

# 达利食品

## DALI FOODS

### 2020年12月-2021年1月

### 经营情况月报

Monthly update -  
December 2020 to January 2021

ir@daligroup.com



扫码加入达利食品 IR 沟通群  
获得投资者沟通最新资讯

### 12月-1月月报

Monthly update - December 2020 to January 2021

#### 豆本豆重磅推出常温型植物基酸奶植优家

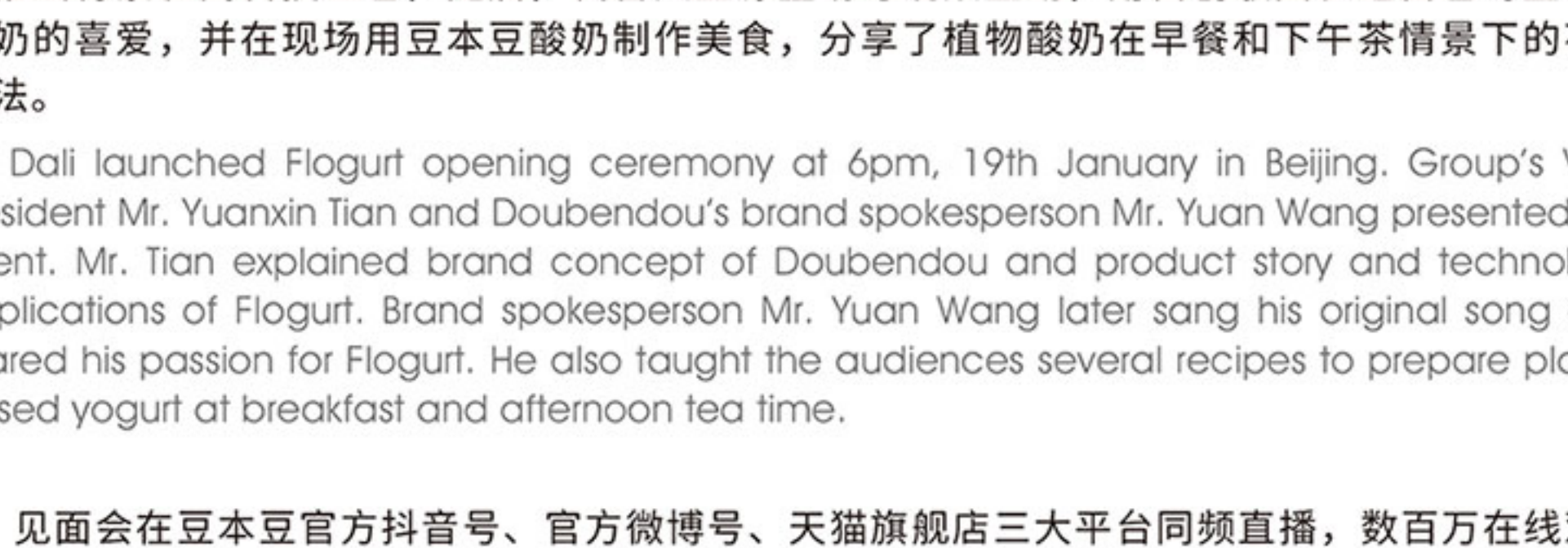
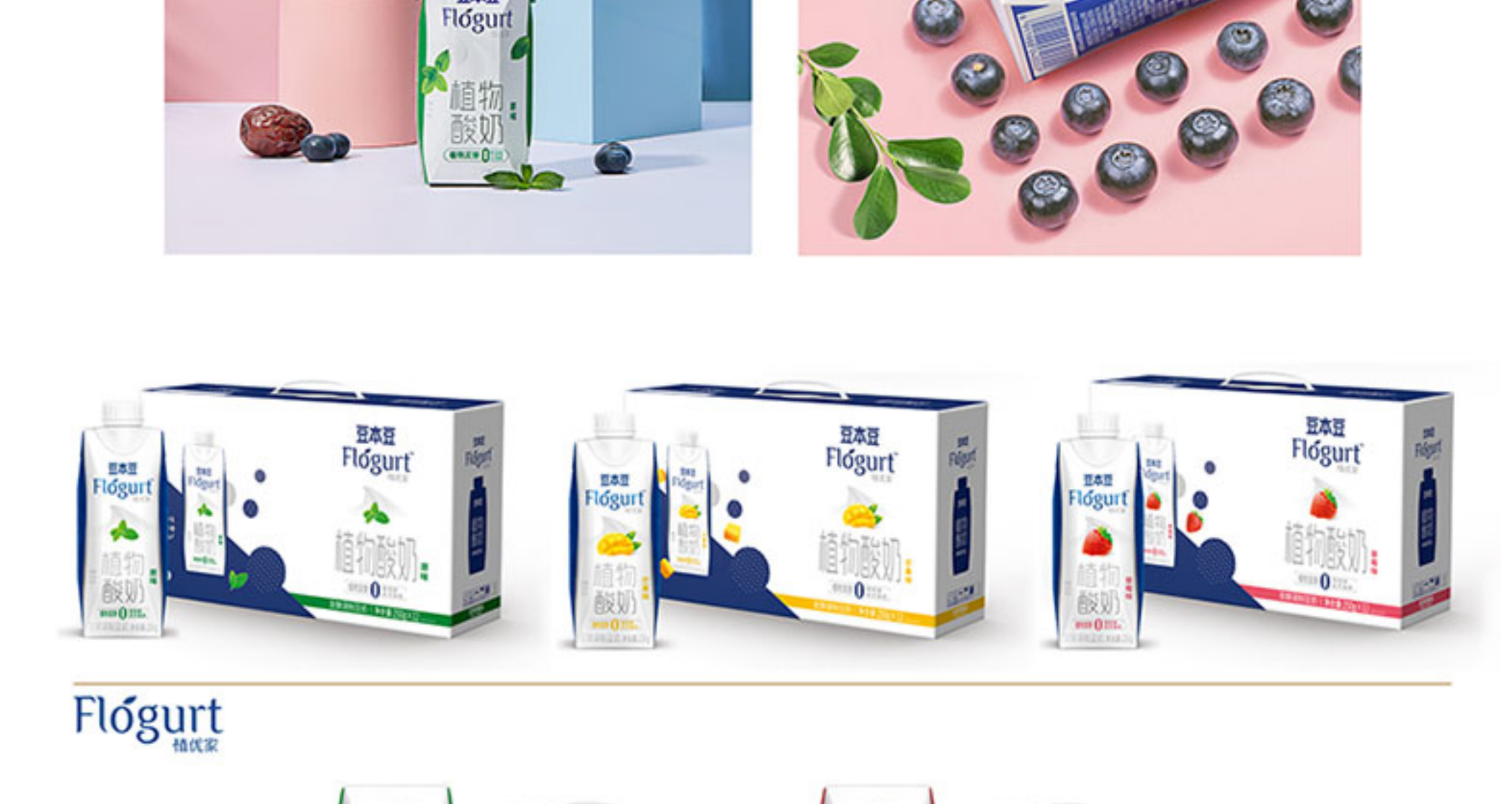
Doubendou Launched Room-temperature Plant-based Yogurt

