达利食品
DALI FOODS

2020年5月经营情况月报

Monthly update – May 2020

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

5月月报

Monthly update – May 2020

概要：
Summary

随着新冠疫情的逐步消退，消费市场逐步回暖，家庭消费和休闲食品板块恢复势头强劲，饮料板块也将随着人流出行的回升逐步恢复。新冠疫情的爆发对食品饮料行业带来了挑战，但同时也加速了市场向头部企业集中。集团把握时机，针对疫情防控常态化下的消费者习惯变化，推陈出新，优化产品矩阵；积极开拓电商业务，加快线上布局，拓展增量业务；及时调整渠道策略，推行与新的消费场景相吻合的渠道和营销方式；充分发挥综合优势，加快落实季度发展目标。

With the gradual subsidence of coronavirus pandemic, the market gradually picks up. Our household consumption and snack food sector have recovered with strong growth momentum, and the beverage sector is expected to gradually recover with the rise of consumer traffic. The outbreak of the coronavirus brought challenges to the food and beverage industry, but it has also accelerated the consolidation of market share to leading companies. The Group is well poised to capture the opportunity, and innovate and optimize our product portfolio in response to the changing consumer behaviors under the normalization of epidemic controlling measurements. Also, we will actively expand the e-commerce business, accelerate our online layout and expand incremental business. We will swiftly adjust channel strategies to promote channels and marketing methods matching new consumption scenarios and fully leverage our comprehensive edges to accelerate the achievement of quarterly development goals.

电商板块：
E-commerce Unit

电商板块作为公司的重要战略板块，全面覆盖糕点、饼干、膨化食品和饮料等品类，通过天猫、京东、拼多多等多个平台运营。由于管理上与其他渠道平行独立运营，层级较高，电商板块高度灵活，在单品规格和产品品类均与线下产品有所区分。首先，针对已有品类，线上产品在外观、口味、规格和价格上与线下做出区隔；第二，电商板块可以在已有品类中设立全新品牌；第三，电商板块可以针对线上迅速变化的新趋势，快速开发独有品类和电商专供产品。今年以来，电商板块持续高速增长。

E-commerce unit as an essential strategic sector of the company, covers pastry, biscuit, puffed food and beverage and other categories and operates through Tmall, JD.com, Pinduoduo and other platforms. Benefiting from the high level and independent management as a parallel segment to other channels, e-commerce unit enjoys high flexibility and is able to differentiate its products from offline segment. Firstly, online segment provides different SKUs in terms of the appearance, flavor, package and pricing under same product categories. Secondly, the unit is allowed to established new brands under existing categories. Thirdly, the unit is able to swiftly rollout e-commerce specialized categories in response to the fast evolving online dynamics. E-commerce unit has achieved and maintained strong growth momentum since this year.

糕点

Pastry

达利园
菠小萝面包
BOXIAOLUO
NEW 新上市

饼干

Biscuit

甄好曲奇
酱瓜曲奇
净含量:224克(16枚)

好吃点
熊出没
7+1
趣味相连
探索饼干
净含量:1.08千克
天猫超市定制

膨化食品

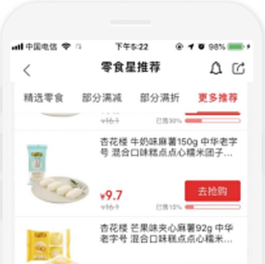
Puffed food

可比克
Meishi Kayixia
咔一下

可比克
COPICO CHIPS
称心如意大礼盒
净含量:700克
天猫超市定制

电商板块推出的多款新品受到消费者追捧，菠小萝面包单场秒杀在休闲食品榜单中排名第一，有望在后期打造平台大爆款。

A number of new products of the e-commerce unit gained popularity in consumers. For example, the Pineapple bun Boxiaoluo ranked top in Danchangmiaosha, a promotional activity in leisure food category and was expected to become a hit SKU in the future.

