



康師傅控股有限公司

TINGYI (CAYMAN ISLANDS) HOLDING CORP.



2011

年度报告  
CSR Report

# 承先启后 任重道远

## At the turning point of sustainable future

20年，足以让呱呱坠地的小婴孩长成充满蓬勃朝气的年轻人；20年，足以让筚路蓝缕的新兴企业蜕变成初具规模的实业集团。

康师傅辛勤耕耘食品行业也将跨入20年，回首来时路，因为有消费者、员工、合作伙伴、投资人以及社会大众的相伴与鼓励，我们一路摸索，一路尝试，也一路成长。

回首近20年的发展，来自社会大众的肯定与鼓励，我们战战兢兢，并要求自己精益求精；对于我们的指导与砥砺，我们更铭记在心，并反躬自省记取经验，不重蹈覆辙。

很高兴能够在康师傅即将迈向下一个20年的开端，向各位介绍我们在环境、社会与管治方面的尝试与努力，并借由此次环境、社会与管治报告的编撰，有系统地审视我们的作业，能与社会大众的期待相符合。

这是康师傅用于承担企业社会责任的一项宣誓，也寄望您能一如既往持续给我们指导。

康师傅控股有限公司  
董事长 魏应州

20 years can turn a newborn child into a young adult and turn a newly set-up company into an enterprise with economic scale. As Master Kong celebrating its 20th anniversary in 2012, we appreciate all the supports from the customer, the employee, the partner, the shareholder and the public.

Since the date of establishment, we have been pursuing better quality and test of our products to fulfill needs of the customer and learn from experiences and feedbacks from the public to improve our daily operations.

In the beginning of the next 20 years of the Company, I am delighted to introduce the Annual Report which includes our efforts on Corporate Governance and Social Responsibilities. By aligning expects from the public, we will review all the works systematically and annually.

The Report is a commitment to make our works better. We look forward to having your supports as before.

Wei, Ying-Chou  
Chairman  
Tingyi (Cayman Islands) Holding Corp.

# 康师傅

控股有限公司总部设于天津经济技术开发区，主要从事方便面、饮品、糕饼以及相关配套产业的生产经营。康师傅自1992年研发生产出第一包方便面后，迅速成长为国内乃至全球最大的方便面生产销售企业。1995年起陆续扩大产品范围至糕饼及饮品，先后在中国四十余个城市设立了生产基地。为广大的消费者提供美味，安全，实惠的产品。

在产品上获得消费者的肯定，康师傅“诚信，务实，创新”的企业经营理念也获得社会大众的肯定，在国内，康师傅不仅成为捍卫食品安全的领先业者，并屡屡获得各界的肯定。在2011年度的食品安全年年会中，更赢得两项大奖，以具体成绩展现企业的经营理念。在国际，康师傅也是少数连续多年获选为福布斯亚洲五十强企业之国内民企。

积极投入公益活动的康师傅已将关注的焦点从急难救助跨越到教育领域。不仅从希望小学的建设与支持着手，也逐渐延伸到高等教育范围，为未来植下希望。

康师傅作为食品行业的一份子，我们希望带给消费者安全、便利、物有所值的优良产品。更期盼伴随着中国经济的腾飞永续发展，更期盼能立足中国，放眼世界，向更多的朋友介绍中华美食文化的精彩。

## About Master Kong

Headquartered in Tianjin China, Master Kong is well known by its products of instant noodle, beverage, cookies and cakes. In 1992, the Company introduced its first instant noodle and has become one of the leading brands not only in China but also the world. In 1995, Master Kong expanded its business into beverage and bakery and set up production sites in more than 40 cities in China to fulfill needs of the customer with delicious, safe and value-to-money products.

Not only popular products, Integrity, pragmatism, and innovation, three pillars of the Company's foundation are also well recognized by the public. Master Kong is one of pioneers in the industry on food safety and winner of several anchored prizes in this category. The Company is also listed on Feb 50 of Forbes magazine in three consecutive years since 2008.