随着人们健康意识的提升，植物基饮品在全球市场持续高速增长。集团深刻洞察到植物基酸奶“绿色健康、植物营养”的产业价值，于1月重磅推出了豆本豆植物基酸奶植优家。植优家突破多项技术难题，实现了植物基与酸奶口味的口感平衡，同时保证了成分的健康营养，实现0胆固醇，0反式脂肪，富含植物膳食纤维。

Due to consumers' increasing awareness of healthy lifestyle, plant-based drinks have achieved significant growth in the global market. Dali highly recognized the huge potentials of plant-based yogurt and launched 'Flogurt' in January 2021 to capture the growth opportunity in this market. Flogurt makes breakthroughs on several technology fronts and strikes the balance of flavor, texture and taste. In addition, it also contains zero cholesterol, zero trans fats and is full of fibers.

为提供更多样的产品选择，豆本豆植物基酸奶推出五种口味，包括原味、草莓、芒果、蓝莓及红枣黑枸杞口味，以及两种包装规格，即利乐砖及梦幻盖。通过丰富的包装规格和口味，植优家能够满足不同市场及销售渠道需求，方便不同消费场景、生活形态的消费者进行选择。

Flogurt provides five flavors for consumers, including original, strawberry, mango, blueberry and red dates goji in two types of packaging, i.e. Tetra Pak and Dream Cap. By offering a diversified packaging and flavors, Flogurt can meet different market and channel demands, and aims to become consumers' preferred choice under different consumption scenarios.



1月19日晚上18:00,集团在北京举行以“爱豆本豆王源”为主题的品牌见面会。集团副总裁田元昕先生携豆本豆品牌代言人王源出席见面会，管理层介绍了豆本豆的品牌理念、植物基酸奶推出背景和高科技工艺，随后，代言人王源登场与观众互动，用自创歌曲表达自己对豆本豆酸奶的喜爱，并在现场用豆本豆酸奶制作美食，分享了植物基酸奶在早餐和下午茶场景下的花样吃法。

Dali launched Flogurt opening ceremony at 6pm, 19th January in Beijing. Group's Vice President Mr. Yuanxin Tian and Doubendou's brand spokesperson Mr. Yuan Wang presented the event. Mr. Tian explained brand concept of Doubendou and product story and technology applications of Flogurt. Brand spokesperson Mr. Yuan Wang later sang his original song and shared his passion for Flogurt. He also taught the audiences several recipes to prepare plant-based yogurt at breakfast and afternoon tea time.

见面会于豆本豆官方抖音号、官方微博号、天猫旗舰店三大平台同频直播，数百万在线观众一起观看了这次活动。

New product launch was broadcasted at three main platforms simultaneously, including Tik Tok, Weibo and Tmall. Millions of audiences watched the show online.



#### 达利集团与京东超市达成战略合作

Dali Foods Strategically Cooperated with JD.com

12月17日达利集团与京东超市签署战略合作意向书。此次战略合作签约，京东超市与达利集团将聚焦于用户运营合作、大数据新品共创、全域精准营销、以及供应链效率提升，从而实现品类升级，提升消费者体验，推动食品渗透率进一步提升。京东超市具备强大的智能供应链和自建物流体系，而达利集团则拥有一系列知名食品饮料品牌，双方合作空间及发展潜力巨大。

Dali Foods signed a letter of intent of strategic cooperation with JD.com on 17th December. The partnership is aimed at upgrading product categories, improving consumer engagements and therefore further enhancing food penetration at JD platform. Dali Foods and JD.com will cooperate at the following areas, including user cooperative operation, productive innovation based on big data, targeted marketing at omni channels and supply chain enhancement. By leveraging JD's supply chain capability and superior self-operated logistics network, and Dali's renowned F&B brands, we believe that there are huge business opportunities for both companies.

达利集团与京东超市长期以来保持着紧密的合作关系。2020年京东11.11全球热爱季期间，达利集团旗下品牌豆本豆销售业绩亮眼——唯甄豆奶双十一前两小时销售破百万，同时还在京东超市当日食品饮料排行榜中强势上榜。

Dali Foods and JD.com have long-term partnership. During Double 11 Festival in 2020, Doubendou achieved record sales at JD.com. Weizhen soy milk achieved over one million sales within the first two hours of Double 11 Festival and ranked top in JD.com F&B category.