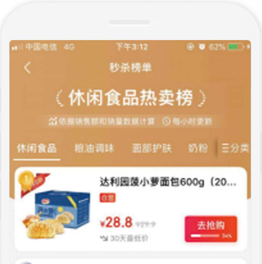

中国电信
下午5:22
98%
零食星推荐
精选零食
部分满减
部分满折
更多推荐
去抢购

¥16.1 已售30%

杏花楼 牛奶味麻薯150g 中华老字号 混合口味糕点点心糯米团子...

¥9.7 ¥16.1 已售15%

杏花楼 芒果味夹心麻薯92g 中华老字号 混合口味糕点点心糯米...


中国电信 4G
下午3:12
62%
秒杀榜单
休闲食品
粮油调味
面部护肤
奶粉
三分类
自营
去抢购

休闲食品热卖榜

依据销售额和销量数据计算 每小时更新

1

达利园菠小萝面包600g（20...

¥28.8 ¥29.9

30天最低价

¥9.7 ~~¥16.1~~ 已售30%

杏花楼 烤椰蓉红豆味麻薯150g 中华老字号 混合口味糕点点心糯…

¥9.7 ~~¥16.1~~ 已售19%

达利园美焙辰纯原味蛋糕840g营养早餐手撕代餐短保蛋糕点心

¥34.9 ~~¥39.9~~ 1000件抢光啦

三只松鼠手撕面包 饼干蛋糕…

¥29.9 ~~¥49~~ 198天最低价

三只松鼠奶油味夏威夷果 坚…

¥45.8 ~~¥55~~

三只松鼠每日芒果干蜜饯果干…
2
自营
去抢购
3
自营
去抢购
4
自营

电商板块高度重视品牌粉丝培养，通过自播及KOL合作，持续扩大品牌影响力。在天猫平台，公司独立运营猫超自播号，并多次跟超市大胃王和零食铺子直播号进行连麦互粉。与头部主播薇娅、李佳琦的保持常态化月度档期合作，以美焙辰酵母面包、纯蛋糕为重点单品，带动品牌的快速发展。另外，与快手超级带货王辛巴团队多次合作，销售成果斐然，特别是可比克纯切薯片的整体表现，有望实现单链接销售额超千万。

E-commerce unit emphasizes expanding the fan group through self-operating live broadcast and cooperation with KOLs to enlarging brand influence. In Tmall platform, the unit operated the broadcast account independently, and has co-broadcasted with two well-known live-broadcast accounts Supermarket Daweiwang and the Snack Food Shop successively. It also maintained a regular cooperation with leading KOLs Wei Ya and Li Jiaqi every month with a focus on the yeast bread and pure cake under the Meiberchen brand to drive the rapid development of the brand. Apart from this, it has cooperated with Kuaishou's mega-influencer the Simba team for several times, and achieved remarkable sales results especially for the Copico fresh-cut potato chips category, which was expected to achieve sales of more than RMB10 million per link.

薇娅 viya
2057.60万观看 | 佛山
关注
淘宝直播
ID:53707
更多直播
明晚 20:00 女装大上新
开团2折起 手慢无
快速看回放宝贝讲解
达利园
美焙辰

