

# 达利食品

## DALI FOODS

### 2021年11-12月

### 经营情况月报

Monthly update-November to December 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

## 11-12 月月报

Monthly update-November to December 2021

### 技术创新：

Technology Innovation

#### 以科技赋能发展，集团获“中国食品工业协会科学技术奖”三大奖项

Fuel Growth through Technology Innovation: the Group Received Three Science and Technology Awards of China Food Industry Association

12月，豆本豆豆奶的无添加技术、和其正凉茶现熬萃取技术、豆本豆植物酸奶的常温酸奶品类创新分别获得“中国食品工业协会科学技术奖——特等奖、一等奖、二等奖”三大奖项。中国食品工业协会科学技术奖始于1997年，是中国食品行业最权威、最高荣誉的科学技术奖项。

In December, Doubendou soymilk's additives-free technology, Heqizheng herbal tea's boil and extraction technology and Doubendou's room-temperature plant-based yogurt category innovation received Grand Prize, First Prize and Second Prize of China Food Industry Association's Science and Technology Award respectively. Initiated in 1997, this award is the most authoritative and high-honored science and technology award in China.

在颁奖现场，副总裁田元昕先生与行业领导者们分享了科技创新赋能企业的理念。对于达利集团而言，科技赋能发展体现在三个层面，包括重塑消费需求，创造消费场景、提高产品力，打造高复购品类、优化行业生态，形成长生命周期常青的商业模式。

At the award, Vice President Mr. Tian Yuanxin shared opinions on driving growth through technology innovation with industry leaders. For our Group, it is a three-layer concept, including reshaping consumption demand to create consumption sceneries, enhancing product competitiveness to build high-repurchase category, optimizing industry ecology to form a long-lifecycle business model.

未来，达利食品将持续洞察消费者需求，进行科学技术创新与探索，科技创新驱动发展，为“健康饮食，品质生活”持续研发新品。

In the future, Dali Foods will continue to deepen insights on consumer demands, promote technology innovation and achieve breakthroughs to drive development, and launch "healthy eating and high quality living" new products.



### 豆本豆：

Doubendou

#### 豆本豆在北京成功举办“有机全豆奶”新品发布会

Doubendou Launched New Product Organic Whole-bean Soymilk in Beijing

12月，豆本豆高端新品“有机全豆奶”在北京举行新品发布会。公司管理层副总裁田元昕先生及研发部部长孟海鹏先生出席了大会，介绍了新品在技术突破和推动产业发展上取得的成绩；《中国国家地理》展示了与豆本豆共同拍摄的大豆农场溯源大片，共同倡导更多群体关注生态环境、开启有机生活方式。

In December, Doubendou launched premium new product Organic Whole-bean Soymilk in Beijing. The Group's management Vice president Mr. Tian Yuanxin and Head of R&D Department Mr. Meng Haipeng presented the event and introduced new product's technology breakthrough and contribution on promoting industry development. Together with Doubendou, Chinese National Geography exhibited the co-produced upstream farm tracing documentary to advocate more people to pay attention to the ecology environment and start an organic life-style.

自推出以来，豆本豆始终位于推动健康消费风潮的前沿，不断强化产品创新能力，针对目标消费群体的需求不断推出新产品，创造了豆奶行业的多个第一。经过上百次的反复试验，豆本豆科研团队创新应用了“全豆研磨”工艺和独有的整豆灭酶技术，最大限度的保留大豆的营养价值，使得新品拥有丰富的膳食纤维、植物蛋白以及有助睡眠的GABA氨基丁酸。

Doubendou has been leading healthy consumption trends since launch, and achieved several breakthroughs through enhancing product innovation and launching new products catering to targeted consumer's demand. After hundreds of trials, Doubendou's R&D team creatively applied whole-bean grinding and enzyme deactivation technology to maximize the maintained soybean nutrition, including sufficient dietary fiber, plant protein and sleep-conducive GABA (gamma-aminobutyric acid).

豆本豆品牌代言人王源的上场，将发布会氛围推向高潮。王源先生在现场用新品豆奶自制了奶茶，并创作了一段即兴RAP，表达对豆本豆的喜爱。

The presence of Doubendou's spokesman Mr. Wang Yuan pushed the atmosphere of the event to a climax. He used new product to make soymilk tea and then composed a freestyle rap to share his passion for Doubendou's soymilk.

未来，豆本豆将继续秉承“对地球、对环境更友好”理念，在植物营养领域不断开拓创新，推动中国豆奶产业进一步发展，为广大中国消费者带来更多健康的植物营养产品，推广绿色健康的生活理念。

Looking forward, Doubendou will continue to stick to "Better for Earth and Environment" concept, keep exploring in the plant nutrition area to promote further development of China's soymilk industry, bring more healthy plant-based products for Chinese consumers, and promote green and healthy life style concept.



### 电商：

E-commerce

#### 电商板块持续高速增长，传统平台高效经营，社交电商规模化扩张

E-commerce Continued High-speed Growth with Traditional E-commerce Optimized Operation Efficiency and Social E-commerce Scaled Rapidly

传统电商平台天猫、京东把握双十一、双十二的电商节机遇，通过创新活动方式和高效的营销策略，取得了优异的销售成绩。2021年双十一期间，集团旗舰店销售额同比去年增加43.4%；豆本豆产品上榜单天猫多个榜单，包揽了植物饮料好评榜第一和第二的位置，在植物饮料热销榜上排名第一，在植物饮料回购榜上排名第二。

Traditional platform Tmall and JD.com seized the Double Eleven and Double Twelve e-commerce festival opportunity and recorded impressive sales through innovative campaigns and highly efficient operation strategy. During 2021 Double Eleven period, the Group's flagship store registered a 43.4% year-on-year growth, and Doubendou broke into several Tmall Lists, including top and second position of Plant-based Beverage Good Reviews, top position of Plant-based Beverage Best Sellings, and second position of Plant-based Beverage High Repurchases.

社交电商平台打造多层次直播模式，不断强化直播能力，通过中腰部主播构建品牌营销矩阵，策略性运用头部主播扩大品牌声量及流量。另外，团队不断探索创新营销方式，实现规模化扩张，沉淀粉丝群体。

Social e-commerce platform established multi-dimensional live-broadcasting approach, including enhancing self-broadcasting ability, establishing branding matrix through Key-opinion Consumers (KOCs) and strategically co-operated with Key-opinion Leaders (KOLs) to expand brand reputation and traffic. In addition, social e-commerce team kept exploring innovative marketing approaches to drive scaling and enlarge fans group.

双十一期间，抖音与头部达人罗永浩合作直播，单场直播观看人数达到42万，GMV超过110万。快手平台在在十二月期间邀请多名达人直播带货，菠小萝面包、鲜风小蛋糕等多个SKU获得消费者热捧，食品类达人销售金额突破160万。

During Double Eleven period, Tic Tok team's co-operation with Key-opinion Leader (KOL) Luo Yonghao recorded over 420 thousand online audience and over 1.1 billion GMV. Kuaisou team expanded sales by deploying several Key-opinion Consumers (KOCs) in December and achieve 1.6 million KOC sales for food category, and many SKUs such as Boxiaolu Bread and Xianfeng Cake received warm responses by consumers.

