

进口食品 FOOD TO CHINA

FOOD TO CHINA, TASTE FROM WORLD 链接全球 · 美味中国

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2018

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零售价
RMB ¥ 30 / US \$



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2016年9月 Sept 2016



TO Unveil Polish Food
掀开波兰食品的面纱

全球十大香料：来自神秘之城的诱惑
加拿大牛肉：一块优质牛肉的品格

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FOOD TO CHINA
FOCUSING ON THE IMPORTED FOOD INDUSTRY

《进口食品》
专注于进口食品的行业杂志



2018 年将成为进口食品行业最激动人心的一年！除了美国食品工业协会预测的中国进口食品市场的“黄金时代”已然来临，我们还将见证科技在食品生产、零售环境及消费者沟通方面扮演越来越重要的角色。

我们不但能看到食品科技本身的进化，也能看到农业、零售、餐饮等行业变革与食品行业变革的紧密关联。除此之外，全新的人口特征与饮食观念的变化也将对食品科技的发展起到非常重要的推动作用。在此背景下，我们如何理解年轻一代消费者的所思所想，如何与他们保持更透明的沟通，如何借助新技术、新模式来扩展市场，对每一位业内人士而言都是必然关注的重大课题。

这是个快速变化的世界，容不得我们放慢前进的脚步。创新，才有未来。

正如我们目前倾力打造的集展会、B2B 网站、杂志以及行业协会于一身的“四位一体”综合平台，将以前所未有、不可复制的模式，为进口食品业界人士提供最广阔的市场空间以及最全面的服务。

五月近在眼前，离我们在建的大型进口食品 B2B 网站 food2china.com 全球上线发布会还剩下 30 多天时间——我们越来越期待这一振奋人心的时刻来临！

《FOOD TO CHINA 进口食品》杂志也在今年迎来了改版。我们将继续秉持“链接全球，美味中国”的宗旨，推介更多来自全球各地的不同食品，报道全球最新的行业资讯与发展趋势，让业内人士洞悉先机，掌握未来！

2018 will be the most exciting year for the imported food industry! In addition to the Golden Age of China's imported food market predicted by the American Food Industry Association, we will witness that technology playing an important role in food production, retail environment and consumer communication.

We can see not only the evolution of food technology, but also the close relationship between the changes in agriculture, retail, catering and other industries and the changes in food industry. Besides, the new demographic characteristics and changes in diet concept will also play a very important role in the development of food science and technology. Under this background, how to understand the thoughts of younger generation, how to maintain more transparent communication with them and how to expand the market with new technologies and modes will be a major concern for every industry insiders.

This is a fast-changing world, and we can't slowdown our pace. Innovation has the future.

As the "Four-In-One" integrated platform that we are striving to build currently, which contains exhibition, B2B website, magazine and association, will be a an unprecedented and unrepeatable model that provides the most extensive market space and the most comprehensive service for the food industry.

May is just around the corner. There's still more than 30 days left from the global launch ceremony of food2china.com – the large imported food B2B website we are building. We are increasingly looking forward to this inspiring moment!

FOOD TO CHINA magazine has also changed its edition this year. We will keep adhering to the purpose of "Food to China, Taste from World", continue to introduce more food from all over the world, and report the latest industry information and development trend, trying our best to help the industry insiders to insight into the first opportunity and grasp the future.

