

进口食品

FOOD TO CHINA

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



Summer
2019

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Preface 卷首语



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近几年来，随着人们生活水平提高，进口休闲食品行业迎来了迅速发展和革新升级。新产品如雨后春笋般涌出，也出现了一些网红零食，给行业增加了活力，同时给消费者的选择也越来越品牌化、健康化、个性化。购买渠道也发生了改变，当今的渠道已是零敲碎打型，在相对细分的市场上，企业的战略定位非常重要，做好市场细分就等于找到了激烈市场竞争环境下的创新之路，形成自己独特的优势。对于休闲食品的企业经营者而言每天都有新的机会和新的挑战。

作为广东省进口食品协会副会长单位，格格（中国）经过5年的品牌化发展运作，其“格格”“格格背客”等品牌自创立以来深受消费者喜爱与认可，并逐步成为果干类的休闲食品领跑者。格格在越南、台湾等地区建立了核心的原料种植生产基地和网络。从农场采摘，选品，包装环节监控食品质量和卫生安全，建立了一站式的绿色产业链。

格格一直以来秉承着“一件事，一群人，一辈子”的理念，以深度合作模式为源动力，品牌经营为推动力，以诚信、聚焦、专业的态度，携手上游供应链与经销商朋友、企业员工一道深耕细作，共同打造进口果干行业第一品牌！

最后让我们和《进口食品》杂志，以全新的视角、饱满的热情，共同期待中国进口食品行业更精彩！

In recent years, leisure food industry in China is developing and upgrading rapidly with various new products emerging in the market, which stimulates the development of the industry. As a result, there are more and more branded, healthy and personalized products provided by food companies to consumers. In addition, the purchasing channels has been changing to be piecemeal. In the subdivided market, strategy and positioning are of great importance for companies. If a company does well in differentiated marketing, it will find the innovation road in the intense competition environment of the market which will become its own advantage. For operators of leisure food companies, there is new opportunities and new challenges every day.

As a Vice President unit of Guangdong (China) Imported Food Association, TaTa (China) has developed its business in China market for five years and “TaTa”, “TaTa Beike” and other brands have been popular among and recognized by Chinese consumers since its establishment. Now TaTa has become a leading company in dried fruits industry. It has set up plant and production bases and network in Vietnam, Taiwan and many regions. It has built an one-stop green industrial chain, covering all links including fruits picking, selection, packaging, quality and safety control.

TaTa has been adhering to the principle of “One Thing, One Group and Whole Life”, and taking the deep cooperation as driving force and brand operation as propelling force. TaTa has joined hands with numerous partners and wholesalers, and its staffs are working hard together to strive for the No.1 brand in imported dried fruits industry with integrity, focus and professionalism.

Finally, let's work together with Food To China Magazine with new vision and full enthusiasm, and look forward to a better future of China imported food industry!

FOOD TO CHINA
FOCUSING ON THE IMPORTED FOOD INDUSTRY
《进口食品》
专注于进口食品的行业媒体

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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COVER STORY 封面故事



NEW CLAIM OF SNACK FOODS: HEALTH IS PRICELESS 休闲零食新主张：健康无价

一直以来，零食给人们的印象总是不那么健康——高热量、高油脂，却低营养价值。它经常被视为导致肥胖的元凶之一。但尽管如此，零食依然深具诱惑力，让吃货们常常管不住嘴巴，却又陷入满足果腹之欲后的负罪感中。要健康，还是要大饱口福，似乎是鱼与熊掌不可兼得的两难选择。但随着健康饮食理念的普及和健康食品的推广，消费者现在有了更理想的选择，那就是健康零食。

Snacks have always come across as less healthy -- high in calories and fat, but low in nutritional value. It is often cited as one of the leading causes of obesity. Despite this, snack foods are still tempting, so that the foodies are often unable to control their mouths, but feel a sense of guilt after satisfying their appetite for the snacks. To be healthy, or to enjoy delicious snacks, seems to be a dilemma that you can't have both. But with the popularity of the concept of healthy diet and the promotion of healthy food, consumers now have a more ideal choice, that is healthy snacks.

什么是健康零食？当前没有统一的界定标准。在业界，健康零食被称为主打健康概念的休闲零食。从一些数据报告中，我们可以得知消费者对于健康零食的判断标准。例如第一财经商业数据中心 2018 年发布的《线上零食消费趋势报告》显示，天然有机、非油炸、低脂高钙、脱脂、无添加和不含蔗糖，以及是否以全麦制作，或是否富含粗粮和杂粮，是否含有较高膳食纤维等，这些都是健康概念零食的关键词。

What are better-for-you snacks? At present there is no uniform standard of definition. In the industry, better-for-you snacks are known as snacks that feature the concept of health. From some data reports, we can learn about how consumers define better-for-you snacks. For example, Online Snack Consumption Trend Report released by CBNDData in 2018 showed the key words of snacks with the healthy concept. These include natural & organic, non-fried, low fat, high calcium, defatted, additive free and sucrose free. Besides, whether it's made of whole wheat, whether it's rich in coarse grains and cereals and whether it contains high dietary fiber or not, are also the key standards for judging whether the snacks are healthy.

这一类零食的出现，正体现了消费者们对于健康饮食的认知与关注，比如他们越来越关心食品的原料和生产地、食品的制作过程以及食品对身体的影响等等。正如 Innova Market Insights 的调查数据所称，23% 的中国消费者认为“食品是否以真材实料制作”是影响其购买意愿的最大因素。

基于购买健康食品的倾向，人们也更乐意选择他们认为具有营养价值的零食，比如坚果和低脂即食的烘焙麦片；而主打“益生”理念，有利于肠胃健康的零食和使用天然有机原料制作的零食，也同样受到消费者的欢迎。另外，伴随运动健身热度的上升，含有高蛋白和能量的零食营养棒，亦拥有巨大的市场潜力。

The emergence of this kind of snacks is a manifestation of consumers' awareness and attention to healthy diet, such as their growing concern about raw materials and production places of food, food production process and the effect of food on their body and so on. As the survey data of Innova Market Insights shows, 23% of Chinese consumers believe that "whether food is made of real ingredients" is the biggest factor in their willingness of purchase.

Based on the propensity to buy healthy foods, consumers are also more likely to choose snacks they consider to be of nutritional value, such as nuts and low-fat ready-to-eat baked cereals, while snacks that feature the concept of probiotic, which are conducive to gastrointestinal health, as well as those made of natural organic ingredients are also popular with consumers. In addition, with the rise of sports and fitness fever, snack bars with high protein and energy also have huge market potential.



BETTER-FOR-YOU SNACKS: NUTRITIONAL & HEALTHY 有营养价值的零食才配得上健康的称号

在众多休闲零食中，坚果因含有丰富的营养物质，例如蛋白质、油脂、矿物质和维生素等而成为消费者首选的健康零食。公开数据显示，我国的坚果炒货行业的年产值达到了 1214 亿元，年均复合增长率达到 16%。其中，高端坚果类产品增速更是接近 20%。随着国内消费者收入的提升，人们对生活品质有了更高的要求，也愿意花更多的钱来购买品质更好的产品。

对比过去的单品种、大包装型坚果类产品，现在更流行一日型的小包装混合型坚果。坚果种类变得更为丰富。而在口味上，虽然调味型、油炸型坚果类产品依旧广受欢迎，但原味型的坚果正在奋起直追，大有迎头赶上之势。越来越多品牌商相继推出“每日坚果”类型的产品，并力求做到“锁鲜”以减少营养物质的流失，采用“短保技术”来保证坚果的品质和新鲜度。

Among many snacks, nuts should be the first choice of healthy snack for consumer, because they are rich in nutrients such as protein, grease, minerals and vitamins. According to public data, the annual output value of China's roasted seeds and nuts industry reached 121.4 billion yuan, with an average annual compound growth rate of 16%. Among them, the growth rate of high-end nut products was even close to 20%. With the increase of domestic consumers' income, people have higher demands for better quality of life and are also willing to spend more on products with better quality.

In contrast to the previous single-variety nut in big package, mixed nuts in one-day-serve package are now more popular. The variety of nuts became more abundant. Seasoned and fried nuts are still popular because of their good tastes, but the original flavor nuts are catching up from behind. More and more brands have launched the one-day-serve type products, and strive to "keep fresh" to reduce the loss of nutrients by adopting "short-term fresh-keeping technology" to ensure the quality and freshness of nuts.



根据第一财经商业数据中心的线上零食趋势报告显示，在 TOP 10 零食坚果品牌中，进口坚果品牌增长较快，两年间从 3 个增加到了 7 个。其中，美国大型超市 Costco 的自营坚果品牌 Kirkland Signature 更是受到吃货们的热烈欢迎，销售份额也在不断提高，成为线上进口坚果品牌的领头羊。

除了坚果以外，还有以粗粮或全麦制作的烘焙类零食，比如全麦消化饼、五谷杂粮饼和水果干谷物麦片等等。这些被认为富含膳食纤维，能促进肠胃蠕动的零食也备受消费者青睐。据天猫超市的产品信息页上显示，Calbee（卡乐比）富果乐水果麦片的月销量非常可观，高达 8 万以上；来自瑞典的 ICA 水果坚果麦片亦相当不俗，月销量超过 1.5 万；较早进入中国市场的麦维他消化饼在其官方旗舰店上也有每月 6 千以上的销量。而其它品牌的谷物类零食，店铺月销量从百几到几千不等。

PROTEIN AND ENERGY ARE ESSENTIAL 蛋白质与能量不可或缺

随着运动健身的普及，能量棒成为了人们争相追捧的后起之秀。其中，以蛋白质为主的蛋白能量棒（以下简称蛋白棒）广受健身吃货的欢迎。蛋白棒主要针对的是耐力和力量训练者，以乳蛋白、大豆蛋白或其它植物蛋白等作为蛋白来源制成，作用在于促进运动后，肌肉组织的恢复与增长。然而，对于蛋白棒中的具体蛋白质含量，目前没有统一的标准。有国内机构认为，营养棒中至少应含有 25%-35% 的蛋白质才能被称为蛋白棒。

根据 Innova 市场研究结果显示，全球范围内蛋白能量棒新品发布呈现持续增长。尽管北美是当今最大、最活跃的高蛋白能量棒市场，但亚太地区却是增速最高的市场——含有蛋白质宣称的营养棒新品年复合增长率高达 25.4%；而含有蛋白质宣称的谷物和能量营养棒 (72.4%) 比运动营养棒 (27.6%) 所占的市场份额更大。仅中国市场每年新推出的零食营养棒产品，在 10 年间就从几个飙升到上百个，期间猛涨了 40 倍！其火爆程度由此可见一斑。

Among the TOP 10 snack nut brands, the number of imported nut brands has grown faster, from three to seven in two years, according to the Online Snack Trend Report from the CBNDData. Among them, Kirkland Signature, a nut brand owned by Costco – a large American supermarket, is favoured by the foodies and its market share is also increasing constantly, becoming the leader of online imported nut brands.

In addition to nuts, there are also baked snacks made from coarse grains or whole wheat, such as whole wheat digestives, coarse grain crackers, and dried fruit cereal oatmeal, etc. These snacks, which are thought to be rich in dietary fiber and can promote gastrointestinal motility, are also popular with consumers. According to the product information page shown on Tmall online supermarket, the monthly sales volume of Calbee fruit cereals is very impressive, reaching over 80,000; the ICA fruit and nut cereals from Sweden are also quite remarkable, with monthly sales volume exceeding 15,000; Mcvitie's digestives, an early entrant to China market, also sells more than 6,000 a month in its official online flagship store. As for other brands of cereal snacks, the monthly sales volume of the stores range from hundreds to thousands.



With the popularity of sports and fitness, energy bars have become a much-pursued rising star among people. Among them, protein-based energy bars (hereinafter referred to as protein bars) are widely welcomed by fitness foodies. Protein bars, which are made from milk protein, soy protein or other plant proteins, are mainly aimed at endurance and strength trainers and are designed to promote the recovery and growth of muscle tissue after exercise. However, so far, there is no uniform standard for the specific protein content in protein bars. Some domestic institutions believe that at least 25%-35% protein should be contained in a nutrition bar so that it can be called a protein bar.

According to the results of Innova market research, the newly launched protein bars continued to grow worldwide. While North America is today's largest and most active market for high-protein energy bars, the Asia-Pacific region is the fastest-growing market, with a compound annual growth rate of 25.4% for new nutrition bars with protein claims. Besides, protein-claimed cereals and energy nutrition bars (72.4%) accounted for a larger market share than sports nutrition bars (27.6%). In China market, the number of new snack bars launched each year has soared from several to hundreds in 10 years, with a surge of 40 times! The extent of its popularity is so evident.



可是，尽管数据看上去很美好，但大部分中国消费者对蛋白棒、能量棒这些其实没有什么概念。他们印象中的能量棒往往与甜腻又高热量的巧克力联系在了一起，比如号称“横扫饥饿”的士力架。因此，蛋白棒、能量棒这类运动健康零食需要在国内的消费者教育和宣传力度，才有可能促进更大的销量。

当下，中国零食营养棒的市场规模约为 3700 万美元，仍然存有较大发展空间。伴随健身人群的增长，能量棒一类的健康零食也将成为极具潜力的细分市场。虽然国内也有不少零食营养棒，但更多主打的是高纤谷物棒，而蛋白能量棒却并不多见。在天猫中输入关键字“蛋白棒”搜索，结果会出现较多国外品牌的蛋白棒，比如 foodspring、Nutrend 和 PhD 等等。另据消费者反映，在大型商超和进口零食零售店里也不容易找到这类产品或者只有很少的选择。也就是说，蛋白棒在国内市场还相对空白，而这或将会成为进口零食的大好商机。

THE CONCEPT OF PROBIOTIC IN FAVOR OF GASTROINTESTINAL HEALTH 有利于肠胃健康的“益生”理念

另外，主打“益生”概念的零食也受到消费者的追捧。在中国，长期以来，人们对“益生”的认识几乎等同于酸奶，因其添加了益生菌和益生元而具有肠胃保健作用。受到这一启发，食品生产商希望将酸奶的健康理念也延伸至休闲零食领域，让人们吃得更健康一点。

Though the numbers look good, most Chinese consumers have no concept of what protein bars and energy bars are. The bars they tend to associate with are sugary, high-calorie chocolates, such as the Snickers bars known as the hunger-slayer. Therefore, it is necessary to enhance consumer education and publicity in China to promote greater sales of sports healthy snacks like protein bars and energy bars.

At present, the market size of snack bars in China is about 37 million US dollars, which still remains a large space for development. With the growth of fitness groups, better-for-you snacks like energy bars will also become a promising market segment. Although there are many snack bars in China, but most of them are mainly high-fiber cereal bars, while protein energy bars are rare. Typing keyword as "protein bar" in Tmall, the result turns out to be quite some foreign brands of protein bars, such as foodspring, Nutrend and PhD. In addition, such products are not easy to find or only with a very few choices in large supermarkets and imported snack stores, according to consumers. In other words, protein bars is still relatively blank in the domestic market, and this may become a great business opportunity for imported snacks.





于是，各种添加了益生菌、益生元，标榜有益于肠道健康的零食纷纷进入到市场中，而且种类还相当丰富，涵盖了薯片、糖果、巧克力、果干和谷物棒等等。比如乐事就在美国推出了一款含有活性益生菌的薯片，家乐氏推出了加入酸奶发酵剂的谷物碎，而 GoodBelly 也推出了加入双歧杆菌 BB-12 的营养棒。

在亚马逊国际购物平台上，输入相关关键词搜索，还能找到更多“益生菌零食”，譬如 Mariani 的益生菌西梅干，加入了据称耐热性和耐酸性均优于其它益生菌的凝结芽孢杆菌（BC30）。此外还有益生元和益生菌“双管齐下”的 Truth 营养棒，以及同样添加了益生菌的比利时 Bouchard 无麸质黑巧克力等等。

而在天猫上，进口的益生菌零食主要以婴幼儿和儿童群体为对象，有酸奶溶豆、益生菌泡芙和益生菌软糖等，品牌以澳洲和美国的为主，如澳大利亚的绿芙（Spring Leaf）和佳思敏（Kids Smart），新西兰的 kiwigarden、爷爷的农场（Grandpa's Farm）和宝思加（Bitsy More）、以及美国的 Schiff 和禧贝（Happybaby）等等。

DELICACY IS PRECIOUS, BUT NATURAL ORGANIC FOOD IS MORE VALUABLE 美味诚可贵，天然有机价更高

除了主打“益生”理念的零食，在国际市场上，以天然有机食材制作的健康零食也十分流行，比如使用自然种植的马铃薯和西兰花等作物制作蔬菜脆片，而不再使用经过深加工的“粉末状”原料，例如马铃薯粉。在加工上，采用烘焙和风干等更健康的方式取代油炸，以最大限度保留食材的营养，并

As a result, various snacks with probiotics and prebiotics, labelled as beneficial for intestinal health, have entered the market, including potato chips, candies, chocolates, dried fruits and cereal bars, and so on. For example, Lay's launched a potato chips containing active probiotics in the United States market and Kellogg's introduced cereal crisps with yogurt starter, while GoodBelly also introduced nutritional bars with Bifidobacterium BB-12.

Besides, you can find more "probiotic snacks" on Amazon.com by inputting relative keywords. Mariani's probiotic prunes, for example, is added with Bacillus coagulans (BC30) which was said to have better heat and acid resistance than other probiotics. Also, there are Truth Bar that comes from America containing prebiotics and probiotics as well as Belgian Bouchard gluten-free dark chocolate with probiotics.

However, on Tmall.com, the imported probiotic snacks mainly targeting infants and children include yogurt beans, probiotic puffs and fudge which mainly come from Oceania and American, such as the Australian brands, Spring Leaf and Kids Smart; the New Zealand brands, Kiwigarden Grandpa's Farm and Bitsy More as well as the United States' brand, Schiff and Happybaby, and so on.



Besides, better-for-you snacks made from natural and organic ingredients are also popular in the international market, such as vegetable crisps made from naturally grown crops like potatoes and broccoli, instead of using highly processed "powdered" ingredients like potato flour. In processing, the use of more healthy ways such as baking and air-drying instead of frying to maximize the retention of nutrients in food materials and remove sugar and trans fats to



对口味和不良成分加以控制，去掉糖分和反式脂肪，以及严格控制各种食品添加剂的加入，比如防腐剂、人工色素、人工香料和人工甜味剂等等。

“相比过去，消费者现在更注重健康饮食，特别是具有较高消费能力和学识水平的消费者和已经组建了家庭，家中有小孩的消费者，他们在这方面的意识就更为强烈，并且愿意为单价更高的健康食品买单。他们还会查看营养成分表，以确保其中没有含有或者添加对身体有害的物质。”香港 Greencastle 商贸公司负责人 Jason Chu 说道，“所谓真正有机、健康的零食，应该不含任何有损健康的原料，其成分越简单就越理想，而且要尽量避免使用化学添加剂。”

对于消费者态度和零食的整体趋势，台湾三叔公外贸部主任侯双春也提出了相似的观点。她认为，消费者的饮食习惯和理念发生了较大的转变，他们过去追求舌尖上的味道，而现在更追求身体的健康。因此，使用天然有机原料制作的零食更符合当代消费者的健康消费理念，也是零食当下最重要的一个发展方向。另外，她还补充道，需要尽量避免使用过敏源的原料制作零食，并在口味上作出相应调整，比如减少糖分或者使用代糖，以减少糖分的摄入和降低热量。

尽管对于国内消费者来说，味道仍然是首要的考虑因素。但人们也确实开始更注重原料的天然有机。正如前所述，Innova Market Insights 的调查数据显示，有 23% 中国消费者认为“食品是否以真材实料制作”是影响其购买意愿的最大因素。此外还有数据表明，消费者对于绿色食品的认知度已超过 80%，而“天然和有机”两大关键词更名列在近年的健康零食概念中。综上，我们可以了解到，国内消费者对于“零食是否以天然有机原料制作”的关注度正在不断提升。

总的来说，“不容易吃胖”但又能解决口腹之欲，以及满足人们对健康诉求的休闲零食，势必拥有广阔的市场前景。而这或许也会成为进口食品商引入国外零食的指南和参考。

control the taste and undesirable ingredients. Food additives like preservatives, artificial pigments, spices, sweeteners and so on are also under strict control.

"Consumers are now paying more attention to healthy diet than in the past, especially those with higher consumption capability and knowledge and those who already have families with young children. They are more concerned about health and are willing to pay for healthy food at higher unit prices. They also look up the nutrition facts table to make sure there are no harmful substances in it or added to it." said Jason Chu, the director of Hong Kong Greencastle Trading Limited, "A truly organic, healthy snack should be free of any harmful ingredients. The simpler the ingredients, the better. Also, chemical additives should be avoided."

Candice, director of the Foreign Trade Department at San Shu Gong Food Co., Ltd., Taiwan, also put forward a similar point of view on consumer attitudes and the overall trend of snacks. She believes there has been a great shift in consumers' eating habits and beliefs. They used to pursue the taste on the tip of the tongue but now are more in pursuit of physical health. Therefore, snacks made from natural and organic ingredients are more in line with the healthy consumption concept, which is also one of the most important directions in snacks development. In addition, she adds, it is necessary to avoid using ingredients with allergens and to make corresponding adjustment in taste, such as reducing sugar or using sugar substitute to decrease the intake of sugar and calories.

For domestic consumers, though, taste remains the primary concern. But it's also true that people are starting to pay more attention to natural and organic food materials. As we mentioned before, 23% of Chinese consumers believe that "whether food is made with real ingredients" is the biggest factor in their willingness to buy, according to Innova Market Insights. Also, there are data showing that consumers' awareness for green food has exceeded 80%, and the two key words "natural and organic" have been listed in the concept of better-for-you snacks in recent years. Therefore, we can conclude that domestic consumers are increasing their attention to "whether snacks are made from natural and organic ingredients".

In general, snacks which are not easy to cause obesity and can solve people's appetite as well as meet the demand for health, are bound to have a broad market prospect. It may also serve as a guide and reference for food importers to import snacks from abroad.



IMPORTED SNACK CHANNEL: ONLINE OR OFFLINE? 进口休闲零食渠道 PK：线上 OR 线下？

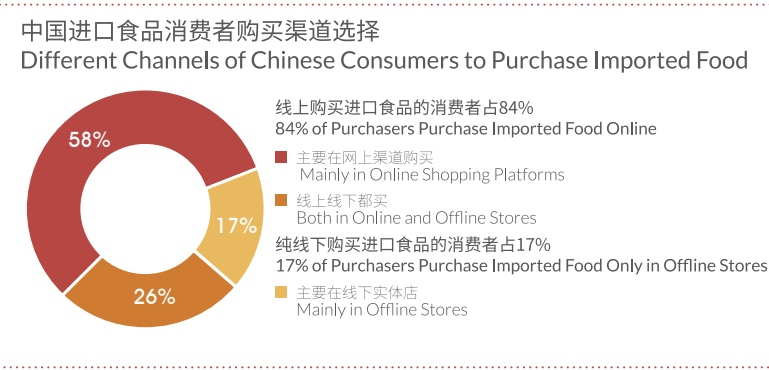
随着进口食品快速增长，进口休闲零食正通过线上线下渠道快速渗透国内市场。从近年数据统计结果来看，线上渠道发展较快，各项表现领先于线下渠道，无疑是较为理想的选择。但是，线上渠道仍然存在不少令人担忧的问题。而相较之下，线下渠道的发展虽然不及线上，却也有其无法媲美的优势。

With the rapid growth of imported food, imported snacks are rapidly penetrating the domestic market through online and offline channels. According to the statistical results in recent years, the development of online channels is faster, and its performance is ahead of that of the offline channel, which is undoubtedly an ideal choice. However, there are still a number of worrying problems with online channels. In contrast, although the development of offline channels is not as good as that of online channels, they also have incomparable advantages.

THE GROWTH OF IMPORT E-COMMERCE B2C SURPASSES THAT OF C2C 进口电商 B2C 弯道超速

据艾瑞咨询《中国进口食品消费研究白皮书》显示，50% 以上的中国消费者习惯通过线上渠道购买进口食品，而仅有不到 20% 的消费者只从线下渠道购买。相较之下，线上渠道占据绝对优势。这其中，进口零食的贡献绝对功不可没——在线上进口食品品类成交结构中，休闲零食占比接近 40%，为最高类别。

According to iResearch's White Paper on China's Imported Food Consumption Research, over 50% of Chinese consumers are used to buying imported food through online channels, while less than 20% of consumers buy them only from offline channels. Thus, online channels occupy an overwhelming superiority. Among the online imported food, snack domains the most essential part accounting for nearly 40% of the online imported food transactions.



进口零食最初进入国内市场的线上渠道，以“人肉代购”的 C2C 淘宝店形式为主，部分淘宝店主也在线下开设私人进口零食店，线上线下同时销售。但这种形式的进口零食店弊端显而易见：由于是个人带货，因此货品较为零散、品类也有限，且进货渠道不稳定，容易出现缺货情况。

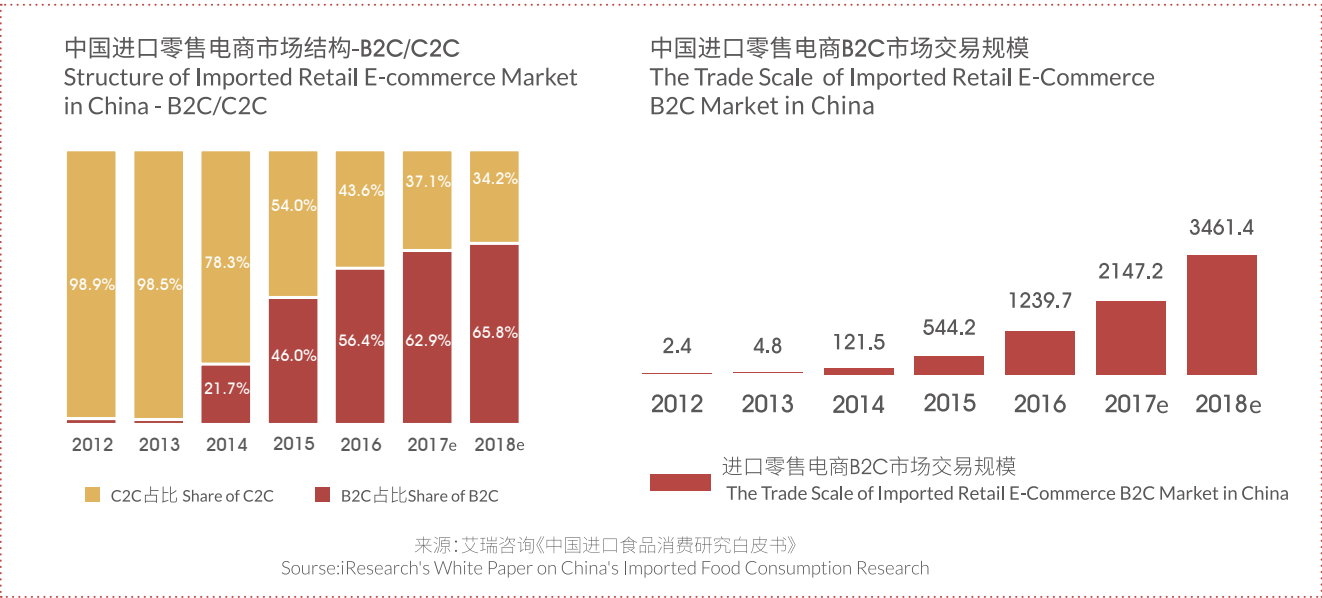
随着跨境贸易快速发展，国家在 2013 年开设了全国八个试点城市的跨境电商服务，以保税直邮模式及后来的集货模式，打破了此前的“私人带货”模式，开启了进口食品线上销售新纪元。

得益于利好政策和物流的发展，中国进口零售电商 B2C 在 2014-2015 年间突飞猛进，从以前不足 2% 的市场份额飙升至 2014 年的 21.7%，并于 2015 年继续翻一番，达到 46%，其后更在 2016 年首次超越 C2C，占比 56.4%。到 2017、2018 年，B2C 在中国进口零售电商的市场结构中，占比已超过 60%，2018 年时更几乎达到 C2C 占比的 2 倍。从市场交易规模金额来看，B2C 的增长同样非常亮眼：截至 2018 年，其交易规模金额已从 2014 年的 121.5 亿元猛涨到 2018 年的 3461.4 亿元。仅仅四年间，交易规模金额翻了将近 30 倍。

Imported snacks initially entered the domestic market through online channels, mainly in C2C of “daigo” (a private agent that provides procurement service) offered by Taobao shop owners. Some of the Taobao shop owners also set up private imported snack shops offline, selling both online and offline. However, the disadvantages of this form of imported snack shops are obvious: since the goods are brought by individuals, the goods are scattered and the categories are limited. Besides, the purchase channel is unstable which makes it easy to be out of stock.

With the rapid development of cross-border trade, China opened cross-border e-commerce services in eight pilot cities across the country in 2013. Instead of “daigo”, bonded stock model and direct mail from abroad later were both adopted, which opens a new era of online sales of imported food.

