 3877 3865 or guangzhou@matrade.gov.my. Please also visit our website at www.matrade.gov.my



Events 活动

GUANGDONG HEALTH FOOD PROCESSING TECHNOLOGY SUMMIT FORUM
广东省保健食品加工工艺高峰论坛

2018 年 9 月 7 日，由广东省保健食品行业协会、广东省进口食品协会为主办单位，广州市雅麓福检测技术有限公司为承办单位，中国广州分析测试中心广东省测试分析研究院为协办单位联合举办的广东省保健食品加工工艺高峰论坛 ––– 食品及保健食品标签标准简介和实例分析，在中国进出口商品交易会展览馆 A 区（广州・琶洲）隆重举行。

此次论坛邀请到广东省食品药品监督管理局行政许可处副处长温戈章、南方医科大学教授、CFDA 保健食品审评专家邓虹珠教授、华南农业大学食品学院副院长杜冰教授、中国广州分析测试中心广东省测试分析研究院高级工程师李维嘉、广东省保健食品行业协会副会长、广东岭南职业技术学院客座教授范伟。演讲主题包括：《保健食品的安全性评价》、《不饱和脂肪酸与美藤果油研究进展》、《食品及保健食品标签标准简介和实例分析》以及《保健食品在飞检形势下合法合规的危机处置》。围绕食品、保健品行业的政策方针、备案注册申报流程、工艺配方、危机公关处理，全方位剖析食品、保健品行业的新发展、新趋势、新未来，打造实践经验交流平台，重量级行业专家和教授，共议行业焦点，智慧的火花肆意碰撞，敬请期待。

Guangdong Health Food Processing Technology Summit Forum, themed with Labeling Standards for Food & Health Care Products, will be held in Zone A of China Import and Export Fair (Pazhou, Guangzhou City) on September 7th, 2018. The forum was jointly hosted by Guangdong Health Care Association (GHCA) and Guangdong Imported Food Association (IFA), and co-organized by Guangzhou Yalongfu Testing Technology Co., Ltd. and China National Analytical Center of Guangzhou Guangdong Institute of Analysis.

The distinguished guests that this forum invites include Gezhang WEN, deputy director of the Administrative Licensing Department of Guangdong Food and Drug Administration; Hongzhu DENG, professor of Southern Medical University and health food evaluation expert of CFDA; Professor Bing DU, vice dean of Food Faculty of South China Agricultural University; Weijia LEE, senior engineer of China National Analytical Center of Guangzhou Guangdong Institute of Analysis; Wei FAN, vice president of GHCA and visiting professor of Lingnan Institute of Technology. Speech topics will cover such aspects as "Safety Evaluation of Health Care Products", "Research Progress in Unsaturated Fatty Acids and American Fruit Oils", "Introduction to Labeling Standards for Food and Health Care Products and Case Analysis" and "Solutions to Lawful and Compliant Crisis of Health Foods in Flight Inspection Situations". With focus on the policy, business registration, production technology and formula, and public crisis management, comprehensive analysis will be carried out on the development, trends and future of the food & health care products industry. This forum will be a practical experience exchange platform where estimable experts and professors can discuss and share their insights on the industry focus.



THE CONSULATE ROUND TABLE.
数百亿市场蛋糕要怎么吃？领事圆桌论坛见分晓






据统计，2017 年，全国共进口食品 142.9 万批、5348.1 万吨、582.8 亿美元，同比分别增长 7.9%、36.5% 和 25.0%。

进口食品行业蛋糕有多大你真的知道？价值百亿的进口食品市场，各国如何布局？国内外对接难，到底供应商们怎么想？人人都在做进口，怎样才能做得比别人好？

2018 进口食品发展论坛——国际领袖峰会将于 9 月 7–9 日，与第七届广州国际特色食品饮料展览会（FHW CHINA 2018）于广州进出口交易会展馆 8.1 馆同步举行！

两天的进口食品发展论坛将定向邀请超过 30 位各国驻穗领馆代表、行业领袖参与演讲分享，吸引超过 1000 名进口食品行业决策者齐聚现场，深入探讨行业发展趋势、政策方针、流通渠道等多个行业热点，助力海外食品更好进入中国市场。

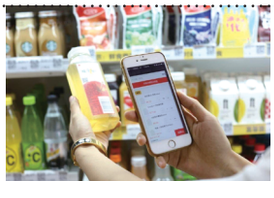
作为广东省进口食品协会主办的一年一度大型行业交流活动，每一届进口食品发展论坛都引发一场行业头脑风暴，并以专业性、高端性、行业性、高门槛等突出特点为业内盛赞。 随着进口食品行业不断发展，行业变化可谓万象开新，不论是行业人才还是供销端产品都开始不断的去芜存菁，推陈出新。