綦宜龙 Wolfgang Qi

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进口食品 FOOD TO CHINA

FOOD TO CHINA, TASTE FROM WORLD 链接全球 · 美味中国

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SNACKING: GLOBAL PHENOMENON IN CHINA 全球零食现象中国进行时



如今，吃零食已渐渐成为一种全球性现象。

零食，或称“休闲食品”，通常被看作是一日三餐外、闲暇休息之余吃着充饥或解馋的食物，属于“快速消费品”的一类。然而随着世界各地市场的发展和不断扩大的消费人口，零食正渐渐变得越来越重要，甚至常常取代正餐的地位。

如果零食和小吃经常取代正餐，那么消费者就会越来越关注其营养价值。根据 Research and Markets 最近的一份《健康零食市场分析报告》指出，全球健康零食市场在 2025 年预计将达到 328 亿美元。人们对健康零食意识的加强以及产品的流动性促进了健康零食的不断发展。

报告表明，目前越来越多的工薪阶层需长时间工作，他们倾向于在正餐之前食用一些营养丰富的零食，因此独立包装零食，如谷物、燕麦、种子类和肉类零食等的消费需求日益增长。谷物和燕麦因其营养价值，增长最快，从 2017 至 2025，复合年增长率预计将高达 6.3%。

清洁标签、非转基因、无麸质、低糖以及其它对于健康的

诉求正成为零食市场逐渐增长的关注点，制造商必须满足这些新的健康标准，从而给健康零食创造了新的机遇。

近几年来，随着我国居民收入水平的不断提高，休闲娱乐支出逐渐增多，我国休闲食品市场也在迅速发展。据数据显示，2016 年我国休闲食品零售市场规模约为 8224 亿元，到 2020 年规模预计将达到 12984 亿元，2016-2020 年年复合增长率预计可达到 12.1%，呈现出长期稳定增长的趋势。

虽然零食通常被认为是正餐间的一种方便的选择，但许多消费者开始越来越关注自己的健康。据市场研究咨询公司英敏特（Mintel）的一项新报告显示，40% 的中国城市消费者比六个月前食用了更多的坚果和种子类零食，58% 的消费者认为坚果和种子类零食好吃，44% 的消费者认为坚果和种子类零食吃起来方便，而仅有 9% 的消费者认为坚果和种子类零食不健康。

中国市场对坚果的需求高涨，新产品发布活动也越来越多。英敏特全球新产品数据库（GNPD）显示 2014 和 2016 期间

在中国推出的零食产品 17.5% 属坚果类，而全球这一数据是 15.3%。

健康零食趋势也推动着坚果和种子类零食在零售市场的日趋流行。在中国零售市场，坚果和种子类属于最大的零食类别，年零售额达 2637 亿人民币。坚果和种子类零食预计在 2015 至 2020 年间的年复合增长率为 10.7%，到 2020 年，年零售额将达到 3456 亿元人民币。

英敏特资深食品饮料分析师 Ching Yang 表示：“中国消费者已经越来越意识到坚果和种子的健康益处。现在看来，吃坚果和种子已经似乎不再是跟朋友聊天时用来消磨时间了，而是全面追求健康时尚生活方式的一部分。因此，生产商应考虑将传统的散装坚果和种子零食包装成健康品牌。我们看到一些坚果品牌正在利用这一消费趋势茁壮成长。”

英敏特研究显示，61% 的消费者将健康零食跟“纯天然”联系起来，而 42% 的消费者将其跟“包含附加营养成分”联系起来。三分之一（31%）的中国消费者将健康零食跟“高蛋白”联系起来，该调查的对象以 25-29 岁（42%）的男性消费者居多。此外，十分之四（41%）年龄在 40-49 之间的中国消费者将健康零食跟“低盐”联系起来。

根据英敏特全球新产品数据库（GNPD），2014 至 2016 年间，在中国推出的零食产品有四分之一是肉类或海鲜零食。而几乎一半（48%）的消费者认为以肉类、海鲜为主的小吃味道很好且有饱腹感。

另一方面，传统甜食如糖果、冰淇淋和饼干的增长速度则相对较慢。英敏特研究表明，26% 的中国城市消费者比六个月前少吃了巧克力糖果，而 23% 则是比六个月前多吃了。但是 63% 的中国消费者开始吃更多的新鲜水果和蔬菜作为零食，42% 的人则吃更多的奶制品作为零食。