李佳琦Aust
194.89万观看 | 上海
淘宝直播
ID:92817
新粉1 亲密度 180
最爱我的 领红包
1

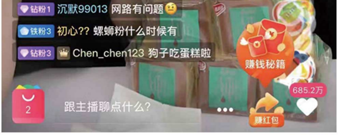
小***r 正在去买

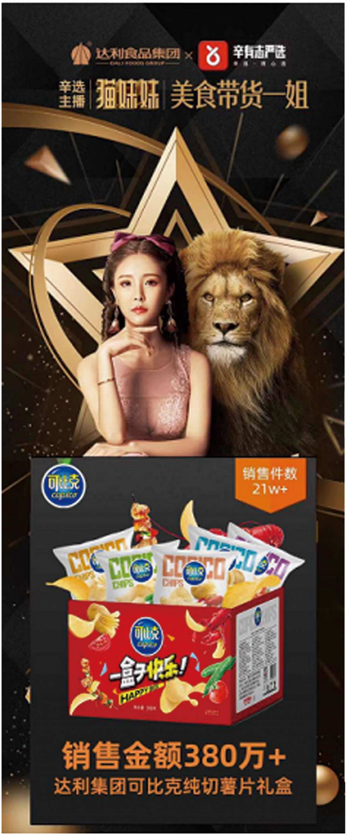
钻粉2 阿修罗不孤单99 奶茶

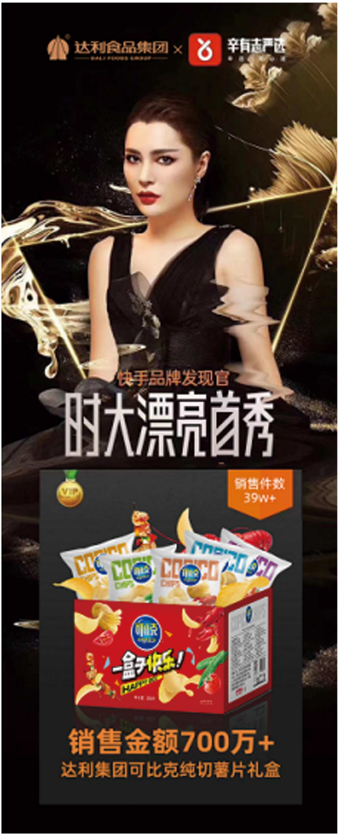
铁粉4 娜嘉2号 奈娃爱吃

钻粉5 新春快乐x，

tb01479302 明晚八点女装上新
ta穆经理 哈哈
赚钱秘籍
1407.4万
48
跟主播聊点什么?
赚红包


钻粉1 沉默99013 网路有问题
铁粉3 初心?? 螺蛳粉什么时候有
钻粉3 Chen_chen123 狗子吃蛋糕啦
赚钱秘籍
685.2万
2
跟主播聊点什么?
赚红包


达利食品集团 × 辛有志严选
辛选主播 猫妹妹 美食带货一姐
可比克
销售件数 21w+
一盒子快乐!
销售金额380万+
达利集团可比克纯切薯片礼盒


达利食品集团 × 辛有志严选
快手品牌发现官
时大漂亮首秀
销售件数 39w+
一盒子快乐!
销售金额700万+
达利集团可比克纯切薯片礼盒

家庭消费板块：
Family Consumption Segment

- ***豆本豆玩转大剧品牌营销，全面触达热播大剧观众***
- *Doubendou marketed in a hit drama and further built brand image in the audience base*

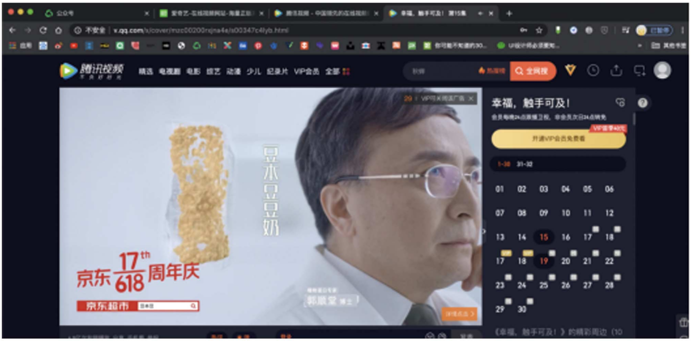
5月，《幸福触手可及》在腾讯视频火热开播，豆本豆通过贴片广告和包装广告两种广告形

式，全面覆盖腾讯视频会员与非会员的大剧观众，与观众浪漫共舞，将大剧影响力转化为品牌传播力。

In May, "Happiness within reach" was launched on Tencent Video. Doubendou fully covered the audiences of Tencent Video with or without premium membership through two advertising methods, including pre-rolls and package advertisements, which transformed the influence of the drama into brand communication.