Gaining benefits from favorable policies and logistics development, China's imported retail e-commerce B2C made rapid progress in 2014-2015 with market share soaring from less than 2% in the previous to 21.7% in 2014, and then continuing to double to 46% in 2015. Later, it surpassed C2C for the first time in 2016, accounting for 56.4%. By 2017 and 2018, B2C accounted for more than 60% of the market structure of China's import retail e-commerce. The proportion of B2C was almost twice the proportion of C2C in 2018. In terms of the amount of market transaction size, the growth of B2C was also very impressive: by the end of 2018, the amount of transaction size of B2C has soared





当然，这少不了跨境电商零售进口的重要贡献。数据显示，中国跨境电商零售进口渗透率，从原来的 1.6% 增长至 10% 以上，数年间增长了近 10 倍之多。以跨境 B2C 头部平台天猫国际为例，其当前的消费者人数已上涨至 2014 年刚成立时的 10 倍以上。

如今，跨境电商步入平稳发展期，进口商品税率发生了变化——进口货物增值税税率从今年 4 月起，原适用 16% 税率的，税率调整为 13%；原适用 10% 税率的，税率调整为 9%。这项举措有利于引进更丰富的食品品类，亦有利于跨境电商等线上渠道进行多元化的商业模式拓展。

ALL WAYS OF ONLINE MARKETING LEAD TO SUCCESS

线上营销玩法多，条条大道通罗马

在进口休闲零食方面，线上销售的拓展主要体现在两个方面——渠道与营销手段。一方面，渠道变得更为丰富，综合性平台电商、垂直类电商和时下流行的社交媒体电商等一应俱全。在大部分综合性电商平台里，既有平台自营项目，也有第三方入驻，同时还保留了原始的 C2C 模式，比如天猫和淘宝；垂直类电商则只专注于单个行业或细分市场，比如主打生鲜和零食的每日优鲜；而社交媒体电商则是继淘宝之后，最为重要的 C2C 阵地，比如有“中国 INS”之称的小红书和较早前流行“做熟人生意”的微商。

从目前来看，以天猫为代表的大型综合性平台仍然拥有无可比拟的优势。天猫通过吸引众多国际品牌进驻，并与全球各地的零售商合作而拥有了超大规模的进口资源。入驻天猫的 Costco、韩国乐天 and Countdown 等国际超市，以及各大进口零食品牌旗舰店、直营店和天猫自营的超市、天猫国际官方直营等等，全都成了吃货们的天堂。

另一方面，在渠道以外，营销模式也同样日新月异。商家们不仅购买平台广告位、使用 SEO 优化

from 12.15 billion yuan in 2014 to 346.14 billion yuan in 2018. The amount of transaction size has increased nearly 30 times in only four years.

Of course, this cannot be achieved without the significant contribution of cross-border e-commerce retail imports. The data showed that the penetration rate of China's cross-border e-commerce retail imports has increased from 1.6% to more than 10%, a nearly tenfold increase in a few years. Tmall Global, a leading cross-border B2C platform, for example, has increased the number of consumers over 10 times since it was founded in 2014.

Today, as cross-border e-commerce entered a period of steady development, the tax rate of imported goods has changed - the original VAT rate which is 16% has been adjusted to 13%, while the same tax rate which is 10% has been adjusted to 9% since April this year. This new move will help introduce a wider range of food and diversify the online channels beyond cross-border e-commerce.



In terms of imported snacks, the expansion of online sales is mainly embodied in two aspects -- channels and network marketing means. On one hand, channels have become more abundant, including comprehensive on-line platform, vertical e-commerce, and the current popular social media e-commerce. Most of the comprehensive on-line platforms have both platform proprietary projects and third-party entrants, while containing the original C2C mode, such as Tmall and Taobao. Vertical e-commerce only focuses on a single industry or market segment, such as Miss Fresh China mainly engaged in fresh food and snacks, while social media e-commerce is the most important C2C position after Taobao, such as the "Red" known as "Chinese INS". Besides, Wechat merchants were earlier popular with the concept of "doing business with acquaintances".

At present, large comprehensive platforms represented by Tmall still have incomparable advantages as it has a huge pool of imported resources by attracting international brands and partnering with retailers around the world. The international supermarkets like Costco, Countdown and South Korean Lotte settled in Tmall, as well as the flagship stores and direct-sale stores of major imported snack brands, and Tmall self-run supermarkets, Tmall Global official direct-sale stores, and so on, have all become a paradise for foodies.

On the other hand, the marketing strategies are also changing rapidly. Buying on-line advertising, using SEO for optimization and winning rank-based bidding are

或者付费竞价排名，还组建粉丝群，在群内发布特价信息和发放福利，吸引粉丝购买，并通过邀请达人撰文分享或直播推荐等方式给消费者“种草”，从而将流量变现。

值得一提的是，直播作为一种新营销手段，拥有非常惊人的潜力。据《2019 年淘宝直播生态发展趋势报告》显示，淘宝直播业务近两年呈现爆发式增长，同比增速接近 400%，“带货”金额高达千亿元人民币。同时，报告还指出，资深剁手党在直播核心用户群中占据重要位置，为直播营销作出了可观的贡献。因为直播效果深得人心，所以各路明星、网红和达人纷纷通过直播来聚集人气，实现转粉。其中，一部分明星、KOL 和主播还与品牌合作，助其迅速提升流量与曝光量，从而促进销售，比如知名电竞主播在游戏直播中推荐进口零食，几乎就能带来立竿见影的效果——由于零食的客单价较低，因此能将流量快速变现。



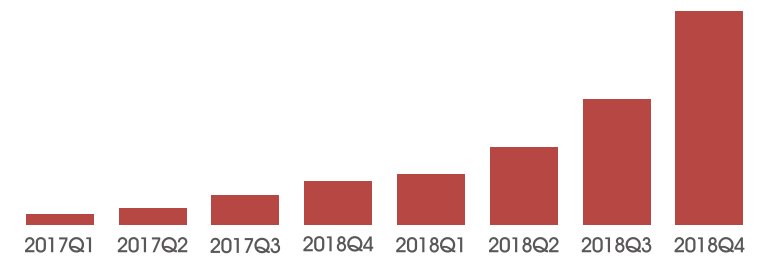
CHOICES FOR IMPORTED SNACKS PRESENTED A FASCINATING SCENE

进口零食选择多，乱花渐欲迷人眼

近年，第一财经商业数据中心联合淘宝大学发布的《中国线上零食消费趋势报告》显示，饼干膨化类零食、巧克力和糖果果冻的进口化程度在逐年提升。其中，饼干膨化类零食的销售增长最快速，并存有较大的提升空间，是进口零食的标杆品类；而巧克力和糖果果冻的进口化水平较高，但销售增速低于平均水平，市场已接近饱和的状态。另外，糕点点和坚果炒货的进口程度均在平均水平以下，而销售增速却高于平均水平，是进口零食的机遇所在。

从线上进口零食产地来看，在总产地数量中仅占 10% 左右的头部产地贡献了逾 80% 的进口零食销售额，地位非常稳固。产自港澳台地区、日本、

淘宝直播带货规模趋势
The Development Trend of Live Broadcasting in Taobao for Selling Products



the means for companies to promote their products. In addition, building a fan group and then releasing special offer or discount information within the group to attract fans to buy, as well as inviting KOLs to share experience or to do live streaming in order to recommend purchases are also the means of promotion.

It is worth mentioning that live streaming, as a new marketing tool, has an amazing potential. According to "2019 Taobao Live Streaming Ecological Development Trend Report," Taobao live streaming business has shown explosive growth in the last two years, with a year-on-year growth rate of nearly 400%. The sales contributed by KOLs has reached 100 billion yuan. Meanwhile, the report also pointed out that senior shopaholics occupy an important position in the core user group of live streaming, making a considerable contribution to the live streaming marketing. As the effect of live streaming is outstanding, all stars and KOLs gathered popularity through live streaming to attract more fans. Some of the stars, KOLs, and streamers also cooperate with brands to get more exposure for the purpose of boosting sales. For example, well-known esports streamers recommend imported snacks while live streaming their video game play. This can almost bring instant results – since the transaction of snacks per customer is relatively low, they can monetize from consumers quickly.

In recent years, China Online Snack Consumption Trend Report jointly released by CBNDData and Taobao University shows that the imports of puffed snacks like biscuits, chocolates, confectionery and jelly are increasing year by year. Among them, the sales growth of puffed snacks is the fastest with a large room for further improvement. Puffed snacks are the benchmark of imported snacks. The import of chocolate, confectionery and jelly is remarkable, but their sales growths are lower than the average, as the market is close to saturation. In addition, the imports of cakes, pastries as well as roasted seeds and nuts are below the average, while their sales growths are above the average. Therefore, these categories of snack may be a good opportunity for importers.

From the perspective of producing areas of online imported snacks, the head producing areas have a solid position with the contribution of more than 80% of total sales amount while only account for about 10% of the total number

韩国、美国、意大利以及泰国、越南和马来西亚等国家和地区的零食常年盘踞在进口零食销售额的前十位。

在单个品类上，线上进口零食的选择可谓相当丰富。以天猫超市所售的进口膨化食品为例，饼干、薯片、玉米片、虾片和干脆面等等应有尽有，产地以东南亚国家马来西亚、泰国和印度尼西亚为主，但来自台湾地区、日本、韩国、英国和美国的选择也不少，尤其是一些不容易在线下商超找到的进口膨化零食，譬如日本豆乳威化饼、森永芝士小方、咸蛋黄饼干和英国 BURTS 啫尔滋手工制薯片等等，都在天猫超市有售。

至于线上进口的巧克力，其原产地大多来自欧洲国家。在大众的印象中，歌帝梵和瑞士莲已属于相对高端的巧克力，但在线上商城，尤其是跨境电商平台上，你能找到更多同价位甚至档次更高的选择，比如意大利 Venchi 闰绮、德国 Lausenstein 和来自黎巴嫩的 Patchi 芭驰等等。而相较前面两类休闲食品，线上进口的零食糕点选择则相对有限，在天猫超市上，最常见的只有日本铜锣烧、台湾凤梨酥和麻薯以及来自韩国和马来西亚的各种夹心蛋糕。正如前所述，糕点类的进口化程度仍有待提高。

此外，不同于线下商超的是，线上进口零食流行以大礼包形式促销，给予消费者更实惠的感觉；而线下卖场却较少见这种销售模式，进口零食一般都是分开单独售卖。



PROBLEMS TO BE SOLVED 让人挥之不去的隐忧

然而，尽管线上销售模式和货品选择丰富多元，且符合主流群体的消费习惯，却仍然存在难以排除的隐忧，比如食品质量、保质期和假货，以及由此牵涉到的售后服务问题。鉴于大部分进口货品属于提前采购备货，并且需要完成一系列手续才能报关清关，最后送到消费者手中，该过程存在较多不可控因素，例如海关和物流，这便容易造成因某个环



of producing areas. Snacks from Hong Kong, Macao, Taiwan and Japan, South Korea, the United States, Italy, as well as Thailand, Vietnam, Malaysia and other countries and regions occupy the top 10 amount of imported snacks all year round.

There are plenty of options for online imported snacks in a single category. Take the imported puffed snacks sold by Tmall supermarket as example, there are biscuits, potato chips, corn chips, shrimp chips and crispy noodles, and so on, which are mainly from the Southeast Asian countries like Malaysia, Thailand and Indonesia. Also, there are many choices from Taiwan, Japan, South Korea, the United Kingdom and the United States. Some imported puffed snacks which are not easy to find in the supermarket offline, such as Japanese soymilk waffles, Morinaga cheese brulee, salted egg yolk biscuits and BURTS British hand-cooked potato chips, etc., are all available at Tmall.com.

As for online imported chocolates, most of them come from European countries. Godiva and Lindt are high-end chocolates in Chinese impression, but more options at the same price or even higher grade are available in online stores (especially the stores on cross-border e-commerce platform), such as Venchi from Italy, Lausenstein from Germany and Patchi from Lebanon, and so on. Compared with the previous two types of snack, the choices of online imported snack cakes are relatively limited. In Tmall supermarket, the most common ones are Japanese dorayaki, Taiwan's pineapple cake and mochi, as well as a variety of sandwich cakes from South Korea and Malaysia. As mentioned above, the importation of pastries still needs to be improved.

In addition, different from offline stores, online imported snacks are popular in the form of large gift packages for promotion, giving consumers a feeling of gaining more material benefits, while this kind of sales is rare in offline stores where imported snacks are sold separately.

However, although online sales models and choices of goods are diversified and in line with mainstream consumer habits, there are still problems to be solved, such as food quality, shelf life and fake commodities, follow by the after-sales service issues. In view of the fact that most of the imported commodities which are procured in advance require a series of formalities before getting custom clearance and then reaching consumers, there are many uncontrollable factors in this process, such as custom clearance and logistics. These may take so much

节耗时过长而使保质期较短的进口零食出现临期和过期的问题。另外，在仓储期间没有做好保护措施，同样会造成食品的腐败和变质。

除了日期和质量问题，还有部分消费者反映曾遭遇假货。因为售卖进口零食的利润空间较大，而且网络监管难度大，一些国产版高仿“进口零食”便瞄准商机，流入线上市场鱼目混珠。这些滥竽充数的“进口零食”不仅损害了消费者的健康，更扰乱了进口食品市场，令正当经营商家的利益受损。



OFFLINE CHANNELS ARE "BASED ON QUALITY" 线下渠道“用质量说话”

那么线下渠道又如何呢？

相较线上渠道，线下渠道有着自己的稳固优势。大型商超、百货商店和进口食品连锁店、专营店等一般拥有稳定且正规的进货渠道，能够保证食品品质。即使售后出现问题，也能与消费者及时沟通解决。因此在线下购买，消费者不仅能见货买货，节省等待物流的时间，还能获得相对靠谱的售后保障。

其次，线下进口零食店往往选址在商业旺地、写字楼附近或大型住宅区内驻扎，因而拥有相对固定的客源，复购率也非常高。一项关于“中国进口食品线下消费者行为与态度”的调查表明，接近三成消费者选择线下购买，确实是因为距离近且方便快捷。此外，还有近 20% 的消费者是因持有实体店会员卡，可享受额外优惠或购买习惯使然而在线下购买。

总的来说，对比线上的进口零食销售，线下渠道在品控质量、日期保鲜和售后服务上更有保障。然而，这仍不足以抵挡线上渠道的强大攻势。进口零食的选择有限以及地域受限，成为了制约线下渠道发展的两大因素。

time that snacks with short-tern shelf life may face the problems like approaching shelf life or expiration. Beyond that, poor protection during storage can also lead to food spoilage and decay.

In addition to shelf life and quality issues, fake commodities are also reported by a few consumers. Because of the large profit by selling imported snacks as well as the difficulties of network supervision, some domestic versions of high imitation "imported snacks" aim at business opportunities and flow into the online market. These shoddy "imported snacks" not only harm the health of consumers, but also disrupt the market order of imported food and damage the interests of legitimate operators.

So, what about the performance of offline channels?

Compared with online channels, offline channels have their own advantages. For example, large supermarkets, department stores and imported food chain stores, and specialty stores, etc. generally have stable and formal purchase channels to ensure the quality of food. Even if the after-sales issues come up, they can be solved through timely communication with consumers. Therefore, by purchasing offline, consumers can not only see and buy products, saving time for waiting logistics, but also obtain reliable after-sales guarantee.

Besides, offline imported snack stores are often located in prosperous commercial areas, office buildings or large residential areas, which can provide them with relatively fixed source of customers. And the repeat purchase rate is also very high. Nearly 30% of consumers choose to buy offline because it is convenient and near home or office, according to a survey on "offline consumer behavior and attitudes toward China's imported food". In addition, nearly 20% of consumers buy products offline because of their buying habits or owning a membership card which entitles them to enjoy additional discounts.

In general, compared with online sales of imported snacks, offline channels are more secure in quality control, shelf life and after-sales service. However, this is still not enough to withstand the powerful strike of online channels. The limited choices of imported snacks and geographical restrictions have become the two major factors restricting the development of offline channels.

INEVITABLE DEVELOPMENT BOTTLENECKS 无法避免的发展瓶颈

首先，对于消费者来说，进口零食的同店选择十分有限。

在广州市某大型超市内，进口休闲零食一字排开摆在专门货架上，糖果、薯片、饼干、果冻、巧克力和调味料、咖啡、方便面等其它食品全都置于同一排货架上。每个休闲零食的类别只有寥寥数个进口品牌可供选择，一些网红爆款的进口零食在这里难觅踪影。

而另一家大卖场则拥有相对丰富的进口食品种类，并为进口食品开设了专区。一些特价促销和主推的进口零食与其它国产牌子、国产的进口牌子零食一起摆放在过道中间的货架上，特别显眼。

在这家卖场内，产自越南、泰国、菲律宾、马来西亚和印度尼西亚这些东南亚国家的零食类别最为丰富。饼干、薯片、糖果、坚果、果干、糕点等等应有尽有，比较热门的茱蒂丝夹心饼干、小老板紫菜卷和泰国大哥花生很容易就能找到。在所有进口零食类别中，又以饼干的选择最多，进口品牌与同类别国产品牌所占比例相当，各为 50% 左右；糖果类包括软糖、硬糖、果冻和巧克力，也有较多的选择。

除了东南亚国家的牌子以外，还有从德国、瑞士、日本和台湾地区等进口的糖果。而巧克力一类则呈现原产地相对集中的状态，大多产自比利时、瑞士、德国和法国等欧洲国家，譬如大众熟知的费



First of all, for consumers, options for imported snacks in the same store are very limited.

In a large supermarket in Guangzhou, imported snacks line up in a row on special shelves. Candies, potato chips, biscuits, jelly, chocolate as well as seasonings, coffee, instant noodles and other kinds of food are all placed on the same row of shelves. But there are only a handful of imported brands in each snack category to choose from. Some of the most popular imported snacks recommended by on-line shoppers are hard to find here.

Another hypermarket who has a rich variety of imported food has opened a zone for imported food. However, some special offers and the main imported snacks together with other domestic snacks as well as the snacks of foreign brands that are produced in China are all putting in the middle of the aisle shelves, which is particularly conspicuous.

In this hypermarket, snacks from Southeast Asian countries such as Vietnam, Thailand, the Philippines, Malaysia and Indonesia have the richest categories. Cookies, crisps, candies, nuts, dried fruit, and pastries, etc. are all available. The popular Julie's sandwich biscuits, Tao Kae Noi grilled seaweed rolls, and Thailand KOH-KAE peanuts are easy to find. Among all the categories of imported snacks, the choices of biscuits are most abundant. The proportion of imported brands is 50%, equivalent to that of domestic brands. The candy category also has a lot of choices including fudge, hard candy, jelly, chocolate and so on.

Beyond the Southeast Asia brands, there are also candies imported from Germany, Switzerland, Japan and Taiwan. Chocolate, on the other hand, are most produced in European countries such as Belgium, Switzerland, Germany and France, etc.. For instance, the well-known Ferrero Rocher, Lindt and Guylian are all from Europe. But for other categories of imported snacks, the options are limited. In the case of potato chips, almost all imported brands come from Malaysia, accounting for only about 20% of the individual category. Some of the



列罗、瑞士莲、吉利莲等进口巧克力。但其它类别的进口零食，选择就比较有限。以薯片为例，进口的品牌几乎全都来自马来西亚，在薯片这一单独类别的比例中，仅占 20% 左右。同样，部分爆款进口零食，如英国进口 BURTS 啵尔滋手工制薯片、东京香蕉干和白色恋人巧克力夹心饼干亦不见踪迹。但这些零食却都可以在淘宝和天猫上买到。

其次，实体店的地域也受到限制。尽管客源固定，复购率高，但想要发展新客却并不容易，处于较为被动的位置。虽然不少超市早就提供 3 公里或者 5 公里内，买满一定金额就免费配送的服务，但这项服务并不能满足超出配送范围外的客户需要。因此对于这些客户来说，直接到网络超市购买，并支付一定的配送费用，等待其送货上门，或许更为方便，而且进口零食的选择也丰富得多，即使是小众的进口零食也能在网上商超找到。

尽管线上线下渠道各有优劣之处，但从主流的消费习惯来看，线上渠道拥有更明显的优势。对消费者来说，线上购物不用受到营业时间和地域限制，而且“搜一搜”就能一应俱全，十分方便；而对商家来说，他们可以通过多种手段向消费者推销，从而提高销售的成功率和提升产品销量。

但线上渠道商家需要注意的是，他们必须保证进口零食的质量过关，更应该保证货源的真实性，还要尽可能缩短中间环节的时间，以免因耗时过长而引起受潮变质、过期等各种问题。此外，结合线下渠道的优势，线上商家也可以考虑在购物中心内开设线下体验店和快闪店等，满足消费者们“见货买货”的需求，同时把线下顾客引导到线上购物。



most popular imported snacks, such as BURTS British hand cooked potato chips, Tokyo banana and Shiroi Koibito chocolate, etc., can not be found either while these snacks are all available on Taobao and Tmall.

The second bottleneck for offline channels is the limits of regional distribution. Although the customer source is fixed and the repeat purchase rate is high, it is not easy to develop new customers, thus it is in a relatively passive position. Though many supermarkets have long offered free delivery services within 3 km or 5 km for a certain amount of purchase, this service cannot meet the needs of customers outside the scope of distribution. Therefore, for these customers, it may be more convenient for them to buy directly from an online supermarket by paying some delivery fee and waiting for home delivery. Moreover, there are much more options for imported snacks, even imported niche snacks can also be found in online supermarkets.

Although online and offline channels have their own advantages and disadvantages, but from the perspective of mainstream consumer habits, online channels have more obvious advantages. For consumers, online shopping is not subject to business hours and geographical restrictions. All products are available only by using on-line search, which is very convenient. For merchants, they can sell to consumers through a variety of means in the purpose of enhancing product sales.

However, online channel merchants need to ensure the quality and the authenticity of imported source of snacks. Besides, they should also shorten the time of the intermediate links as far as possible, so as to avoid moisture spoilage, expiration and other issues caused by too much time-consuming. In addition, online merchants can also combine the advantages of offline channels by opening experimental stores, pop-up stores and so on in shopping malls to stimulate consumers' desire to buy instantly and to guide the off-line consumers to online shopping.



IMPORTED SNACKS, IS HEADING TOWARD A BRIGHT FUTURE

进餐桌以外的第四顿——进口零食大有可为

在正餐之间来点休闲小零食以满足自己的口腹之欲已经成为许多人的爱好，而随着生活水平的提高，这种热爱近年来更有增无减。对比十年前，现在市场上琳琅满目的零食让人挑花眼，香酥的饼干和薯片、甜蜜的糖果和蜜饯 ... 光种类就数不过来，更别说各种口味了。除了国产的，各种充满异国特色的进口零食也让人目不暇接。真的可以说只有想不到的，没有买不到的。

Many people are fond of eating snacks between dinners to satisfy their appetite. Their passion has been on the rise in recent years with the improvement of living standards. Compared to ten years ago, the market now is full of a dazzling array of snacks, crispy cookies and chips, sweet candy and preserves...There are so many varieties of snacks, let alone various kinds of flavors. In addition to made-in-China products, there are also a variety of exotic imported snacks.

THANKS TO THE CONSUMPTION UPGRADING TREND, CHINA'S LEISURE FOOD INDUSTRY COMES TO THE 4.0 PHASE

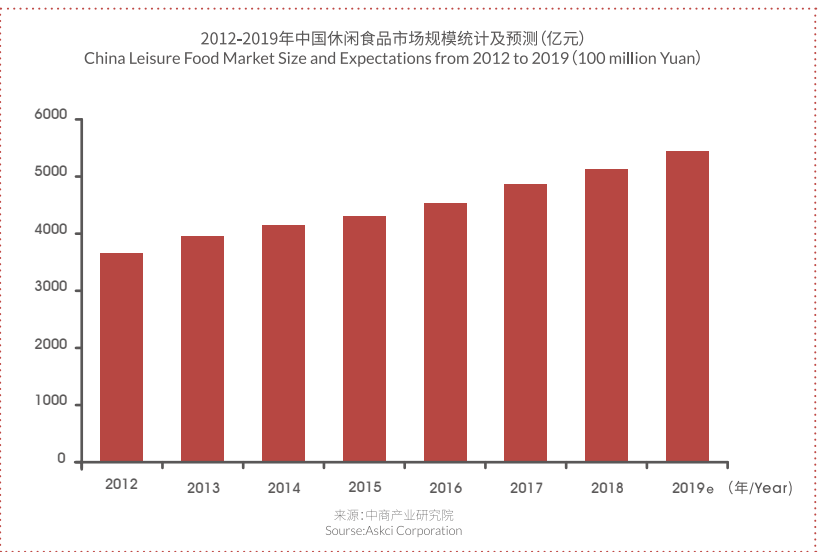
搭上消费升级春风，中国休闲食品迎来 4.0 时代

作为茶余饭后、闲聊煲剧的必备品，零食附加了满足社交、文化、娱乐等多重场景消费需求的属性，在消费升级的大背景下，迎来了发展的春天。可以说，休闲食品行业既是消费升级的受益者，也是消费升级的推动者。根据商务部流通产业促进中心发布的《2018 消费升级背景下零食行业发展报告》，中国休闲食品行业经历了以简单补充饮食需

As a must-have item for leisure time, snack has been tied to satisfy the consumer demand in many scenes such as socializing, culture, and entertainment. Activities under the consumption upgrading, it has caught up with the rapid development trend. It can be said that the leisure food industry is not only the beneficiary of consumption upgrading, but also the promoter of consumption upgrading. According to the 2018 Leisure Food Industry Development Report Under the Background of Consumption Upgrading released by the Industry

求为核心的“1.0 版”；到健康理念崛起时期，以改进产品品质为根基的“2.0 版”；再到考虑多元消费场景、融入文化休闲元素、打造主题零食品牌的“3.0 版”；直至今进入“4.0 版”新时代，贴合消费者物质消费、精神愉悦全方位需求。据相关机构统计，中国休闲食品市场规模从 2012 年的 3625 亿元增长至 2017 年 4849 亿元，年均复合增长率达到 6%。2018 年全年中国休闲食品市场规模超 5000 亿元，到 2019 年市场规模有望达 5500 亿元。

零食的场景消费属性在春节期间体现得淋漓尽致。新春佳节，家人朋友聚在一起是过年最重要的内容，而大家聚在一起闲聊、玩游戏、看电视时，瓜子、饼干可以说是最佳搭配，山楂更是春节大快朵颐之后解腻消食的绝佳选择。休闲零食无疑是年货消费市场的“香饽饽”，是最容易被消费者加入购物车和购买的年货商品。每逢春节来临，各大超市零食区基本挤满了人，散装的零食买回家自己吃，包装的零食礼盒则是送礼佳品。



Promotion Center of the Ministry of Commerce, China's leisure food industry has experienced four phases. When in the "Phase 1.0", snacks were mainly taken as simple supplement of dietary needs; when the concept of healthy diets were getting popular, the industry came to "Phase 2.0". During the period, the industry was focusing on the improvement of product quality; When it comes to "Phase 3.0", it was considering about how to integrate snacks into diversified consumption scenes, and to create the themed snack brands. Until now it comes to the new era of "Phase 4.0", that fits the all-round needs of consumers for material consumption and spiritual pleasure. According to statistics from relevant institutions, the size of China's leisure food market are growing from 362.5 billion yuan in 2012 to 484.9 billion yuan in 2017, with an average annual compound growth rate of 6%. The size of China's leisure food market exceeded 500 billion yuan in 2018 and is expected to reach 550 billion yuan by 2019.

The scenes consumption attributes of snack are embodied incisively and vividly during the Spring Festival. Families and friends getting together is the most important part of the Chinese New Year. When we are chatting, playing games and watching TV together, toasted nuts and biscuits can be said to be the best partners, and hawthorn is an excellent choice for eliminating the feeling of greasy fat and helping digestion after the Spring Festival feast. Snacks are undoubtedly the rage at the market in Chinese New Year, which are most easily added to the shopping cart and purchased by consumers. When Spring Festival is coming, snack areas in the supermarkets are basically full of people. People would choose unpacked snacks to eat by themselves, and packaged snacks with gift box are regarded as great gifts.



IMPORTED SNACKS ARE BOOMING EVERYWHERE AND GET POPULAR IN THE MARKET

进口零食遍地开花，在市场大行其道

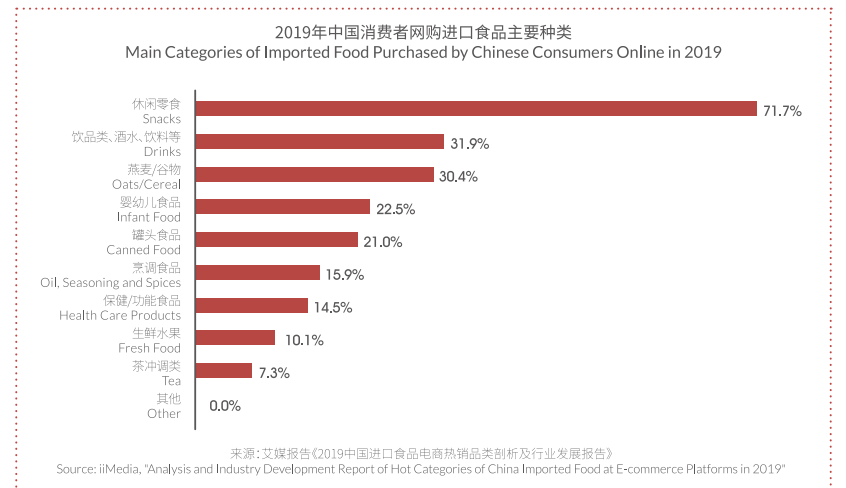
随着消费升级，各大超市的货架上也多了不少进口零食，不少大型商超还专门开了进口零食货架区。韩国的海苔、马来西亚的榴莲干、印尼的芝士饼干等，来自全球的进口零食可谓满足了中国吃货们对于异国口味的尝鲜心态。在春节期间，超市的进口零食区也是人头攒动。这主要是由于中国消费者对于零食的质量、服务以及体验上有了更高的需求。而进口零食口味丰富、包装精美，勾起了消费者的剁手欲望。根据艾媒报告《2019年中国网民年货购买行为调查》，中国网民选购的进口年货中，休闲零食占了40.4%，占比排名第二。此外，许多人觉得进口零食满足了他们对于高端零食的需求，可以提升生活品质，也倾向于在春节购买进口零食作为拜年的礼品。比如，丹麦蓝罐曲奇以新年广告词“匠心传承，皇室之选”打造体面送礼形象，现在已经深入人心，成为许多人春节送礼的首选。除了春节，各大情人节也是送礼的重要节日。费列罗、歌帝梵等进口巧克力已经成为风尚，被不少人视为表达爱意的必选项。

事实上，进口零食不仅仅在春节期间受宠，它们正在乘着消费升级的东风，在市场上大行其道。每年有各种各样的食品进口到中国，包括零食、水果、乳制品、海鲜、健康食品和饮料等，而根据调查，零食市场潜力最大，其中进口零食的贸易额正不断扩大。据数据统计，近5年来中国零食净进口量增长了2.3倍，主要来自意大利、法国、英国、德国或美国。根据广东海关统计，2017年，仅广东口岸（不包括深圳和珠海）就从欧盟、东盟、美国等60多个国家和地区进口糕点饼干、糖果巧克力、干果蜜饯等休闲食品约12万吨，金额达2.3亿美元，同比分别增长50%和18%。这么大的进口量主要得益

With the upgrading of consumption, there are more imported snacks on the shelves of supermarkets, and many large supermarkets even have set up special shelves for imported snacks. Nori from South Korea, dried durian from Malaysia, cheese crackers from Indonesia... Imported snacks from all over the world satisfy the demand of Chinese consumers for exotic tastes. During the Spring Festival, the imported snack section of the supermarkets is also crowded, mainly due to the demand of Chinese consumers for the higher quality, service and experience of snacks. The imported snacks are rich in flavors and delicately packaged, turning on the purchasing desire of consumers. According to the 2019 Survey on Chinese Netizens' Purchasing Behavior during the Chinese New Year, leisure snacks accounted for 40.4% of the imported products purchased by Chinese netizens and ranked second among all purchased products during Chinese New Year. In addition, many people feel that imported snacks meet their demand for high-end food, which can improve their quality of life, and they also tend to buy imported snacks as New Year gifts during the Spring Festival. For example, the Kjeldsens butter cookies uses the New Year's advertising slogan "inherited ingenuity, the royal choice" to create an image of decent gifts. The slogan has taken firm root among many people and the cookies are now the first choice for the people as gifts during the Spring Festival. In addition to the Spring Festival, Valentine's Day is also an important day for giving gifts. Ferrero Rocher, Godiva and other imported chocolates have become a fashion, and are regarded by many people as a must for expressing their love.