Master Kong is highly involved in public affairs including disaster relief and education. The Company expects to bring hopes to all level of students from elementary schools to higher educations.

As major player of food industry, Master Kong is keen to introduce the beauty of Chinese cuisine to the world by offering convenient, delicious and safe products with the growth of China market.

# 1992 - 2011 20年

## 演绎中华饮食文化

Evoke the beauty of Chinese Cuisine for 20 years

康师傅的信念是让更多人享受美味，我们深入研究中华饮食文化的色、香、味，将传统美味现代化。  
Master Kong's goal is to introduce the beauty of Chinese delicacies. We study the colour, the test and the smell of Chinese dishes and modernize them into convenient products.



2011年营业额超越

78.6億 美元  
\$ 7,860,000 million

TDR挂牌  
(2009)

2006年营业额突破

23.3億 美元  
\$ 2,331,733 million

2001年营业额达到

9.4億 美元  
\$ 944,566 million

1996年营业额达到

4.8億 美元  
\$ 483,209 million

康师傅  
于香港  
上市  
(1996)

康师傅第一包  
方便面诞生  
(1992/4)



铁观音茶

冰绿茶

茉莉清茶

酸枣饮品

冰糖雪梨

乌龙茗茶

优健美

每日C

劲凉 冰红茶



巧克力慕斯  
美心饼干

美味酥

蛋酥卷



## 以菜入味

### Inspired by traditional dishes

Instant Noodle Business 方便面事业



康师傅透过现代生产工艺，将中华民族源远流长的饮食传统与博大精深的饮食文化，透过“以菜入味”的策略，将大江南北的烹饪技巧融入方便面，巧妙地转化为广受市场欢迎的各式产品。

除了在全国范围铺开的红烧牛肉面、香辣牛肉面、香菇炖鸡面、海鲜鱼板面、酸菜牛肉面以及酸辣牛肉面外，康师傅还按照不同区域的特色饮食习惯，规划出“东北炖”、“酱香传奇”、“江南美食”、“油泼辣子”、“酸香世家”、“老火靓汤”、“亚洲精选”等区域或特色品牌，创造出口味超过200款的方便面“满汉全席”。

Master Kong modernizes Chinese traditional dishes into instant noodles with state-of-the-art approaches.

Besides six hero products which are available national wide, the Company also creates 11 regional brands with more than 200 products to include different tests of popular Chinese cuisines.





## 畅快享受 Refresh all the time

Beverage Business 饮品事业

Beverage business creates another chapter of Master Kong and brings more excitement and joy to the customer. Product range starting from tea, juice to bottle water offers various choices for customers. Newly added Chinese traditional drinks such as plum juice and pear juice also hit the market with creative approaches.

To better serve the customer, Master Kong reached agreement with Pepsi to form strategic alliance in China in late 2011. Under the alliance, the Company will be able to provide wider range of beverage products including carbonated drinks.

承袭发扬中华饮食文化的使命，康师傅从食跨入饮，凭借对饮文化的理解，揭开企业发展过程的另一个篇章。

康师傅的茶产品多元且丰富，涵盖清凉劲道的冰红茶、具有养生概念的绿茶、文化底蕴浓厚的乌龙茶以及铁观音，还有象征年轻时代浓情蜜意的茉莉花茶系列。

“传世新饮”系列则是康师傅在茶饮料获得消费者肯定后，从中华饮食文化这块沃土上，推出的新尝试。不论是源自宫廷秘方的酸梅汤还是酸枣汁、或是符合入秋养生习性的冰糖雪梨，也屡屡获得市场好评。

丰富消费者的多样性需求是康师傅一直以来的坚持，因此，我们除了茶饮料之外，也将产品的领域扩大到果汁、包装水以及乳味饮品，满足消费者的不同偏好。

秉持同样的理念，康师傅与百事公司在2011年达成协议，在饮品的项目上建立战略联盟的关系，进一步拓展产品涵盖的领域到碳酸以及功能性饮料，在满足消费者对饮料产品的全面需求上，不断努力精进。