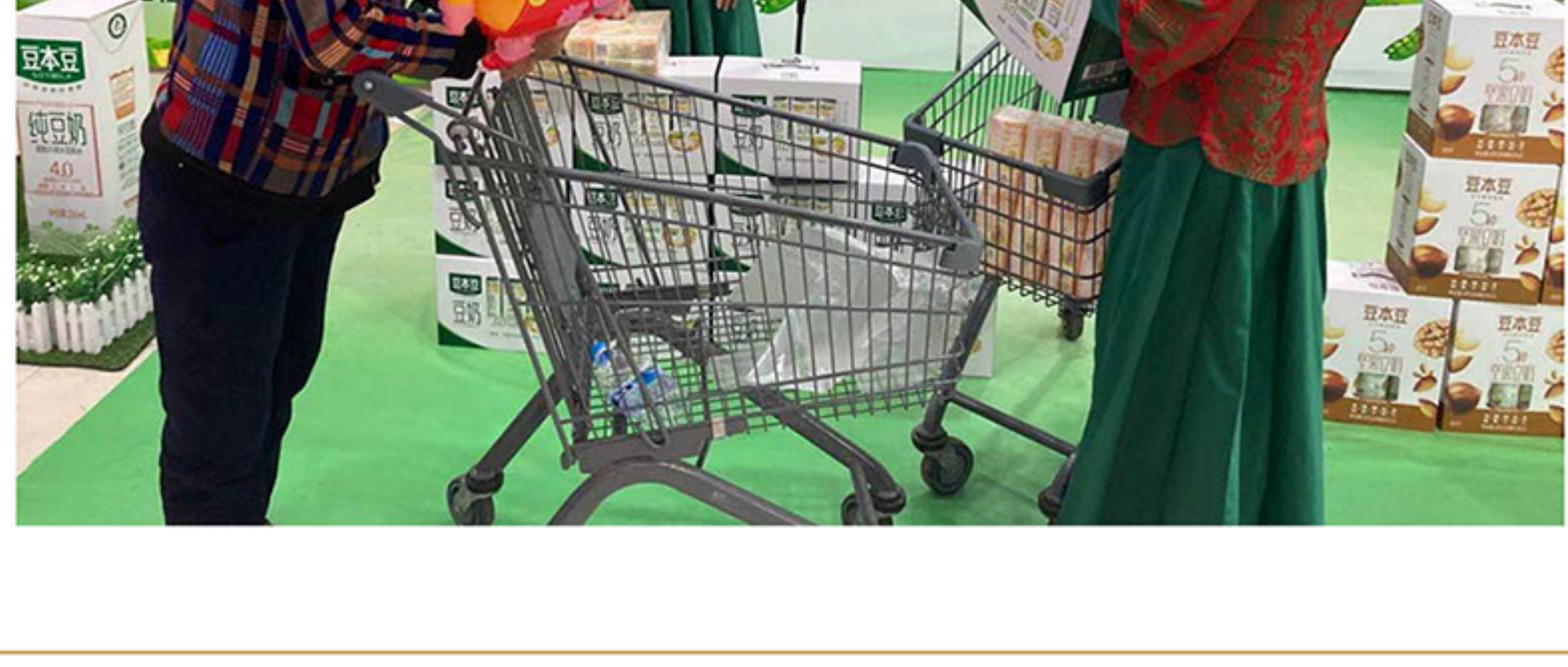


#### 豆本豆全国开展春季品牌推广活动

Doubendou Promoted Nationwide Campaign for Spring Festival

春季临近，豆本豆针对KA系统，在全国展开线下品牌推广活动，增强消费者互动。针对门店大、销量大的门店，豆本豆有针对性设计不同活动，包括场内导购促销、场外活动促销、以及场景化营销等。通过全国商超系统的线下场景互动，进一步强化豆本豆销售和影响力。

As Spring Festival is approaching, Doubendou promoted nationwide campaign at KA channels and enhanced consumer engagements. For large stores with sizable sales, Doubendou implemented different type of promotions by deploying shopping specialists, arranging outdoor promotions and promoting contextual marketing. Doubendou further expanded sales and brand power as it continued to strengthen consumer engagements at modern channels.



#### 可比克联合美图展开新年话题活动

Copica Conducted Online Marketing with Meitu on New Year Topics

随着社交媒体的日益普及，新年已成为社交互动最活跃的时间之一。美图作为摄影美化行业的头部APP，在年轻消费群体中拥有很强的使用率，月活用户达到1.53亿。跨年期间，可比克与美图合作，营造#2021薯你好运，新年开运Flag#话题，与年轻的消费群体互动，传递品牌快乐、有趣、时尚的品牌形象及理念。元旦期间，新年话题浏览量达到近160万。

New Year has become one of most active occasions for social media interactions along with the increased popularity of social media. As the most popular photo-editing APP, Meitu is well received by younger generation. It has 153 million MAU. During the New Year Eve, Copica cooperated with Meitu to launch a topic of '#Good Luck for 2021 and Set Goals for New Year#', and convey joyful, interesting and chic brand image to younger generation. New Year Eve topic recorded approximately 1.6 million hits.