中国消费者对糖和脂肪的摄入量越来越敏感。因此，越来越多的消费者开始转换到将新鲜的水果、蔬菜或乳制品作为零食。这给专注健康食品和饮料（如膳食补充剂，麦片和酸奶）的品牌提供了越来越多的机会。研究表明，中国



女性消费者更关注卡路里，而中国男性消费者则关注蛋白质。此外中国肉类零食的平均钠含量要低于全球平均水平，且在继续下降中，而“低钠”这一卖点在肉类零食市场还很少被提出来，因此，生产者可以利用这一机会来满足消费者的需求。

进口零食在中国城市消费者中开始越来越受欢迎。根据英敏特调查，高达四分之一（42%）的中国城市消费者有兴趣从专注进口零食销售的各种渠道购买他们从来没买过的进口产品。在这些城市消费者中，34% 的人从进口食品专卖店购买零食，28% 的人在国外旅行时在当地商店购买零食，而 19% 的人则从国外购物网站购买。此外，尽管有 75% 的消费者曾在线购买零食，但实体零售渠道仍然是最受欢迎的购物场所（96%）。

随着消费者继续寻找新的口味体验，进口零食已经吸引了很多消费者的注意力。电子商务是进口零食的一个特别重要的渠道。它不仅让消费者能够轻松地接触到外国产品，而且为国外零食公司进入中国市场提供了一个成本更低的渠道。然而，消费者面临的一个问题是如何选择质量好且性价比高的产品，特别是对于生活在一线城市的消费者来说更是如此。而在一些中小城市，针对主流消费者的产品可以采用常规零售渠道来吸引更多消费者。

在全民消费升级的市场催生下，更加日常化和娱乐化的零食也随着消费者的需求升级以及猎奇消费心理的推动，实现在口味类型上的日益泛化创新、在制作工艺上力求健康先行、以及在产品营销上的逐步娱乐化融合。

毋庸置疑：全球零食现象正在中国升级，这将一个竞争激烈瞬息万变的市場，看破时局还不够，洞悉未来才是先机。

Snacking has become a global phenomenon.

Snack food, or "leisure food", is usually considered as a kind of "consuming products" that is eaten in the spare time outside the dinner, while people feel hungry or craving for food.

However, with rising markets all over the world and an ever-expanding consumer demographic, snacks are becoming more and more important, and even replacing the position of dinner frequently.

With snacking and snack bars often replacing complete meals, a product's nutritional value is of growing concern to consumers. According to Research and Markets' Healthy Snack Market Analysis, the global healthy snack market is expected to reach USD \$32.8 billion by 2025. The rising awareness about healthy snacking, along with the mobility of the product, is propelling growth.

As for bars, Research and Markets reported increasing demand for single-serve bars of cereal, granola, nuts, seeds and meat is rising due to a growing working class engaged in long working hours and who prefer nutritious snacks between meals. Cereal and granola bars will witness the fastest growth with a compound annual growth rate (CAGR) of 6.3 percent from 2017 to 2025 due to their nutritious content.

With clean label, non-genetically modified organism (GMO), gluten-free, low-sugar and other healthy claims topping growth trends in the snack and bar market, manufacturers must meet these newfound health standards, creating new opportunities for healthy snacks.

In recent years, with the continuous improvement of the income level of Chinese people, the leisure and entertainment expenditure has gradually increased, and the leisure food market in China is also developing rapidly. According to the data, in 2016, the scale of China's leisure food retail market is about 822 billion 400 million yuan, and by 2020, it is expected to reach 1298.4 billion yuan. The annual compound growth rate of 2016-2020 is expected to reach 12.1%, showing a long-term steady growth trend.

While snacking is often thought of as an indulgent and convenient alternative to traditional meal times, many consumers are now focusing on their health. Mintel's new report reveals that four in 10 (40%) urban Chinese consumers eat more nuts and seeds today compared to six months ago. Pointing to the rise in popularity of these healthy snacks, 58% of consumers say that nuts and seeds taste good and 44% say they are convenient to eat, while only 9% say nuts and seeds are unhealthy.