# 分享快乐

## Share the happiness

Convenient Food Business 方便食品

伴随着经济的腾飞，消费者对于饮食的偏好也转趋多样化，在饱足之外，更需要多一点乐趣。康师傅结合中华饮食文化的特长与西方现代的糕点烘焙技巧，推出蛋酥卷、妙芙以及3+2饼干系列，同样获得消费者的好评，成为分享每个欢乐时光的最佳选择。

To bring more joy for modern life, Master Kong also provides all kind of convenient foods including cookies, cakes and snakes combining state-of-the-art approaches and Chinese traditional recipes. 3+2 sandwich cookies, muffin and egg roll are some of the most popular ones in the market.



All for the customers

It is non negotiable on food safety. Master Kong has invested heavily in food safety technology and promotes the concept of "from farm to table" to build an optimal cycle for quality safety management of the Company.

To take all responsibilities on products, Master Kong strictly manages raw materials, concerns about the hygiene of staff and all aspects of the production process. Under the target of quality assurance, the Company controls all the details and commits to bring consumer satisfactions.



Not only food safety, Master Kong's efforts on energy-saving and environmental protection, community, talent development and cross-strait cultural exchanges have also been recognized by the public. The "China Green Gold Award (中国绿金奖)", jointed organized by Sohu, the major PRC portal website, and A.T. Kearney, a global well-known consulting firm was one of the examples.

## 一切为消费者 All for the customers



为了生产对消费者负责任的产品，康师傅对原材料严格管理，关注工作人员的卫生与生产流程的各个环节，在精准管控品质的目标下，将每一个细节都纳入管控。让消费者安心，是康师傅对消费者的承诺，也是我们持续成长茁壮的重要基石。

康师傅一直视消费者食品安全为己任，在食品安全技术上投入巨资，根据「从农田到餐桌」的全程质量控制理念，康师傅提倡食品安全从源头抓起，以构建质量安全管理良性循环为目标。

食品安全一直是康师傅关注的核心内容，结合在节能环保、公益事业、人才培养、两岸文化交流等方面的努力，更获得由国内主流门户网站搜狐网和国际知名咨询公司科尔尼联合主办的第二届“中国绿金奖”，并在各个食品安全重要会议上倍受肯定。

# 一切为投资人 All for the Shareholder

股东，是推动企业成长的重要原动力之一。康师傅肩负投资人的期待，除了不断精进产品的生产，在企业管治的要求上也不断提升。在董事会的层级，我们设有独立非执行董事，从超然独立的立场协助检视企业的重大决策与股东的利益相符；并透过各式委员会与内部稽核单位的运作，落实内部监控的机制，搭配外部独立核数师，确保企业信息的透明。

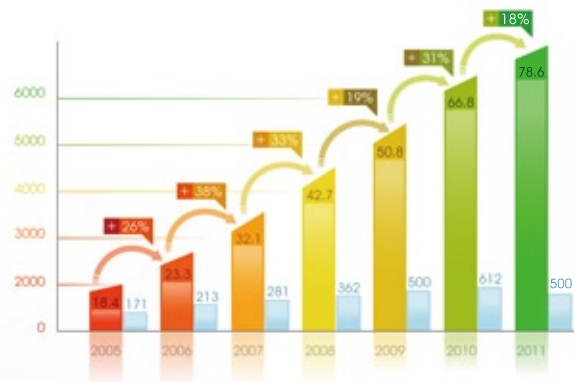
康师傅不仅以符合上市公司规范为标准，更以具有可持续发展的实质增长回馈投资人的支持。

A company cannot be running without shareholders. The expectations from shareholders drive Master Kong to pursue better quality of products and services as well as corporate governance. With independent board directors, the Company's goal can be aligned with public interests; with different committees at the Board, the Company's operations can be worked with proper orders to meet shareholders expectations.

As one of the blue chip companies listed in Hong Kong Stock Exchange, Master Kong is keen to meet international standard for all the shareholders.

