

# 达利食品

## DALI FOODS

# 2020年11月经营情况月报

Monthly update-November 2020

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## 11月月报

Monthly update - November 2020

### 达利园及好吃点推出多款新品，进一步丰富高端产品线

Daliyuan and Haochidian Launched New Products and Further Expanded Premium Product Line

针对消费升级趋势和消费者不断变化的口味需求，达利园推出3款新品：松布朗、软崎家和软可可·派。新品以精致和美味作为立足点，始于颜值，忠于美味，致力于成为消费者享受休闲精致生活的好搭档。

Daliyuan launched three new bakery products, including Sobrown, Ruanqijia and Cocoapie, catering for consumption upgrade and consumer's constantly changing tastes. These new products feature high quality and delicate flavors and target to become better options for leisure snacks.



好吃点推出5款新品：小格轻脆、小薄轻脆、软格乐、双色曲奇和巧梳脆。新品主要面向年轻及大众消费群体，在产品种类、口味和口感上进行创新和升级。

Haochidian launched five new types of biscuits: Xiaogeqingcui, Xiaobaoqingcui, Ruangele, Shuangse Cookie and Souldar. Targeting younger generation and mass-market consumption, these new products further expand product category and differentiate from existing products in terms of flavor and texture.



通过新品的推出，达利园和好吃点进一步丰富了产品矩阵，提升了高端产品在产品组合中的占比。同时，新品的定位和包装更适合便利系统和KA渠道的消费场景，将提高集团整体在现代渠道的销售，增强现代渠道的品牌影响力。

Through the launch of new products, Daliyuan and Haochidian further enlarge product portfolio and premium products. In addition, the positioning and packaging of new products are more suitable for convenient stores and KA channels, which in turn will enhance the Group's penetration in modern channels and strengthen brand power.

### 礼盒年终订货会全国铺开，经销商反响热烈

Dali Hosted Year-end Trade Fairs Nationwide and Received Positive Response from Distributors

随着春节的临近，集团加强年货礼盒市场的布局。各地区销售团队快速响应，组织经销商开展订货会，进一步巩固了品牌和产品优势，加强礼盒产品在渠道上的整体推广和流通优势。

Dali hosted year-end gift box trade fairs as Spring Festival is approaching. Sales team around the country took immediate actions to arrange fairs with distributors. The promotion of gift boxes further consolidated brand power and leading position across different channels.

#### 常规礼盒示例：

Selected Regular Gift Boxes:



#### 精耕礼盒示例：

Selected Premium Gift Boxes:



常规礼盒面向大众消费市场，为消费者提供更具有年味，更实惠的年货产品。精耕礼盒的产品均为中高端新品，礼盒包装更精致，口味更多样化，丰富了达利园礼盒的产品线，为经销商选品提供更多选择。

Regular gift boxes are aimed at providing consumers with festive and affordable products. Premium gift boxes are aimed at providing consumers with higher quality, better designed packaging and more diversified flavors, which provide more options for distributors.

### 多板块与头部主播联动，提升品牌影响力

Dali Cooperated with Leading KOLs to Enhance Brand Power

集团持续强化品牌的线上影响力。本月，达利继续与平台头部主播合作，在淘宝、快手、抖音等各大主流电商直播平台上与消费者进行互动。

Dali continues proactive measures to enhance brand power online. In November, Dali continued to cooperate with leading KOLs and conducted consumer engagement activities in mainstream live streaming platforms, such as Taobao, Kuaishou and Tik Toc.

目前，达利已经建立起与头部主播的长期合作，由电商部进行规划，选取特定产品展开合作。产品选择范围包括在电商平台上销售火爆的产品、新品及特点鲜明的电商专供产品。通过头部主播对产品的深入讲解，强化消费者对品牌及产品的认知，持续培养消费者对于品牌的好

Having established long-term relationships with leading KOLs, Dali's E-commerce Department plans marketing activities on certain products, including best-selling and new products, as well as products tailor-made for e-commerce channel. Through KOLs' in-depth introduction, Dali strengthened consumers' awareness of our brands and products, constantly educated consumers and promoted new products' image and sales.



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