In fact, imported snacks are not only popular during the Spring Festival. They are taking advantage of the consumption upgrading and getting popular in the market. Every year, a variety of foods are imported to China, including snacks, fruits, dairy products, seafood, healthy food and beverages, etc. According to the survey, snacks market has the greatest potential, and the trade value of imported snacks is constantly expanding. According to statistics, China's net import volume of snacks have increased by 2.3 times in the past five years, mainly from Italy, France, Britain, Germany or the United States. According to the statistics of Guangdong Customs, in 2017, Guangdong ports alone (excluding Shenzhen and

于中国消费者对于进口零食的钟爱。艾媒报告《2019中国进口食品电商热销品类剖析及行业发展报告》显示，2019年71.7%的中国受访者购买过进口休闲食品，在网购进口食品主要种类中占比最大。其中更有42%的消费者表示他们愿意消费没吃过的进口零食。此外，随着线上购物模式的多样化，消费者已经能够在各种渠道很方便地购买各式各样的进口零食产品，有高达75%的消费者表示曾经在不同的电商平台购买过零食产品，而34%的消费者则表示会从进口食品专卖店购买零食，19%会从国外网站购买，而28%会在旅行时于当地店铺购买。



Zhuhai) imported about 120,000 tons of snacks such as cakes, biscuits, candies, chocolates and dried fruit preserves from more than 60 countries and regions including the European Union, ASEAN and the United States, amounting to 230 million US dollars, a year-on-year increase of 50% and 18% respectively. Chinese consumers' fondness for imported snacks is the main reason for such a large import volume. "Analysis and Industry Development Report of Hot Categories of China Imported Food at E-commerce Platforms in 2019" from iiMedia shows that 71.7% of Chinese respondents in 2019 have bought imported leisure food, accounting for the largest proportion of the main categories of imported food purchased online. Among them, 42% of consumers said they would be willing to spend their money on imported snacks they hadn't eaten before. In addition, with the increasing varieties of online shopping modes, consumers have been able to conveniently purchase all kinds of imported snacks from various channels, with up to 75% of consumers reporting having purchased snack products from different e-commerce platforms, while 34% of consumers said they would buy snacks from imported food stores, 19% from foreign websites and 28% from local shops when travelling.

WOMEN ARE MAJOR CONSUMERS OF IMPORTED SNACKS

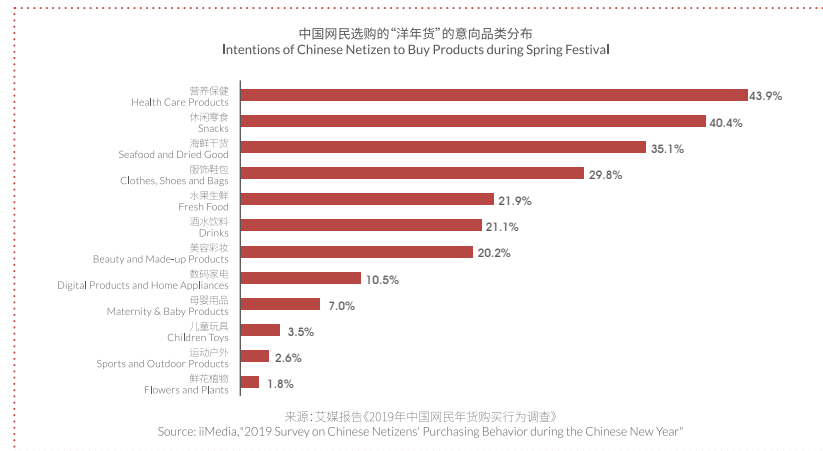
女性撑起进口零食消费大旗

愿意接受新鲜事物、喜欢尝试的90、00后已经成为进口零食的主要消费群体。他们吃惯了国产零食的口味，一些具有异域口味的进口零食刚好能够满足这群追求新鲜感和刺激感的年轻人。此外，相较于男性，女性对于零食的热爱更为浓烈。根据《2018年淘宝数据报告》，90后女性搜索最热门是零食，在零食投入了大量的精力和金钱，尽职尽责地研究零食的奥义，而且在一天时间内居然可以为零食花费可以高达30万元！

好吃、健康又好看的进口零食自然更受女性消费者的欢迎。根据线上统计数据，目前女性消费者占到进口零食消费群的73%，是购买进口零食的主力军，其中23-28岁的女性为核心战斗力。无论是一个人煲剧，或是跟闺蜜聊天说地，进口零食都给她们增添了更多

The post-90s and post-00s, who accept and would like to try new things, have become the main consumers of imported snacks. These young people are pursuing novelty and excitement. They are accustomed to the taste of domestic snacks, so some imported snacks with exotic tastes are able to satisfy them. In addition, women's love for snacks is stronger than men's. According to the 2018 Taobao Data Report, the most popular search keyword for post-90s women is snacks, and they have spent a lot of energy and money in snacks, and can even spend 300,000 yuan on snacks in one day!

Delicious, healthy and good-looking imported snacks are more popular among female consumers. According to online statistics, at present, females are the main consumers of imported snacks, account for 73% of the total consumer groups, with women aged 23-28 as the core group. Imported snacks give them more fun and satisfy their needs in social and entertainment, no matter when they are watching TV series or chatting with friends. In addition, some



乐趣，满足她们在社交娱乐等场景的消费需求。除此以外，一些主打高品质生活和健康理念的健康零食，更加符合当下女性的生活理念，销售量自然也水涨船高。比如市面上常见的比利时吉利莲无糖巧克力、英国麦维他原味全麦消化饼等都零食都以无糖、高纤维为卖点，甚至连糖果都宣传无糖，在线上平台上都得到了很高的评价。

INNOVATION OF TASTE, HEALTH AND SAFETY ARE THE KEYS TO THE CHINESE MARKET

创新口味、健康安全才是王道

各大进口品牌看中了中国庞大的市场潜力，纷纷进入中国市场一决高下。各种令人意向不到的“洋”口味也随之颠覆着中国消费者对零食的想象，比如海盐醋味薯片，蜂蜜黄油杏仁等让人入口难忘的味道。

而口味的多样化竞争无疑对食品生产商在产品研发上带来越来越大的压力。如何在不牺牲原有产品口感的前提下，将口味创新作为一个突破口？这都需要品牌用更多的时间进行研发以及做消费者调查，而不少产品也由于新奇的口味而容易一炮而红。比如新加坡 Irvins 咸蛋黄薯片就完美结合土豆和咸蛋黄两者味道，浓郁独特的口感让人吃过难忘；日本 18 禁超辣薯片以让人辣到燃烧的口味爆红各大网络社交平台……

除了研发新口味，进口零食口味本土化也是一个不容忽视的趋势。由于饮食文化的不同，许多外国食品厂商在进入中国市场时会发现中国消费者不喜欢他们的产品，而随着对中国消费者口味研究的深入，他们则开始转向针对中国消费者喜欢的口味。英敏特调查显示，由于中国消费者对于四川辣味产品的兴趣不断上升，于是许多国际零食厂商就都给自己的产品加上了“中国风”。比如士力架就推出了辣花生夹心巧克力，奥利奥推出了辣鸡翅味，而 M&M's 则用辣花生巧克力豆颠覆了中国人的对巧克力味道的想象。



healthy snacks featuring quality life and health concepts are more in line with the current women's concept of life, and naturally the sales volume is also rising. For example, those snacks on the market such as the Belgian Guylian sugar-free chocolate and the British Mcvitie's original flavor whole-wheat digestive biscuits, etc., are all marketed as sugar-free and high in fiber, and even candy is advertised as sugar-free, which have been highly praised at online platforms.



Due to chinese huge market potential, many major overseas food brands enter the Chinese market one after another for competition. Therefore, a large number of unexpected "foreign" flavors have also shocked the imagination of Chinese consumers about snacks, such as sea salt and vinegar flavor potato chips, honey butter almonds and other unforgettable tastes.

The competition of diversified tastes undoubtedly brings more and more pressure to food manufacturers in product research and development. How to take the innovation of taste as a breakthrough without sacrificing the taste of original products? This requires food brands to spend more time on development, as well as consumer research. Many products have become hit snacks because of their novel tastes. Irvins salted egg potato chips from Singapore, for example, are a perfect combination of potato and salted egg flavors, whose rich and unique taste makes it unforgettable for people who have eaten it; and the 18 forbidden curry potato chips from Japan went viral on social media platforms for their fiery taste.

In addition to the development of new flavors, food brands are adjusting their products based on the tastes of Chinese consumers, which is also a trend that cannot be ignored. Due to the differences in food culture, many foreign food manufacturers find that Chinese consumers do not like their products when they enter the Chinese market. With the in-depth study of Chinese consumers' taste, they begin to focus on the tastes that Chinese consumers like. A survey by Mintel shows that many international retailers are adding "Spicy flavors" to their products because of rising interest among Chinese consumers in Sichuan's spicy products. Snickers, for example, has made the spicy peanut filled chocolates. Oreo has launched the spicy chicken wing flavor, and M & M's has subverted the Chinese imagination about the taste of chocolate with the spicy peanut chocolate bean.

In addition to being obsessed with novel flavors, the health and nutritional attributes of snack products are also gaining increasing attention. According to the survey, 53% of Chinese consumers think the nutritional value and taste of



除了痴迷于各种新颖的味道，零食产品的健康与营养属性也越来越受到关注。调查显示，53% 的中国消费者认为零食的营养价值和口感是同等重要的，63% 的中国消费者选择新鲜果蔬作为零食，42% 的人选择乳制品作为零食，还有 40% 消费者将坚果和种子作为零食。可见当下的消费者在选择零食时，已经把健康和营养放入考虑的因素之中，因此许多主打健康的进口零食得到了越来越多人的追捧。目前中国整个进口零食市场也都在向天然、营养、健康方面转变。大型的国际食品品牌都在布局健康零食市场，推出了一系列健康零食。例如，联合利华收购健康零食品牌 Graze；雀巢推出高端谷物威化饼干；好时推出乐园巧克力坚果混搭零食包等。

除了口味和健康，人们对进口零食的质量和安全的期待也越来越高。而由于进口食品所需的物流和存储条件要比国产食品更为复杂，因此进口零食厂商更需要把关产品的质量和安全。除了提高自身产品生产标准，越来越多进口食品品牌也开始在包装上下功夫，提升自身产品可信度。例如，许多进口零食包装上都贴上了二维码标签，消费者扫描二维码即可得知产品的详细信息以及鉴别真伪；增加产品溯源码，让消费者随时监测产品信息等。

业内人士认为，中国零食行业将进入贴合顾客物质消费、精神愉悦全方位需求的新竞争时代。零食消费的主要趋势是健康、安全和高品质，消费者更关心的是味道和品质，而不再只是单纯看价格。不断创新迎合消费者口味、健康化、质量标准将是未来进口零食市场的下一个风口。

snacks are equally important. 63% of Chinese consumers choose fresh fruits and vegetables as snacks, 42% choose dairy products and 40% choose nuts and seeds as snacks. It can be seen that the current consumers have taken health and nutrition into consideration in the choice of snacks, thus many imported snacks with health feature have become more and more popular. At present, the entire imported snack market in China is also changing to produce natural, nutritional and healthy products. Large international food brands are positioning themselves in the healthy snack market with a range of healthy snacks. For example, Unilever acquired Graze, the healthy snack brand; Nestlé launched its high-end cereal wafer biscuits; Hershey's launched Chocolate Paradise chocolate and nut mixed snack packs, etc.

In addition to taste and health, there are also growing expectations about the quality and safety of imported snacks. Since the logistics and storage conditions of imported food are more complex than those of domestic food, imported snack manufacturers need to verify the quality and safety of products more strictly. In addition to improving the production standards of their own products, more and more imported food brands are also starting to work on packaging to improve the credibility of their products. For example, many imported snacks are labeled with QR codes, which allow consumers to scan them for detailed information about the products and verify their authenticity; and adding product traceability codes allows consumers to monitor product information at any time.

Industry experts believe that China's snack industry will enter the new era of competition that meets the all-round demand of consumers for material consumption and spiritual pleasure. The main trends of snack consumption are healthy, safe and high-quality, and consumers are more concerned about taste and quality than about the price. Continuous innovation in catering to consumer tastes, health and high quality standards will be the next opportunity of imported snack market in the future.

ITALIAN TRADE AGENCY PARTNERED WITH FOOD2CHINA TO DEVELOP CHINA IMPORTED FOOD MARKET

意大利国家馆进驻 FOOD2CHINA.COM，强强联手力拓中国市场

当下，中国已经成为全球进口食品最大的消费市场，是国际食品布局全球的重要阵地。2018 年，进口食品市场规模达到 4800 亿元，年复合增长率更是达到 14.6%。现在，抢占中国市场就意味着能够在群雄角逐的国际市场上赢取先机。

近日，意大利对外贸易委员会（ITA）与广东省进口食品协会、FOOD2CHINA 达成战略合作并签署战略合作协议。意大利食品国家馆将进驻 FOOD2CHINA.COM，双方将共同携手开拓中国市场。据悉，首批将会有 60 家意大利食品企业进驻，产品品类覆盖休闲食品、酒水饮料等多个方面。意大利食品是全球公认的色、香、味、质俱全的典范，这次合作有效结合 ITA 丰富的食品资源和 FOOD2CHINA、广东省进口食品协会强大的中国食品渠道优势，结合线上线下全新的商贸对接模式，更好地把意大利特色食品推向中国消费者手上，为中国的餐桌“升级”。

At present, China has become the world's largest consumer market of imported food and an important station for international food companies to develop their global business. In 2018, the size of China imported food market reached 480 billion Yuan, with 14.6% CAGR. Now, winning a big share on the Chinese market means winning advantages in the intensely-competitive global market.

Italian Trade Agency (ITA) recently signed a MOU with Guangdong (China) Import Food Association (IFA) and FOOD2CHINA. FOOD2CHINA.COM will set up an Italian Food Pavilion for Italian food companies, and assist them to expand the Chinese market. It is said that 60 Italian food enterprises will be stationed in the Italian Food Pavilion, whose products cover leisure snacks, drinks and other food. Italian food is a perfect combination of color, aroma, taste and quality recognized by the world. This cooperation effectively combines the institutional role of ITA with the strong advantages in Chinese imported food market of FOOD2CHINA and IFA, and combines the new online & offline business matching mode to better promote Italian food to Chinese consumers and enrich the shelves of shops and supermarkets in China.



广东省进口食品协会会长 蔡宜龙 (图左)
Wolfgang Qi, President of Guangdong (China) Imported Food Association (Left)
意大利对外贸易委员会广州代表处 - 首席代表 柯诗诺 (图右)
Cecilia Costantino, Italian Trade Agency Guangzhou Office-Trade Commissioner (Right)

WORK TOGETHER TO BRING MORE ITALIAN FLAVORS TO CHINESE MARKET

共同发力，将意大利的好味道推向中国市场



关于意大利食品在中国市场发展的期望，ITA 表示，意大利美食以其良好的口感、丰富的产品和卓越的品质而闻名于世。目前意大利有超过 400 万家食品企业，远远超过其他欧洲国家。而因为其悠久的发展历史，意大利饮食更是被联合国教科文组织认定为是世界文化遗产。然而，由于中西方饮食文化的不同，意大利食品的来华之路也并非一帆风顺。因此，凭借这次意大利食品馆进驻 FOOD2CHINA.COM 的契机，利用 FOOD2CHINA、广东省进口食品协会深耕食品行业多年的专业优势，把更多意大利食品推荐给更多的进口商、经销商，最终能够让越来越多的消费者喜爱并欣赏意大利美食与意大利的食品文化。

据悉，FOOD2CHINA 除了利用线上的天然优势，为意大利企业提供一个企业和产品的展示平台外，还会提供线上商贸配对与市场推广的服务；与此同时也会在线下举办一系列的品鉴沙龙和商贸洽谈会，务求有效地推动意大利食品在中国市场传播。

Italian food is worldwide well known for its good taste, rich diversity and safety. There are more than 4 million food enterprises in Italy, much more than other European countries. The Mediterranean Diet has been recognized as a World Heritage by Unesco and Italy, according to international rankings, is in first place for longevity and food wellbeing of its population.

However, Italian food has to face many difficulties in its way to China market due to the differences between Chinese and Western food cultures. As a result Italy is still not at the top among food suppliers in China. Therefore, through the cooperation with FOOD2CHINA, ITA can recommend more Italian food to more Chinese importers and distributors since FOOD2CHINA and IFA have accumulated professional experience in China imported food industry for many years. Eventually more and more consumers will love and appreciate Italian food and Italian food culture.

FOOD2CHINA will provides an online platform for Italian enterprises to display their products and businesses, as well as online business matching and marketing services. At the same time, a series of marketing activities such as tasting salons and business talks will be held to promote the spreading of Italian food in the Chinese market.



HIGH QUALITY AND UNIQUENESS -- TWO KEY WORDS OF ITALIAN FOOD

高品质与独特性——意大利食品两大关键词



意大利的农业食品行业在质量、食品安全、前沿技术创新、可持续性、生物多样性和对传统的尊重方面表现卓越。

众所周知，意大利是一个拥有悠久多样的文化历史与独特地理特点的国家，巨大的领土和气候差异也深深地影响着意大利食品的发展。要说意大利食品的优势，品质和风味独特是分不开的两大关键词。

虽然意大利企业以中小企业为主，往往是家族式的。由于没办法在外国市场上进行价格竞争，企业家们普遍更有“匠心精神”。除了传承正宗的意大利风味外，他们更注重产品的品质和创新。不仅如此，意大利农业部会通过一系列标准提高产品的安全性。

以下是意大利农业食品行业的一些优势：

1. 众多高品质产品
2. 产品通过国际市场“顶级”认证
3. 与领土和意大利文化遗产有着密切的联系
4. 高安全标准
5. 能够在发展过程中将传统与产品创新相结合。

The Italian agri-food sector represents an excellence that stands out in terms of quality, food safety, cutting-edge technological innovation, sustainability, biodiversity and respect for tradition.

Italy is, in fact, a country characterized by great territorial and climatic differences that have been shaped in cultures, stories and traditions, exceptionally varied and unique. These characteristics have led to the formation of a large number of small companies, very often family-owned, which, faced with the impossibility of competing on foreign markets in terms of price reduction, have focused on enhancing the uniqueness of their products. What's more, Italy has the most strict food safety control system, which guarantees the quality of Italian food.

Here are some of the winning factors of the Italian agri-food industry:

1. Wide range of high quality products
2. Products certified to the "Top" of international markets
3. Close links with the territory and with the Italian cultural heritage
4. High safety standards
5. Ability to combine tradition and constant process and product innovation.

ALWAYS KEEPING ABREAST OF THE MARKET

与时随行，紧贴市场

ITA 表示，今天，中国的饮食习惯正在经历快速变化，消费者更追求吃得优质和健康。这也是意大利产品进入中国市场的巨大机遇时期，这时候企业更需要有明确的战略定位和市场布局。价格将不再是消费者主要关注的重点。意大利企业更需要放眼在产品的品质上，除了提供产品的资质认证外，还应该与时随行，紧贴市场的消费变化做出应对。

未来，通过 ITA 与 FOOD2CHINA 的联手合作，将会为意大利食品开拓中国进口食品市场奠定强大的基础，把意大利的好味道送到家家户户的餐桌上，造福更多的消费者，让我们共同期待。

Based on ITA, Chinese food habits are currently experiencing rapid changes. Today consumers have adopted a new lifestyle which affects also their diet - both in quantity and quality. Chinese agro-food market is an essential opportunity for Made in Italy but it is necessary to push companies to invest in the long term. A strategic positioning is needed, to be based on segmentation and diversification. Such a huge market requires the carving out of a specific niche for Made in Italy, in which price plays no longer a major role. The supply of certificated goods is a required strategy for Italian food companies. In such a huge market, the competitive strategy based on the reputation of goods makes unsuitable the presentation of low quality and low-price products.

ITA wishes that the collaboration with F2C and IFA will make it possible to present the variety of the Italian offer and to introduce to the importers products potentially valid in the market but still not well known in the future. Its ultimate goal is that the shelves of shops and supermarkets in China should be more and more filled with new Italian products that Chinese consumers will sure appreciate!



意大利对外贸易委员会（ITA），是意大利政府设置的专门推动意大利企业在海外发展和推广的官方机构。凭借积极的现代化组织和广泛的海外办事处网络，ITA 为意大利中小型企业提供信息、咨询、推广和培训的各种服务，致力于在全球推广意大利产品的卓越品质。

About ITA

ITA - Italian Trade Agency is the Governmental agency that supports the business development of the Italian companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

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FAMOUS IN THE WORLD, AUSTRIAN ORGANIC FOOD AND WINE STRIVE TO EXPAND SHARES IN THE CHINESE MARKET

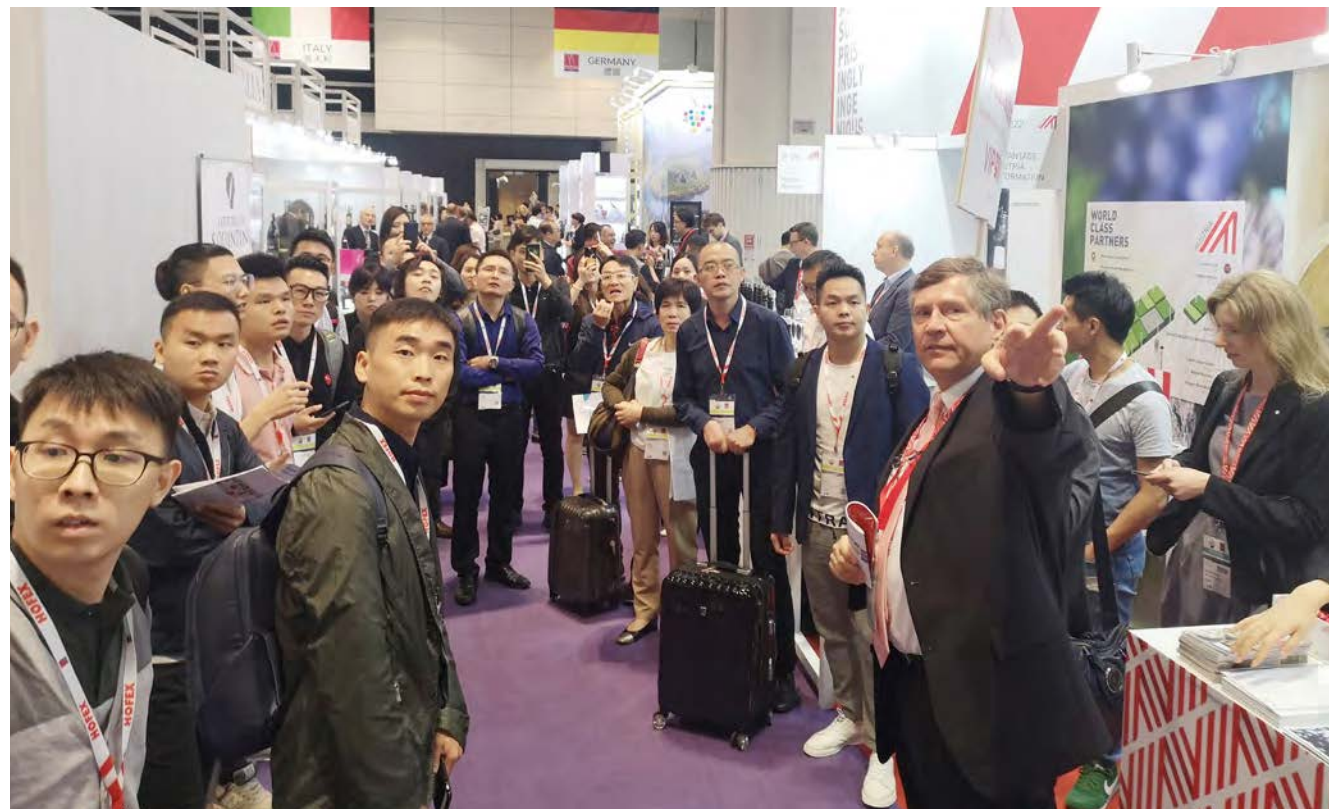
奥地利有机食品与葡萄酒闻名全球，力图深入中国市场

2019年5月7-10日，亚洲顶尖国际食品餐饮及酒店设备展（HOFEX 2019）在香港会议展览中心隆重开幕。在HOFEX 2019上，奥地利驻广州总领事馆、奥地利联邦商会与数十家奥地利企业展示了各种奥地利美食美酒，从醉人的葡萄酒到爽口的起泡水，从酥脆的饼干脆片到香甜的糖果，以奥地利食品的独特魅力吸引了一众采购商前来咨询。而FOOD2CHINA和广东省进口食品协会（IFA）也带领近100家专业采购商到奥地利展区参观并进行商务洽谈，奥地利驻广州总领事馆商务领事及领馆总负责人石嘉博与众多奥地利展商热情地向采购商介绍奥地利的美食，现场气氛相当热烈。

借此机会，FOOD2CHINA也特别采访了奥地利联邦商会国际展览项目部经理安裴力关于奥地利食品的特点以及对中国市场的看法。

Asia's leading food & hospitality tradeshow -- HOFEX 2019 opened at the Hong Kong Convention and Exhibition Centre from May 7th to 10th, 2019. At HOFEX 2019, Austrian Consulate General Guangzhou, The Advantage Austria and Austrian Federal Economic Chamber and dozens of Austrian businesses exhibited a variety of Austrian food and wine, including intoxicating wine, refreshing sparkling water, crisp crackers and sweet candies. These Austrian food has attracted a number of purchasers with their unique charm. FOOD2CHINA and Guangdong Imported Food Association (IFA) also led nearly 100 professional buyers to visit the Austrian Pavilion and had business matching. Fabian Gems, Consul (Commercial Affairs) and Head of Austrian Consulate General Guangzhou and Austrian exhibitors introduced Austrian food to the purchasers with enthusiasm.

Food2China also took the opportunity to interview Franz Ernstbrunner, Project Manager International Trade Fairs of Advantage Austria and Austrian Federal Economic Chamber, about the characteristics of Austrian food and his views on the Chinese market.



FOOD2CHINA:

奥地利的食品有什么特色？什么食品最受中国消费者欢迎呢？

安裴力：

奥地利的有机食品发展非常成功，而中国的有机食品市场需求非常大，因此我们也出口许多产品到中国，像有机猪肉等。除了猪肉，奥地利葡萄酒因为品质高、产量少而受到许多消费者的青睐。其中奥地利的白葡萄酒因为口感比较淡，更加适合与海鲜一起食用；而红葡萄酒更为醇厚，和牛肉等肉类则是绝配。Gruner Veltliner 就是奥地利比较知名的一款葡萄酒，在中国也深受消费者欢迎。这款酒主要供往高级餐厅，配中餐也非常合适。在奥地利，葡萄酒生产分为不同产区，每个区域产出的酒都有自身的特色。

此外，奥地利高山矿泉水也得到了许多人的喜爱。奥地利的高山矿泉水来自1700米的雪山，当雪融化成水后经过奥地利阿尔卑斯山麓的层层过滤，使得水富含人体所需矿物质和电解质，其天然的抗氧化特性让矿泉水能一直保持清新。由于奥地利对水源的严格保护，从山上流下来的水十分干净，可以直接装瓶饮用。奥地利人还会在水里注入二氧化碳使之变成气泡水，入口凛冽清爽，让人仿佛能感受到冰雪的清凉。

FOOD2CHINA:

您觉得中国目前进口食品市场如何呢？

安裴力：

中国是一个巨大的食品市场，而中国消费者非常关注食品的安全。许多中国人到欧洲旅游时，品尝到欧洲的食品，感受到欧洲国家对于食品安全性的重视。在回到中国后，他们会想要继续享用高质量及安全的食品。而奥地利的有机食品不仅产自有机的土壤，也不含其他化学添加剂，比如我们的有机红酒、有机巧克力等等。对于中国消费者来说，他们可以享用安全有机食品，而对于奥地利食品来说，进入中国市场将是一个巨大的机遇。



FOOD2CHINA:

What are the characteristics of Austrian food? Which food is the most popular with Chinese consumers?

Franz Ernstbrunner:

Austria is very successful in organic food, and China has very large market demand for organic food, so we also export a lot of products to China, like organic pork and so on. In addition to pork, Austrian wines are favored by many consumers because of their high quality but low production. Among them, Austrian white wine is more suitable for serving with seafood because of its light taste; while red wine is mellower and perfectly paired with meat such as beef. Gruner Veltliner, one of Austria's well-known wines, is also popular among Chinese consumers. This wine is mainly served in high-end restaurants and is also very suitable for Chinese food. In Austria, our wine is produced in different regions, and the wine produced in each region has its own characteristics.