## 2011 年营收 突破78亿美元

7.8 billion US Dollars turnover in 2011







## 一切为伙伴 All for the Partners

一直以来，康师傅围绕着“人”为核心，致力于发挥以人为本的最大价值。完善选、育、用、留各项人才发展政策，康师傅持续发展储备优秀人才。

对外，我们落实招聘与培育机制，储备人力来配合企业的成长；对内，我们积极关照员工的生活起居，主办各式各样的培训课程，提高员工的业务素质来应对各式各样的挑战。我们以具有市场竞争力的薪资结构照顾员工，并以公平、公正的考核制度，鼓励同仁自我挑战。为根植下一代，康师傅还提供员工子女奖学金，为有意深造的员工子女拓展视野。兼顾发展与储备，人才不仅是康师傅得以快速成长的核心竞争力之一，也是企业永续发展的基石。

优秀的合作伙伴除了内部敬业爱群的员工之外，也包括外部的上下游原料、通路供应链、协力厂商与合作企业。康师傅的稳健成长来自与合作伙伴的紧密协作，共生共荣的关系也提供合作伙伴可持续发展的远景，提供了共同成长的契机。



## All for the Partners

People are the most important asset of Master Kong. The Company continuously improves the talents selection, development, and retaining policy to create a solid pool and support sustainable growth.

To well take care of talents, Master Kong also expands its employee services to daily life including accommodations and leisure programmes. In addition to that, children of the employees can be entitled scholarship of the Company to study in leading universities. Master Kong eyes on not only right now but also the future.



Partners are not limited to employee, the Company also treasure the relationship with suppliers and distributors in the supply chain as well as third-party service providers. Master Kong believes the robust growth of the Company is founded from close collaboration with all partners.



## 一切为社会 All for the Community

contribution to the environmental protection 为环保 献力量

康师傅秉持引领行业健康有序成长为宗旨，为社会以及环境可持续发展贡献力量。以广受消费者喜爱的康师傅矿物质水为例，我们在节能低碳方面的努力便能展现在以下几个层面：

**更轻的瓶重，有效降低PET原料的依赖，让环境减负：**康师傅是少数几家率先将瓶装水塑料瓶重量从18克降至12克的领导厂家之一。透过瓶重的减轻，我们有效降低包装成本，让产品能以大众更负担得起的价格满足消费者饮水的需求，并减少石油原料的消耗与碳排放，创造出消费者、企业与环境三赢的局面。

**先进的免冲瓶技术，有效降低水资源的浪费：**康师傅创新的一条龙生产技术有效减少行业间因为瓶身运送环节可能的污染，进而避免二次冲瓶过程造成不必要的水资源浪费，生产用水量也大大降低。

**更重要的是，**因为这一连串的改革，康师傅还进一步减少了生产瓶子所需要的电量和物流运输环节的碳排放为环保贡献力量不遗余力。

Master Kong upholds the principle of leading the industry development healthy and orderly, and continuously contributes to the sustainability development of the community. Take Master Kong's bottled water for example, the efforts on energy-saving and low-carbon can be shown as followings:

**Lighter bottle has effectively reduced the reliance of PET materials, as well as the environment burden:** Master Kong is one of the minority leading manufacturers, which took the lead to decrease the weight of plastic bottle of bottled water from 18 grams to 12 grams. By lightened bottle, the Company can satisfy the demand of customers' drinking water with more affordable price, effectively reduce the packaging costs and reduce the consumption of petroleum as raw material, to create a win-win situation for customers, enterprise and environment.

**Advanced rinse-free technology also helps the Company decreasing the consumption of water resources.** Master Kong's innovative one-stop production technology of can effectively eliminate the pollution and waste of water during production process.