同时，采用PC端、移动端和OTT多屏通投的媒介投放形式，实现豆本豆品牌曝光最大化。

Meanwhile, multi-screen advertising through PC end, mobile end and OTT was implemented to maximize the exposure of Doubendou.


腾讯视频
精选 电视剧 电影 综艺 动漫 少儿 纪录片 VIP会员 全部
全网搜
豆本豆豆奶
京东 17th 618 周年庆
京东超市
幸福，触手可及！
开通VIP会员免费看
1-30 31-32
01 02 03 04 05 06
07 08 09 10 11 12
13 14 15 16 17 18
17 18 19 20 21 22
23 24 25 26 27 28
29 30

腾讯视频
不负好时光
幸福，触手可及！
豆本豆
SOYMILK
下集预告
0添加0负担，健康营养幸福触手可及，邀您收看下集预告

豆本豆抢先布局 618 电商大促，上刊各大地方卫视

Doubendou led the 618 e-commerce campaign on major local satellite TVs

随着电商618大促临近，豆本豆针对“专注植物营养”品牌新定位，在卫视同步上刊618电商大促广告，包括广东卫视、黑龙江卫视、江西卫视、安徽卫视等，加强了豆本豆在电视端的曝光。

As the 618 e-commerce promotional day approaches, Doubendou advertised on several influential satellite TVs synchronously including Guangdong TV, Heilongjiang TV Jiangxi TV, Anhui TV, etc., with the new positioning “Focusing on plant nutrition”, to strengthen its TV exposure.

天猫618
理想生活狂欢季
CCTV
咪咕
高清
0添加
0胆固醇
天然植物蛋白
稍后
遇见幸福 24
豆本豆 SOYMILK
× TMALL天猫
官方正品在天猫
淘
天猫
豆本豆

江西卫视
CCTV
咪咕视频
《光荣时代》
高清
豆本豆
SOYMILK
专注植物营养
有机豆奶
纯豆奶
豆奶
京东 17th 618 周年庆
京东超市
豆本豆

○ 美焙辰持续注入动能，增长势头强劲

○ *Meibeichen fueled its strong growth momentum with several drivers*

5月，短保业务持续快速增长，市场份额持续快速提升，已成为多地领军品牌。

In May, the short-shelf life bread segment saw stronger growth momentum, with market share continued to increase rapidly as Meibeichen becoming the leading brand in several regions.

经过一年多发展，美焙辰旗下产品已基本全面覆盖全国范围内的畅销产品及口味，今年以来，美焙辰开始稳步推进独创口味开发，新口味产品定位比普通产品稍高，将进一步丰富美焙辰产品线，满足各类消费者的需求。5月，美焙辰继续针对市场口味喜好趋势，着手准备下一批新品的开发工作。

After more than one year development, Meibeichen has covered almost all best-selling products and flavors across the country. Since this year, Meibeichen has begun to steadily promote the development of innovative flavors and SKUs with a premium positioning, which will further enrich the product line and cater the needs of diversified consumer groups. In May, Mebeichen started to prepare for the development of next batch of new products targeting at the evolving trend of consumers' tastes and preferences.

展望2020年，美焙辰将继续发力广铺网点，拓张配送线路，优化运营效率，大力推进终端数量和销售收入的翻倍增长，在美焙辰成为国民品牌的道路上更进一步。

Looking forward to 2020, Meibeichen will continue to expand its points-of-sales and delivery routes, as well as optimizing its operating efficiency, with a goal to double the number of terminals and sales, and to make further progress in becoming a national brand.