In addition, Austrian mineral water is also a favorite of many people. Austria's mineral water comes from snow-covered mountains with 1,700 meters high. When the snow melts into water, the water is flowing through stones in the foothills of the Austrian Alps. The filtered water is rich in minerals that the human body needs. Its natural antioxidant features keep mineral water fresh all the time. Due to Austria's strict protection of water sources, the water flowing down from the mountains is so clean that people can bottle it and drink directly. The Austrians also inject carbon dioxide into the water to turn it into sparkling water, which tastes cold and refreshing. You may feel the coolness and freshness of the snow.

FOOD2CHINA:

What do you think of the current imported food market in China?

Franz Ernstbrunner:

China is a huge food market, and Chinese consumers are very concerned about food safety. When Chinese people travel to Europe, they can taste European food and feel that European countries attach great importance to food safety. When they return to China, they would like to enjoy the same high-quality and safe food. Austria's organic food is not only grown in organic soil, but also contains no other chemical additives, such as our organic red wine, organic chocolate and so on. For Chinese consumers, they can enjoy safe organic food, and for Austrian food, entering the Chinese market will be a huge opportunity.

FOOD2CHINA: 未来将如何计划在中国推广奥地利食品呢?

安裴力:

我们觉得展会是个很好的平台，一个好的展会非常重要，可以向许多中国消费者推广奥地利食品，因此我们参加 HOFEX、上海国际食品饮料及餐饮设备展览会等食品展。除了参展，我们还会举办一些红酒交流会，会跟一些进口商、分销商等食品企业进行品鉴及交流。现在奥地利食品主要的市场在北、上、广、深等大城市，未来我们想往中国内陆市场发展。所以，我们希望能找到合适的合作伙伴，一起将奥地利的有机食品推向中国各地，让全中国的消费者能享受奥地利的美食。

众所周知，奥地利的葡萄酒闻名全球，或清冽或醇厚，因此奥地利也被称为欧洲美酒之国，也是全球产葡萄酒最好的国土之一。安裴力经理向 FOOD2CHINA 记者引荐了奥地利红酒营销局东市场部主管 Helene Scheidl，她更细致地向记者介绍了奥地利葡萄酒的特点。

FOOD2CHINA: 奥地利葡萄酒有什么特别之处呢? Helene Scheidl:

奥地利葡萄酒的独特之处在于奥地利的葡萄。奥地利夏季短暂而冬季漫长，气候带来的剧烈温度变化使得奥地利产出了特别优质的葡萄，给我们提供了孕育精致美酒的条件，也使得奥地利不同区域产出的葡萄酒各有所长。奥地利最好的葡萄品种是绿威林（Grüner Veltliner），是种植面积最广泛的白葡萄品种，在全奥地利葡萄种植面积中占据了30%。这种葡萄几乎可以用“全能”二字来形容，从干型的葡萄酒到甜型葡萄酒，几乎没有绿威林不能酿造的酒款。绿威林酿造的酒容易入口，与许多菜肴都能很好地搭配在一起，也是最受中国人喜欢的奥地利葡萄酒之一。



Helene Scheidl
奥地利红酒营销局东市场部主管（图右）
Helene Scheidl
Head of the Department Markets East of Austrian Wine Marketing Board (Right)



FOOD2CHINA: How do you plan to promote Austrian food in China in the future?

Franz Ernstbrunner:

We think exhibition is a good platform. A good exhibition is very important for promoting Austrian food to many Chinese consumers, so we participate in HOFEX, FHC/ProWine China Shanghai and so on. In addition to participating in exhibitions, we will also hold some wine events such as tasting meeting to communicate with some Chinese importers, distributors and other food enterprises. At present, the main markets of Austrian food are in big cities such as Beijing, Shanghai, Guangzhou and Shenzhen. In the future, we want to develop into the inland market of China. Therefore, we hope to find some right partners to promote Austrian organic food to all over China, so that all Chinese consumers can enjoy delicious Austrian food.

As is known to all, Austrian wine is famous in the world, so Austria is also known as the Country of Wine in Europe and one of the best wine producing countries in the world. Franz Ernstbrunner introduced Helene Scheidl, head of the Department Markets East of Austrian Wine Marketing Board, to FOOD2CHINA. She described the characteristics of Austrian wines more detailedly.

FOOD2CHINA: What are the specialties of Austrian wine?

Helene Scheidl:

The uniqueness of Austrian wine depends on the Austrian grapes. Austria has a short summer and a long winter, and the intense temperature changes provides great conditions to Austria so we can produce particularly high-quality grapes. The grapes provide us with the conditions for the production of fine wines. Due to the different grapes in each region, Austrian wine in different regions are with different advantages. The best grape variety in Austria is Grüner Veltliner, which is the most widely planted white grape variety, accounting for 30% of the total grape planting area in Austria. This grape can almost be described as "all-round". The grape can be made into many kinds of wines, from dry wine to sweet wine. The wine made from Grüner Veltliner is easy to drink and can be greatly paired with many dishes. It is also one of the most popular Austrian wines in China.

此外，奥地利是一个小葡萄酒产国，我们的葡萄酒不是工业化生产，基本都是家庭经营式酿造，因此产量比较少，但是质量很高。为了让国外消费者对奥地利葡萄酒有一个更加系统、清晰的了解，奥地利葡萄酒现在还采用了 DAC（Districtus Austriae Controllatus）葡萄酒分级体系。DAC 是指特殊产地优质葡萄酒，若葡萄酒酒标上产区的后面标注 DAC 字样（例如：艾森堡 DAC），则是一瓶坎普谷产区的优质葡萄酒。现在奥地利已经有 10 个 DAC 特殊产区。所有 DAC 葡萄酒前标都要标明生产者、酒名及原产地产区管制证明。

FOOD2CHINA: 你们如何在中国市场推广奥地利葡萄酒及葡萄酒文化呢?

Helene Scheidl:

现在的奥地利葡萄酒无法大规模工业化生产，因此也没办法大批量地在中国线上平台及大型商超上销售，还是以供应中国餐厅为主。而由于中国有着非常浓厚的饮食文化，各种菜式层出不穷，因此我们会根据中国消费者的饮食习惯推荐他们在进餐时搭配不同的奥地利葡萄酒。此外，因为很多人都不怎么了解奥地利葡萄酒，我们会尝试去教导餐饮学校的学生关于奥地利葡萄酒的知识。虽然中国市场对于奥地利葡萄酒来讲是个巨大的市场，但是也存在很多障碍，比如语言障碍。现在很多奥地利葡萄酒厂商不会说英文或中文。还有中国的关税较高。奥地利葡萄酒出口到中国之后，价格会大大提高。不过，我们仍然期待在未来能出口更多的葡萄酒到中国市场，把奥地利美酒送到中国消费者的餐桌。



In addition, Austria is a small wine producing country, and our wine is not in industrial production, basically family-run, so the production is smaller than other countries, but Austrian wine is of great quality. In order to give foreign consumers a more systematic and clear understanding of Austrian wines, now we also adopt the DAC (Districtus Austriae Controllatus) wine grading system. DAC refers to a fine wine from a particular region. If there is a bottle of wine labeled with DAC on the back of its producing area (e.g. Eisenberg DAC), it is a bottle of quality wine from Eisenberg. There are now 10 special DAC certified producing areas in Austria. All the front tags of DAC wines should be marked with the producer, the name of the wine and the regulatory certificate of origin producing area.

FOOD2CHINA: How do you promote Austrian wine and wine culture in the Chinese market?

Helene Scheidl:

Austrian wines today cannot be produced on a large scale, and therefore they cannot be sold in large quantities on China's online platforms and large supermarkets. They are still mainly provided for Chinese restaurants. And as China has a very profound food culture with a variety of dishes, we will recommend different Austrian wine to Chinese consumers when dining according to their eating habits. In addition, since many people don't know much about Austrian wine, we will try to teach students in catering schools about Austrian wine. Although China is a huge market for Austrian wines, there are many obstacles, such as language barriers. Many Austrian wine producers today do not speak English or Chinese. And China has higher tariffs. When Austrian wine is exported to China, the price will be greatly increased. However, we are still looking forward to exporting more wines to the Chinese market in the future and bringing Austrian wines to more Chinese consumers.

PHILIPPINE FOOD FOCUSES ON THE CHINESE MARKET AND SEEKS TO MEET CHINESE CONSUMERS' DEMAND

菲律宾食品聚焦中国市场，力求满足消费者需求

说起菲律宾，大部分人脑海里就会浮现出一个个光滑香甜的香蕉。的确，中国的进口香蕉市场，菲律宾占了一大半。菲律宾统计局表示，2018 年菲律宾共有 116.6 万吨香蕉出口至中国，占菲律宾香蕉总出口量的 37.3%，总价值约为 4.96 亿美元；出口数量增长十分迅速，比 2017 年（74.5 万吨）增长约 56%。而中国也在 2018 年首度超越日本，跃升为菲律宾香蕉最大买家。为什么菲律宾香蕉如此受欢迎？除了香蕉，菲律宾其他食品在中国发展如何？带着这些问题，FOOD2CHINA 邀请了菲律宾共和国驻广州总领事馆总领事陆毅和菲律宾贸易投资中心商务领事殷富荣进行了采访。

When it comes to the Philippines, most Chinese people will think of the sweet bananas. Indeed, the Philippine bananas account for more than half of China's banana imports. According to the Philippine Statistics Authority, 1.166 million tons of bananas were exported to China in 2018, accounting for 37.3% of the country's total banana exports, with a total value of about \$496 million. The volume of banana exports is growing rapidly, with an increase of about 56% from 2017 (745,000 tons). China surpassed Japan for the first time in 2018 and became the biggest buyer of the Philippine bananas. Why are Philippine bananas so popular with Chinese people? Besides bananas, how are other Philippine Foods developing in China? With these questions in mind, FOOD2CHINA invited Mr. Marshall Louis M. Alferez, Consul General of Consulate General of the Republic of the Philippines in Guangzhou, and Mr. John Paul B. Inigo, Vice Consul (Commercial) of the Philippine Trade and Investment Center, for interviews.

FOOD2CHINA: 菲律宾什么食品在中国最受欢迎呢？ 陆毅：

菲律宾有非常多的食品，也出口多种食品。现在正在大力推广的是这 7 种（Premier Seven）：香蕉、菠萝、芒果、椰子、咖啡、巧克力和金枪鱼。菲律宾许多食品享誉世界，像香蕉、芒果等。我们出口很多生鲜食品到中国，其中最受欢迎的是香蕉。在 2018 年，中国从菲律宾进口了超过 110 万吨新鲜香蕉，占中国进口香蕉市场的 66%。每年菲律宾向全球其他国家出口大量的生鲜食品，特别是香蕉，我们至少向 50 个国家出口新鲜香蕉。目前菲律宾香蕉在全球已经建立了良好的声誉，不仅仅只是因为价格，更是因为菲律宾香蕉的质量高。由于菲律宾的土壤和气候，给予了菲律宾水果高甜度和特殊的风味。在日本、欧洲、北美等国家，许多高收入消费者都会更加倾向于购买菲律宾香蕉。不仅如此，有趣的是，菲律宾人甚至用香蕉和菠萝纤维制成衬衫，当地称为“barong tagalog”。除了香蕉，我们也在大力推广菲律宾菠萝和芒果。菲律宾芒果被认为是最好的芒果，我们也正在努力拓展菲律宾芒果在中国的市场。此外，我们还在致力于推广菲律宾的新鲜椰青和冷冻榴莲，在中国都有非常大的市场需求。



陆毅
菲律宾共和国驻广州总领事馆总领事
Marshall Louis M. Alferez
Consul General of Consulate General of the Republic of the Philippines in Guangzhou

FOOD2CHINA: What is the most popular Philippine food in China? Marshall Louis M. Alferez:

The Philippines has a large diversity of foods products and we export many of them. What we are promoting most at present are the Premier Seven: bananas, pineapples, mangoes, coconuts, coffee, chocolate and tuna. Many Philippine fruits enjoy a good reputation in the world, such as bananas, mangoes and pineapples. We export a lot of fresh food to China, but the most popular among Chinese consumers is bananas. In 2018, China imported more than 1.1 million

FOOD2CHINA: 您觉得中国的进口食品市场如何呢？ 陆毅：

我觉得中国是一个令人兴奋的市场。如果我们回顾过去十年，中国的进口食品市场至少增长了 50%，市场潜力巨大，对于任何一个食品出口国家来讲都非常吸引。中国有着庞大的中产阶级，他们收入可观，有着前瞻的国际视野，也有很强烈的欲望想要尝试进口生鲜食品。此外，中国先进的食品处理系统以及分销技术也令人振奋。以往，我们在中国的主要传统市场是北京、上海、厦门、广州等沿海城市，而现在由于技术的发展，我们能将食品运到港口，再由分销商运送到中国内陆，如湖南、成都、重庆和西安等地区。得益于此，菲律宾食品在中国的市场在不断扩大。中国是菲律宾最大的贸易伙伴，而我们的食品质量很高，能满足中国人的需求，因此我们最希望能出口食品到中国。不过由于中国消费者对于食品的需求量巨大，因此对于菲律宾食品生产商来说，必须尽全力生产。这是一个很大的挑战。

殷富荣：

我们非常希望能出口更多菲律宾食品到中国。因此，我们诚挚邀请中国的投资者到菲律宾投资农业及食品行业。根据菲律宾投资优先计划，中国投资者能够跟菲律宾生产商合作，帮助提升产能，从而能够满足中国消费者的需求。除了水果，因为菲律宾是一个群岛国家，我们还有大量的鱼类和海产资源。对于投资者来说，菲律宾仍然有很多机遇，他们可以帮助我们开发海洋及水产资源。此外，肉类也是一种投资方向。我们拥有很多土地资源，可以养殖动物，还可以种植工业树木和建造果园。我们相信这对于双方来说是一个互利互惠的合作，而中国消费者也能享受到物美价廉、高质量以及美味的菲律宾食品。



殷富荣
菲律宾贸易投资中心商务领事
John Paul B. Inigo
Vice Consul (Commercial) of the Philippine
Trade and Investment Center

tons of fresh bananas from the Philippines, accounting for 66 percent of China's imported banana market. Every year, the Philippines exports large quantities of fresh fruits to other countries, particularly bananas which we export to at least 50 countries. Our bananas have built a solid reputation because of its price and its high quality. Due to the soil and climate of the Philippines, Philippine fruits are endowed with high sweetness and special flavor. In places like Japan, North America and Europe, many high-income consumers are more inclined to buy Philippine bananas. People might be interested to know that Filipinos even make our traditional “barong tagalog” shirts out of banana fiber and pineapple fiber. In addition to bananas, we also exert a lot of effort to market our pineapple and mango. Philippine mango is considered to be the best mango and we are working hard to expand the market for the fruit in China. In addition, we are also working on the promotion of fresh young coconut and frozen durian from the Philippines because they have a very large market demand in China.

FOOD2CHINA: What do you think of the imported foodmarket in China? Marshall Louis M. Alferez:

I think it is an exciting market. If we look back over the past decade, China's imported food market has grown by at least 50%, which is a huge potential market that would be very attractive to any food exporting country. China has a large number of middle class with a considerable income, a forward looking international view, and a strong desire to try imported fresh food. In addition, China's advanced food processing and distribution technology are also exciting. In the past, our main traditional markets in China were the cities near seaports, such as Beijing, Shanghai, Xiamen and Guangzhou. However, at present, thanks to the development of transportation technology, we are able to ship our food to the ports and then distribute the products to inland China, such as Hunan, Chengdu, Chongqing, and Xian, among other areas. As a result, Philippine food is expanding its share in the imported food market in China. China is the largest trading partner of the Philippines, and our food is of high quality and we aim to meet the needs of the Chinese people. We are working hard to export more food to China, but it must be said that Chinese consumers have a huge demand for food and as such food producers have to rise up to the major challenge of meeting the demand.

John Paul B. Inigo:

We are very keen to export more Philippine food to China. Thus, we sincerely invite Chinese investors to invest in the agriculture and food industry in the Philippines. Under the Philippine Investments Priorities Plan, they can partner with Filipino producers and help increase production to meet the needs of Chinese consumers. In addition to fruit, the Philippines is also rich in fish and seafood as we are an archipelago and there are still many possibilities for investors to help develop our marine and aquatic resources. Besides this, the meat industry is also an investment direction. We have a lot of land resources for raising animals, as well as for Industrial Tree Farming and Orchards. We believe it will be a mutually-beneficial venture for our two countries. With these, we are very confident that Chinese consumers will enjoy affordable, safe, high-quality and delicious Philippine food.

FOOD2CHINA:

打算如何在中国推广菲律宾食品呢?

陆毅:

中国的“一带一路”倡议为菲律宾食品企业创造了很多机会，我们会一直支持并抓住机会将菲律宾食品出口到中国。另外，中国的进博会是一个非常好的平台，帮助中国消费者更多地了解菲律宾食品，而菲律宾出口商则能通过这个展会知道在中国哪些食品更加热销。除了进博会，对于菲律宾食品来讲，更重要的展会是中国—东盟博览会。每年我们都会与许多菲律宾食品出口商一起参展。在过去的15年间，东博会也帮助我们成功将许多菲律宾食品推向了市场。如果中国能够继续举办这些类型展会，将帮助更多菲律宾食品进入中国。在未来，除了继续参展，我们也会参加其他的一些活动，寻找一些可靠的合作伙伴，共同将菲律宾食品推向中国。我觉得，除了跟政府建立良好的关系外，与其他机构或企业合作也是必要的，而 FOOD2CHINA 和广东省进口食品协会 (IFA) 的合作正是我们所需要的 B2B 合作方式。我们希望未来 FOOD2CHINA 和 IFA 能与菲律宾企业建立合作关系，帮助菲律宾企业打开中国进口食品市场的大门。我也希望与 FOOD2CHINA 和 IFA 的合作能帮助我们推广菲律宾的食品展览给中国的食品进口商，比如每年都会举办的菲律宾马尼拉国际食品展会 (NXTFOOD Asia)。这些展会将会把中国进口商与菲律宾企业更紧密地联系起来，也能保证他们都能够极大地受益于双方的合作。

FOOD2CHINA:

How do you plan to promote Philippine Food in China?

Marshall Louis M. Alferez:

China's "Belt and Road" Initiative has created many opportunities for Philippine food companies and we will seize the opportunity it presents in order to export Philippine food to China. In addition, China International Import Expo (CIIE) is a great platform for Chinese consumers to know more about Philippine food, and Philippine exporters can find out which foods are more popular in China through the expo. Apart from CIIE, another important exhibition is the China-ASEAN Expo (CAEXPO). Over the past 15 years, we have participated in the expo with a good number of Philippine food exporters and it has helped them develop partnerships and markets for their food products. If China can continue to hold these types of exhibitions, it will help us in marketing and selling more Philippine food to China. In the future, in addition to participating in the exhibition, we will also participate in other activities and look for some reliable partners to jointly promote Philippine food to China. I think that in addition to establishing good relationships with the Chinese government, it is also necessary to cooperate with Chinese institutions and enterprises. Certainly, the cooperation with FOOD2CHINA and IFA is exactly the B2B partnership we need. We hope that in the future FOOD2CHINA and IFA will establish cooperative relations with Philippine enterprises, so as to help Philippine enterprises open the door to the China's imported food market. We also hope that this cooperation with IFA will also help us in promoting our own food exhibitions to Chinese food importers, such as the International Food Expo Philippines - NXTFOOD Asia held every year in Manila. All these exhibitions will certainly bring Chinese importers closer to potential Philippine partners, and ensure that they both benefit greatly from the collaboration.



NATURE AND HEALTH --TWO MAJOR FEATURES OF BRITISH FOOD

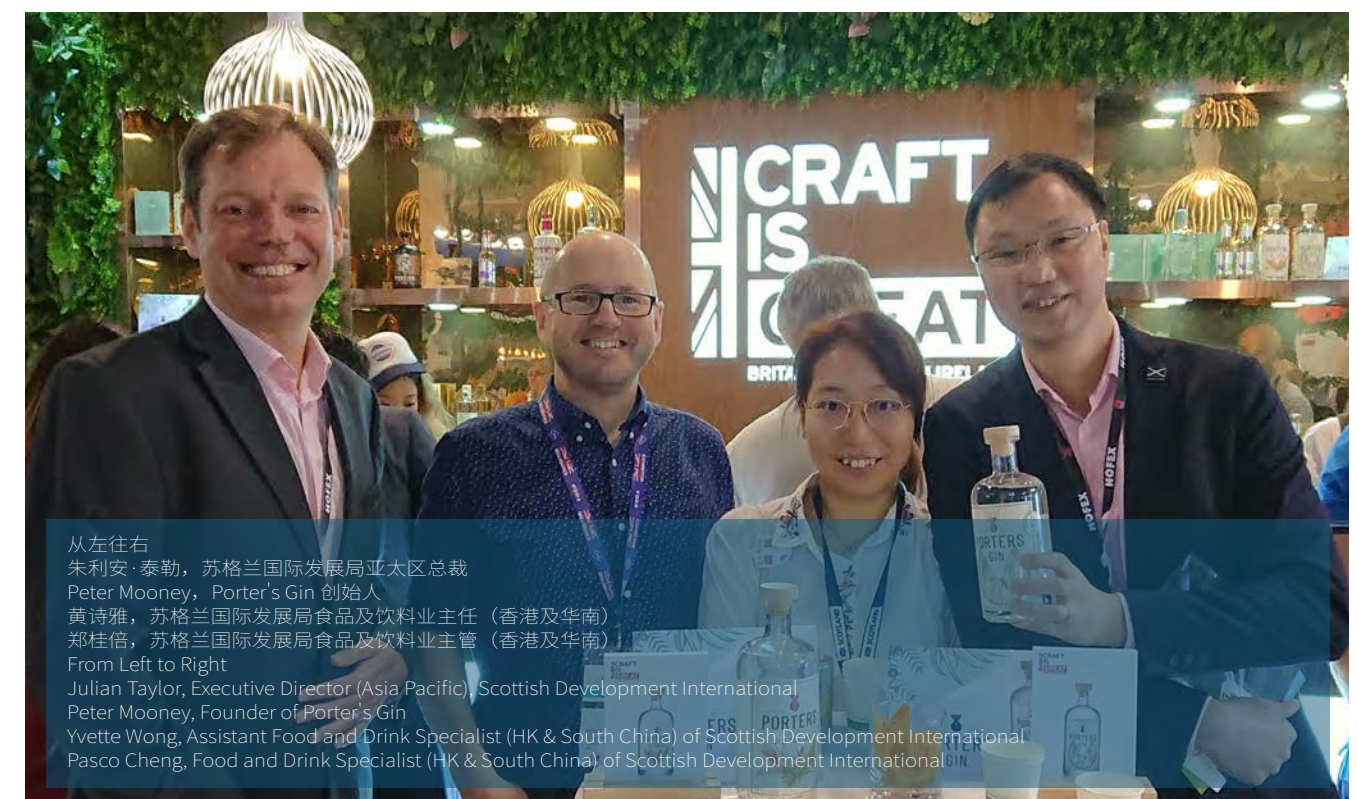
天然与健康——英国美食的两大特色

中国每年从英国进口大量食品。据中国海关数据，2018 年中国从英国进口了超过 4.46 亿美元的食品；其中进口金额最多的是威士忌，达到 1.51 亿美元。中国进口最多的英国威士忌则主要在苏格兰生产。为了了解苏格兰威士忌等英国食品为什么在中国如此受欢迎，FOOD2CHINA 邀请了苏格兰国际发展局食品及饮料业主管（香港及华南）郑桂倍、食品及饮料业主任（香港及华南）黄诗雅进行采访。

China imports a lot of food from Britain every year. According to Chinese customs data, China imported more than \$446 million worth of food from the UK in 2018; Among all of these imports, whisky accounted for the largest proportion of imported value, amounting to \$151 million. The most imported British whisky for China is produced mainly in Scotland. To find out why British foods like Scotch whisky are so popular in China, Food2China invited Pasco Cheng, Food and Drink Specialist (HK & South China) of Scottish Development International, and Yvette Wong, Assistant Food and Drink Specialist (HK & South China) of Scottish Development International, for an interview.

苏格兰威士忌的生产已有 500 年的历史，是世界上最好的威士忌酒之一。苏格兰威士忌已经和香槟一样，因其产地而被商标化。据郑桂倍介绍，苏格兰是世界威士忌第一大产区及出口地区，而中国进口苏格兰最多食品也是威士忌。苏格兰威士忌至少在橡木桶中陈酿三年。一些用来陈酿的橡木桶以前曾被用来酿制陈年雪利酒或波旁酒，这也给苏格兰威士忌带来独特的味道。此外，除了水和小麦，苏格兰威士忌不能加入其他添加剂，这也是苏格兰威士忌让人着迷的原因之一。

Scotch whisky has a history of 500 years and is one of the best whisky in the world. Scotch whisky has become a trademark of Scotland. According to Pasco Cheng, Scotland is the largest whisky producing and exporting region in the world, and China's largest imports of Scotch food are also whisky. Scotch whisky is aged in oak barrels for at least three years. Some oak barrels used for aging have previously been used to make crusted Sherry or bourbon, which also brings a unique flavor to Scotch whisky. In addition, Scotch whisky cannot be added with additives other than water and wheat, which is one of the reasons why Scotch whisky is so fascinating.



从左往右
朱利安·泰勒，苏格兰国际发展局亚太区总裁
Peter Mooney, Porter's Gin 创始人
黄诗雅，苏格兰国际发展局食品及饮料业主任（香港及华南）
郑桂倍，苏格兰国际发展局食品及饮料业主管（香港及华南）
From Left to Right
Julian Taylor, Executive Director (Asia Pacific), Scottish Development International
Peter Mooney, Founder of Porter's Gin
Yvette Wong, Assistant Food and Drink Specialist (HK & South China) of Scottish Development International
Pasco Cheng, Food and Drink Specialist (HK & South China) of Scottish Development International



此外，英国人引以为傲的不仅只有威士忌，还有三文鱼。其中，苏格兰三文鱼的名声可是广为流传。从2014年起，苏格兰三文鱼就成为了苏格兰最大的非酒精类出口食品。据郑桂倍介绍，中国每年从苏格兰进口大量三文鱼，仅次于威士忌。苏格兰三文鱼受欢迎的主要原因有几个。首先，苏格兰的水温介于5°C到10°C之间，特别适合三文鱼生长。此外，苏格兰三文鱼养殖不是大规模的工业化养殖，也不会使用化学添加剂饲养。还有苏格兰养殖密度也相对于其他国家低，苏格兰三文鱼生长及游动空间大，不容易生病，也不容易发生相互感染的情况。因此苏格兰的三文鱼肉质非常好，不会过于肥腻，受到许多大厨的喜爱。

说到英国其他美食，郑桂倍表示苏格兰的肉类食品，如牛肉和羊肉，同样非常优质，也是最想出口到中国大陆的苏格兰食品。不过由于政策限制，暂时中国大陆还未开放苏格兰牛肉及羊肉的进口。为了更好了解苏格兰肉类食品，郑桂倍和黄诗雅推荐我们与苏格兰肉类协会市场开发部负责人Tom Gibson进行了交流。Tom向我们介绍，苏格兰拥有优质的安格斯牛，不但营养丰富，且口感极佳，更是制作牛排的好材料。另外，苏格兰牛都是放牧的形式，每头牛都是以新鲜优质的草饲养长大，并采用传统的宰杀方式，能最大限度的保留牛肉本身的独特味道。

此外，苏格兰的饼干、糖果及金酒也是受到许多食客的欢迎。Pasco和Yvette推荐的一家企业表示，他们正在销售的一款融合多种材料的金酒，生产的酒厂用两年时间研制配方，加入了中国特食材佛手果，精炼过后的佛手果在酒中绽放出让人着迷的风味。而在采访其他企业过程中，FOOD2CHINA了解到如今在欧洲，健康食品非常流行；比如一款添加西蓝花的薯片，浓郁的西蓝花香味与薯片脆脆的口感融合，让人感觉到蔬菜的清爽，富含纤维素，更加健康。

Besides, the British also are proud of their salmon. Among them, the reputation of the Scottish salmon is widespread. Scottish salmon has been Scotland's largest export category among non-alcohol food since 2014. China imports a large number of salmon from Scotland every year, second only to whisky, according to Pasco. There are several main reasons for the popularity of Scottish salmon. First of all, the water temperature of farmed salmon in Scotland is between 5 °C and 10 °C, which is particularly suitable for salmon. In addition, Scottish salmon are not farmed in large-scale and will not be fed with chemically added feed. Moreover, Scotland has a lower stocking density compared to other countries so the salmon can have a large space for growth and swimming. Thus, the salmon are less prone to illness, and less prone to mutual infection. Therefore, the Scottish salmon taste delicious, not too greasy, and is loved by many chefs.

Speaking of other British cuisines, Pasco said Scottish meat products, such as beef and lamb, are also of high quality. However, due to policy restrictions, the mainland China has not yet opened the import of Scottish beef and lamb. To get a better understanding of Scottish meat, Pasco and Yvette introduced us to communicate with Tom Gibson, head of market development of Quality Meat Scotland. Tom told us, Scotland has high-quality Angus cattle, which is not only rich in nutrition and taste excellent, but also is a good steak material. In addition, the Scottish cattle are pastured, and each cattle is raised on fresh high-quality grass and slaughtered in a traditional way, which can greatly retain the unique flavor of the beef.

In addition, Scottish biscuits, candy and Gin are also popular with many customers. A company introduced by Pasco and Yvette told us that they were now selling a kind of Gin mixed with a variety of materials. Its producer has spent two years developing the formula, with the addition of the distinctive Chinese ingredient bergamot fruit, which gave out a fascinating flavor in the wine after being refined. During the interview with other Scottish companies, FOOD2CHINA learned that healthy foods were now very popular in Europe today; for example, there was a kind of potato chip added with broccoli. The combination of a strong broccoli aroma and crisp taste of potato chips made people feel the freshness of vegetables, rich in fiber, and healthier.



