

达利食品

DALI FOODS

2021年10月经营情况月报

Monthly update-October 2021

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10月月报

Monthly update-October 2021

豆本豆： Doubendou

豆本豆运用创新营销方式强化品牌教育，扩大粉丝群体

Doubendou Deepened Brand Education and Expanded Fans Group through Innovative Marketing

10月，豆本豆与韩束面膜进行联名合作，通过微博话题、抖音KOL短视频、小红书种草、B站信息流等方式进行活动推广，并在天猫及抖音实现销售转化。通过品牌联名，豆本豆精准扩大高质量白领及精致妈妈消费群体的覆盖，实现品牌教育，沉淀粉丝群体。

In October, Doubendou partnered with cosmetic brand KANS to launch campaigns via Weibo Topics, Tic Tok short videos, Xiaohongshu articles and Bilibili advertisements, and recorded robust sales in Tmall and Tic Tok. Through the cooperation, Doubendou efficiently expanded consumer groups, especially white-collars and middle-class moms, deepened brand education and enhanced fans retention rate.

另一方面，豆本豆在电商平台持续强化品牌形象。本月，豆本豆在天猫超市站内推出专题品牌馆，与超市内其他产品形成区隔。得益于优质的品牌形象，豆本豆品牌馆取得了优异的曝光流量以及高质量的用户转化。

On the other hand, Doubendou continued to strengthen brand image on e-commerce channel. This month, Doubendou launched an independent online store within Tmall supermarket to distinguish its products from others. Thanks to the premium brand image, this online store delivered superior exposure and conversion rate.



乐虎： Hi-tiger

乐虎结合品牌营销及活动推广，强化专业功能饮料的品牌形象

Hi-tiger Strengthened its Professional Energy Drink Image through Comprehensive Marketing Strategy

乐虎作为热播真人秀《地球之极·侣行》的特约合作伙伴，为探索者提供更专业的能量补给。《侣行》是一档以极限方式探索地球神秘之地的节目，其所呈现的精神和故事深受观众喜爱，自开播以来全网点击率已超过20亿。通过与《侣行》和合作，乐虎传递出品牌积极乐观、勇于探索和包容开放的价值观念，实现了品牌形象的深化与提升。

Hi-tiger sponsored "A Couple's Journey", a TV series recorded a Chinese couple's exciting adventures to extreme destinations on Earth. Beloved by audiences, the TV series have recorded over 2 billion hits since launch. Through partnering with the TV series and providing professional energy supplements to these explorers, Hi-tiger delivered a positive and inclusive adventurism spirit, and further enhanced its brand image.

另一方面，乐虎积极推动线下活动，赞助全国性及地区性运动赛事，深化与消费者的沟通。乐虎合作的新浪3x3篮球赛在全国范围内29个城市持续开展活动，吸引了众多年轻群体的关注；本月，乐虎赞助的环鄱阳湖自行车精英赛正式开赛，赛事将历时3个月，覆盖南方市场的11个城市。通过一系列体育赛事的线下推广活动，乐虎将进一步强化差异化的品牌定位。

Hi-tiger also strengthened consumer engagement by actively sponsoring nationwide and regional sports events. Hi-tiger continued to sponsor national 3x3 Golden Basketball League and promote events in 29 cities across the country, through which it attracted great attention from younger generations. This month, Hi-tiger expanded sponsorship and cooperated with cycling event "Tour around Panyang Lake", which will cover 11 cities in southern regions through three-month races. By leveraging on comprehensive sponsoring strategy, Hi-tiger will further enhance its differentiated brand position.

新品： New Products

好吃点丰富产品矩阵，美焙辰推出中保面包抢占增量市场

Haochidian Diversified Product Matrix and Meibeichen Launched Mid-shelf Life Bread to Capture Market Opportunities

10月，好吃点推出威化饼干“威幸Veekin”，覆盖3种流行口味，巧克力味、榛子味、海盐芝士味。新品包装时尚、口感美味，且不含反式脂肪酸，为消费者带来更健康的零食选择。同时，好吃点对蓝帝堡曲奇进行产品延展和升级，推出小包装的精致曲奇，契合年轻消费群体对品质的追求。

In October, Haochidian launched wafer biscuits "Veekin", which covers three trendy flavors including chocolate, hazelnut and salty cheese. With delicate packaging, tasty texture and zero trans-fat ingredients, the new products provide healthier snacking choices for consumers. In addition, Haochidian upgraded Landy Castle cookies with premium and smaller packaging to cater to younger generations' demand for high quality products.

2020年以来，中保面包市场规模快速扩大，增长迅速。美焙辰把握市场机遇，重磅推出中保产品。本次推出的新品中，包括14款散装产品和12款单份装产品，覆盖吐司、餐包、蛋糕等品类，SKU丰富，口感新鲜，拥有更高的产品性价比。

Mid-shelf life bread market expanded rapidly with strong growth momentum since 2020. Meibeichen strategically entered this market to capture market opportunity by launching 14 bulk products and 12 single-unit products. The new products cover several product categories such as toast, bun and cake, and will diversify Meibeichen's portfolio with extensive SKUs and affordable and tasty offerings.

由于中保产品的赏味期更长，配送更为灵活，且能够保留新鲜的口感，将进一步扩大美焙辰的消费群体和渠道覆盖，特别是生鲜超市渠道。未来，美焙辰将发挥多品类运营及全国化布局的优势，把握增量市场机会，加速板块增长，提高盈利能力，将美焙辰打造成为全国领先的烘焙品牌。

The mid-shelf life bread has longer expiration date than short-shelf life bread and thus enables more flexible delivery, while it also maintains the fresh taste like short-shelf life bread. Therefore, the new product will further expand Meibeichen's consumer group and channel coverage, especially the grocery stores. Meibeichen will continue to leverage on multi-category operation and nationwide layout to drive growth and enhance profitability, with an aim to building a prominent bakery brand nationwide.