It seems that nuts are high in demand in China as product launch activities are also on the rise. Mintel Global New Products Database (GNPD) reveals that 17.5% of snack products launched in China between 2014 and 2016 were nuts, compared to 15.3% of those launched globally.

The healthy snacking trend is contributing to the growing popularity of nuts and seeds in retail channels as well. In China's retail snack market, nuts and seeds is the largest category, with a retail value of RMB 263.7 billion. The segment is forecast to grow at a CAGR of 10.7% in terms of value between 2015 and 2020, reaching RMB 345.6 billion.

Ching Yang, Senior Food and Drink Analyst at Mintel, said, "Chinese consumers have become more aware of the health benefits of nuts and seeds. Now, it seems that eating nuts and seeds is no longer something to do to kill time while chatting with friends, but part of the overall pursuit of a healthy and trendy lifestyle. Therefore, companies should consider packing up the traditional nuts and seeds bulk products in favour of branded products that are positioned as a healthy snack. We're seeing a number of the nuts brands thriving when leveraging this consumer trend."

Mintel research reveals that six in 10 (61%) consumers associate a healthy snack with 'all-natural', while 42% associate it with 'fortified with additional nutrients'. One third (31%) of Chinese consumers associate healthy snacks with 'high in protein', and the demographic skews towards male consumers aged 25-29 (42%). What's more, four in 10 (41%) Chinese consumers aged 40-49 associate healthy snacks with 'low in salt'.



According to Mintel GNPD, one quarter of snack products launched in China between 2014 and 2016 were meat- or seafood-based snacks. In line with this, Mintel research reveals that almost half (48%) of consumers think meat/seafood-based snacks taste good and are filling (46%).

On the other hand, the growth rates of traditional sweet snacks, such as sugar confectionery, ice cream and biscuits, are relatively slow. Mintel research indicates that 26% of urban Chinese consumers are eating less chocolate confectionery today compared to six months ago, while 23% are eating more. However, 63% of Chinese consumers are eating more fresh fruits and vegetables as snacks, and 42% are eating more dairy-based snacks.

Meanwhile, Chinese consumers have rising awareness of their sugar and fat intake. Therefore, more consumers are switching to fresh fruits and vegetables or dairy-based foods for snacking. This suggests a growing opportunity for food and drinks brands that enjoy a healthy perception (e.g. dietary supplements, cereals and yogurt) to tap into the snacking occasion by developing snack format products. Chinese females are concerned with calories, while Chinese males care about protein. With this in mind – and the fact that the average sodium level in China's meat snacks is lower than the global average and the level is decreasing over time – the 'reduced sodium' claim is still rarely seen on meat snacks and, therefore, could be leveraged to meet consumer needs.

And finally, imported snacks are gaining popularity among urban Chinese consumers. According to Mintel research, as many as four in 10 (42%) urban Chinese consumers are interested in buying imported products they've never tried before across a variety of

purchase channels that specialise in selling imported snacks. Of these same urban consumers, while 34% have bought snacks from imported food stores, 28% have bought at local stores when travelling and 19% have bought from foreign shopping websites. In addition, though 75% of consumers have bought snacks from any e-commerce site, physical retail channels are still the most popular purchase destination (96%).

As consumers continue to look for new and different flavour experiences, international snacks have become a sector that many consumers are gravitating towards. E-commerce is an especially important channel for international snacks. It not only allows consumers to easily access foreign products, but also provides a less costly channel for international players to enter the Chinese market. However, one of the challenges for consumers is choosing products with good quality and high cost performance. A product targeting mainstream consumers could use regular retail channels in order to reach more consumers, especially in the lower tier cities.

In the market for the promotion of people's consumption, with the escalation of consumer demand and motivation of hunting for novelty, more and more daily and entertaining snacks will achieve gradual intergration of increasingly generalized innovation on the type of taste, health purposes in the process of making and gradual entertainment in product marketing.