李坚
上海爱秀贸易公司首席运营总监
Li Jian
Chief Operation Officer of Jacuda Shanghai



在采访中，英国食品企业对于天然和健康食品的极致追求让人印象深刻。同样，在Sial China中食展期间，FOOD2CHINA记者也采访了上海爱秀贸易公司首席运营总监李坚，他也表示英国食品绿色、健康，受到许多消费者的青睐。

上海爱秀贸易公司是一家英资在中国创办的贸易公司，主要从全球向中国引进各种高品质的食品。据他介绍，现在中国市面上的薯片一般是将土豆碾碎之后与面粉混合，再用机器塑型，然后烘焙包装。但是，他们销售的英国Real Handcook和Burts薯片则是用土豆直接切片烘焙。另外薯片是半机器半人工制作，以及人工调味品控，虽然形状不是统一的，但是更天然健康，在欧洲非常流行，主要销往中高端消费者，比如酒吧、餐厅、星巴克等。另外，他们还销售英国Nairns饼干，是中国市场唯一一款纯燕麦饼干。这款饼干纤维含量高，比一般的燕麦饼干口感更好，营养又健康，符合消费者追求健康的需求，在健康饼干领域占有率达80%。

天然与健康成为了英国食品的一大特色，也使得英国食品受到了许多消费者的喜爱。未来希望英国能出口更多食品到中国，让更多中国消费者能品尝到优质的英国美食。

In the interview, we were impressed by the extreme pursuit of natural and healthy foods of British food companies. Similarly, during the Sial China, FOOD2CHINA reporter also interviewed Li Jian, chief operation officer of Jacuda Shanghai, who also said that British food was green and healthy and favored by many consumers.

Jacuda Shanghai is a British-owned trading company in China, which mainly introduces a variety of high-quality food from all over the world to China. According to him, potato chips now on the market in China are generally mashed and mixed with flour, then molded by machines and then baked for packaging. However, they are selling potato chips from two British companies Real Handcook and Burts, which are baked directly with sliced potato. In addition, chips are semi-mechanical and semi-artificial produced, and the seasoning is artificially controlled. Although the shape is not uniform, it is more natural and healthier, and is very popular in Europe, mainly sold to middle and high-end consumers, such as bars, restaurants, Starbucks and so on. In addition, they also sell British Nairns biscuits, the only pure oat biscuits in the Chinese market. This cookie is high in fiber and tastes better than ordinary oatmeal cookies, nutritious and healthy, in line with the health needs of consumers, accounting for 80% of the market share in the field of healthy cookies.

Nature and health have become the two major features of British food, thus British food are loved by many consumers. In the future, it is hoped that the UK will be able to export more food to China, so that more Chinese consumers can enjoy the high-quality British food.

FOOD2CHINA EXPO, NEW JOURNEY, NEW ACHIEVEMENTS! FOOD2CHINA EXPO，新征程新辉煌！



FOOD2CHINA EXPO 2019（广州进口食品博览会）即将于9月26日至28日在广州广交会展馆C区15.2-16.2馆盛大开幕。新的展会将带来新的辉煌。为满足中国市场对高品质进口食品、饮料等需求的增长，FOOD2CHINA EXPO 2019 展会面积将扩张至20,000平方米，预计将有800多家食品企业参展，是华南地区首屈一指的全球美食盛会。

多年来，FOOD2CHINA EXPO 致力于为中国优质进口食品搭建一个优质的展示平台。展会始终保持这一宗旨，展品从琳琅满目的进口零食到醉人的红酒，从新鲜生猛的海鲜到香甜的水果，吸引了大量采购商前来参观采购。今年预计将有超过10,000位专业采购商前来寻找商机，以满足中国消费者对“新口味”和“新产品”日益增长的需求。从来自菲律宾阳光海岸的清爽椰子，到泰国香气浓郁的榴莲，还有全球各地网红零食，都即将悉数登场。

新的展会，新的精彩。2019 FOOD2CHINA EXPO 的各项特色活动将继续展现不同的精彩。“耶！榴莲”活动以榴莲、芒果、椰子三大热带水果为主题，线上线下一起狂欢，以热带风情点燃整个展会。活动将与腾讯共同合作举办线上评选活动，邀请超过

FOOD2CHINA EXPO 2019 will kick off at the China Import & Export Fair Complex Guangzhou from Sept. 26 to 28. The new expo will have new achievements. The exhibition area of FOOD2CHINA EXPO 2019 will be expand to 20,000 square meters in order to meet the growing demand for high-quality imported food and beverages in China. It's expected that there will be more than 800 food enterprises participating in the expo, making it the leading global food event in south China.

Over the years, FOOD2CHINA EXPO has been dedicated to building a high-quality platform for Chinese high-quality imported food. The exhibition has always maintained this purpose. The exhibited products cover thousands of products, including a variety of imported snacks, intoxicating wine, fresh seafood and sweet fruit attracting, etc., which attract a large number of purchasers to visit the exhibition. It's expected that more than 10,000 professional buyers will attend the show to look for business opportunities in order to meet the increasing needs of Chinese consumers for "new tastes" and "new products". Refreshing coconuts from the sunshine coast of the Philippines, fragrant durian from Thailand, and popular snacks from around the world can be found at the exhibition.

The new exhibition will be with more wonderful concurrent events. FOOD2CHINA EXPO 2019 will continue to feature different activities. "Coconut, Durian and Mango Carnival" focuses on three tropical fruits --

100家媒体进行报道，结合FOOD2CHINA丰富的行业资源，最大程度地为企业进行展前预热及宣传。除了给参与者提供展示产品的平台之外，在展会期间也将举办B2B商务对接、企业推介、心得分享会、评奖颁奖、现场鉴赏一系列商业活动。

此外，2019进口食品发展论坛也将于同期隆重举行。除了延续以往的精彩，寻找和分享更多行业的新思维、新变化之外，更将联合进口食品行业上中下游等一众企业，来自超过20个国家和地区的数百名业界精英将齐聚一堂，倾听行业领头羊的精彩分享，聚焦行业发展新方向，探索未来进口食品行业发展的无限可能，为进口食品行业生态圈注入创新发展源动力。不仅如此，展会期间还有各种特色创意活动，包括咖啡手冲与品鉴大赛、咖啡文化大师班、红酒大师班、红酒品鉴会等一系列配套活动，搭建行业分享交流平台。

除此之外，商务配对计划将再次开启，提前根据供需信息进行匹配交流，现场专人跟进相应服务，大大提高商务洽谈效率，获得更大合作资源。

新一届的FOOD2CHINA EXPO 将为海外食品企业及中国进口食品相关企业带来无限的商机与可能。我们期待与您一起在这新的平台，把握新的机会，创造新的辉煌！



durian, mango and coconut. The event will include online and offline activities igniting the whole exhibition with tropical flavor. The activity will cooperate with Tencent to hold an online voting activity and invite more than 100 media to report. Combined with FOOD2CHINA's rich resources in China imported food industry, the activity will maximize the promotion effectiveness for enterprises. In addition to providing a platform for participants to display products, a series of business activities including B2B business matching events, business promotion, experience sharing, prize awarding and tasting event will also be held during the exhibition.

In addition, the Imported Food Development Forum 2019 will be held concurrently. Besides looking for and sharing more new views and news changes in the industry, the Forum will invite companies of the whole industry chain and several hundred elites from over 20 countries and regions to together listen to industry leaders sharing their ideas about the industry. The event will focus on the new development direction, explore the limitless opportunities of the industry in the future, and bring driving force of innovation to the whole industry. What's more, during the expo, there will be various kinds of creative activities, including handmade coffee and tasting competition, master class of coffee culture, master class of wine, and wine tasting event, etc., to build a professional platform for sharing and communication.

Besides, the VIP Buyers Program will be held again. Exhibitors and purchasers will be matched in advance based on supply and demand information and have business talks at the exhibition. The program will help both exhibitors and purchasers greatly improve the efficiency of business negotiation and obtain more cooperation opportunities.

The new FOOD2CHINA EXPO will bring limitless opportunities and possibilities to overseas food companies and related companies in Chinese imported food. We look forward to seizing new opportunities and making new achievements at the new stage!



TOP 10 CHEESES THAT BEST SATISFY THE TASTE 最能满足舌尖的十佳风味奶酪

英敏特数据显示，甜味奶酪和软质奶酪成为过半数中国消费者的心头好。因此，马苏里拉、马斯卡邦等国内市场常见的奶酪将继续深得消费者的喜爱。但另一方面，随着消费者对奶酪认识的加深以及新生代热衷于尝鲜的习惯，他们对于奶酪的品类以及口味需求必将走向多样化。所谓萝卜青菜各有所爱，口感清新的新鲜奶酪、奶味浓郁的半硬质奶酪和口味独特的蓝纹奶酪，以及其它历史悠久而别具风味的奶酪，它们也为舌尖带来了不同的味觉享受，满足不一样的味蕾需求。

According to Mintel, sweet cheese and soft cheese become a favorite for more than half of Chinese consumers. Therefore, common cheeses in Chinese market such as Mozzarella and Mascarpone, etc. will continue to be popular with Chinese consumers. On the other hand, however, as Chinese consumers have more knowledge about cheese, and as the new generation gets into the habit of trying new things, their demand for cheese varieties and tastes is bound to be diversified. Different people favour different tastes. Therefore, the fresh cheese with refreshing taste, semi-hard cheese with strong milk flavor and blue mould cheese with unique flavor, as well as other cheeses with a long history and distinctive flavor, all entertain the tip of the tongue respectively with different tastes, and satisfy different people.



最为国内消费者熟悉的新鲜奶酪，非马苏里拉莫属，皆因它经常出现在千层烤面和芝士比萨里。经过烘烤的马苏里拉，融化在食物里，散发出阵阵浓郁的芝士香气，还能牵出长长的诱人芝士拉丝。如此色、香、味俱全，怎不令人食指大动？

据说，这种奶酪来自意大利南部城市坎帕尼亚和那不勒斯，最初使用水牛奶为主要原料制作，但出于成本上的考虑，现在已大部分改为以牛奶制作。纯正的马苏里拉奶酪，质地十分柔软，呈奶白色，或者外白内黄的颜色。其熟成期只有 1-3 天，因此水分含量很高，保鲜期只有一周左右，适合即制即食。不过为了方便储存和适应长途运输的需要，把马苏里拉奶酪进行一定的脱水处理成了一种常规办法。

对消费者来说，食用马苏里拉奶酪的最佳理由莫过于：除了熟悉的口感以外，其脂肪含量、钠含量和热量相较于其它品种的奶酪来说都比较低，符合人们对健康的标准和要求。

The most familiar fresh cheese to Chinese consumers must be mozzarella, which is often found in roasted lasagna and cheese pizzas. After being roasted, mozzarella melts into the food, giving off a rich aroma of cheese. The long and attractive cheese pull will make people look at the food with lusty eyes. No one can resist the food with such great color, smell and taste.

The cheese is said to have originated in Campania and Naples, the southern Italian cities. It was originally made of buffalo milk as the main ingredient, but now it's mostly made of milk in considerations of cost. The pure mozzarella is very soft with creamy white color, or white color on the outside and yellow on the inside. It takes only 1-3 days for aging, so the cheese is with very high moisture content, and it can only be preserved for about a week, suitable for consuming immediately. However, people now will dehydrate mozzarella moderately which has become a common practice so that they can store it more conveniently and transport it for a long distance.

The best reason for consumers to eat mozzarella is: beyond its familiar taste, it's lower in fat, sodium and calories compared to other kind of cheese, which can meet the demand and standard for health.

2 Mascarpone 马斯卡邦奶酪

同样原产于意大利南部地区的马斯卡邦奶酪，是一种非传统的奶酪产品，因为它既没有使用菌种发酵，也没有使用凝乳酶制成。而是通过在新鲜牛奶中添加酸性物质，比如柠檬汁、醋酸或柠檬酸等，使牛奶发酵凝结，然后取出部分水分制成。

这个特别的制作过程，令马斯卡邦奶酪在天然的牛奶甜味中多了几分颇具个性的微酸。从外表上看，马斯卡邦奶酪呈自然的淡奶黄色或奶白色，看上去有点像冰淇淋，又有点像奶油，口感十分软滑。在烘焙中，人们经常使用它来制作提拉米苏，并会在制作重奶油乳酪蛋糕和意式烩饭时，加入马斯卡邦奶酪来提升口感的浓稠度。

Mascarpone, also originated in the southern Italy, is an unconventional cheese because it is neither fermented by fungus nor made from chymosin. Instead, people will add acidic material to fresh milk, such as lemon juice, acetic acid or citric acid, to make the milk ferment and curdle, and then they will extra some water from milk and finally get the cheese.

This special process gives mascarpone a unique feature of slight acidity with the natural sweetness of milk. On the outside, mascarpone has a natural slightly creamy yellow or creamy white color. It looks a bit like ice cream and a bit like cream. It tastes very soft and smooth. It is often used in baking for Tiramisu. When people are making heavy cream cheesecake and risotto, they will add mascarpone cheese to enhance the consistence in the taste.





这种奶酪的名字虽然听上去不怎么优雅，但它可谓源远流长——在公元前 3000 年的古代美索不达米亚文明，人们偶然发现，奶汁储存在用羊胃制成的皮袋里，会凝固成一些松松散散的乳白色物质。后来，人们就用剩余的牛奶在茅房小屋里制作这种奶酪，并将之命名为“茅屋奶酪”。

茅屋奶酪的外观就像泡过牛奶的乳白色爆米花，它是一种没有经过压榨和熟成，而是仅仅去除了水分的凝乳奶酪。其味道相对清淡而温和，并富含肌肉生长所必须的酪蛋白，而且热量和脂肪含量均比较低——每 100 克茅屋奶酪大约仅有 5 克—15 克的脂肪，因此备受运动和健身人士的喜爱。它是水果、蔬菜沙拉和吐司面包等的最佳搭配，也是运动减肥人士的理想零食。

The name of cottage cheese may not sound elegant, but it has a long history -- In the ancient Mesopotamian civilization of 3000 BC, people accidentally found that if milk was stored in a leather pouch made from a sheep's stomach, it will be solidified into something loose and milky. Later, people made the cheese from surplus milk in a cottage and named it Cottage Cheese.

The cottage cheese looks like milky popcorn that has been soaked in the milk. It is a kind of curd cheese that has not been pressed and aged, but has simply been dehydrated. It has a relatively light and mild taste, rich in casein, which is essential for muscle growth of human beings, and it is relatively low in calories and fat. It contains about 5 to 15 grams of fat per 100 grams, making it very popular with exercisers and bodybuilders. It is the perfect accompaniment to fruit or vegetable salad and toast, etc. It is also the ideal snack for people who are exercising and trying to lose weight.

4 Brie Cheese 布里奶酪

如果说有一种奶酪能让人一试上瘾，那大概就是来自法国的布里奶酪了。传说罗马帝国的国王查理曼一世在途经布里修道院时，院长拿出自家制的奶酪款待国王，结果这款奶酪受到国王的极力赞赏，并从此成为宫廷贡品，坐享“法国奶酪之王”的美誉。

为何布里奶酪拥有如此巨大的魔力？这或许与其令人难以忘怀的香气和美味有着莫大的关系。柔软白皙的外壳表面覆盖着一层薄薄的白霜，里面呈金黄色奶油状，质地均匀细密，充满浓郁的奶香和果香。

在制作过程中，布里奶酪整体没有经过压榨和煮制，而只使用干盐来调味，加上专门用来制作乳酪的白霉菌，使得布里奶酪具有软糯、丰润的口感和刺激舌尖的独特霉咸味。

If there is a cheese that can be addictive, perhaps brie cheese from France is the one. Legend has it that when King Charlemagne I of the Roman Empire passed by the Abbey of Brie, the abbot presented his homemade cheese to the king. As a result, the cheese was highly appreciated by the king and has since then become a royal tribute, enjoying the reputation of "the King of French Cheese".

Why does brie cheese have such great magic? This may have a lot to do with its unforgettable aroma and taste. The soft and white surface of brie cheese is covered with a thin layer of hoar cream, but its inside is like golden yellow cream. It is creamy and thick, full of favor of rich milk and fruit aromas.

Brie cheese is not pressed or cooked in the production process, but is simply seasoned with dry salt and white mold, which is specially used to make the cheese, gives brie cheese a soft, rich taste and a distinctive mildewy and salty flavor that stimulates the tip of the tongue.



Ricotta 在意大利文中的意思是“再烹调”，而这正体现了瑞可达奶酪的生产工艺确实与别不同。它并非直接由酪蛋白脱水凝固制成，而是以其它奶酪在制作过程中被分离出来的副产品——乳清作为主要原料制成。这种乳清奶酪中含有除酪蛋白以外的丰富蛋白质，例如白蛋白和球蛋白等，特别适合对酪蛋白过敏的人士食用。

瑞可达奶酪的外观为比较纯正的白色，味道略甜，其脂肪含量因使用不同的奶品类和奶品牌而有所差异。它经常被用于制作馅料和夹心，比如加入到松饼、意大利饺子（Ravioli）和意式千层面中，充当味蕾的主角。

Ricotta means "to recook" in Italian, and this shows that ricotta cheese is made in a different way. It is not made directly from dehydrated and solidified casein, but from whey, a separated by-product during the production process of other cheeses. This whey cheese is rich in proteins other than casein, such as albumin and globulin, and is especially suitable for people allergic to casein.

Ricotta cheese has a relatively pure white appearance and a slightly sweet taste, and its fat content varies according to the use of different kinds of milk and milk brands. It is often used as fillings and stuff, such as adding in muffins, Ravioli and Lasagna, to act as the main flavor in the food .

6 Feta Cheese 菲达奶酪

虽然希腊并非盛产奶酪的地方，但一款绝无仅有的奶酪便足以令它名震天下，那就是菲达奶酪。按照欧盟认证系统的标准，只有在希腊的特定地区，使用纯绵羊奶或者绵羊奶混合来自同一地区的山羊奶（山羊奶含量不得超过 30%）作为原料，以传统方式进行生产的奶酪，才有资格被称为“菲达”。

菲达奶酪的特别之处不仅在于需要使用符合上述条件的原料，也在于其制作过程——它需要用盐水浸泡。因此口味偏咸，而且质地较为易碎，并带有独特的颗粒口感。适合搭配沙拉食用。

在营养价值上，菲达奶酪的钠含量偏高，不宜大量食用。但它能提供与全脂奶含量相当的共轭亚油酸（CLA），可以帮助减少体内脂肪。

Although Greece is not a place with cheese in rich production, but a unique cheese enables it to become famous around the world, that is, feta cheese. According to the standards of the European Protected Designation of Origin, only cheese produced in the traditional way, in specific areas of Greece, using pure ewe's milk or a mixture of ewe's milk with goat's milk from the same area (the content of goat's milk must not exceed 30%) as the raw material, are entitled to be called "Feta".

Feta cheese is unique not only in the use of ingredients that meet the above conditions, but also in the process of making it. It needs to be soaked in salt water. Therefore, its taste is saltier, and it is more fragile, with a unique granular taste, suitable for paring with salad.

In terms of nutritional value, feta cheese has high content of sodium and should not be consumed in large quantities. But it provides the same amount of conjugated linoleic acid (CLA) as whole milk, which can help reduce body fat.



7 Gouda Cheese 高达奶酪

高达奶酪占荷兰奶酪总产量的 50%，是荷兰最具标志性和最负盛名的奶酪。作为有史记载的最古老奶酪之一，高达奶酪的历史可以追溯到 1184 年。那时候，人们就聚集在荷兰的高达小镇进行奶酪交易，这种奶酪也因此得名。

从制作原料和过程来看，高达奶酪是一种采用牛奶制成，并经过较长熟成期的半硬质奶酪，乳味浓重，口感柔滑、偏软，在甜味中带有醇厚的焦糖或坚果的味道。成品的外形如同一个个精心打磨的车轮子，外皮光滑，并且拥有黄色、红色、棕色和黑色。不同颜色的外皮代表着熟成期的长短和由淡渐浓的风味，像熟成期较短的红高达和成熟的黄高达，味道较为甜淡；而经过熏制的棕色和黑色高达味道则相对浓郁。

高达奶酪的吃法多种多样，可以作为调味料加入烘焙食品和浓汤中，或者加入三明治中。搭配果蔬和肉类食用，味道可口怡人。

Gouda cheese accounts for 50% of the total cheese production in the Netherlands and it is the most typical and prestigious cheese in the country. As one of the oldest cheeses ever recorded, the history of gouda cheese can be traced back to 1184. At that time, people gathered in Gouda, the small Dutch town for cheese trading, and the cheese was named after the town.

From the perspective of ingredients and production process, gouda cheese is a kind of semi-hard cheese made from milk and has a long aging period. It has a strong milk flavor, a soft and smooth taste, and a sweet taste with mellow caramel or nut flavor. The finished product looks like a carefully polished wheel, with a smooth surface, and has yellow, red, brown and black colors. The cheeses with different color surface represent the length of aging period and the flavor that is gradually concentrated. For instance, the red gouda with shorter aging period and the aged yellow gouda have a sweet and light taste; while the smoked brown and black ones taste more intense.

It can be eaten in a variety of ways, such as being added to baked foods and soups as seasonings, or to sandwiches. It tastes delicious and pleasant paired with fruits, vegetables and meat.



帕玛森奶酪是以脱脂或部分脱脂牛奶制成的一种硬质干酪。浅浅的金黄表皮质地坚实，切开后内里呈草黄色，尝起来有颗粒口感，味道丰富而辛辣。这种奶酪的熟成期至少要两年。其中标识为 stravecchio 的帕玛森奶酪需要三年熟成期，而标识为 stravecchiones 的帕玛森奶酪更需要四年或以上的熟成期。

众多奶酪爱好者把帕玛森奶酪称为“奶酪之王”，原因之一是制作这种奶酪的工序必须一丝不苟地按照维持了近 8 个世纪的传统方法来制作，并且只能由人手制作。最后，每 440 公斤的牛奶在不过挤压的情况下，仅会浓缩成 40 千克左右的帕玛森奶酪。

另外值得一提的是，只有产自 Bologna、Mantua、Moden 和 Parma，这四个意大利省份的奶酪，才可能被冠以 Parmigiano-Reggiano 之名。而且，这种奶酪的生产和销售还受控于当地政府，它在初期熟成的过程中就需要通过严格的品质检验，方能获得官方认证。

Parmesan is a hard cheese made from skim milk or partial skim milk. The hard cheese has a pale golden surface, with a straw-yellow interior, grainy taste, as well as a rich and spicy flavor. It takes at least two years for the cheese to be aged. Those labeled stravecchio need three years while others labeled stravecchiones need four years or more.

The cheese must be made meticulously in the traditional way that has lasted for nearly eight centuries, and only by hand. This is one of the reasons that many cheese lovers call parmesan cheese as the "King of Cheeses". Without being squeezed, every 440 kilograms of milk is condensed into only about 40 kilograms of parmesan cheese.

It is also worth mentioning that only cheeses from Bologna, Mantua, Modena and Parma, the four Italian provinces, can be called Parmigiano-Reggiano. In addition, the production and sale of the cheese is controlled by the local government, and it has to pass strict quality inspection during the early aging process before it can be officially certified.

9 Comté Cheese 孔泰奶酪

有人说，没吃过孔泰奶酪，就算不上真正认识法国奶酪。因为它不仅是法国最高产的奶酪，还有着严格的分级制度——“原产地命名控制”（AOC）。在这个体系中，满分为 20 分，只有超过 12 分才能被称为合格的孔泰奶酪。也因此，孔泰奶酪在生产上有着严格的品控标准，其熟成时间必须至少达到 90 天，而且每隔一段时间就要以盐水洗浸。

陈年的孔泰奶酪熟成期一般从 9 个月到 3 年不等。随着熟成期越长，孔泰奶酪的香气就越复杂和具有层次感，各种烤坚果的香气和皮革的熟香自然而然地融合，让人在每次品尝后仍陶醉于奶酪香气的余韵中，意犹未尽。据说，孔泰奶酪与黄酒和甜麦香酒搭配，是较为地道的吃法，风味绝佳。

Some people say that you can't really know French cheese until you've eaten Comté cheese. It is not only the most productive cheese in France, but it also has a strict grading system, called "Appellation D'origine Contrôlée" (AOC). In this system, the full mark is 20, and only those with more than 12 are qualified as Comté cheese. As a result, Comté cheese is produced under strict quality control standards, which requires it to be aged for at least 90 days and be bathed in salt water at regular intervals.

The aging period of Comté cheese ranges from 9 months to 3 years. The longer the aging period, the more sophisticated the aroma of Comté cheese will be. The various aroma of roasted nuts and aged leather are naturally blending together, leaving people still intoxicated in the aftertaste of cheese aroma after each taste. It is said that Comté cheese paired with yellow rice wine and sweet wheat wine, is a more authentic way to enjoy the cheese, and the flavor is excellent.



有一种奶酪在它的同伴里显得特立独行，那就是“蓝纹奶酪”。这是一种加入了青霉菌发酵的菌类奶酪。它有着大理石花纹般的华丽外表和难以言喻的独特口感，以致于喜欢它的人沉浸其中难以自拔，而不喜欢的人却避之则吉。假如小清新的新鲜奶酪和奶味浓郁的半硬质奶酪都不能满足你挑剔的味蕾，那么不妨一试这种带有辛辣味道的“特殊奶酪”。

在著名的蓝纹奶酪中，历史悠久的法国洛克福奶酪（Roquefort）必定占据一席。正宗的洛克福奶酪必须以拉科纳绵羊奶为制作原料，并且要置于洛克福尔市康巴鲁山上的天然洞穴中熟成。因为洞穴环境阴凉潮湿，非常适合制作洛克福奶酪的青霉菌 Penicillium Roqueforti 生长。正是这种奇妙的青霉菌让原来脱水后变得坚硬的奶酪拥有了柔软、嫩滑的质地和湿润的口感。

纯净的象牙白外观满布蓝绿色“花蕊”的装点，这成了洛克福奶酪的一种标志。由于其气味浓重而味道辛辣，故适合搭配清淡的生菜苦苣沙拉和法棍食用。

Blue mould cheese is a kind of cheese with unique characteristics. It is a fungus cheese fermented with penicillium and has a gorgeous marbling-like appearance and an indescribable unique taste, so that those who like it cannot extricate themselves from it, while those who do not like it try to avoid it. If neither the refreshing fresh cheese nor the semi-hard cheese rich in milk aroma can satisfy your picky taste buds, you might as well try this kind of "special cheese" with spicy flavor.

Among the famous blue mould cheese, the historic French Roquefort cheese must have a place. Authentic Roquefort cheese must be made from Lacaune ewe's milk and must be aged in a natural cave in the Combalou Mountains of Roquefort. Because the cave environment is cool and humid, it's perfect for Penicillium Roqueforti's reproduction to make Roquefort cheese. It is the wonderful penicillium that makes the cheese become hard after dehydration, and makes it soft and smooth with a moist taste.

Its pure ivory white exterior is decorated with blue-green "stamens", which has become a hallmark of Roquefort cheese. Because of its strong smell and spicy taste, it is suitable for serving with light lettuce and endive salad and baguette.

REVEAL THE FUTURE DIRECTION OF THE 120 BILLION YUAN MEAL REPLACEMENT MARKET

揭秘 1200 亿元代餐市场未来风向

当今社会，快节奏的工作与生活让许多人可能连坐下来吃饭的时间都没有。而繁忙的生活也催生了许多健康问题，如肥胖、肠胃炎等。为了保持健康，许多人开始了减肥瘦身或运动健身。在这种社会风潮中，代餐食品应运而生。

所谓代餐食品，顾名思义就是取代部分或全部正餐的食物，常见的代餐形式有代餐粉、代餐棒、代餐奶昔以及代餐粥等。代餐食品的理念最早起源于西方国家，一些最早的降脂、降糖食物如压缩饼干等，可以说是代餐食品的雏形。近几年来，得益于全球风靡的减肥和健身风潮，代餐食品理念也得以发扬光大。

In the modern society, many people probably do not even have time to have regular meals due to fast-paced work and life. The busy life has also caused many health problems, such as obesity, gastroenteritis and so on. In order to keep healthy, many people make plans to lose weight or do exercise. Under this social trend, meal replacement foods are emerging to satisfy their demands. As its name implies, the so-called meal replacement foods are foods that replace part or all of the meals. Commonly, there are meal replacement powder, meal replacement bar, meal replacement milkshake and meal replacement soup, etc. The concept of meal replacement food originated in Western countries. Some of the earliest lipid-lowering and anti-diabetic foods, such as compressed biscuits, can be said to be the beginners of meal replacement food. In recent years, meal replacement has been developed to a larger market thanks to the global craze for weight loss and fitness.

CHINA'S MEAL REPLACEMENT MARKET IS EXPECTED TO REACH 120 BILLION YUAN BY 2022

2022 年中国代餐市场预计达 1200 亿

中国代餐市场起步较晚，不过随着中国经济持续发展及消费者对健康饮食重视程度提升，代餐市场已体现出强劲的上升势头，过去逐年保持 30% 以上增长率。中国食品消费正处在一个结构升级的关键时期，食品不再仅仅是满足人们温饱的产品，食品消费正迈向“零食化”“娱乐化”。代餐食品瞄准的正是快节奏、高要求的产品需求方向，试图在速食与营养当中寻求一种平衡。中国的代餐行业正在进入快车道，据欧睿国际数据统计，2017 年中国代餐市场规模约在 571.7 亿元人民币，预计 2022 年将达到 1200 亿。

目前在中国，代餐食品主要针对的是减肥场景。主打的目标消费群都是女性消费者。减肥代餐食品具有高纤维、低热量、易饱腹等特点，因而食用代餐可以有效的控制食量和食物中的热量，进而达到减肥的目的。不过，发展至今，代餐并不仅限于减肥瘦身的低脂低糖食品，还有各种营养代餐食品，比如撸铁一族常吃的蛋白棒，供都市白领当午餐的饮料粉末等等。代餐的来源选择广泛，比如粗制的谷物、大豆蛋白和乳清蛋白等。目前以大豆蛋白为主的代餐受到国际上认可，是一个比较理想的选择。大豆作为一种健康食品，蛋白与膳食纤维含量高，

China's meal replacement market started late, but with the continuous development of China's economy and consumers' increasing attention to healthy eating, the market has shown a strong upward trend, maintaining an annual growth rate of more than 30% during the passed years. China's food consumption is in a critical period of structural upgrading. Food is no longer just a product to satisfy people's basic living needs, therefore, food consumption is developing towards "snack-oriented" and "entertainment-oriented". Meal replacement food aims to satisfy demands of people in fast-paced life for high-quality products, and tries to find a balance between fast food and nutrition. China's meal replacement industry is developing at a rapid speed. The market size of meal replacement in China was about 57.17 billion yuan in 2017 and is expected to reach 120 billion yuan by 2022, according to Euromonitor International.

