达利食品
DALI FOODS

2020年4月经营情况月报

Monthly update – Apr 2020

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4月月报

Monthly update – Apr 2020

概要：
Summary

公司全面升级产品线，密集推出新品，引领健康饮食、消费升级潮流；快速提升商超、便利系统以及电商市场份额。

The company comprehensively upgraded product line and actively launched new products to lead the trend of healthy diet and consumption upgrade, as a result of which the market shares in supermarkets, convenient store chains and e-commerce increased rapidly.

随着疫情的逐步消退，消费市场逐步回暖。家庭消费和休闲食品板块保持3月份强劲趋势，饮料板块也随着人流出行回升、天气转热以及五一假期的到来，基本恢复正常。

As the epidemic gradually subsided, the consumer market gradually recovered. The family consumption and snack food segments maintained a strong growth momentum in March, and the beverage segment also returned to normal as the pick-up of consumer traffic, weather becoming warmer and the arrival of May Day holiday.

随着电商直播的蓬勃发展，公司发力电商直播营销，通过品牌专项直播和流量明星带货，电商销售金额实现强劲增长。

With the vigorous development of e-commerce live broadcasting, the company promoted e-commerce live marketing through brand-specific live broadcasting and KOL advertising, which contributed to the robust growth of e-commerce sales.

家庭消费板块：
Family Consumption Segment

○ *豆本豆亮相央视新闻直播间，传递品牌健康理念*

○ *Doubendou jointed the CCTV news live broadcast, delivered the brand’s health concept*

4月23日央视新媒体“助力脱贫攻坚 陕西湖北专场”直播中，豆本豆入驻央视新闻直播间，央视主持人连线知名KOL李佳琪，在央视新闻客户端、央视视频客户端、央视新闻微博、淘宝、拼多多等平台同步开播。

On the live broadcast of CCTV's new media "Helping Shake off Poverty for Shanxi and Hubei" on April 23, Doubendou jointed the CCTV news live broadcast. CCTV news hosts connected famous KOL Jiaqi Li to broadcast on multiple platforms including CCTV News APP, CCTV Video APP, CCTV news Weibo, Taobao, Pinduoduo and other platforms simultaneously.

豆本豆借助央视直播权威背书，通过主播饮用、口播和全程摆台等深度互动的形式，依托央视新媒体自有矩阵，实现对豆本豆泛消费者人群的广泛触达，传递品牌健康理念，践行社会责任，用行动塑造豆本豆在消费者心中的良好品牌形象。

With CCTV's robust endorsement, Doubendou achieved a broad reach of the consumer population through several in-depth interactive forms including anchor drinking, oral broadcasting and full-time table display on CCTV's matrix of new media, passed on the brand’s health concept, practiced social responsibility, and shaped the good brand image of Doubendou in consumers' minds.

央视新闻
直播
陕西湖
豆本豆
助力脱贫攻坚
助力脱贫攻坚 陕西湖北专场

央视新闻
直播
陕西湖
助力脱贫攻坚
助力脱贫攻坚 陕西湖北专场

○ 豆本豆创新推出坚果系列和滋补元气系列豆奶

○ *Doubendou launched nut series and nourishing vitality series soy milk*

随着消费者对绿色健康营养食品的需求越来越高，豆本豆创新推出坚果系列和滋补元气系列豆奶，以丰富中档与大众产品线。新品在豆奶中创新融入坚果、红枣、芝麻，以健康的植物营养为创新理念，打造“天然优质植物蛋白、天然低脂、0胆固醇、0添加”的零负担植物营养产品，填补植物营养的空白市场。

With consumers' increasing demand for green, healthy and nutritious foods, Doubendou innovatively launched nut series and nourishing vitality series soy milk to enrich the mid-range and mass-consumption product lines. The new products incorporated nuts, red dates and sesame seeds in soy milk innovatively. With healthy plant nutrition as the innovative concept, it created categories with “natural high-quality plant protein, natural low fat, zero cholesterol, and zero additives” to fill the blank market of plant nutrition products.

豆本豆
SOYMILK
红枣+豆奶
喝出浓醇好营养
非转基因大豆
天然植物蛋白
无反式脂肪
红枣豆奶
达利食品
DALI FOODS

豆本豆
SOYMILK
黑营养 好滋养
黑芝麻×黑大豆
芝麻黑豆奶

豆本豆
SOYMILK
5种坚果豆奶
满满植物营养 浓浓植物醇香

○ 美焙辰创新推出七款新品

○ *Meibeichen innovatively launched seven new products*

2020年一季度，美焙辰以营养、健康、美味为核心思路，创新推出七种新品，包括生吐司、软法棍面包、酱挞面包、黑番茄面包等。其中生土司引领短保面包品牌风潮，创新性地引入面包店畅销的品类，并采用进口小麦进行二次发酵，口感柔软而充满韧性，味道带有淡淡的麦香，为消费者带来升级体验。

In 2020 1Q, Meibeichen innovatively launched seven new products emphasizing the core concepts of nutrition, health, and deliciousness. Products included raw toast, soft baguette, sauced tart, black tomato bread and other breads. Among them, the raw toast led the trend of the short-shelf life bread brands to firstly introduce the best-selling category of bakeries using imported wheat for secondary fermentation. The taste of raw toast is soft and full of toughness with light wheat fragrance, which brings consumers an upgraded experience.

