



达利食品
DALI FOODS

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2019 年 11 月 经 营 情 况 日 报

2019年11月经昌情况月报

Monthly update – Nov 2019

11月月报

Monthly update – Nov 2019

电商渠道深耕细作

■ Deep cultivation of E-commerce channel

下半年以来，达利不断提升新品产业在电商渠道的比例，食品包括：**美焙辰酵母面包、达利园吐司系列，可比克纯切薯片**等新产品，饮料包括**豆本豆唯甄豆奶**等。

In the second half of the year, Dali has continued to increase the proportion of new products in the e-commerce channel. Food categories include: MeiBeiChen Yeast Bread, Daliyuan Toast Series, Copico Potato Chips. Beverage categories include: Wei Zhen soy milk and so on.

目前各个电商平台向拼购以及直播两个方向发展，拼购如京东孵化“京东拼购”，苏宁推出“苏宁拼购”以及现有主流拼购主流平台“拼多多”等。

直播导购如淘宝直播、抖音、快手的网红主播在自有粉丝领域里面进行直播带货。

At present, various e-commerce platforms are developing in two directions, namely, group buying and live broadcast, such as JD.com incubating “Jingdong Pingou”, Suning launching “Suning Pingou” and the mainstream group buying platform “Pinduoduo”.

Live shopping guides such as Taobao Live, Tik Tok and Kuaishou influencers in the field of own fans to carry live broadcasts.

目前电商增长最快的品类为可比克膨化食品，其次为达利园面包糕点和好吃点饼干。饮料品类中，豆本豆增速表现亮眼。

At present, the fastest-growing categories of e-commerce are Copico puffed foods, followed by Daliyuan bakery and Haochidian biscuits. In the beverage category, the

growth rate of Doudoudou was dazzling as well.

达利推出高端饼干品牌并正式进军儿童饼干市场

Dali launched new high end biscuits brand and officially entered into the children's biscuits market

2019年11月底，达利推出好吃点旗下子品牌“贝优星”以及新饼干品白“瑞多滋”高端饼干。贝优星共推出三大系列、七种风味、三种包装。高端品牌“瑞多滋”主打精致、品质力求为消费者提供高端、精致、有仪式感的饼干休闲产品。

At the end of November 2019, Dali launched the delicious sub-brand "Beaustar" and the new high-end biscuits "Ritech". "Beaustar" has launched three series, seven flavors and three packages. The high-end brand "Ritech" focuses on exquisite products and strives to provide consumers with high-end, exquisite, ceremonial biscuit leisure products.



好吃点

贝优星



贝优星 一起探索
“哇滋”的世界

味滋的世界

贝优星共推出三大系列、七种风味、三种包装

"Beaustar" has launched three series, seven flavors and three packages.





太好吃了

口感轻脆，美味恰到好处

轻层脆饼干



达利食品
DALI FOODS

好吃点

Ritech™
瑞多滋

瑞多滋
SEMI HARD BISCUIT



真材实料，
美味恰到好处！



达利食品
DALI FOODS

唯甄豆奶成为双十一饮料单品排名第一位产品

Wei Zhen Soy Milk became the No. 1 product in the Singles' Day in terms of single beverage SKU

根据星图数据发布的“2019双十一全网销售额”战报，达利集团旗下豆奶品牌唯甄豆奶成为双十一饮料单品排名第一位产品。该平台纳入统计的电商平台包括天猫、京东、苏宁、拼多多等20多家。

According to the report of XingTu data "2019 Double Eleven full-network sales", Dali Group's soy milk brand Wei Zhen Soy Milk has become the number one product in the Singles' Day single drink. This platform includes more than 20 e-commerce platforms including Tmall, JD.com, Suning, Pinduoduo, etc.

饮料Top 10单品销售额排名.....

Top 10 single beverage SKU sales ranking

达利园豆本豆 唯甄豆奶植物蛋白饮料250ml x 24

Dali Wei Zhen Soy Milk Plant Protein Drink 250ml x 24

维他奶 原味豆奶250ml x 24

Vitasoy Original Soy Milk 250ml x 24

元気森林 日式白桃味苏打气泡水480ml x 12

Yuanqi Forest Japanese Peach Flavor Soda Sparkling Water 480ml x 12

农夫山泉 炭灸浓咖啡饮料270ml x 6

Nongfu Spring Charcoal Espresso Drink 270ml x 6

屈臣氏 苏打汽水330ml x 24

Watsons Soda Soda 330ml x 24

可口可乐 朱一龙宠粉礼盒 咖啡+饮料汽水

Coca-Cola Zhu Yilong Gift Box Coffee + Drink Soda

维他 柠檬茶茶饮料240 x 24

Vita Lemon Tea Drink 240 x 24

荷乐士 儿童坚果果昔 植物蛋白饮料 200ml x 12

Hollex Children's Nut Smoothie Plant Protein Drink 200ml x 12

巴黎水 法国原味气泡矿泉水330ml x 24

Pierre Sparkling Mineral Water 330ml x 24

百事可乐 原味汽水330ml x 24

Pepsi Cola Original Soda 330ml x 24

豆本豆闪耀金鸡百花电影节，有机营养受追捧

Doubendou shine at the Golden Rooster and Hundred Flowers Film Festival, organic nutrition is sought after

11月19日晚 中国金鸡百花电影节在厦门开幕11月19日-11月24日第28届中国金鸡百花电

11月19日晚，中国金鸡百花电影节在厦门开幕11月19日-11月24日第28届中国金鸡百花电影节期间，达利旗下的国民级豆奶品牌豆本豆也在开幕式当天在现场亮相。豆本豆作为本届金鸡百花电影节的官方合作伙伴，因其倡导营养、健康的品牌理念以及优异的品质而备受追捧。豆本豆在整个金鸡百花电影节期间，豆本豆绑定该活动“官方合作伙伴”的身份，借力资讯平台今日头条，通过开屏+信息流，速递新鲜内容，把品牌核心信息第一时间传递给消费者。