There is no doubt that global snacking phenomenon is upgrading in China – this is a changing market with fierce competition. It is not enough to see through the current situation – to seize the initiative, you need to insight into the future.



"AFFORDABLE IMPORTED SNACKS OF GOOD VALUE STAND OUT IN CHINA MARKET"

卜蜂莲花全球采购经理： “进口休闲零食在中国市场拼的是性价比”

进口休闲零食在中国市场的增长潜力究竟有多大？或可以从去年底广东出入境检验检疫局统计的数据窥知一二：据统计，截至去年底，单是广东口岸（不包括深圳和珠海）从欧盟、东盟、美国、中国香港等 60 多个国家和地区进口糕点饼干、糖果巧克力、干果蜜饯等休闲食品约为 12 万吨、2.3 亿美元，同比 2016 年分别增长 50% 和 18%。

尽管进口休闲零食在华南市场的增速惊人，但就其在中国市场的发展阶段而言，尚处于初级，这意味着有更广阔的市场空间待发掘。

而对于大型外资连锁超市卜蜂莲花而言，进口休闲零食占据着其销售额的七成以上。随着越来越多知名或不知名的外国品牌相继涌入，要如何在这庞大的市场占据一席之地？卜蜂莲花全球采购经理邓超艺认为：目前进口休闲零食在中国市场，拼的仍然是性价比。

How great the growth potential of imported snacks is in the China market? From the data collected by Guangdong Entry-Exit Inspection and Quarantine Bureau at the end of 2017, last year, about 120,000 tons of snack foods such as cakes, biscuits, candies, chocolates, dried fruits and preserves were imported from over 60 countries and regions like the EU, ASEAN, the United States and Hong Kong via ports of Guangdong (excluding those of Shenzhen and Zhuhai), up by 50% year-on-year. And the value of these snacks was 230 million USD, an increase of 18%.

Although the growth of imported snacks in South China market was amazing, it is still at the primary stage of development in the China market, which means that the market is potentially large and needs to be further explored.

The sales of imported snacks account for more than 70% of the total sales of LOTUS, a large foreign chain supermarket. With more and more well-known or unknown foreign brands entering the China market, how can a certain brand takes its place in this huge market? Deng Chaoyi, Global Purchasing Manager of LOTUS, believes that now in China, imported foods with affordable prices and of good value are still the winners.





东南亚零食最符合国人口味

LOTUS 销售的进口食品分三大类：第一类是粮油；第二类是休闲食品；第三类是冲调饮品。其中休闲食品类占据 LOTUS 销售额的七成以上，尤其在农历新年期间更达至八成，无论是自驾出游，探亲访友或居家自用，进口休闲零食都成为受消费者欢迎的首选。

而 LOTUS 里卖的休闲零食，有 70% 来自东南亚。东南亚的休闲食品卖的好，第一是因为口感更适合亚洲人口味；第二性价比高；第三则是得益于东盟的优惠免税政策。一些广受欢迎的零食品牌如丽芝士、茱蒂丝以及小老板海苔等，销量都非常高。

来自美国、加拿大，还有欧洲的德国、法国等的传统零食也保持不俗的销量，而近年来正在“冒起”的产地如东欧的俄罗斯、土耳其以及澳洲、新西兰等国家，都有相当迅猛的发展势头。

值得留意的还有一些南美国家，虽然这类国家还在萌芽的阶段，当地的零食基础、零食工业可能不是太发达，可是这些国家也看到了整个中国巨大的市场潜力，所以当地的厂商及出口商也慢慢地开始拓展中国市场。