**Master Kong also further reduces the electricity usage in its production and the carbon emission through a series of transformation in its logistics and transportation for environment protection.**

污水工程将处理污水总量将达到2400吨/日  
Sewage works will be the total amount of sewage treatment will reach 2400 tons / day  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

年节约用水792,000吨  
792,000 tons of water conservation  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

减少化学耗氧量排放: 1320吨/年  
Reduce COD emissions:  
1320 tons / year  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

氧气排放量530吨/年  
Oxygen emissions by  
530 tons / year  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

年节电720,000度  
Annual saving of 720,000 degrees  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

萃取液与自来水  
换热项目-年节  
水360,000吨  
water heat exchanger  
project - saving  
360,000 tons  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

生产用水节约432,000吨  
the production of water-saving  
432,000 tons  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

减少氨氮排放: 12吨/年  
Reduce ammonia emissions:  
12 tons / year  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.

减少二氧化碳排放量992.54吨/年  
Reduce carbon dioxide emissions  
of 992.54 tons / year  
天津顶益公司  
Tianjin Tingyi Food Co., Ltd.



# 一切为社会

## All for the society

contribution to the environmental protection 为环保 献力量

以蒸汽为主要能源的方便面事业则专注于在能源的使用效能上, 以全世界最大方便面产能的天津旗舰厂为例, 利用冷凝水回收进行冬季采暖, 便能节约一次蒸汽的耗用量。以年度计, 每年可节约冬季采暖用蒸汽5000吨, 并向热电厂每年提供25万吨的回收热水, 产生相当的社会效益。此外, 全世界最快速的方便面生产线也因为生产效能提高, 对每单位产能的节能减排做出贡献。

康师傅不仅基于社会对环境的期待上积极投入产品创新, 在精进生产效能, 也不断贯彻节能减排的工作。以位于天津负责饮品事业华北地区的生产旗舰基地为例, 2011年便投入超过300万元的资金进行节能环保型的工艺设备改造, 并通过回收超滤浓水, 进行冲厕及卫生用水, 有效利用水资源。未来还将持续建设废水处理利用项目, 实现工业废水零排放。

对厂区内大型的水泵、风机安装变频器, 节约电能。对蒸汽冷凝水进行回收, 利于余热供暖, 并用于生产工艺中的升温环节。

As for instant noodle business, it focuses on utilization efficiency as it uses steam as main energy, e.g., the Tianjin flagship plant with the largest instant noodle production capacity in the world, which it can save steam consumption volume in once as recover condensed water for heating in winter. In annual terms, the annual savings of heating in winter used in winter amounts 5000 tons, and provides 250,000 tons of recycled hot water to the thermal power company, thus the society can be benefited to a certain extent. In addition, the production efficiency of the fastest instant noodle production line in the world can be strengthened and contributes to the energy-saving emission reduction per unit of production capacity.

Master Kong not only actively invests in products innovation based on the expectations of environment from society, but also continues to implement energy-saving and emission reduction on improving production capacity. For example, the flagship production base in Tianjin which responsible for the beverage business in North China, in 2011, we invested more than RMB 3 million for production equipment alteration with energy-saving and emission reduction, and effectively utilize the water resources through osmosis water recover for toilet flushing and water sanitation. In the future, we will continue to construction wastewater treatment and utilization project, to achieve zero discharge of industrial wastewater.

Large pumps and fans installed with inverter for energy-saving. Steam and condensed water recover, and utilize the waste heat for heating, as well as using for heating process among the production processes.



## 一切为社会 All for the Community planting for the future 为未来 植希望

2009年起，康师傅基于社会需求以及企业自身可持续发展的需要，启动世界名校奖学金计划，并结合日本百年名校早稻田大学的资源，与包括复旦大学、上海交通大学、同济大学、浙江大学、上海财经大学、台湾大学以及政治大学七所两岸一类高校进行合作，预计以五年时间支持两岸优秀学子继续深造。

近十年来，两岸已有累计近一万余名的留学生在早稻田大学进修，并对社会做出积极的贡献。也正基于这样的交流基础，康师傅启动总额达1.8亿人民币的奖学金计划便选择与早稻田大学合作，这不仅为早稻田大学收到来自企业捐赠金额最高的单笔奖学金项目，也是为中国留学生设置最高级别的奖学金。