作为本次活动的主要亮点，进口食品发展论坛将邀请包括美国、英国、意大利、新西兰、新加坡、法国、捷克、土耳其、泰国、韩国、加拿大、印度、印度尼西亚、智利、秘鲁、厄瓜多尔、巴西、斯里兰卡等等数十个驻穗使领馆及贸易促进组织及企业参加分享。从各国文化特点、食品出口政策方向等方面出发，为国内外食品企业搭建交流平台，让国内外企业深入了解各国政策特点。

本届论坛邀请最具权威性的行业领袖助阵分享。我们将邀请广东省进口食品协会会长、海关代表、知名分析机构代表出席，聚焦中国进口食品渠道新格局，探讨在新零售态势下进口食品将如何发展，海外食品企业怎样利用新兴渠道掘金中国市场。

本次活动将颠覆以往传统的会议模式，以圆桌会议的形式呈现。在场的

WHAT HAPPENS WHEN IMPORTED FOOD INDUSTRY MEETS "NEW RETAIL" ?
新零售与进口食品的碰撞



从 2016 年被阿里提出，“新零售”一词一直成为各大行业的焦点话题。零售端作为进口食品行业的主要经销口，新零售的出现为整个行业带来新的发展元素，而两年来，阿里一直布局他的新零售网络：

“天猫超市一小时达”全面覆盖数千个“天猫小区”；全球首个天猫智能母婴室，落地北京大红门银泰；线上线下数字化打通的 4500 家品牌智慧门店；盒马鲜生迅速覆盖全国，2018 年计划增设更多分店；高德发力“北京一体化出行”，未来将标注出每一个新零售场景……

据《2018 年新零售行业发展趋势报告》显示，中国新零售市场规模为 389.4 亿，2020 年，这个数字将达到 1.8 万亿，这意味着，这将是一个巨大的市场。

在马云提出“新零售”之前，进口商品就已经在国内形成了风靡的态势。但近年来，进口食品行业龙蛇混杂，鱼目混珠，原本的受人追捧的进口食品热度不再。“新零售”提出后，开发社交新零售道路的“洋葱海外仓”、“小红书”，专注场景消费的“网易严选”等新零售产品纷纷涌出，带动消费融合发展，为进口食品市场带来新机遇。新零售有效地筛选出优质的进口食品，加上其新颖的品牌推广方式，极具参与感的消费体验有效地让消费者对进口食品重拾信心。

零售企业的新一轮升级即将到来，那么，新零售还有哪些玩法？企业又

每位嘉宾都能够针对现场话题互动分享，真正做到现场交流互动，实时解答企业难点。

进口食品发展论坛汇聚进口食品行业全产业链的精英资源，从海外到国内，从源头到终端。链接全球食品企业，在此一“议”！

According to statistics, in 2017, a total of 1.429 million batches of food, weighing 53.481 million tons and valued at 58.28 billion US dollars, were imported into China, up 7.9%, 36.5% and 25.0% respectively.

Do you really know how large the China's imported food market is? What are the plans of all countries to get a slice of the ten-billion cake? What do suppliers think of the difficulties in matching domestic and overseas resources? When everyone is doing imports, how can one do better than the others?

2018 Imported Food Development Forum & International Leadership Summit will be held from September 7 to September 9, in conjunction with the 7th Guangzhou International Food & Beverage Exhibition (FHW CHINA 2018) in the Hall 8.1 of the Canton Fair!

The two-day forum will invite more than 30 representatives from various consulates and industry leaders to give speeches, attracting more than 1,000 imported food industry decision makers to discuss the industry development trends, policies and distribution channels to facilitate entry of overseas foods into the China's market.

As an annual large-scale industry exchange event hosted by IFA, each session of the forum has triggered a brainstorming all over the industry. It is highly praised as a professional, high-end, industrial event with high threshold. As the constant development brings about numerous changes to the imported food industry, it becomes a new trend to get rid of the stale and bring forth the fresh in terms of both talents and products.

As the main highlight of this event, the Imported Food Development Forum will invite representatives from dozens of embassies, consulates, trade promotion organizations and enterprises of various countries, including the United States, Britain, Italy, New Zealand, Singapore, France, Czech Republic, Turkey, Thailand, South Korea, Canada, India, Indonesia, Chile, Peru, Ecuador, Brazil, and Sri Lanka. Starting from the cultural characteristics and the trends of food export policies of all countries, we will provide a communication platform for domestic and foreign food enterprises to have an in-depth understanding of the policies characteristics of different countries.

On this forum, you can hear the insights from the most authoritative industry leaders, including the president of IFA, representatives from China Customs and well-known analytical institutions, on the new pattern of China's imported food channels, how to develop the imported food industry under the “New Retail” circumstance, as well as how overseas food companies utilize the emerging channels to get a share of the China's market.