卜蜂莲花的休闲零食分为七大类：糖巧（糖果巧克力）、果冻、饼干、膨化食品（薯片等）、海苔（近几年的上升空间非常大）、坚果以及果干。从前，消费者购买饼干和海苔这类的膨化产品比较多。随着近年来人们对健康的需求逐渐增强，果干和坚果的销量增长迅猛，基本是保持着 20-30% 的年增长率，虽然果干和坚果的单价会比普通产品贵，但是丝毫不影响人们的购买热情。

进口休闲食品的消费群体呈橄榄形：其中两头的一部分集中在 19-22 岁，这个群体是在校学生，消费能力不是很高，所以占整体 10%。而另外一头是集中在 51-70 岁。所占比例也会在 9-10%，这类群体要么退休，要么是高管型的。如果中间这部分再分为两部分的话，那么第一部分就是 23-35 岁的青年白领，第二部分就是 36-50 岁，会定义为“中产的、有家庭的、有消费能力的”。这两部分加起来就已达到 80%。在这个构成当中，有 2/3 的购买者为女性。

Southeast Asian snacks are Chinese consumers' favorites

Imported foods in LOTUS fall into three categories: grain and oil, snack foods, and blunt drinks. In particular, the sales of imported snacks take up more than 70% of its total sales, and even 80% during the lunar new year. Whether a self-driving trip, visiting relatives and friends, or staying at home, imported snacks are always a popular choice among consumers.

Of the snacks sold in LOTUS, 70% come from Southeast Asia. Southeast Asian foods sell well because they suit the tastes of Asians, have high cost-effectiveness, and enjoy preferential tax-free policies of the ASEAN. Some popular snack brands such as Lily Cheese, Judith, and Little Boss Seaweed are among the best sellers.

Traditional snacks from the United States, Canada and Europe, such as Germany and France, maintained impressive sales. In recent years, "emerging" snacks from such countries as Russia, Turkey, Australia, and New Zealand showed rapid development momentum.

Some South American countries are also worthy of attention. Although these countries' snack industries are still in their infancy, they have already realized the huge potential of the market in China. So local manufacturers and exporters have begun to seek for opportunities in this market.

Snacks in LOTUS are divided into seven categories: candy and chocolate, jelly, biscuits, puffed food (chips, etc.), seaweed (showing a great potential of growth in recent years), nuts, and dried fruits. In the past, consumers bought more puffed products such as biscuits and seaweed than others. But as people's desire to keep fit is getting stronger, the sales volume of dried fruits and nuts is soaring at an annual growth rate of 20-30%. The unit price of dried fruits and nuts is more expensive than that of ordinary products, but it does not affect people's enthusiasm of buying them.

The distribution of consumer groups of snack foods on a chart looks like an olive. One end is comprised of 19 to 22-year-olds, namely school students, whose spending power is not very high. They account for 10% of all consumers. The other end is constituted by 51 to 70-year-olds, who are either retirees or senior executives. They take up 9-10% of all consumers. If the middle part is further divided into two sub-parts, the first sub-part comprises young white-collar workers aged 23-35, and the second one 36 to 50-year-old middle class with a family and a higher spending power. These two sub-parts, with 2/3 being women, account for 80% of all consumers.



性价比仍是选择关键

说到休闲零食市场的发展趋势，LOTUS 全球采购经理邓超艺认为，无论在国外还是国内市场，整体来说，本质是一样的，都是追求“性价比”。“零售的核心就是商品，商品的本质核心力就是性价比。国际上可能会比我们先进一点，以欧美来比较，消费者找的东西都是找性价比高的产品，可是会处于不同的消费阶段。中国对于进口零食来说是处于初级阶段的。会以品牌为导向，会听很多 KOL 的意见，不会有很多自己的想法在里面。当然现在也会有很多人追求“个性化”，可是“个性化”也会有 KOL 的灌输在里面。但是在国外，比如澳洲，你会发现当地超市所能选择的产品不会很多，而且消费非常的理性化，知道哪些商品好、哪些商品值得买的。而且零售商在这方面会做得比较好的。他会告诉你成人一天所需的热量大概多少千焦，如果买这款产品会吃到多少热量，是有清晰的标明在里面，所以消费者会很清楚自己需要什么。和中国不同的还有，会买许多自有品牌的东西，因为知道自有品牌会更有性价比，而且自有品牌的质量也是非常好的。”