At present, in China, meal replacement food is mainly aimed at weight loss. The main target consumers are females. Meal replacement food for weight loss feature high fiber, low calorie and easy satiety, so eating meal replacement can effectively control the amount of food and the calories in food, so as to achieve the goal of weight loss. However, up to now, meal replacement is not limited to low-fat, low-sugar food for weight loss. There are also a variety of nutritional meal replacement foods, such as protein bars for body builders, meal powder for urban white-collar workers and so on. Meal replacements come from a wide variety of sources, such as grains and soy protein, and whey protein. At present, soybean-protein-based meal replacements have won the international

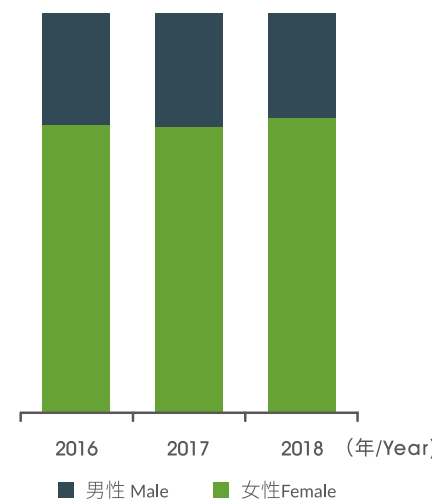


含有抗氧化、保护心血管等物质；而据研究证明，大豆蛋白代餐低热、低脂、低胆固醇，可以有效降低糖尿病、高血压等疾病发生几率。

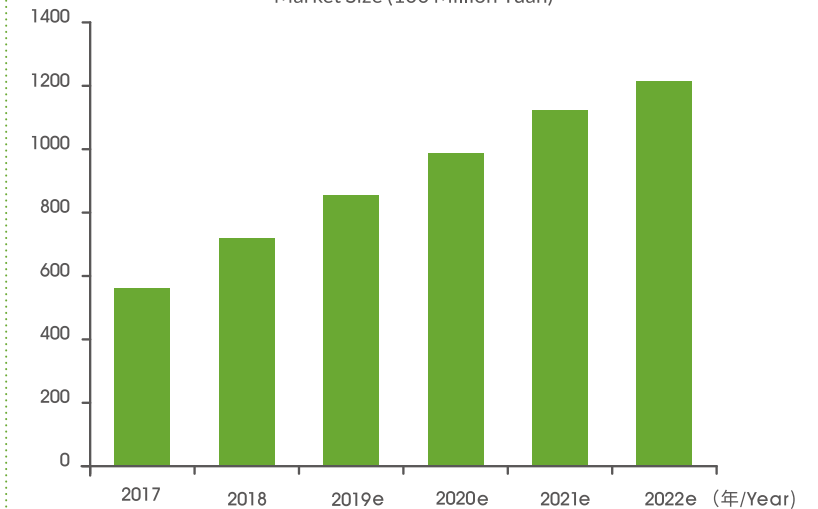
另外，在健康风潮影响下，休闲食品品类逐渐向营养、保健、功能等方面发展，坚果类食品有助于开发儿童智力、谷物类食品向提供办公室一族每日所需营养……这些成为了商家们开拓产品的基础。商家们紧跟市场需求，用大胆的口味创新与个性化的包装，组成多样化、系列化的产品，满足消费者的猎奇心理，得到了许多人的青睐。

而代餐行业各细分领域中，代餐粉的发展最为迅猛。据《首份代餐粉行业白皮书》显示，2018 年中国代餐粉已有 406 家企业，市场需求规模达到 60 亿元，预计到 2023 年将增长到 180 亿元。从销售渠道看，目前代餐粉主要以线上销售为主，包括电商、微商等，80 后和 90 后是主要的消费群体。从淘宝数据看，超出 80% 的代餐粉购买者为女性；而从买家职业看，公司职员独占 40% 左右，学生占比逾 20%，18-30 岁购买者占 70% 以上。在众多的代餐粉中，按照成分和功效，目前网售的代餐粉中卖得最好的为五谷粉、青汁粉和代餐奶昔三大类。其中，青汁粉和代餐奶昔都主打减肥瘦身功效。综合看来，减肥瘦身是购买代餐粉的最主要动机，其次才是出于养生考虑。

2016-2018年代餐消费者性别分析
Analysis of Genders of Meal Replacement Consumers from 2016 to 2018



市场规模 (亿元)
Market Size (100 Million Yuan)



recognition that it is a more ideal choice. As a healthy food, soybean is high in protein and dietary fiber, and contains antioxidants and cardiovascular protective substances, etc. According to research, soy protein is low in calories, fat and cholesterol, which can effectively reduce the incidence of diabetes, hypertension and other diseases.

In addition, under the influence of healthy concepts, the category of leisure food has gradually developed into nutritional snacks, health care snacks, etc. For example, nuts can help develop the intelligence of children, and cereals can provide office workers with the daily nutrition they need... These are the basis for companies to develop their products. Food companies keep in step with the market demand, and use taste innovation and personalized packaging to produce diversified and serialized products in order to meet the demands of consumers for seeking novel flavors, which win many people's favor.

And among the subdivision fields of meal replacement industry, meal replacement powder is the one that develop most rapidly. According to the First White Paper on Meal Replacement Powder Industry, there were 406 enterprises producing meal replacement powder in China in 2018, and the size of market demand has reached 6 billion yuan, which is expected to grow to 18 billion yuan by 2023. From the perspective of sales channels, meal replacement powder is mainly sold online, including e-commerce and Wechat business, etc. The 80s and 90s generations are the main consumer groups. According to the data of Taobao, more than 80% of buyers purchasing meal replacement powder are women. From the perspective of buyer's occupation, company employees alone account for about 40% and students account for over 20%, and buyers aged 18-30 account for more than 70%. Among the numerous meal replacement powders, the current best-selling ones sold online are cereal powder, green juice powder and meal replacement milkshake based on their functions and efficacy. Among them, green juice powder and meal replacement milk shake mainly focus on slimming effect. Overall, weight loss is the most important motivation for buying meal replacement powders, followed by considerations about health care.

DOMESTIC AND FOREIGN MEAL REPLACEMENT BRANDS COMPETE FOR THE CHINESE MEAL REPLACEMENT MARKET

海内外代餐品牌角逐中国代餐市场



在移动电商迅猛发展时代，国内已经涌现出了一批代餐电商品牌。目前中国代餐行业市场竞争十分激烈，并且行业内企业数量还在呈快速增长的趋势。近年来，美国康宝莱凭借旗下产品保持超高市场占有率，销售业绩稳步增长。据欧睿数据显示，康宝莱的市场占有率达到了 88.6%，根据康宝莱 2018 年财报，去年康宝莱在中国的净销售额为 10.776 亿美元，同比增长 1.217 亿美元，增幅达 13.7%。其次为安利，市场占有率为 4.4%。同时，在市场还活跃着十几个国外的品牌，澳洲 Optislim、英国 Slimfast、日本山本汉方等，使得代餐产品线日臻完善。巨大市场潜力引发国内企业蜂拥跟进，康比特、绿瘦、若饭等一些知名的代餐品牌也参与到市场角逐。

中国的代餐经济已经成为掘金的处女地。虽然美国康宝莱及其他国际代餐企业占据了优势，不过据数据统计，中国大陆市场代餐食品渗透率仅为 29.7%，而中国大陆却有着高达 2 亿以上的成年肥胖人口，追求膳食均衡以及完美身材的人数则更多。现在对代餐产品的市场需求预期在 500 亿以上，在未来肯定会更高。因此，只有准确抓住中国消费者对于代餐食品的需求，才能在这场巨大战役中分到一杯羹，而场景化是代餐产品消费的核心。

In the era of rapid development of mobile e-commerce, a number of meal replacement e-commerce brands have emerged in China. At present, the market competition in China's meal replacement industry is very fierce, and the number of enterprises in the industry is still showing a trend of rapid growth. In recent years, by virtue of its products, the US brand Herbalife has maintained an ultra-high market share with its sales performance growing steadily. Herbalife had a market share of 88.6%, according to Euromonitor. Last year, Herbalife's net sales in China were \$1,077.6 million, which increased by \$121.7 million with a growth rate of 13.7% from a year earlier, according to its 2018 financial report. The second was Amway, with a market share of 4.4%. Meanwhile, there are more than ten foreign brands in the market, such as Optislim from Australia, Slimfast from Britain, Yamamoto Kanpo from Japan, etc., which have improved the product categories of meal replacement in China gradually. Due to the huge market potential, Chinese enterprises swarmed in to catch up with the market. Competitor, LV SHOU, Ruofan.me and other well-known meal replacement brands are also racing for the market shares.

China's meal-replacement market has become a virgin land with numerous opportunities. Despite the dominance of Herbalife and other international meal replacement businesses, the penetration rate of meal replacement food in mainland China is only 29.7%, while there are more than 200 million obese adults in mainland China and more people pursue a balanced diet and a perfect figure. The current market demand for meal replacement products is expected to exceed \$50 billion, which will definitely be higher in the future. Therefore, only by accurately grasping the demand of Chinese consumers for meal replacement can food companies get a share in this great battle, and the scene is the core of meal replacement product consumption.

When you suddenly feel hungry at midnight, it's easy to gain weight if you have another meal. Then, drinking a meal replacement milkshake or eating a meal replacement bar at this time is a good choice, which satisfies the appetite without the burden of gaining weight. Scenes such as mid-night, work overtime and meetings are the core of meal replacement consumption. Developing different meal replacement food based different consumption scenes can create a huge space for development. Kellogg's, for example, has launched a ready-to-eat fruit blend cereals, rich in raisins, strawberries and natural fiber from oats, wheat and corn to help digestion, and it is rich in vitamins and minerals. It can be eaten as a meal at midnight, characterized by high in fiber and low in fat, without cholesterol. Soylent, an American company, provides a wide range of meal replacement products for people at work and working overtime, such as meal replacement drinks and meal replacement bars, etc. There are coffee flavor, cocoa flavor, vanilla lattes flavor, fruit flavor, milk tea flavor and other flavors, which are popular with many busy office workers.

In addition, nutritional snack being taken as meal replacement products are also popular. With the gradual development of the concept of "snacks replace meals", the boundary between snacks and meals has become increasingly blurred.

深夜当你突然很饿的时候，又觉得吃夜宵容易长胖，这时候喝一杯代餐奶昔或者来一根代餐棒都是不错的选择，既满足了食欲，又没有长胖的心理负担。诸如深夜、加班、开会等场景是代餐产品消费的核心。针对不同消费场景开发不同代餐食品，可以创造巨大的发展空间。例如，家乐氏推出了即食水果混合麦片，富含葡萄干、草莓以及来自燕麦、小麦及玉米天然纤维，用于改善消化，并富含维生素和矿物质。它可以在夜间代正餐食用，以高纤维含量及低脂肪含量为特色，且不含胆固醇。而美国 Soylent 公司则针对上班及加班族推出了代餐饮料、代餐棒等多种代餐食品，还有咖啡味、可可味、香草拿铁味、水果味、奶茶味等各种口味，受到众多工作繁忙的上班族的欢迎。

此外，零食营养代餐产品也深受欢迎。随着“零食代餐化”概念的逐渐发展，零食与正餐的边界越来越模糊。代餐零食既能为人们在繁忙的工作间隙提供充足能量，又能提供饱腹感，减轻午饭、晚饭或夜宵的负担。根据 Innova Market Insights 调查表明，消费者希望零食可以更健康、营养并能让自己产生满足感。现在许多品牌都推出了每日坚果，搭配多种坚果果干。消费者在满足食欲的同时也补充了所需的营养。除了坚果零食，营养代餐棒也获得了消费者的喜爱。市面上现有的代餐棒以不同谷物、水果、坚果、巧克力、高蛋白食品等制成，营养搭配全面，富含蛋白或膳食纤维，包装简单，易于携带，适合在运动及加班期间补充能量与营养。

代餐食品瞄准的是快节奏生活下，消费者日益增长的健康需求。进口代餐食品想要脱颖而出，核心是精准的场景定位和满足不同人群的需求。代餐产品的形式也在向更多品类延伸，从传统的代餐粉、代餐棒到便携装的混合零食等，而在包装形式上，消费者的痛点在于便利与体验。代餐产品需要更易于携带、开拓更多场景、提升消费体验。在未来，代餐食品势必朝着更加多元化、更加便捷的方向发展。



Meal replacement snacks can provide sufficient energy and satiety for people in the busy working interval, reducing the burden of having lunch, dinner or midnight meal. Consumers hope that snacks can be healthier, more nutritious and more satisfying, according to Innova Market Insights. Now many brands have launched daily nuts, with a variety of nuts and dried fruit. Consumers can satisfy their appetite while also supplementing the required nutrition. In addition to nut snacks, nutritional meal replacement bars are also gaining popularity among consumers. The existing meal replacement bars in the market are made of different grains, fruits, nuts, chocolate, high-protein foods, etc., with comprehensive nutrition, rich in protein or dietary fiber. They are simply packaged and easy to carry which are suitable for people to replenish energy and nutrition during exercise or overtime work.

Meal replacement food aim at the growing health needs of consumers in the fast-paced life. For imported meal replacement foods, the key to stand out is accurate scene positioning and meeting the needs of different groups of people. The form of meal replacement products are also extending to more categories, from the traditional meal replacement powder, meal replacement bars to small-packaged mixed snacks, and so on. As for the form of packaging, consumers is looking for convenience and better experience. Meal replacement products need to be easier to carry, and need to adjust to more scenes, and to enhance the consumer experience. In the future, meal replacement food is bound to be more diversified and more convenient.





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ECUADORIAN WHITE SHRIMP LED THE CHINESE SHRIMP MARKET IN GROWTH RATE IN THE FIRST QUARTER OF 2019 厄瓜多尔白虾 2019 年第一季度，增速领跑中国虾类市场



受益于中国市场的扩大开放和降低关税等利好因素，厄瓜多尔白虾对华出口量与日俱增，在 2019 年第一季度，分别达到 62,136.727 磅、66,857.17 磅和 74,484.837 磅。从月份来看，相比去年同期，一月增长率为 57%，二月为 53%，三月为 34%，前两个月均获得了逾 50% 的增速，领跑国内虾类市场！

眼下，中国进口虾需求量正以每年 15% 的速度在增长，预计随着市场需求高峰的到来，今年需求增长或涨达 20%。由于五到十一月是国内旅游旺季，大部分餐厅仍然使用冷冻虾，因此每千克 30-40 只和每千克 40-50 只规格的白虾有可能更受青睐。同时，这两个规格的白虾在家庭消费中占比亦较大。预料白虾的需求将继续上升，这或会带动厄瓜多尔白虾进口量的增长。

四月，厄瓜多尔白虾成交开始逐渐放量，价格亦随之走高，总体在中国市场的表现良好。而六月国产虾大批量上市，可能会对进口白虾产生较大影响。

White shrimps that come from Ecuador benefit from the opening up of China market and the lowering of tariffs. The export volume of Ecuadorian white shrimp to China has been on the rise, reaching 62,136.727 pounds, 66,857.17 pounds and 74,484.837 pounds respectively in the first quarter of 2019. The growth rates varies in different months--57% in January, 53% in February and 34% in March. Compared with the same period last year respectively, the growths of the first two months have both exceeded 50%, leading the shrimp market in China!

At the moment, China's demand for imported shrimp is growing at a rate of 15% a year. As the peak demand comes, it is expected that the growth rate may even be up to as much as 20% this year. Since most restaurants still use frozen shrimp for cooking during the peak tourist season in China from May to November, those white shrimps weighing 30-40 shrimps per kg and 40-50 shrimps per kg are likely to be more popular. At the same time, these two specifications of white shrimp also account for a large proportion in the household consumption. Demand for white shrimp is expected to continue to rise, which may lead to an increase in import volume of white shrimp from Ecuador.

Trading volume of Ecuadorian white shrimp began to increase gradually in April, and the price went up accordingly. So far, the shrimp has performed well in China market. However, as a large number of Chinese shrimps launch to the market in June, a great impact on imported white shrimps may occur.



URUGUAY'S BEEF EXPORTS TO CHINA RANK AMONG TOP THREE 乌拉圭对华出口牛肉位列供应国前三位

去年 8 月，乌拉圭与中国签署“一带一路”合作谅解备忘录，如今合作初见成效，乌拉圭逐渐从拉美的“后阳台”走向“前大门”。而乌拉圭商品如牛肉也越来越多地出现在中国人的视野里。作为世界第七大牛肉出口国，从 2013 年起，乌拉圭便成为中国的主要牛肉进口来源地，其一半牛肉销往中国。

Last August, Uruguay signed a Memorandum of Understanding on "the Belt and Road" cooperation with China. With the cooperation beginning to bear fruit, Uruguay gradually moves its position from the "back balcony" of Latin America to the "front door". Uruguayan products such as beef are growing in China market. As the world's seventh-largest beef exporter, Uruguay has been a major source of beef import for China since 2013, with half of its beef sold to China.

海关数据显示，2012 年至 2018 年，中国每年进口牛肉量由 6.1 万吨增长至 103.9 万吨，首次突破了 100 万吨。在短短六年间，翻了 16 倍之多！可见进口牛肉市场的潜力十分巨大。另据牛肉行业数据提供商必孚（BTC）统计，2018 年乌拉圭对华出口牛肉 22 万吨，占进口牛肉的 21% 市场份额，仅次于巴西（32 万吨）。

而天猫国际提供的数据显示，天猫 2018 财年（2017 年 4 月 1 日—2018 年 3 月 31 日）乌拉圭牛肉销售达 45 万斤，2019 财年（2018 年 4 月 1 日—2019 年 3 月 31 日）销售达 90 万斤，同比增长 100%。在 2019 年前两个月，乌拉圭对华出口牛肉量超过巴西、阿根廷和澳大利亚，稳居中国牛肉三大供应国之列。



From 2012 to 2018, China's annual beef import volume rose from 61,000 tons to 1.039 million tons, exceeding 1 million tons for the first time, according to China customs data. That's a 16-fold increase in just six years! The potential of the Chinese imported beef market is huge. In addition, Uruguay exported 220,000 tons of beef to China in 2018, accounting for 21% of the market share in Chinese imported beef market, second to Brazil (320,000 tons), according to BTC, a beef industry data provider.

Data provided by Tmall Global showed that sales volume of Uruguayan beef reached 450,000 catties in 2018 fiscal year of Tmall (April 1, 2017-March 31, 2018), and 900,000 catties in 2019 fiscal year of Tmall (April 1, 2018-March 31, 2019), with a year-on-year growth of 100%. In the first two months of 2019, Uruguay exported more beef to China than Brazil, Argentina and Australia, making it one of China's top three beef suppliers.

FRENCH CHICKEN IS RETURNING TO CHINA MARKET AFTER LIFTING ITS BAN

法国鸡肉解禁，将重返中国市场

2015 年，因多伦多涅省爆发 H5N1 禽流感疫情，中国禁止了法国家禽肉类出口。如今，疫情已经过去，海关总署于 3 月 27 日发布今年第 55 号公告，宣布解除法国禽流感疫情禁令。同月 25 日，中法两国签署了谅解备忘录，法国家禽肉类有望较快恢复对华出口。

另据悉，中国检疫部门在 3 月初已到法国对 7 家屠宰场进行了检验，这 7 家屠宰场目前已通过每项单独的检验，获准出口家禽肉类到中国。该名单可在海关总署较早前更新的《符合评估审查要求的国家或地区输华肉类产品名单》中查询。而对于还在“排队”等待的企业，中国方面表示将会在今年年底前到法国进行检验工作。

近年来，由于受到反复发作的禽流感和快餐行业食品丑闻等影响，进口鸡肉增长放缓。从海关数据来看，2017 年进口鸡肉及鸡副产品总量为 45.2

In 2015, China banned the export of French poultry after an outbreak of H5N1 bird flu in Dordogne. Now, the epidemic situation has passed, the General Administration of Customs issued its 55th announcement of this year on March 27, announcing the ban-lifting of bird flu epidemic situation in France. On the 25th of the same month, China and France signed the Memorandum of Understanding, and French poultry exports to China is expected to resume soon.

Chinese quarantine authorities are also reported to have inspected seven slaughterhouses in France in early March. The seven slaughterhouses have now passed each individual inspection and are allowed to export poultry meat to China. The list can be searched in the "List of Meat Products From Countries or Regions Meeting The Assessment And Examination Requirements" updated by the General Administration of Customs earlier. As for companies still waiting in the "queue" of examination, the Chinese side said it would go to France before the end of this year for inspection work.

In recent years, the growth of imported chicken has slowed as a result of recurring outbreaks of bird flu and food scandals in the fast food industry.

万吨，而 2018 年为 50 万吨左右，目前主要来源于巴西。但是随着中法家禽贸易的重启，禽肉类的进口市场格局有可能将被改写。



According to customs data, the total amount of imported chicken and chicken by-products in 2017 was 452,000 tons, and was about 500,000 tons in 2018 which mainly came from Brazil. However, with the resumption of Sino-French poultry trade, the market structure for imported poultry is likely to be rewritten.



THE IMPORTED BEER HAS A BAD MARKET PERFORMANCE IN THE EARLY 2019 , WITH THE DROPPING GROWTHS IN BOTH VOLUME AND VALUE

进口啤酒 2019 年开市惨淡 数量与金额增速齐齐下跌



据海关总署统计结果表明，2019 年第一季度，中国累计进口啤酒量为 14.94 万千升，同比增长为零，金额为 11.42 亿元，同比增长 5.9%。与 2018 年同期相比，一季度进口啤酒量与金额增速令人失望。数据显示，2018 年第一季度累计进口啤酒量为 14.94 万千升，相比 2017 年同期增长了 26.8%，金额为 1.67 亿美元（约 10.55 亿元），同比增幅达 33.7%，增长迅猛。

但是，从年度整体情况来看，近年进口啤酒的数量与金额增速有所浮动，并逐渐放缓。2008 年至

In the first quarter of 2019, China's cumulative import volume of beer amounted to 149,400 kilolitres, zero growth compared with the same period last year, and the imported value reached to 1.142 billion yuan, a year-on-year growth of 5.9%, according to statistics from the General Administration of Customs. The volume and value of imported beer grew at a disappointing pace in the first quarter compared with the same period in 2018. The data showed that the cumulative volume of imported beer was 149,400 kilolitres in the first quarter of 2018, an increase of 26.8% compared with the same period of 2017. The total amount was US \$167 million (about 1.055 billion yuan), with a strong year-on-year increase of 33.7%.

However, when we see the overall annual situation, the growth rate of volume and amount of imported beer in recent years have been fluctuating, and gradually slowed down. From 2008 to 2015, the compound annual growth rate of the volume and amount of imported beer reached 52.45% and 47.92% respectively; in 2016, the volume and amount of imported beer increased by 20% and 23.3% respectively; while the growth rates of imported beer volume and amount dropped to 10.8% and 14.8% respectively in 2017. By 2018, the growth rate of volume and amount of imported beer rose back to 14.7% and 17.9% respectively.

Some beer importers said that in 2018, there were a lot of overstocks in China's imported beer industry, so imported beer dealers are currently busy with clearing their inventories. Another beer dealer revealed that the Chinese imported beer industry had in fact been in a cycle of massive purchasing, overstocking and dealing with inventory. Since 2017, Chinese imported beer dealers have been

2015 年间，进口啤酒的数量和金额的复合增长率分别达到 52.45% 和 47.92%；2016 年进口啤酒数量和金额增幅为 20% 和 23.3%；而 2017 年进口啤酒数量和金额增速降为 10.8% 和 14.8%。到 2018 年，进口啤酒数量和金额增幅回升至 14.7% 和 17.9%。

有进口啤酒商表示，2018 年，我国进口啤酒行业积压了很多库存，因此进口啤酒的经销商目前都在忙于出货。较早前，另一啤酒经销商透露，进口啤酒行业事实上一直处在大量进货、压货和处理库存的循环中。自 2017 年起，进口啤酒商就一直在处理此前积压的库存。而这或成为了进口啤酒增速下降的一个原因。

dealing with the previous overstocks. This may be one reason for the slowdown in imported beer in China.



CHINA'S IMPORTED PORK AND PORK BY PRODUCTS IN THE FIRST QUARTER OF 2019: EUROPEAN COUNTRIES LED THE MARKET, WHILE THE USA RANKED NO.4

2019年第一季度中国进口猪肉及猪肉副产品：欧洲国家领跑，美国排第四位



海关数据显示，2019 年一季度，我国共进口猪肉及猪肉副产品等约 58.7 万吨。从地区看，来自欧洲国家的最多，共 41 万吨，占比近 70%，而来自北美洲的共 14.3 万吨，占比 24.4%，来自南美洲的约 3.3 万吨，占比仅 5.6%。

在 2019 年第一季度的进口来源国中，排名前三的分别是西班牙、德国和加拿大。其中，德国贡献了 10.4 万吨，西班牙贡献了 10.2 万吨，而加拿大也贡献了近 9 万吨。至于美国，因受到中美贸易摩擦影响，美国出口到中国的猪肉及食用猪副产品等与去年同期相比下降明显，在今年第一季度为 5.4 万吨，排第四位。

另外，统计结果显示，2018 年我国进口猪肉及食用猪副产品等共 120 万吨，相比 2017 年略微下跌，减少了 6 万吨。与此相反，鸡肉和牛肉及其副产品的进口量均有所增加：2018 年，我国进口鸡肉鸡副产品等 50.4 万吨，较前一年增长 11.5%；而进口牛肉量仅次于猪肉猪副产品，为 104 万吨，相比前一年增加了 34.5 万吨，势头强劲。

China imported 587,000 tons of pork and pork by-products in the first quarter of 2019, according to customs data. Regionally, European countries accounted for the largest proportion, nearly 70% with 410,000 tons, while the same products imported from North America totaled 143,000 tons, accounting for 24.4%, and those imported from South America totaled about 33,000 tons, accounting for only 5.6%.

In China in the first quarter of 2019, Germany, Spain and Canada are the top three suppliers of imported pork and pork by-products. Germany contributed 104,000 tons while Spain and Canada contributed 102,000 tons and almost 90,000 tons respectively. As for the United States, the export volume of pork and pork by-products to China was 54,000 tons in the first quarter of this year, which decreases remarkably while compared with the same period of last year, yet it still ranked No.4 among all these countries.

Besides, the statistics show that China imported 1.2 million tons of pork and pork by-products in 2018 which decreased 60,000 tons compared with 2017. In contrast, the import volume of chicken and beef as well as their by-products have increased: in 2018, China imported 504,000 tons of chicken and chicken by-products, an increase of 11.5% from the previous year, while the import volume of beef was second to pork and pork by-products at 1.04 million tons, an increase of 345,000 tons from the previous year with a strong growing trend.



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蓝鳍金枪鱼 BLUEFIN TUNA

B LUEFIN TUNA, THE “DIAMOND” IN MYSTERIOUS DEEP SEA 神秘深海里的“钻石”——蓝鳍金枪鱼

说起神秘深海里让无数食客神魂颠倒的美味，金枪鱼必定占有一席之地。它们是大自然的宠儿，千万年的成功进化让它们荣登海洋顶级掠食者的宝座；它们是如此完美的运动机器，闪亮表皮下震颤的红肌和涌动的热血让它们矫健地穿梭于世界的各大洋；它们是无上的美味珍馐，吸引人们在高级餐厅无比慷慨的为口腹之欲买单。

早前大热的电视剧中有关于金枪鱼的一幕——一块金枪鱼居然要花费好几万。其实，一块要价几万元的金枪鱼肉并不是电视剧的胡编乱造。作为日料中最珍贵的鱼肉之一，金枪鱼在日本筑地市场拍卖的成交价几乎每年都能刷新纪录，最贵的甚至可以拍卖到八九百万人民币的天价。但是能如此被资深饕客们为其一掷千金的“深海钻石”，非蓝鳍金枪鱼莫属。

When it comes to delicacy in the mysterious deep sea that fascinates countless diners, tuna certainly claims a place. They are perfect creatures of nature, and tens of millions of years of successful evolution have made them one of the top predators in the ocean. Their red muscles are quivering beneath their glittering skin and their blood is flowing in their bodies, which enables them to move quickly and vigorously across the world's oceans. They are superb delicacies, thus numerous people are tempted into paying for them without hesitation at fancy restaurants.

There was a scene from an earlier hit TV drama about tuna -- a piece of tuna costs more than ten thousand. In fact, a piece of tuna that costs a lot of money is not made up by TV dramas. As one of the most valuable fish in Japanese cuisine, tuna had been sold by auction in Japan's Tsukiji market. The record of price was being renewed almost every year. The most expensive fish has been sold for 8 to 9 million yuan at auction. But the title of “deep-sea diamond” belongs to bluefin tuna, the only kind that numerous veteran gourmets think it is worth spending large amount of money.





TOP-CLASS DELICACIES THAT WORTH LARGE AMOUNT OF MONEY 令人一掷千金的顶级美味

一直以来，金枪鱼都是饕客们钟爱的食物。在古罗马，肥润的金枪鱼腹便已经被人们视作珍馐。如今的日料也是如此，色泽粉红、入口即化的大腹，是不少美食家眼里的顶级美味。和其他海鱼一样，为了平衡海水的咸度，金枪鱼体内同样富含美味可口的氨基酸：谷氨酸是鲜味之源，甘氨酸则赋予了鱼肉甜美的滋味。一般来讲，海水的咸度越高，鱼肉越鲜美。于是，生长在远洋高咸度海域的金枪鱼，味道往往鲜美至极。

金枪鱼的口感十分多样，腹部的顶级鱼腩肥润无比，堪称鱼肉界至高无上的存在；如今瘦肉当道，金枪鱼背部的瘦肉也凭借其柔韧劲道的口感和微酸的滋味，俘获了无数吃货的味蕾。

作为海洋里的大型掠食者，金枪鱼的体重可达600公斤。为了不停地游动，它的肌肉中含有大量的肌红素，这便赋予了金枪鱼肉与众不同的暗红色泽和肉味十足的香气。在常见的食材中，牛肉也是如此。于是，渔夫和厨师在处理两种食材时便有了很多相似之处。

Tuna has long been a favorite food of gourmets. In ancient Rome, the fat belly of tuna was considered as a delicacy. So is in today's Japanese cuisine. The belly with pink color and luster, which melts on the tongue, is the top delicacy in the eyes of many gourmets. Like other marine fish, tuna is rich in delicious amino acids in order to balance the saltiness of the seawater. Glutamic acid is the source of umami, while glycine gives the fish a sweet taste. Generally speaking, the saltier the seawater is, the more delicious the fish is. As a result, bluefin tuna, which are growing in high-salinity ocean waters, tend to be extremely tasty.