This event will overturn the traditional conference mode and present it in the form of a round table meeting, allowing every guest present to share their insights and have their problems solved in real time. Bringing together the elite resources of the entire imported food industry from overseas source to the domestic market, the Imported Food Development Forum links the global food companies to China!

将如何把握新零售时代？传统企业将如何转型？9 月 8 日，“2018 进口食品发展论坛暨新零售论坛”盛大举办，我们与您大谈“新零售”。

The term “New Retail” has been one of the hot topics among all industries since being coined by Alibaba in 2016. As the retail sector is the main distribution channel of the imported food industry, the concept has injected new vitality into the entire industry. And in recent two years, Alibaba has made steps in expending its new retail capabilities.

For example, Tmall Supermarket offers 1-hour grocery delivery in thousands of “Tmall communities”; the world's first Tmall Smart Baby Care Room opened at Yintai (Da Hong Men) shopping mall in Beijing; 4,500 branded smart stores digitally integrating online with offline opened; Hema Fresh Stores covered the whole country swiftly and are expected to multiply in 2018; and Gaode Map launched “Beijing Integrated Travel” plan, which would help to mark every new retail scene on the map in the future...

According to the "2018 New Retail Industry Development Trend Report", China's new retail market is valued at 38.94 billion. In 2020, this number will rise to 1.8 trillion, which means that the market is huge.

Actually, before the concept "New Retail" was proposed by Jack Ma, imported goods have already become trendy in China. However, in recent years, as the imported food industry has been patchy, the hot imported foods become no more popular again. Luckily, “New Retailers” such as Omall (msyc.com) and Xiaohongshu (xiaohongshu.com), which integrating social network with the new retail, and Wangyiyanxuan (you.163.com), which offers special shopping experience through creating shopping scenes, brings new opportunities to the industry. Those new retailers can screen out excellent products among all the imported goods and market them in a fresh, appealing way that may create an highly engaging experience and give confidence to the customers effectively.

Now again, the retailing is faced with the next round of upgrading. So what are the new retail games? How will enterprises grasp the opportunities of the new era of retailing? How will traditional enterprises transform? We would like to share insights on “New Retail” from the industry with you on “2018 Imported Food Development Forum and New Retail Forum” on September 8.



2018 GUANGZHOU INTERNATIONAL COFFEE CUP TASTERS COMPETITION
2018 广州国际咖啡杯测大赛

9 月 7 日—9 日，第七届广州国际特色食品饮料展览会（FHW 2018）将在广交会展馆 A 区盛大举行。除了能品尝到来自不同国家的进口食品外，还有各种精彩纷呈的活动等着你！

今年，由 CREMA 咖啡培训中心和广东省进口食品协会举办的第五届广州国际咖啡杯测大赛如约而至，届时，咖啡高手云集，超刺激的巅峰对决在此上演！

一直以来，广州国际咖啡杯测大赛秉承“大家一起玩杯测”的办赛宗旨，无论你在哪个行业，担任什么职务，只要你愿意，就可以来参赛！这个既专业又富有娱乐性的比赛自举办以来，报名参赛的选手数量逐年递增，回顾 2017 年，大赛最终接收了 100 名来自全国各地选手的报名申请，甚至还吸引了国际友人加入我们的赛事行列。

大赛将为每位选手提供八组咖啡，每组三杯咖啡，摆成三角阵型排放，两杯为相同的咖啡液，其中有一杯有别于其他两杯，选手可以通过味觉、嗅觉等感官体验和经验尽快的分辨出其中一杯不同的咖啡液，准确率最高和速度最快的选手将晋级下一轮比赛并最终获得冠军。

From September 7th to 9th, the 7th Guangzhou International Food & Beverage Exhibition (FHW 2018) will be held in the Zone A of the Canton Fair. In addition to the imported foods from different countries, there are a variety of exciting activities waiting for you!

This year, we will again have the 5th Guangzhou International Coffee Cup Tasters Competition held by CREMA Coffee Training Center and Guangdong Imported Food Association. At that time, coffee masters will gather and set off the most exciting rivalry here!

The mission competition is that everybody can have fun in coffee cupping. No matter which industry you are in, or what position you hold, you can join the competition if you like! Since the launch of this professional and entertaining competition, the number of competitors has increased year by year. Looking back on 2017, the contest finally received 100 applications from all over the country, and even attracted international friends to join us.

In the competition, each player will be provided with eight sets of three cups of coffee. Every set of cups is arranged in a triangular array, among which two are filled with the same coffee liquid while the rest one is different. Players shall distinguish the special one out of the three through their taste, smell and feelings as fast as they can. Those who tell the right cups most accurately and swiftly will advance to the next round and eventually win the championship.

ifa IMPORTED FOOD ASSOCIATION

广东省进口食品协会
GUANGDONG（CHINA）IMPORTED FOOD ASSOCIATION



Food To China Taste From World

链接全球 美味中国

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