On the evening of November 19th, the Chinese Golden Rooster and Hundred Flowers Film Festival opened in Xiamen. During the 28th Chinese Golden Rooster and Hundred Flowers Film Festival from November 19th to November 24th, Dali 's national soy milk brand Doubendou was also on the opening day. DoubenDou as the official partner of the Golden Rooster and Hundred Flowers Film Festival, is highly sought after for its nutrition, healthy brand concept and excellent quality. During the entire event, DoubenDou tied the identity of the event's "Official Partner" and leveraged the information platform 's headline today to deliver fresh content by opening the screen + information flow to bring the brand 's core image to consumers.

● 头条开屏

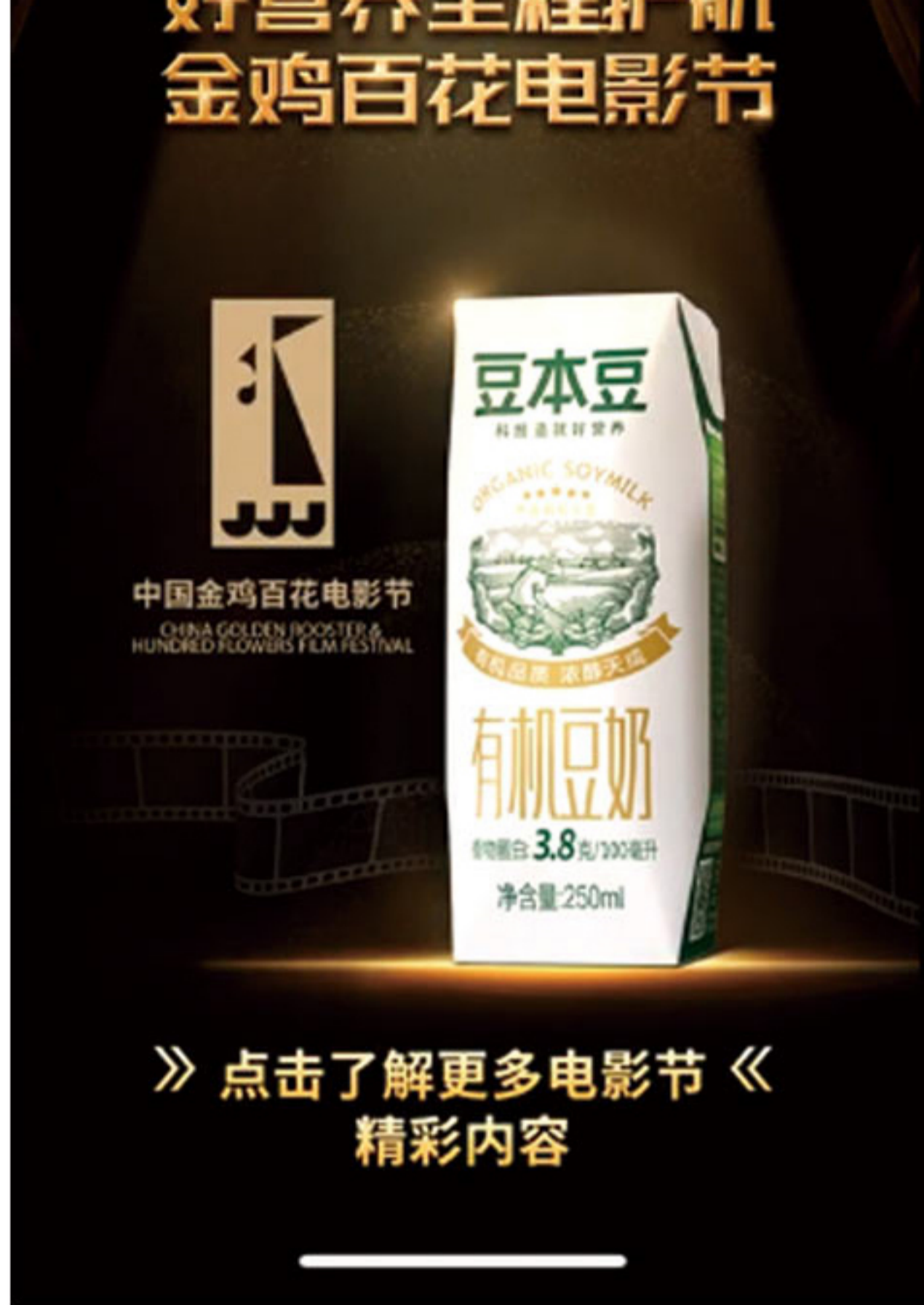


● 头条信息流



● 微信公众号





同时，豆本豆以微博、微信双社交媒体平台作为品牌活动信息核心传播阵地，借力娱乐、电影与资讯方面主流KOL、话题热搜榜和微信公众号进行活动信息的全方位曝光，将品牌核心信息传递到给消费者。

At the same time, DoubenDou was

● 微博KOL



using Weibo and WeChat dual social media platforms as the core dissemination of brand event information, leveraging mainstream KOL in entertainment, movies and information, hot search topics and WeChat public account to carry out all-round exposure of event information, and transmits core brand image to consumers.

● 微博话题



投资者关系活动

Investment relations events

达利集团将在12月份参加以下投资者关系活动
Upcoming investor relations conferences in December

12月3-5日，伦敦路演
Dec 3- 5, NDR in London