The tastes of different parts of tuna are diversified. The top-notch belly of a bluefin tuna is extremely fat, which can be regarded as the supreme delicacy compared with other fish. Now lean meat is getting more and more popular, thus lean meat on the back of a tuna has captured the taste buds of countless foodies due to its pliable and chewy mouthfeel and slight-sour taste.

As a large predator in the ocean, a tuna can weigh up to 600 kilograms. In order to swim constantly, its muscle contains a lot of myoglobin, which gives the tuna meat a distinctive dark red color and fragrant aroma of meat, the same as beef. As a result, the ways of handling the two ingredients have a lot in common.

When a tuna is caught to a boat, the fishermen will quickly break the spine of the fish which kill it instantly, in order to prevent the quality of meat from changing

金枪鱼捕捞上船后，渔夫会迅速打断鱼的脊椎，使其立即死亡，防止鱼肉因为过度挣扎而导致的肉质变化。金枪鱼通常体型较大，因此在捕捞之后还有一个类似牛肉的排酸过程。通过排酸，可以缓解金枪鱼死亡后的僵直反应，鱼肉会变得更加美味可口，口感也会更加柔软，通常大型的蓝鳍金枪鱼需要2-3天的排酸过程才能使新鲜鱼肉达到最美味的状态。

除了排酸，金枪鱼还有一项与高级牛排类似的处理工艺，那就是熟成。金枪鱼的熟成，必须在极其精确的温度与湿度下进行。低温可以抑制微生物的生长；而适宜的湿度则会慢慢蒸发鱼肉中的水分，使肉质变得更加紧实；在漫长的熟成期中，鱼肉也会发展出更加浓郁的肉味和全新的香气。

鱼肉的熟成极其耗材费力，因为水分蒸发，鱼肉会损耗至少20%的重量。此外，厨师还需时时留意将腐败、硬化、发霉的部分切除。一块鱼肉经过两周的熟成之后常常所剩无几，但是滋味却有了天翻地覆的变化。因此，熟成的金枪鱼和熟成牛排一样，价格常常贵得吓人，一般只有在高级餐厅才会见到。

for the worse as it struggles excessively. The body of bluefin tuna is usually large, so there is a process the same as beef for acid removal after fishing. By removing the acid, the stiff reaction of tuna after death can be alleviated, and the fish will become more delicious and taste softer. Usually, it takes 2-3 days of acid removal for a large bluefin tuna to reach the most delicious status.

In addition to acid removal, tuna will be treated in a process called Aging similar to that of high-end steak. The treatment must be proceed at extremely precise temperature and humidity. Low temperature can inhibit the growth of microorganisms, while the water of the meat will slowly evaporate at an environment with proper humidity, making the meat firmer. During the long aging period, the meat develops a richer meat flavor and a new aroma.

It takes a lot of energy and labors to complete the aging of fish meat. The meat will lose at least 20 percent of its weight due to water evaporation. In addition, cooks should always pay attention to excise the corrupt, toughen and moldy parts from the meat. Usually, there will be not much left in the meat after two weeks of aging, but its taste has changed dramatically. As a result, a aged tuna, like a aged steak, is often prohibitively expensive. Generally, it is served only in high-class restaurants.





ONLY BLUEFIN TUNA CAN BE CONSIDERED AS AN OUTSTANDING TUNA

只有蓝鳍金枪鱼，才能算是鱼中翘楚

金枪鱼也就是我们俗称的鲔鱼、吞拿鱼，英文俗名 tuna，无论是高级的金枪鱼刺身还是普通的金枪鱼罐头，食客们都并不陌生，但是能够称得上是顶级食材的则非蓝鳍金枪鱼莫属。

蓝鳍金枪鱼，寿命最长、体型最大，是金枪鱼中最高级的鱼种，一斤鱼肉的价格常常以千元起步。不同于其他大部分金枪鱼对于温暖海域的偏爱，蓝鳍金枪鱼通常喜欢相对深、冷的海域。因此，它们便存储了更多的脂肪来作为能量来源，并用以保温。在崇尚肥润脂肪的日料中，蓝鳍金枪鱼便顺理成章地成了鱼肉至尊。在日本近海，蓝鳍金枪鱼的产卵期在夏季，而捕捞季通常在冬季。应季的蓝鳍金枪鱼色泽鲜红，口感肥润，鲜美至极，搭配山葵与淡口酱油的生鱼刺身是饕客们最喜欢的吃法。

当然，蓝鳍金枪鱼还细分有太平洋蓝鳍金枪鱼、大西洋蓝鳍金枪鱼和南方蓝鳍金枪鱼三种，而太平洋蓝鳍金枪鱼又细分为日本近海捕捞的品种，和在

Tuna is also known as Wei Yu and Tunna Yu in Chinese, commonly known as tuna in English. Whether high-end tuna sashimi or common canned tuna, diners are not unfamiliar with it. However, bluefin tuna is the only tuna that can be claimed as a top ingredient.

Bluefin tuna is the first-rate tuna species with the longest life and largest body. Usually, the price of its meat is at least 1,000 yuan per half kilo. Unlike most of other tunas, which have a preference for warm waters, bluefin tuna usually prefer deeper and colder waters. As a result, they store more fat in their body as a source of energy, which also can keep them warm. Fatty ingredients are highly praised in Japanese cuisine, thus undoubtedly bluefin tuna becomes the king of fish in the Japanese cuisine. In coastal waters of Japan, bluefin tunas spawn in summer, while fishing usually takes place in winter. Seasonal meat of bluefin tuna is bright red in color, rich and luscious in mouthfeel and tastes extremely delicious. Bluefin tuna sashimi paired with wasabi and light soy sauce is gourmets' favorite.

Bluefin tuna can also be subdivided into Pacific bluefin tuna, Atlantic bluefin tuna, and southern bluefin tuna, while the Pacific bluefin tuna is subdivided into

太平洋东部的品种。三种蓝鳍金枪鱼外形高度相似，南方蓝鳍金枪鱼相对体型较小，容易区分。而太平洋蓝鳍金枪鱼和大西洋蓝鳍金枪鱼之间的区别表面是很难分辨的，只有打开鱼身才会发现玄机：二者鱼鳃的叠数不同，而且大西洋蓝鳍金枪鱼体腔背壁的筋肉是深深嵌入肉中、呈“V”字形的，而太平洋蓝鳍金枪鱼的筋肉是沿肌肉圆滑分布、呈“U”字形的。在三大品种中，南方蓝鳍金枪鱼相比其他两个品种肉质更加甘甜，加上全年只有2个月的捕捞期让南方蓝鳍金枪鱼更为珍贵。日本人对南方蓝鳍金枪鱼也十分推崇，并视其为高级的寿司食材。

养殖金枪鱼和养殖三文鱼类似，虽然有着更加肥厚的脂肪，但是因为生长周期短、运动量较小，养殖金枪鱼通常体型很小，肉质较浅，肉味和标志性的微酸也淡了很多。虽然有不少人喜欢养殖金枪鱼相对肥美的滋味，但是在顶级饕客眼里，野生蓝鳍金枪鱼，才是金枪鱼中真正的翘楚。

Japanese offshore species and species in the eastern Pacific. The species of bluefin tuna are highly similar in shape. Southern bluefin tuna is smaller than the other two kinds and easy to distinguish. It is hard to distinguish the difference between Pacific bluefin tuna and Atlantic bluefin tuna from their appearances. Only when you cut open the fish, will you find the difference. The number of gill filament of the two fish is different; and the muscles in the back of Atlantic bluefin tuna body cavity are deeply embedded in the flesh in a "V" shape, while the muscles of the Pacific bluefin tuna are growing smoothly along the flesh in a "U" shape. Among the three species, southern bluefin tuna tastes sweeter than the other two, and a two-month fishing season throughout a year makes southern bluefin tuna even more precious. Southern bluefin tuna is also highly praised by the Japanese as a high-end ingredient in making sushi.

Farmed tuna is similar to farmed salmon. It is usually smaller, lighter in meat color, meat flavor and the typical slight-sour taste because of its shorter growing cycle and less exercise, but it has thicker fat. Many people like the taste of the fatter farmed tuna, but in the eyes of top gourmets, wild bluefin tuna is the real outstanding kind among tunas.



EATING BLUEFIN TUNA IS A FASTIDIOUS ART

吃蓝鳍金枪鱼，是一门有讲究的艺术

金枪鱼体型较大，因此便有了和牛肉一样的“解鱼”步骤。经过切分，金枪鱼各个部位的口感、肉质、脂肪含量都有所不同。和其他所有鱼类一样，金枪鱼最最肥美的部位是鱼腹，价格也最贵；背部最瘦，肉味最足；头颈部脂肪相对丰富，尾部则肉质较瘦。

根据脂肪含量，日料中的金枪鱼肉一般被划分为大肥、中肥、以及赤身三类。

Tuna are a larger fish, so there are processes of cutting a tuna the same as dismembering an ox carcass. After being cut apart, the mouthfeel, meat quality and fat content of the tuna vary from part to part. Like all other fish, the fattest part of a tuna is its belly, which is the most expensive; the leanest part is its back, which is the richest in meat flavor; the head and neck are richer in fat, while the meat of fishtail is relatively leaner.

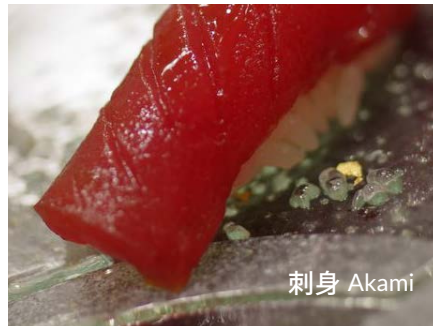
Based on different fat content, the tuna meat in Japanese cuisine is generally divided into three categories: Otoro, Chutoro, and Akami.



大肥 Otoro



中肥 Chutoro



刺身 Akami

大肥

大肥，主要分布在金枪鱼腹部前中段，是整个金枪鱼脂肪最多、价格最贵的部分。大肥肉色粉红，口感十分肥润，脂肪含量甚至可以高达 50%。在油脂至上的日料中，金枪鱼大肥几乎被奉为天物，是刺身最顶级的食材之一。

大肥一般按照脂肪的分布形状分为两类，霜降与蛇腹。

霜降与和牛中的霜降牛肉类似，有着细致入微的如霜纹理，脂肪完美均匀地融合在鱼肉中，肉质柔软肥润；而蛇腹，则类似三文鱼，由脂肪层与粉色鱼肉层层堆叠而成，不过，因为野生金枪鱼此部位运动相对较多，因此蛇腹肉口感通常较硬，有着牛腩般的粗大肉筋。

中肥

中肥在金枪鱼腹部、背部均有分布。它融合了大肥肥润甘美的脂肪和赤身鲜亮微酸的红肉，因此有了介于两者之间的风味与口感。

虽然中肥远不及大肥肥美甘鲜，但是其脂含量依旧在 15% 以上，仍属于高脂鱼肉，在刺身和寿司中非常常见。

赤身

赤身，大都分布在金枪鱼背部。因为几乎全部是颜色暗红的瘦肉，赤身一般在金枪鱼中属于价格相对实惠的部分。不过如今瘦肉当道，赤身虽然不及大肥豪奢，但依旧有着诸多拥趸，赤身通常肉质紧实，口味微酸，还有着不少值得回味的“野味”。

在金枪鱼中，赤身接近脊椎的部位被称作天身，这里的鱼肉有着类似牛肉里脊的柔嫩滋味，是赤身中肉质最好的部位。

不同于大肥原汁原味的欣赏，赤身在厨师手中多了更多的可能性，腌渍、熟成、灼烤都能为赤身带来与众不同的风味和口感。

当然，胴体巨大的金枪鱼远不止大肥、中肥、赤身的三类肉，头顶的脑天、头部两侧的鱼颊、鱼鳍、甚至鱼骨上的碎肉也都各有特色，让无数饕客们流连忘返。

Otoro

Otoro, mainly in the front and middle of the belly of a tuna, is the fattest and the most expensive part of the whole tuna. Otoro is pink in color and oily and juicy in taste, and even up to 50% of Otoro can be fat. In the fat-supreme Japanese food, the Otoro of a tuna is almost regarded as celestial products, and is one of the top ingredients of sashimi.

Otoro is generally divided into two types according to the shape of fat: marbled tuna meat and snake-bellied tuna meat.

Marbled tuna meat is similar to marbled beef, which has a delicate, creamy texture like frost. The fat is perfectly and evenly blended into the fish, leaving the meat soft and plump; while the snake-bellied meat is similar to salmon, with layers of fat and pink fish meat stacking on top of each other. However, the snake-bellied parts of a wild tuna are usually tough and have thick muscle like a brisket because it's a relatively active part of the tuna.

Chutoro

Chutoro usually refers to the meat in the belly and back of tuna. It is a mix of the smooth and luscious Otoro with the bright and slight-sour Akami giving it a flavor and mouthfeel different from fat meat and lean meat.

Although Chutoro is far less delicious and luscious than fat meat, its fat content is still more than 15%, and it still belongs to high-fat fish meat, which is very common in Sashimi and Sushi.

Akami

Akami is the leaner meat mostly growing in the back sides of a tuna. Because it's almost dark red lean meat, generally, Akami is a relatively affordable part of tuna. However, at present, lean meat is becoming more and more popular. Although Akami is not as luxurious as fat meat, it still has a lot of fans. Akami is usually tight, and tastes slightly sour, with some aftertaste of "wild flavor".

The Akami near the tuna spine is called the Senaka, where the meat has a tender taste similar to that of sirloin, and is the best meat among Akami.

Different from enjoying original taste and flavor of Otoro, chefs are cooking Akami in various ways, pickled, ripen, roasted can give Akami different flavors and tastes.

Of course, the carcass of a huge tuna is far more than these three types of meats. Noton, meat in the top of the brain in the head, Hohoniku, the cheek meat on both sides of the head, Hireniku, fin of a tuna, and even Nakaoti, the ground meat on the fish bones also have their own tastes, which makes countless gastronome unable to tear themselves away from it.

IMPORTED BLUEFIN TUNA TRIGGER LIMITLESS BUSINESS OPPORTUNITIES 进口蓝鳍金枪鱼，引发市场无限商机



蓝鳍金枪鱼的美味是不可拒绝的，它的独特风味使得这种“深海黑钻”在我国的进口量一直有增无减。数据显示，目前全球金枪鱼捕捞量已经约 800 万吨，达到生吃标准的金枪鱼产量在 40-50 万吨，占 5% 左右，而其中蓝鳍金枪鱼更是不足 1%，但是年交易额却超过 40000 万美元。

而中国市场中，随着人们生活水平的提高，蓝鳍金枪鱼的市场空间也越来越大。海关数据表明，2016 年我国蓝鳍金枪鱼进口贸易总量 18.04 万千克，2017 年进口贸易总量 52.56 万千克；2018 年进口贸易总量 49.72 万千克。2016 年我国进口贸易总额 690 万美元，2017 年进口贸易总额 1391 万美元；2018 年进口贸易总额 1531 万美元。在我国，蓝鳍金枪鱼主要销往广东、上海、山东等地，以供应高档日料餐厅、星级酒店为主。

不止在数量上，质量上也在不断提升。2017 年，随着山东、江苏口岸引进蓝鳍金枪鱼开始，各地方口岸纷纷开始引进优质蓝鳍金枪鱼。随着市场的开放，人们生活水平的提高，原本神秘高端的蓝鳍金枪鱼逐渐大众化，甚至在一些新零售的生鲜门店就能够轻易见到这位神秘海洋中的“王者”，让蓝鳍金枪鱼不再是以前名门贵族的专属，而是人们触手可及的珍宝。

The great taste of bluefin tuna is irresistible, its unique flavor makes imports of this "deep-sea black diamond" in China has been on the rise without declining. According to data, currently, the global tuna fishing volume has almost reached 8 million tons, and the output of tuna that meets the standard to be eaten raw is between 400,000 and 500,000 tons, accounting for about 5%, among which bluefin tuna is even less than 1%, but the annual trading value of bluefin tuna is over 400 million US dollars.

The market of bluefin tuna in China is getting larger and larger due to the improvement of Chinese people's living standards. According to customs data, China's total import volume of bluefin tuna was 180,400 kg in 2016, 525,600 kg in 2017 and 497,200 kg in 2018. China's import trading value totaled 6.9 million US dollars in 2016, in 2017 it totaled \$13.91 million, and in 2018 it totaled \$15.31 million. In China, bluefin tuna is mainly sold to Guangdong, Shanghai, Shandong and other places, to mainly supply high-end Japanese restaurants and starred hotels.

Not only the quantity of bluefin tuna imported to China is on the rise, but also the quality is improving. In 2017, with the initiation of importing bluefin tuna at ports in Shandong and Jiangsu, all ports in China allowed to import high-quality bluefin tuna in succession. With the opening of the market and the improvement of people's living standards, the mysterious and high-end bluefin tuna gradually becomes popular, and usual products in some new retail fresh stores. Bluefin tuna is no longer an exclusive food of previously illustrious families, but a treasure within reach for common people.



活力创新成就持续增长典范， 2020 SIAL CHINA 中食展 20 周年全新启航

2019年5月16日，第20届SIAL China中国国际食品和饮料展览会在上海新国际博览中心圆满落下帷幕！首次实现“大满馆”的第20届SIAL China中食展展览规模达到了199,500 m²，是2000年SIAL China中食展初出茅庐时的14倍之多。2019年，SIAL China中食展参展商大幅增至4,300家，分别来自全球70余个国家和地区，国际化程度可见一斑，专业观众更是高达117,595，覆盖全球100余个国家和地区，在如此庞大的观众基数下仍能保持7%的专业观众增长，中食展堪称完美地诠释了享誉世界国际食品饮料大展的标杆意义！

2019年，SIAL China中食展以一场底蕴深厚而不失活力的空竹表演徐徐启幕，中食展中方主办单位——商业发展中心与来自俄罗斯、西班牙、爱尔兰、乌拉圭、阿根廷、法国等23个国家和地区的部长、副部长及官员，以及来自国务院参事室、农业农村部对外经济合作中心、商务部投资促进事务局、山东省商务厅、浙江省商务厅、黑龙江省贸促会等40余个部委、政府机构及合作伙伴一道共同开启了SIAL China中食展第20届盛会！2019年展会规模大幅扩张，但观展体验却不曾下降，这则要归功于中食展精心培育四年之久的主题及主题馆概念。参展商依据休闲食品、综合进口食品、酒、高端饮品及乳制品、餐饮供应链、绿色农业、功能性营养食品及国际冷链八大主题，井然有序的分布在上海新国际博览中心的17大展馆，配合了展会现场贴心而清晰的指示系统，使得专业观众能够在人山人海的展会现场轻而易举地将意向产品尽收眼底。据了解，截至2019年5月16日展会闭幕，2020年SIAL China中食展的展位预销售就已超过50%，相信这也是中食展收获的最好的评价。

在2019 SIAL China中食展现场，除了网红零食广受追捧、顶级食材令人垂涎三尺、以及闻所未闻的各类新产品令人刮目相看之外，2019 SIAL China中食展现场更称得上大开眼界、肉香四溢、茶酒芬芳、激动人心。

SIAL创新大赛就是令人大开眼界的典范，2019年，国内著名的乳制品生产商——内蒙古伊利实业集团股份有限公司提交的甄稀海盐牛油果冰淇淋，因其浓郁的口感和健康的产品配方斩获创新大赛金奖，这也是伊利集团多次入围SIAL创新大赛后首次荣登金奖宝座。来自波兰的Vege Spelt Burger with pepper and linseed（素食汉堡饼）因无肉的素食配方和精致的包装设计荣获银奖，来自韩国的Real Porridge（含蔬菜的粥）则因独特的配方以及便携的吸嘴自立袋式包装斩获铜奖。除此之外，在人造肉领域炙手可热、引得比尔盖茨等人纷纷押注投资的Beyond Meat也参与并入围了2019 SIAL创新大赛。

肉香四溢的代表则是美食厨房和鲜生活。美食厨房，SIAL中国国际顶级厨师邀请赛将厨艺与食材有机结合，邀请出色的厨师演绎出色的食材，最终深圳队拔得头筹，意大利队、北京队、上海队荣获菜式创新优异奖，中国香港队、日本队、安徽队摘得SIAL食材特色应用奖，马来西亚队则捧走了牛肉菜式应用奖。与美食厨房不同，鲜生活则是直接将诱人的各类海鲜现场烹饪成大餐，让专业观众一边观摩烹饪表演，一边品鉴品质食材。

论茶酒芬芳，已有五年历史的中国精品茶叶冲煮大赛首屈一指。而令人惊讶的是，最终由来自澳大利亚的选手Danny摘得2019年中

国精品茶叶冲煮大赛的桂冠，亚军和季军则分别被来自北京的马永旺和来自中国台湾的廖庭欣斩获，着实是中国茶烹出了国际味。葡萄酒创新论坛以及中国国际葡萄酒及烈酒品酒会（Best Buy）也揭晓了激动人心的一刻，经过对60余种酒品的盲品，最终评选出6款最具性价比的静态红葡萄酒和4款最具性价比静态白葡萄酒。

除此之外，2019 SIAL China中食展现场也不乏专业严肃的行业信息，如酒店及零售业论坛，就汇聚了从酒、饮料市场、健康生活到

电子商务、食品创新等诸多趋势及资讯；与此同时，巧克力世界则将甜品市场态势融入到更具愉悦享受的下午茶品鉴活动中，可谓寓教于“品”。

随着2019 SIAL China中食展圆满落幕，中食展在20届盛会里日趋成熟，让全球食品饮料市场见证了它的活力和魅力，2020年将是SIAL China中食展进入中国市场的20周年，趋近成熟的中食展将以不变的精彩翻开崭新的篇章，再现食有深意！

ASIA'S LARGEST FOOD INNOVATION EXHIBITION GREW 23% IN SCALE AND WELCOMED 117,595 PROFESSIONAL VISITORS IN 2019

•SIAL China 2019 expanded 23% year-over-year in scale, attracted 4,300 exhibitors from more than 70 countries and regions, 30 domestic provinces and cities, and welcomed 117,595 professional visitors

•SIAL China 2020, the 20th anniversary of SIAL China, will take place May 13th – 15th in Shanghai at the Shanghai New International Expo Centre

SIAL China, Asia's largest food innovation exhibition successfully concluded its 20th edition on May 16th in Shanghai at the Shanghai New International Expo Centre (SNIEC). The 2019 edition of SIAL China surpassed all key figure set in 2018, expanding 23% year-over-year (YOY) in scale by occupying all 199,500 square meters of SNIEC, attracting 4,300 exhibitors (+26% YOY), and welcoming 117,595 professional visitors (+7% YOY).



SIAL China 2019 opened on May 14th, 2019, with delegations of ministers, ambassadors, consuls and trade officers attending the Opening Ceremony. In hand were representatives from the People's Republic of China, which included the Director of China Commerce Development Center, Director of Foreign Economic Cooperation Center of MARA, Chairman of Gansu Commission of CCPIT, Board Director of China Health Promotion Foundation, and President of Chinese Nutrition Society. The Deputy Ministers from the Agriculture Ministry of the Spanish Governments, the Argentine, Spanish, and Uruguayan Ambassadors to China, and honoured guests from Azerbaijan, Belarus, Brazil, Colombia, Czech, Denmark, EU delegation, Finland, France, Greece, Indonesia, Ireland, Japan, Malaysia, the Netherlands, Peru, Russia, Sri Lanka, Sweden, and Thailand also attended the Opening Ceremony, a sign of SIAL China's place on the global food and beverage calendar.

Professional visitors, exhibitors, and media at SIAL China 2019 were able to explore all 17 halls at SNIEC, which hosted four dedicated zones: Meat (N3, N4, N5), Dairy (E4), Wine (E5, E6), and Beverage (E4), as well as seven professional events highlighting food and beverage industry talents, innovations, and trends. “We have received very positive feedback from both exhibitors and visitors on the expanded dedicated zones, professional events and scale of SIAL China 2019. Expanding the exhibition 23% to 199,500 square meters allowed SIAL China to accommodate more exhibitors, which in term attracted more professional visitors than ever before”. Said Jim Liu, CEO of SIAL China.

MINTEL: FOOD PACKAGING JOINS HANDS WITH TECHNOLOGY AND BREAKS UP WITH PLASTICS 英敏特： 食品包装与科技组 CP，竭力与塑料划清界限

“包装是无言的促销师”，这是我们在形容包装对食品重要性时常用的一句话。包装已经不仅仅只是保护食品，我们还可以从食品包装上了解到各种信息。而如今，随着消费者对食品品质要求不断提升，食品包装也正占据越来越重要的地位。全球领先市场研究咨询公司英敏特发现，随着技术的发展，许多食品厂商都趋向于利用包装与虚拟网络世界进行连接，而消费者则急切希望得到环保的包装解决方案来净化现实世界。

“Packaging is a wordless master of sales promotion” is a phrase that we often use to describe the importance of packaging to food. Packaging is more than just protecting food, and we can also learn all kinds of information from food packaging. Today, with the unceasingly higher request of consumers for food quality, food packaging is also strengthening its position. Mintel, the world's leading market research consultancy, has found that multiple technologies are enabling many food brands to connect physical packaging to the virtual world, and consumers are eager to get environmentally friendly packaging solutions to purify the real world.

PACKAGING MAKES ALLIANCE WITH TECHNOLOGY TO CREATE UNIQUE SHOPPING EXPERIENCE 包装与技术联盟，创造独特购物体验

有没有发现如今许多食品包装上都贴着二维码？消费者只需要使用手机扫描二维码就可以得到更多食品详细信息。还有些企业会利用产品包装上的二维码进行营销活动，比如美国亚利桑那饮料公司利用它们的冰红茶易拉罐二维码推出扫码玩游戏赢大奖；而尼日利亚芬达混合气泡果汁罐上也印有二维码，扫码可连接到美国图片分享平台 Snapchat 的独家滤镜。现在，各种技术的发展使得品牌能够将实体包装连接到虚拟世界，二维码、NFC、RFID、蓝牙和 AR 技术等新技术层出不穷，而这些技术在食品包装上的广泛应用得益于全球个人移动设备持有量的增长。

英敏特发现，在所有的包装技术中，二维码是最著名且应用最普遍的技术。数据显示，2018 年，亚太地区消费者包装商品的二维码使用率最高。在亚太地区推出的所有包装产品中，近 9% 使用二维码，而在欧洲，这一比例为 5%。近场通信 (NFC) 则是一种可以集成到包装中的简单技术。当消费者打开智能手机的 NFC 功能，靠近食品包装时，就能够观看视频等品牌相关内容，或者直接链接至食品信息。使用 NFC 的一个好处是，消费者不需要下载特定的应用程序到他们的手机上。法国酒业巨头保乐力加集团就在他们的酒瓶上添加了 NFC 标签，引导消费者浏览营销内容，如酒的配方或参与活动赢取奖品。

此外，生产商们还可以利用 AR 技术直接给消费者创造模拟的真实体验。现在，大多数食品包装上的 AR 技术应用都是用来给消费者提供有趣的交互体验。这表明由于人们生活变得越来越忙碌，休闲时间也越来越少，因此他们更加倾向于把空闲时间花在娱乐上。奥利奥就在去年推出一款 AR 小游戏，只要打开 AR 功能，扫描奥利奥饼干，就能解锁专属小游戏。可口可乐公司则是用 AR 贴热玩起了真人版“旅行青蛙”，不仅根据不同城市的风格打造了“摩登新罐”，还举办了一个叫“探寻城市秘密”的活动；消费者通过扫描瓶身，可以看到用 AR 呈现的不同城市的特点。

联网包装可以给消费者提供独特的购物体验，满足消费者的互动需求和创造个性化的购物时刻，体验全方位的购物方式。英敏特表示，这与他们提出的“体验就是一切”趋势一致，也表明了由于过



Have you noticed that many food packages are now pasted with QR codes? Consumers can get more detailed information about food simply by scanning the QR code with our mobile phones. And some food companies start to use the QR codes on their packaging for marketing activities, such as the Arizona Beverage Company, which uses QR codes on their iced tea can to launch scanning games for winning a grand prize; From Nigeria, Fanta Fruit Twist Sparkling Mixed Fruit Drink retails in a recyclable can featuring a Snapcode that links to exclusive Snapchat filters and lenses. Today, the development of technologies has enabled brands to connect physical packaging to virtual worlds, such as QR codes, NFC, RFID, Bluetooth, and AR technologies, and the widespread use of these technologies in food packaging benefits from the growth in ownership of personal mobile device worldwide.

Mintel found that of all these technologies, QR code has become the most well-known and widespread. The data showed that the Asia-Pacific region saw the highest usage of QR codes for consumer packaged goods in 2018. Nearly 9% of all packaging products launched in the Asia-Pacific region featured QR codes, compared with 5% in Europe. Near Field Communication (NFC) is a simple tag that can be incorporated into packaging. When consumers use their phones to close to food package, they can watch videos and other brand related contents, or to link directly to food information by turning on the NFC function of their smart phones. A benefit of using NFC is that there is no need for consumers to download a specific app to their phones. Pernod Ricard, the French wine giant, has added NFC tags to its bottles to guide consumers to browse marketing content, such as wine recipes or an opportunity to win prizes.