休闲食品板块：
Snack Food Segment

○ 可比克携手万达进行线下推广，与消费者亲密互动

○ *Copico cooperated with Wanda Plaza to carry out offline promotions through close interaction with consumers*

可比克纯切薯片自新品上市以来，深受年轻人群欢迎，尤其是一二线城市。5月，可比克纯切薯片在多个万达广场中庭推出真人娃娃机的互动游戏，与消费者一起玩嗨，通过亲密互动强化品牌影响力。

Since the launch of new products of Copico fresh-cut potato chips, they received wide popularity among young consumers, especially in tier-1/2 cities. In May, Copico fresh-cut potato chips set up a real-person doll machine in several Wanda Plazas, and strengthened Copico's

轻薄脆
520 ROMANTIC LOVE DAY
520
纯切薯片
可比克
纯切薯片

即饮饮料板块：
Ready-to-drink Beverage Segment

○ 乐虎官方赞助 2020 年纪念中国人首登珠峰 60 周年攀登活动

○ *Hi-tiger sponsored the 2020 climbing event to mark the 60th anniversary of the first Chinese summiting Mount Everest*

乐虎官方赞助2020年纪念中国人首登珠峰60周年攀登活动，作为珠峰攀登活动指定功能饮料，强化乐虎品牌作为“专业功能饮料”的品牌定位。通过直播、短视频、微博、微信、新浪

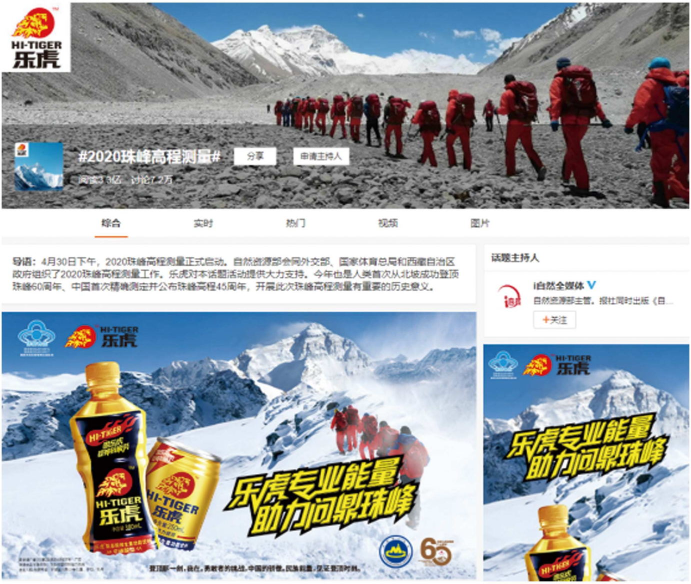
微博官方话题等多种新媒体形式，有深度、有广度地进行品牌形象传播，扩大乐虎作为专业功能饮料的影响力。

As the designated energy drink of the climbing activity of Mount Everest, Hi-tiger sponsored the 2020 climbing event to mark the 60th anniversary of the first Chinese summiting Mount Everest, and strengthened the brand positioning of Hi-tiger as "professional energy drink". Through live broadcast, short video, Weibo, WeChat, Weibo official topics and other new media channels, Hi-tiger carried out brand image communication in depth and breadth, and enlarged its brand influence as a professional energy drink.

同时，采用PC端、移动端和OTT多屏通投的媒介投放形式，实现豆本豆品牌曝光最大化。

Meanwhile, multi-screen advertising through PC end, mobile end and OTT was implemented to maximize the exposure of Doubendou.

乐虎
中国能量
见证登顶珠峰


HI-TIGER
乐虎
#2020珠峰高程测量#
分享
申请主持人
阅读3.3亿 讨论7.2万
综合
实时
热门
视频
图片
话题主持人
i自然全媒体
自然资源部主管。报社同时出版《自...
+关注
乐虎专业能量
助力问鼎珠峰

导语：4月30日下午，2020珠峰高程测量正式启动。自然资源部会同外交部、国家体育总局和西藏自治区政府组织了2020珠峰高程测量工作。乐虎对本话题活动提供大力支持。今年也是人类首次从北坡成功登顶珠峰60周年、中国首次精确测定并公布珠峰高程45周年，开展此次珠峰高程测量有重要的历史意义。