

# 达利食品

## DALI FOODS

### 2021年7月-9月

### 经营情况月报

Monthly update-July to September 2021

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### 7月-9月月报

Monthly update-July to September 2021

#### 豆本豆:

Doubendou

#### 豆本豆推出“全豆奶”丰富产品矩阵,持续立体营销扩大品牌影响力

Doubendou Launched "Whole-bean Soymilk" to Further Diversify Product Portfolio and Enhance Brand Power via Ongoing Marketing Strategy

豆本豆实现工艺创新,采用全豆技术创新推出“全豆奶”,每100ml中含有1.5g的膳食纤维,更大程度地保留豆奶的植物营养。新品推出后,豆本豆将提供五大营养和功能性不同的豆奶产品系列,产品矩阵进一步丰富。

Doubendou achieved breakthroughs in technology by launching "Whole-bean Soymilk", which contains 1.5g dietary fibers every 100ml and provides more plant-based nutrition. With the launch of new product, Doubendou further diversified its product matrix by providing five series that offers differentiated nutrients and unique functions.

品牌教育方面,豆本豆继续赞助热播综艺,通过明星在节目中的深度产品介绍及现场饮用,继续扩大粉丝群体,深化消费者对产品和品牌的认知。其中,《中餐厅》的收视率在同一时段中全国排名第一,能够实现对消费者的大范围覆盖;《鲁豫有约一日行》通过挖掘名人故事,发扬人文精神,深受家庭消费群体热爱,将强化豆本豆在植物蛋白领域健康营养、值得信赖的品牌形象。

In terms of brand education, Doubendou continued to sponsor popular TV performance shows, such as in-depth introduction and tasting by celebrities, to enhance consumer awareness. Among all the shows, "Chinese Restaurant" ranked top to allow Doubendou to cover a broad base of consumers. "Lu Yu Show" is a talk show that interviews celebrities and promotes humanistic spirit. As a household name for interview shows, "Lu Yu Show" will enhance the healthy and trust-worthy brand image of Doubendou.



#### 乐虎:

Hi-tiger

#### 乐虎继续大力投入品牌建设,并通过线下篮球联赛展开深度消费者互动

Hi-tiger Continued to Invest in Brand Building and Promote In-depth Consumer Engagement by Sponsoring Basketball League

乐虎通过权威电视频道央视体育及头部视频平台爱奇艺,赞助世界杯亚洲区预选赛。世预赛是国内消费者高度关注的体育赛事,比赛时间从9月起持续至2022年一季度,赛事曝光强度大、覆盖周期长,将进一步强化乐虎在国人心中专业功能饮料的形象。

Hi-tiger carried out campaigns during World Cup Qualifier in Asian Districts by sponsoring leading channels in CCTV Sports and Aiqiyi. World Cup Qualifier has received enormous attention from domestic consumers and will last from September 2021 to 1Q2022. As a result of the campaign's great exposures, Hi-tiger will further strengthen its brand image as a professional energy drink brand.

消费者互动方面,乐虎与新浪展开合作,赞助3X3黄金篮球联赛。从8月开始,通过在全国29个城市主要商场的篮球联赛,与年轻人近距离沟通,在深度交流中扩大品牌影响力。

To deepen consumer engagement, Hi-tiger cooperated with Sina and sponsored the National 3X3 Golden Basketball League. Since August, the league has hosted basketball events in major malls in 29 cities nationwide. Through these events, Hi-tiger closely interacted with younger generations and enhanced brand power.



#### 新品:

New Products

#### 可比克推出时尚健康的“花颜鲜切”系列,和其正气泡凉茶市场反馈良好

Plant-based Yogurt Flogurt Invested in Brand Marketing and Deepened Consumer Engagement

可比克针对健康饮食的风潮,推出“花颜鲜切”系列,在水果口味中添加真花食材,口味清新、营养健康,上市后得到了年轻消费群体的热捧,特别在社交媒体上引起热议。在微博中,可比克新品相关话题获得41.3万阅读;在小红书中,可比克邀请校园大使进行种草,收获了近200篇种草文章。

Copico launched "Huayanxianqie" series to meet market demand for healthy food. With unique flora tastes and original ingredients, this new product provides healthy nutrition to consumers. Since launch, it has received great enthusiasm from younger generations and became a trending topic in social media. On Weibo, topics related to "Huayanxianqie" have received over 413K hits. On Xiaohongshu, it has accumulated over 200 related articles after inviting campus ambassadors to recommend the product.



和其正立足于传统草本饮料定位,针对市场对气泡饮品的强烈需求,于7月份推出气泡凉茶。目前,新品在权威电视频道央视、以及全国十余个地方卫视进行黄金时段的广告投放,新品知名度快速提升。销售方面,新品目前已在电商、现代及传统渠道全面铺开。得益于其创新独特的口感,以及精准营销策略的彰显,新品推出两个月后销售额即超过2000万元,市场反馈良好,销售增长贡献显著。

Based on traditional herbal drink position, Heqizheng launched carbonated herbal tea in July to cater to consumers' surging demand for carbonated drinks. Currently, the new product has launched campaigns in authoritative TV channel CCTV and over ten regional TV channels during prime time to rapidly increase product awareness. It is now sold in e-commerce channel, modern trade channel and traditional channel nationwide. Thanks to its innovative tasting and targeted marketing strategy, carbonated herbal tea has received enthusiastic market responses and recorded over RMB20m revenue in two months after launch.