In addition, food companies can use AR technology to directly create a simulated real-world experience for consumers. Today, most of the AR technology applications on food packaging are designed to provide an interesting interactive experience for consumers. This suggests that people are more likely to spend their leisure time on entertainment, because their lives are getting busier and their leisure time is becoming increasingly squeezed. Oreo, for example, launched

往快消食品零售商过于强调速度、便利和价格，导致现在许多消费者渴望在实体空间获得不一样的消费体验。食品企业可以利用联网包装使他们的产品从商店货架上的竞争对手中脱颖而出。将消费者链接到在线空间，可以创建产品与购物者的直接连接，还可以收集消费数据。品牌通过不断更新消费者的喜好变化，建立消费者档案，衡量营销活动的效果，提供实时反馈。



an AR mini-game last year that allowed consumer to unlock the exclusive mini-game by simply turning on the AR function and scanning the Oreo cookies. Coca-cola used AR to play the real version of the "Travel Frog". Coca-cola not only created a "Modern New Can" according to the style of different cities, but also held an activity called "Explore the Secrets of the City"; By scanning the bottle, consumers can see the characteristics of different cities presented with AR.

Connected packaging can provide consumers with a unique shopping experience, to meet the interactive needs of consumers and to create personalized shopping moments and an all-round shopping experience. This aligns with the Mintel Trend, "Play Ethic" suggesting that many people are now eager to get a different consumer experience in physical places because of the excessive emphasis on speed, convenience and price of FMCG food retailers in the past. Food companies can use connected packaging to make their products stand out from their competitors on store shelves. Linking consumers to an online space can create a direct connection between products and shoppers, as well as collect consumer data. Brands can also constantly update the changes in consumer preferences, set up consumer profiles, measure marketing performance or provide real-time feedback on marketing activities.

CREATE A CLOSED LOOP FOR PACKAGING RECYCLING TO TRULY PROTECT THE ENVIRONMENT 打造包装回收闭环，真正保护环境



你平时会把饮料瓶或者啤酒瓶拿去废品回收站回收吗？据调查，近几年，由于环保观念的传递，越来越多人开始回收食品包装，像各种饮料瓶。不过，现在更多人希望能提高食品包装的回收能力，给环境保护带来真正的效果。在过去的一年里，

Would you normally take your drink bottles or beer bottles to recycle bins for recycling? According to the survey, more and more people have been recycling food packaging, like all kinds of beverage bottles in recent years, due to the spread of the concept of environmental protection. However, they are now demanding the ability to,recycle more food packaging to bring real effects to environmental



全球各大食品品牌一直宣传承诺他们的包装采用100%可回收材料。但是，很少有人能充分考虑到如何、在哪里、由谁来回收这些材料。这些简单的问题却没有明确的答案。虽然对于制造可回收包装的要求已经很普遍，但关于回收方式和内容的要求仍然很少，高质量的可回收塑料却很少得到有效的回收。此外，消费者也对可回收材料在食品包装上使用的安全问题感到担忧。这些原因都阻碍了在食品和饮料中使用可回收材料。未来，食品企业提供更容易操作的包装解决方案，使得消费者能够简单、直接地承担环保责任。

据调查，2017年，27%的饮料包装显示可以回收，而在食品包装上，这个比例只有9%。现在，食品包装普遍由几种不同成分的材料制成的，基本很难或不可能完全回收，并且只有部分企业把回收办法简单地列出来。如果生产商能更明确地列出回收包装的方式，那么他们将赢得更多消费者的忠诚。

幸运的是，现在各国政府通过越来越多的方式奖励回收行为并激励更多人参与。例如，在英国，驾车者每带一瓶酒到利兹的CitiPark，就会收到一张20便士的停车券。而消费者也会自行发起各种活动，一起解决食品包装问题。比如，去年英国消费者就发起“沃尔克斯包装回收”活动，鼓励人们把空的薯片袋寄回给英国零食品牌沃尔克斯。高达30多万人在网上签名请愿，要求食品制造商把包装袋材料换成可回收材料，或者非塑料环保材料。不到一个月后，沃尔克斯就宣布推出英国第一个全国性的薯片包装袋回收计划。

除了打造包装回收闭环，美国科学家还从包装材料源头上下手。他们研发出了一种新型PET塑料，使得生产企业可以将他们的包装从难以回收的材料转变为可回收材料。可口可乐公司就通过优化瓶子的设计，每年减少150多万磅的塑料使用量。另外，他们在瓶子上的压敏标签使用了一种创新的粘合剂，在回收过程中可将标签从瓶子中分离出来，进一步提高了包装的可回收性。

protection. During the past year, proclamations by brands and converters touting commitment to 100% recyclable materials or packaging that is 100% recycled have dominated industry headlines. The reality that few have yet to fully consider is how, where and who will be supplying and recycling these materials. These are simple questions that don't have definitive answers. Though recyclable packaging claims have become common, claims to include recycled content are still rare. High-quality recyclable plastics are rarely recycled effectively, and consumers are concerned about the safety of recyclable materials used in food. This discourages the use of recyclable materials in food and beverages. As a result, food companies need to provide more easy-to-operate packaging solutions to meet the consumer demand for recyclable packaging, so that consumers can simply and directly assume environmental responsibility.

In 2017, 27% of beverage packaging said it could be recycled, compared with 9% of food packaging, according to some survey. Nowadays, Food packs that are made of several different component materials are widespread, making them difficult or impossible to recycle fully. While some companies show a simple way of recycle, this is not universal. If food companies could list more clearly the ways they recycle their packaging, they would win more consumer loyalty.

Fortunately, governments are now incentivizing recycling behavior and motivating more people to participate through a growing number of programs. In the UK, for example, motorists receive a 20 pence parking voucher for every bottle of wine they bring to the CitiPark in Leeds. And consumers can also initiate a variety of activities by themselves to solve food packaging problems together. Last year, for example, British consumers launched a #PacketInWalkers campaign# to encourage people to send empty crisp packets back to the British snack brand Walkers. More than 300,000 people signed an online petition calling on food manufacturers to replace packaging materials with recyclable or non-plastic eco-friendly materials. Less than a month later, Walkers reacted by announcing the UK's first nationwide recycling scheme for crisp packets.

In addition to creating a closed loop for packaging recycling, American scientists have also started from the source of packaging materials. They have developed a new type of PET plastic that allows food companies to convert their packaging from hard-to-recycle materials to recyclable materials. By optimizing the design of its bottles, Coca-Cola is able to reduce the amount of plastics usage by more than 1.5 million pounds a year. In addition, the pressure-sensitive label on drink bottle uses an innovative adhesive that separates the labels from the bottles during the recycling process, further improving the recyclability of the packaging.

ONLINE SHOPPING IS EASY, BUT RETAILERS RACK THEIR BRAINS ON OFFLINE PACKAGING 线上购物轻而易举，线下包装绞尽脑汁



现在，很多人都在电商平台购买各种食品，许多产品在包装上也更符合消费者的个性化需求。行业人士一致认为，电子商务的快速发展对全球包装设计产生了巨大的影响，企业在供应链的每一个环节都面临着新的挑战 and 机遇。许多食品企业正通过降低成本和提高消费者参与度等措施应对这些挑战。在电商平台，食品品牌营销人员可以不停地更新食品包装，丰富消费者的开箱体验。从环境的角度来看，电子商务已经成为可持续包装设计新理念的催化剂。

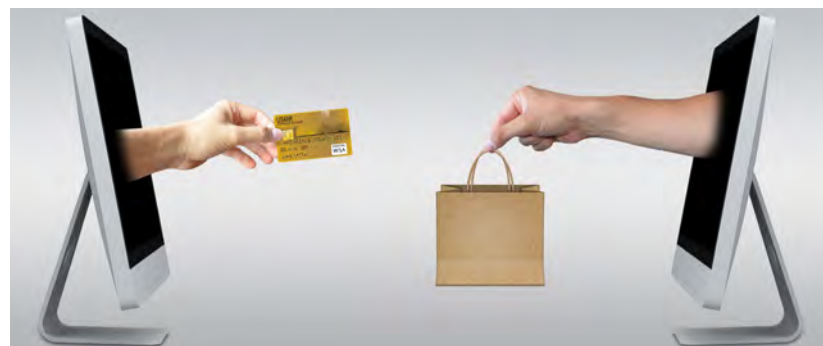
我们在超市购买包装食品的时候，是不是主要看食品包装上的品牌和信息来决定是否购买？而在网上购物的时候，我们看到的食品信息更多是展示在屏幕上，当收到快递的时候才是我们了解食品的时刻。因此，现在许多企业会把关键信息转移到包装箱内。这种设计元素的转变，让消费者在收到食品包裹时，会产生一种惊喜的感觉。

通常，我们网购食品收到快递的时候是不是都会看下包装有没有破？对于不同的包装，消费者有不同的期望，这取决于在线订购的食品是巧克力、薯片又或是糖果。的确，对于网购的食品，消费者会把产品和品牌的质量与包装的完好程度联系起来。在网上下单后，我们购买食品可能被处理 20 次以上，这对食品的包装来说要求很高。谁也不想收到一盒被压瘪的巧克力，或者一桶变成粉末的薯片。许多食品企业都制定了严格的电子商务包装策略，以免包装泄漏、凹痕和破损将对品牌产生负面影响。

Nowadays, many people buy various kinds of food on the e-commerce platforms, and many food companies change their packaging strategies according to the differences of online consumers. The industry agreed that the rapid development of e-commerce has had a huge impact on the global packaging design, and enterprises are facing new challenges and opportunities at every link in the supply chain. Many food companies are addressing these challenges through measures such as reducing costs and increasing consumer engagement. On the e-commerce platform, food brand marketers can constantly update food packaging, enriching the open-box experience of consumers. From the environmental perspective, e-commerce has become a catalyst for the new ideas of sustainable packaging design.

When we buy packaged food in a supermarket, do we usually decide to buy a packaged food after looking at the brand and information on the food packaging? However, when shopping online, the food information we see is mainly displayed on the screen, and when we receive the express delivery, it is the moment when we know about the food. As a result, in e-commerce, brands are learning that messaging and branding should be split between the secondary, or shipping container, and then shifting traditional decoration and copy to the interior. This reversal of design elements gives consumers a sense of delight and surprise when receiving and opening an e-commerce purchase.

Usually, when we buy food on the Internet and receive the express delivery, do we always check if the packaging is broken? Consumers have varying expectations for different packaging, depending on whether the food ordered online is chocolate, potato chips or candy. Indeed, for food purchased online, consumers will continue to equate the quality of the product and brand with the care taken to package and the condition of the package. After placing an order online, the food we buy may be processed more than 20 times, which has high requirements on the packaging of food. No one wants to receive a box of crushed chocolates or a bucket of powdered potato chips. Many food companies have developed a strict e-commerce packaging strategy to avoid packaging leaks, dents and breakage that may have a negative impact on the brand.



FOOD PACKAGING SAYS GOODBYE TO PLASTIC 食品包装和塑料说再见

随着海洋垃圾的规模越来越大，人们一致认为需要解决塑料包装对环境带来的负面影响。在英国，塑料污染已经成为最紧迫的环境问题，47% 的英国成年人认为塑料污染是最重要的环境问题。“无塑料”的概念应运而生。

虽然“无塑料”这个词看起来很简单，但是事实上实施起来却不容易。有些无包装商店提供松散的、未包装的食品。消费者需要携带自己的容器，按重量购买。这使得购物者可以只购买他们需要的食品，防止食品和包装浪费。不过对于很多人来说，自带容器购买食品并不容易做到。

提倡“无塑料”概念表明很多人对过度使用塑料包装带来的环境污染问题感到恐慌，然而，很少有人愿意失去塑料包装带来的方便和好处。不过，食品企业则需要明白消费者对于无塑料包装的渴望，并且在没有储存或使用问题的情况下，去除塑料包装。

例如，在英国，乳制品公司 A2 将其包装从一次性塑料转变为 100% 可回收纸盒。还有高密度聚乙烯牛奶瓶也得到广泛回收，闭环回收系统确保所有牛奶瓶回收率高达 30%。此外，英国大型超市 Iceland 承诺，到 2023 年将从自有品牌产品中移除塑料包装，并在去年推出了两个新的餐饮系列，以纸制托盘取代传统的黑色塑料托盘。80% 的顾客表示，他们非常支持决定不使用塑料的超市。

虽然现在出现了小型的“无包装”商店，但由于携带多个容器的不便，大型商超很可能会寻找替代包装材料，而不是提供松散的食品。食品企业需要行动起来，通过换成可接受的包装材料，确保自己在无塑料领域占据一席之地，或者通过其他合适的包装解决方案来解决塑料污染问题。



As the scale of marine litter grows, there is a consensus that the negative impact of plastic packaging on the environment needs to be addressed. Plastic pollution has become the most pressing environmental problem in the UK, with 47% of British adults considering plastic pollution to be the most important environmental issue. The concept of "plastic-free" emerges as the times require.

While the term 'plastic-free' may appear to be a simple one, it's hard to implement. Some package-free stores offer loose, unpackaged food. Consumers are required to bring along their own containers and products are bought by weight. This enables the shoppers to buy just the amount of food they need to avoid the waste of food and packaging. But for many people, it is not easy to bring their own containers to buy food.

Advocating the concept of "plastic-free" suggests that many people are panicking about the environmental pollution caused by excessive use of plastic packaging. However, few people are willing to lose the convenience and benefits of plastic packaging. But food companies need to be aware of consumers' desire for plastic-free packaging and remove plastic packaging where this can be done without storage or usage issues.

In the UK, for example, dairy company A2 has switched its packaging from disposable plastics to 100% recyclable cartons. In addition, HDPE milk bottles are widely recycled and a closed loop recycling system ensures that all HDPE milk bottles contain up to 30% recycled content. What's more, Iceland, a large British supermarket, has pledged to remove plastic packaging from its own branded products by 2023. The chain made changes last year with two new meal ranges launching in paper-based trays rather than the conventional black plastic. 80% of customers said they would support a supermarket that decided to go plastic-free.

Though small 'packaging-free' stores are appearing, the inconvenience of bringing multiple containers means that larger retailers will most likely look to alternative pack materials over offering loose products. Food brands should act now, either to ensure a place in emerging plastic-free zones by switching to acceptable pack materials, or by addressing plastic pollution concerns with appropriate end of life pack solutions.

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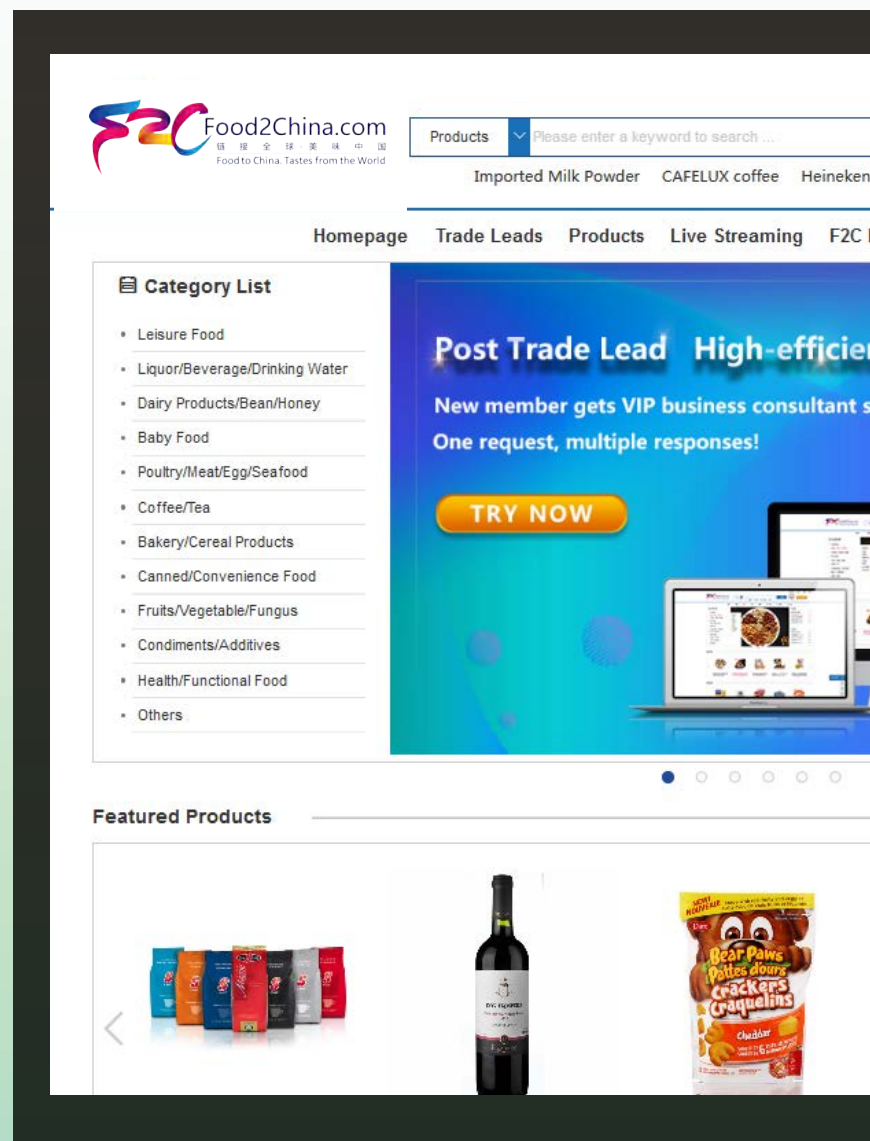
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TURKISH CHERRY TRADE MATCHING MEETING WAS HELD SUCCESSFULLY

土耳其樱桃贸易对接会取得成功举办



为了让土耳其樱桃企业更加了解中国市场，由土耳其驻广州总领事馆、土耳其爱琴海出口商会、FOOD2CHINA、广东省进口食品协会 (IFA) 于 3 月 27 日在广州共同主办“土耳其樱桃贸易对接会”。

活动伊始，广东省进口食品协会会长慕宜龙先生为土耳其樱桃企业介绍目前华南地区的水果市场概况以及如何快速进入中国市场等相关信息。紧接着，9 家土耳其本土企业及 30 余家华南地区重量级采购商参加企业对接环节，其中包括盒马鲜生、百果园、本来生活、苏鲜生、卜蜂莲花、家乐福等专业采购商。在对接过程中，土耳其樱桃企业和华南地区采购企业以一对一的形式进行洽谈，使得双方能够充分了解与沟通。现场洽谈气氛热烈。此次活动得到了领事官员、出口商会负责人、土耳其企业及采购商的高度评价。

On March 27, the Consulate General of Turkey in Guangzhou, the Aegean Exporters' Associations, FOOD2CHINA and Guangdong Imported Food Association (IFA) co-hosted the "Turkish Cherry Trade Matching Meeting" in Guangzhou, in order to promote Turkish cherry in China market.

At the beginning of the event, Mr. Wolfgang Qi, President of Guangdong Imported Food Association, briefed the Turkish Cherry enterprises on the current market situation of fruit in south China and how to enter the Chinese market quickly and other related information. Then, 9 Turkish cherry enterprises and more than 30 large purchasers in the south China participated in the business matching, including representatives from e-commerce platforms of fresh food such as Fresh Hema, Pagoda, Benlai and Su Fresh, and supermarkets like Lotus Market, Carrefour and other professional purchasers. In the matching process, Turkish Cherry enterprises and purchasers from the south China had one-to-one business negotiation. The event was highly praised by consular officers, the heads of the Exporters' Associations, Turkish enterprises and purchasers.



LATIN AMERICAN FOOD TASTING AND BUSINESS MATCHING MEETING CONCLUDED SUCCESSFULLY

拉美美食品鉴会暨商务对接会圆满落幕

3 月 28 日，FOOD2CHINA 平台联合广东省进口食品协会 (IFA) 在广州共同举办“拉美美食品鉴会暨商务对接会”。本次活动邀请了乌拉圭驻广州总领事馆总领事 Martin Alvez、秘鲁驻广州总领事馆领事 Ivan Silva、厄瓜多尔驻广州总领事馆商务处商务参赞 Paúl Peñaherrera 以及中国 - 墨西哥商会秘书长 Pablo Aguayo 出席。

活动伊始，广东省进口食品协会常务副会长蒋定先生分享了拉丁美洲进口食品在华南地区目前的市场概况及如何快速进入市场等相关信息。在场采购商纷纷表示本次分享能够非常有效地让大家更加了解拉丁美洲产品在华南地区的市场概况。随后，各国领事官员积极推广本国特色食品，并表示希望通过 FOOD2CHINA 平台快速将各国美食进入到中国。在企业介绍及对接环节，共有 8 家拉美食品企业进行产品展示，及 70 余家高质量专业采购企业参与对接。其中来自秘鲁的拉美友人（广州）有



限公司负责人 Jose 表示：“参加拉美品鉴会能够实地了解中国消费者的需求，能够在改进包装、口味等方面有更好的提升，对我们进入中国市场有重要的帮助。”

拉丁美洲的食品以其天然、无污染、高品质等特点享誉世界。通过本次拉美美食品鉴会可以更好地集中展示和推广来自拉丁美洲的进口食品，推动中国进口食品相关企业与拉美食品企业之间的商贸合作，共同将更多拉美美食推向中国市场。此次活动亦得到各领事官员、海外展商及采购商的高度评价。



On March 28, FOOD2CHINA and Guangdong Imported Food Association (IFA, for short) co-organized "Latin American Food Tasting and Business Matching Meeting" in Guangzhou. Martin Alvez, Consul-General of Uruguay, Ivan Silva, Consul General of Peru in Guangzhou, Paúl Peñaherrera, Commercial Consuls of Republic of Ecuador Consulate General in Guangzhou, and Pablo Aguayo, Secretary General of Mexican Chamber of Commerce in China attended the event.

At the beginning of the event, Mr. Jedy Jiang, Executive Vice President of Guangdong Imported Food Association, shared the current market situation of Latin American imported food in the south China and related information on how to enter the market quickly. Buyers attended the event said that this sharing can effectively let everyone know more market news of Latin American products in the south China. Subsequently, consular officials from Uruguay, Peru, Ecuador and Mexico actively promoted their own national specialty food, and hoped to introduce food from their countries to China through FOOD2CHINA. During the enterprise introduction and business matching, there were 8 Latin American food enterprises exhibiting their products, and more than 70 high-quality professional purchasers participated in the event. Jose, head of Latin American Friends (Guangzhou) Co. Ltd. from Peru, said "Participating in the Latin American Tasting Meeting can help us understand the needs of Chinese consumers, so that we can better improve our packaging, taste and other aspects, which is helping us to enter the Chinese market".

Latin American food enjoys a good reputation in the world with its natural, pollution-free, high-quality and other characteristics. Through this Latin American Food Tasting Meeting, FOOD2CHINA provides a platform for Latin American companies to display and promote their products, and promotes business cooperation between China's importers and Latin American suppliers, and jointly introduces more Latin American food to the Chinese market. This event also received high praise from consular officials, overseas exhibitors and buyers.

FOOD2CHINA BUSINESS MATCHING EVENT -- LINYI STATION SUCCESSFULLY CONCLUDED

FOOD2CHINA 全国巡回对接会——山东临沂站圆满结束

2019 年 4 月 26 日，由中国商业联合会和中国百货商业协会联合主办的 2019 中国（临沂）春季进口商品博览会在山东临沂进口商品批发城隆重开幕。FOOD2CHINA 和广东省进口食品协会 (IFA) 受邀组织 IFA 会员企业参展，同时也组织了全国各地专业采购商参观洽谈。

FOOD2CHINA 和 IFA 组织亨氏中国投资有限公司、广州源顺食品有限公司、广州民嘉食品有限公司、佛山市食之乐食品有限公司、广州市贯亿进出口贸易有限公司、澳悦嘉（广州）贸易有限公司等企业参展，吸引了不少专业采购商驻足洽谈，现场交流热烈。4 月 26 日下午，主办方带领 FOOD2CHINA 和 IFA 参展企业代表及采购商参观考察了临沂进口商品城。活动结束后，主办方对 FOOD2CHINA 和 IFA 组织的企业给出了高度的评价，称赞参展企业不仅专业性强，而且在华南区乃至全国进口食品领域具有代表性，双方将继续合作。此外，本次参与对接的 IFA 会员企业也表示本次对接会现场收获到不少意向客户。





On April 26, 2019, China (Linyi) Import Commodities Spring Fair 2019, co-hosted by China General Chamber of Commerce and China Commerce Association for General Merchandise, was held in the Import Commodity Town in Linyi, Shandong Province. FOOD2CHINA and Guangdong Imported Food Association (IFA) were invited to organize IFA member enterprises to participate in the exhibition, and also organized professional buyers across the country to visit and negotiate.

FOOD2CHINA and IFA organized Heinz (China) Investment Co., Ltd., Guangzhou Nguan Soon Food Co., Ltd., Guangzhou Minjia Food Co., Ltd., Foshan Shi Zhi Le Food Co., Ltd., Guangzhou Guan Yi Import and Export Trading Co., Ltd., Gold Miles International (Guangzhou) Pty Ltd., and other enterprises to participate in the exhibition, attracting many professional buyers. On the afternoon of April 26, the organizer showed representatives of participating enterprises and buyers of FOOD2CHINA and IFA around the Linyi Import Commodities Town. After the event, the enterprises organized by FOOD2CHINA and IFA were highly praised by the organizer, who said that the participating enterprises were not only professional, but also representative in the field of imported food in south China and even the whole country, and the two sides will continue to cooperate. In addition, the IFA member enterprises participating in this event also said that they have received a lot of potential customers during the event.

FOOD2CHINA BUSINESS MATCHING EVENT -- FOSHAN STATION HELD SUCCESSFULLY FOOD2CHINA 全国巡回对接会—佛山站成功举行



5月26日，由FOOD2CHINA、广东省进口食品协会（IFA）、中国酒店用品协会酒店采购委员会、广州华粤酒店企业管理咨询有限公司联合主办，广东犇牛农业科技有限公司承办的FOOD2CHINA全国巡回对接会—佛山站圆满成功。厄瓜多尔驻广州总领事馆商务处商务专员娜蒂娅女士（Nadia Rosales）、厄瓜多尔驻广州总领事馆商务处商务分析员林小楠女士出席本次活动。

本次活动是酒店、餐饮食材专场，共邀请了16家优秀企业参与进行产品展示，涵盖休闲食品、调料品、肉类、啤酒、橄榄油等进口特色食品，受到各餐饮酒店采购负责人的热烈欢迎。活动现场反应热烈且交谈融洽。大部分采购商都表示本次活动产品质量非常的高，将考虑与意向企业建立长期合作关系。

On May 26, FOOD2CHINA Business Matching Event -- Foshan Station was completed successfully. The event was jointly sponsored by FOOD2CHINA, Guangdong Imported Food Association (IFA), Hotel Purchasing Committee of China Hotel Supplies Association and Guangzhou Huayue Hotel Management Consulting Co., Ltd., and hosted by Guangdong Benniu Agricultural

Science and Technology Co., Ltd. Ms. Nadia Rosales, Commercial Consul of Commercial Office and Ms. Lin Xiaonan, Commercial Analyst of the Consulate General of Ecuador in Guangzhou attended the event.

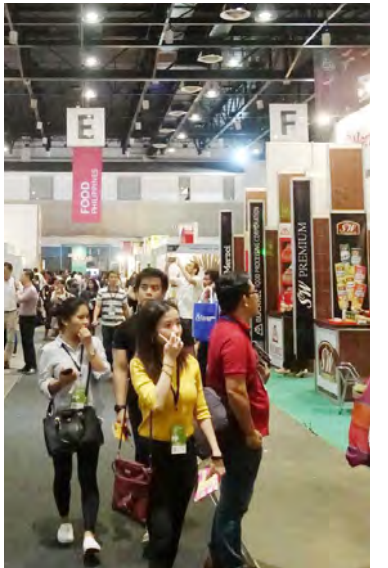
The event was specially held for hotels and catering products. A total of 16 excellent enterprises have been invited to exhibit their products, covering snack, condiments, meat, beer, olive oil and other imported specialty foods, which were highly praised by the purchasing leaders of restaurants and hotels. Attendees were talking friendly during the event. Most of the buyers said that the products of this event were of high quality, and they would consider establishing long-term cooperative relations with potential enterprises.

FOOD2CHINA AND GUANGDONG IMPORTED FOOD ASSOCIATION SUCCESSFULLY ORGANIZED BUYER DELEGATION TO VISIT IFEX PHILIPPINES

菲律宾 IFEX PHILIPPINES 参观考察圆满完成

菲律宾国际食品展 IFEX Philippines 于 5 月 24-26 日在菲律宾首都马尼拉隆重举行。IFEX Philippines 是目前菲律宾最具规模的专业食品展，云集菲律宾数百家优秀参展商，展品范围包括调味品、饮品、鲜果、果干、休闲食品、特色产品等。

FOOD2CHINA 和广东省进口食品协会（IFA）受邀组织 10 家优质采购企业参加本次展会，并带领采购企业参加了 IFEX Connect 对接会，与数十家菲律宾厂家进行了商务洽谈，更有会员企业在对接会上直接下单。广东省进口食品协会会长慕宜龙受邀出席推介会，并向菲律宾企业介绍了如何出口产品到中国以及如何寻找合作伙伴，受到展会组织方和菲律宾企业的一致好评。双方表示未来将继续携手，共同推动更多菲律宾食品进入中国市场。



The IFEX Philippines was held in Manila, the capital of the Philippines, from May 24 to 26, which is currently the largest professional food exhibition in the Philippines, gathering hundreds of outstanding exhibitors in the Philippines, and exhibited products include condiments, beverages, fresh fruits, dried fruits, snacks, and specialty products, etc.

FOOD2CHINA and Guangdong Imported Food Association (IFA) were invited to organize 10 quality purchasers to participate in the exhibition, and to take part in the IFEX matching meeting to have business talks with dozens of Philippine food manufacturers. Some member enterprises placed orders directly on-site. Mr. Wolfgang Qi, president of Guangdong Imported Food Association, was invited to give a speech on how to export products to China for Philippine companies, which was well received by the exhibition organizers and Philippine companies. The Philippine side said they would continue to work together with FOOD2CHINA in the future to help more Philippine food to enter the Chinese market.





Food To China Tastes From The World

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