截至2011年底，已经有将近60位莘莘学子通过这个渠道进入早稻田大学，未来还将预计支持总数超过400名的优秀学子继续深造。

自2010年起的为期五年间预计资助425名中国优秀学生入读早稻田大学，创下了早大自建校以来奖学金项目的四大“之最”。

01. 该项目为早大有史以来收到的最大金额的奖学金项目；

02. 该项目总投入为日币25.5亿(超过人民币1.8亿)，为早大接受来自中国企业最大金额的奖学金赞助；

03. 该项目预计资助的425名学生，是早大有史以来对中国学生资助数量最大的奖学金项目；

04. 每位中国留学生两年将总共获得日币600万，超过人民币43万（早大负担日币100万的学费，顶新国际集团康师傅负担日币500万，包括学费、生活费与杂费），是目前专为中国留学生特设的最高金额级别的奖学金。



All for the Community



Since 2009, Master Kong kicked off the world leading universities scholarship programme and working with Waseda University in Japan, Fudan University, Shanghai Jiao Tong University, Tongji University, Zhejiang University, Shanghai University of Finance and Economics in China and National Taiwan University and National Chengchi University in Taiwan to support outstanding students between the cross-strait to further studies.



The scholarship is amounted of RMB 180 million in total and will be able to offer 425 students to enter WasedaUniversity for graduated programmes. This is the biggest amount received from a single enterprise in the Waseda's 100-year history. As of 2011, about 60 students have been entitled the scholarship and studied in WasedaUniversity.

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## All for the Community

planting for the future 为未来 植希望

为了提供更广泛的机会给予立志向学的优秀青年，康师傅配合世界名校奖学金的设置，同步创设“康师傅—早稻田大学创新挑战赛”的活动，在合作的七所高校之外，开辟特别选考的机会，让更多具备创新特质的青年朋友也能赴早稻田大学进修。

“康师傅—早稻田大学创新挑战赛”跨越学业成绩的限制，邀请青年朋友就身边值得关注的大小事件提出创意，经过专家学者组成的评审团认可后，便能取得参加特别选考资格，争取前往早稻田大学进修的机会。

每年，康师傅会在两岸举办十余场校园宣讲，在第一线邀请青年朋友通过网络关注了本次活动。



# 2011 康师傅—早稻田大学创新挑战赛 颁奖典礼



All for the Community

To widen the opportunities for outstanding youths, the Company also creates an innovated platform “Master Kong – Waseda University Creative Challenges 康师傅—早稻田大学创新挑战赛” under the scholarship.

The themed challenge opens another door for younger generation who is creative and innovated enough to lead the world in the future as well as shows the commitment of Master Kong to support talents not only inside but outside the company.

“Master Kong – Waseda University Creative Challenges 康师傅—早稻田大学创新挑战赛” has become one of the major events in campus and attract more and more attention among younger generations.



# 一切为社会

## All for the Community

caring the disadvantaged

为弱势 送关怀

济弱扶贫向来是传统美德之一，康师傅向来抱持人饥己饥、人溺己溺的初衷，不论是救灾抢险，或是慰问弱势，当仁不让。

我们不但积极投入关怀留守儿童，并透过各地区的同仁主动关注当地的需求，或是提供产品解决民生问题，或是安排同仁支援志愿者活动，甚至当有献血救人的需要时，我们的同仁们更热情卷起袖子，投身献血的行列。

Salvation and helping the poverty is one of the Chinese traditional virtues. Master Kong has always upheld the philosophy of empathy, whether the disaster relief and rescue or express solicitude to the social vulnerable groups.

The Company not only actively puts effort on care of children and education but also looks after local needs through employees in all regions such as providing products to solve the livelihood needs, or arrange volunteer activities or blood donation as required.



# 荣誉殿堂 Hall of Honor





第九届中国食品安全年会突出贡献单位

二〇一一年十一月

更多资讯请浏览康师傅官方网站

For more information, please visit the official website

[www.masterkong.com.cn](http://www.masterkong.com.cn)

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*Growing ...*