达利园
生吐司
美焙辰
将吐司做得更柔软 更有嚼劲
TOAST BREAD
达利食品
DALI FOODS

达利园
美焙辰
软法棍面包
蔓越莓干 [CRANBERRY]
新鲜鸡蛋 [FRESH EGG]
|软法棍 新式美味
蔓越莓加红酒 风味独特
Cranberry and red wine , unique flavor
达利食品
DALI FOODS

达利园
美焙辰
松沙椰黄面包
FLUFFY COCONUT BREAD
NEW!
新上市

休闲食品板块：

Snack Food Segment

达利园基于消费升级，创新推出更营养，更健康的三款糕点产品：沙司町蛋糕，蜜豆面包和果蔬蛋糕。

Focusing on consumption upgrades, Daliyun innovatively launched three more nutritious and healthier products: Shasiding cake, Midou(honey beans) bread and Guoshu(fruits and vegetables) cake.

达利园
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[柠檬口味]
新式涂馅·酸甜好味道
[乳酸菌口味]
新式涂馅·清甜好味道
沙司町蛋糕
美好时光，享受云朵般的绵软口感

达利园
NEW!
新上市
蜜豆面包
面包也能香糯可口
蜜豆多多
蜜豆面包
达利食品
DALI FOODS

达利园
16种果蔬复合汁，搭配好营养！
果蔬蛋糕
小小爱心，多多果蔬营养
Added concentrated compound fruit and vegetable juice
Fruit And Vegetable Cake
果蔬蛋糕
达利食品
DALI FOODS

可比克针对年轻群体，全新推出空心波纹膨化小食“咔一下”，独特的空心设计，让口感更具蓬松酥脆，满足年轻人休闲时刻需求。

Copico launched hollow corrugated puffed snacks “Kayixia (click)”, targeting at young consumer groups. Unique hollow design brought more fluffy and crunchy tastes to feed the needs of young people in leisure time.

可比克
copico
没事
咔一下
Meishi
Kayixia
番茄
梅子味
膨松酥脆
净含量:25克
油炸型复合膨化食品
焦糖
爆米花味
金蒜
炒蟹味

嘭松酥脆
净含量:25克
油炸型复合膨化食品
嘭松酥脆
达利食品
DALI FOODS

即饮饮料板块：
Ready-to-drink Beverage Segment

达利园推出豆奶茶系列，花果味茶系列。达利园豆奶茶，开创植物基的豆奶茶新品类，推出阿萨姆红茶和蒸青奶绿两个系列，满足时下健康的饮用需求。达利园花果茶饮料，基于饮品花茶、果茶的新潮流，推出百香果红茶、蜜桃花茶，提供清享果香的新茶饮。

Daliyuan launched soy milk tea series and flower and fruit flavor tea series. Daliyuan created a new category of plant-based soy milk tea, including two series which were Assam black tea and green tea to capture the current trend of demand for healthy drinks. Daliyuan flower and fruit flavor tea sector launched two new series which were passion fruit black tea and peach flower tea, based on the new trend for flower tea and fruit tea.

达利园
豆奶+奶茶
还是头一回
NEW
新颖上市
豆奶茶
蒸青奶绿
SOY MILK TEA
豆奶茶
阿萨姆红茶
SOY MILK TEA
净含量:500mL
达利食品
DALI FOODS

达利园
清享果香
清新上市!
甜甜蜜桃好茶味
蜜桃花茶
百香果红茶
小酸甜微干涩
达利食品
DALI FOODS

近期投资者关系活动
Upcoming Inverstor Relations Activities

日期/Date	会议名称/Forum
5月8日	海通证券上市公司交流会
May 8	Haitong Securities Listed Company Conference
5月11日	安信证券消费主题线上论坛
May 11	Essence Securities Consumer Virtual Conference
5月20日	摩根大通亚洲消费主题论坛
May 20	J.P. Morgan Asia Consumer Conference
6月4-5日	2020瑞信亚洲消费主题峰会
June 4-5	2020 Asia Consumer Virtual Conference
6月9日	2020美银美林"创新中国"投资者峰会
June 9	BofA Innovative China Conference 2020
6月10-11日	高盛大中华区企业峰会
June 10-11	GS Greater China Corporate Day