如今在欧美国家，有许多消费者喜欢购买自有品牌的产品。从侧面也可以证明，消费者是了解商品背后的知识，知道自己应该买什么，而不会听大品牌怎么说。国外的休闲零食趋势是第一自有品牌的比例大、健康产品比例高；第二标签的清洁化。告诉你产品的出处，通过这样的宣导去教育消费者。还有一个趋势就是，零食的包装大小两极分化，尤其是甜食、膨化类的食品，包装有越来越小的趋势，这一方面减少了对健康的危害，另一方面也能满足口腹之欲。

在未来几年内，中国消费者也会渐渐向国外看齐，会做一定的转化。目前中国消费者还存在着严重的分层，以大卖场和精品超市来说，畅销的进口零食也会有所不同：在高端超市，很多消费者会选择酸奶和坚果，大卖场来说饼干、海苔、粮油和薯片会比较多。然而这只是阶段问题，随着消费水平的升级，中国的消费者也会越来越注重健康以及品牌的选择，会慢慢回归到对价格和价值相匹配的要求。

Cost-effectiveness is still a decisive factor for consumers' choice

When it comes to the development trend of snack market, Deng believes that generally speaking, products with affordable prices and of good value are always favored by consumers no matter at home or abroad. The core of retail is commodity, while the essential core force of commodity is cost performance. In this respect, Chinese consumers are less mature than the international standard. If we make a comparison between Chinese and Occidental consumers, we will find that all consumers seek for cost-effective commodities, but they are at different stages of maturity. The consumption



of imported snacks in China is now in the initial stage. There is brand-oriented consumption and opinions from key opinion leaders, but little ideas of consumers' own. Of course, many people go after "personalization", but the "personalization" is also influenced by key opinion leaders. In foreign countries such as Australia, however, not many varieties of products are supplied in local supermarkets. People's consumption there is also very rational, with consumers knowing which products are good and worth buying. Retailers do a good job in this respect. They tell you how many kilojoules of calories an adult needs a day. Labels on packages tell you how many calories a product contains. So people know exactly what they need. Another difference is that the Occident would buy products of self-owned brands, because they know these products are more cost-effective and are of good quality.

Consumers' buying products of self-owned brands is a proof that they understand the knowledge behind the goods and know what they should buy, instead of following the advertisement of big brands. Snacks outside China take on the following trends. Firstly, there is a greater proportion of healthy products and products with self-owned brands. Secondly, clean label is getting popular. Producers tend to tell you the origin of products and educate consumers through such advocacy. Thirdly, the package size of snacks is polarized, especially sweet foods and puffed foods, whose packaging is getting smaller and smaller, which makes it possible to reduce harm to health while satisfying people's desire for snacks.

In the next few years, Chinese consumers will gradually keep abreast with overseas consumers and undergo some transformation. There is now a major stratification among Chinese consumers. For example, the best sellers of imported snacks in general merchandise stores and boutique supermarkets can be different. Yogurts and nuts sell well in boutique supermarkets, while biscuits, seaweeds, grains, oils and potato chips are more favored in general merchandise stores. But this is only a current phenomenon. As the level of consumption upgrades, Chinese consumers will increasingly pay more attention to health and brand selection, and tend to select the products well worth the money.



品牌营销至关重要

国外休闲零食品牌想要在中国这个庞大的市场分一杯羹，要具备什么“制胜法宝”？业内人士认为，首先需要回归商品的品质：假设某个休闲零食品牌可以通过质检进口到中国，前期的关键问题就是做好市场调查，包括其口味、包装、定价等是否真正适合中国市场。其次就是要仔细去了解竞争对手，这个非常重要。当你的产品进口到中国，而中国的市场也已经有很强大的竞争对手了，如果无法保证自家的产品比起竞争对手有一定的差异化，那就很难进一步推动市场。最后就是品牌营销方面：目前，在中国市场的大部分国外进口零食基本没有品牌营销的概念，例如一个在澳洲市场销量第一的果汁品牌，如果刚进入中国市场，大部分消费者可能不熟悉这个品牌，那如何去品牌营销、如何去宣传产品就变得至关重要，尤其是对于差异化不是很大的市场，品牌营销更不可或缺。

邓超艺认为，国内的进口休闲零食市场，在未来3-5年内仍旧会以东南亚的产品最为吃香，“可是它会有一定的过渡期，最终会回归到性价比，那么可能会回归到土耳其、俄罗斯这些东欧国家，这些国家的工业发达，物产丰富，也会针对中国市场进行口味改良。慢慢会有很多人会转到欧美品牌。以展会来看，会发现东南亚的展商会越来越少了，反而欧美的进口商会越来越多，在进口零食市场你会看到欧美这个版块上升得很厉害。这也因为上游的资源有关，因为东南亚其实开发得差不多了，所以你会看到随着消费者意识升级和提高，慢慢的会转到单价高可是支付得起的产品。”



Branding is essential

In order to take a share of the huge market in China, what "Aaron's serpent" should a foreign snack brand possesses? According to industry insiders, product quality should be put in the first place. Suppose a certain brand passes the quality inspection of China, then the first key to success before entering this market is a thorough market research on whether its products' tastes, packaging, and pricing are acceptable to the market or not. The second key point is to understand its competitors. When a product is imported into China, where there are already strong competitors, it can hardly drive market penetration if it is not differentiated from other products. The last key factor is brand marketing. At present, most of imported snacks in the China market haven't launch any brand marketing yet. If a best-selling juice brand in Australia wants to enter the China market, where most consumers are not familiar with it, it is crucial for the brand to carry out brand marketing and advertise itself. Especially for markets where there is limited differentiation, brand marketing is more indispensable.

Deng believes that Southeast Asian products will still be the most popular ones among imported snacks in China in the next 3-5 years: "But this is just a transitional period. Consumers' preference may eventually go to cost-effective products probably from Eastern European countries such as Turkey and Russia, as those countries not only have developed industries and rich natural resources, but also will adapt their products to Chinese taste. Besides, many people will gradually turn their eyes to European and American brands. It is observed that in China's food exhibitions, there are fewer exhibitors from Southeast Asia and more from Europe and America instead. European and American countries witnessed a sharp growth in China's imported snack market. This is also related to upstream resources, as resources in Southeast Asia have almost been fully developed. Therefore, with the upgrading of consumer's awareness, people will finally turn to high-priced but affordable products."

INTERNATIONAL SNACK BRANDS: TO BREAK THROUGH THE DOOR OF CHINA MARKET VIA E-COMMERCE

国际零食品牌进军中国市场：电商是突破口

在中国零食业一直以约 15% 的年增长率在稳步增长。2011 年，其市场规模超过 2000 亿元人民币，预计至 2018，将超过 4500 亿元人民币。

随着中国消费者收入的增高，他们对健康问题越来越关注，因而他们购买本地加工食品和零食也越来越少。在五年或十年前，方便面是一种廉价的营养来源。如今消费者正在寻找由天然原料制成且有营养的零食，他们更喜欢进口零食。现在中国消费者有更多的收入能够花在更好的食品上，而他们消费零食主要是为了得到快速满足或能量需求。

在中国市场上，零食的增长与其他食品类别相比仍然非常显著。随着中国消费者越来越意识到糖类食品带来的健康问题，糖果和巧克力的增长率自 2004 年以来已经下降到 10% 左右。另一个重要品类方便面也在迅速下降，因为方便面中含有大量的钠和防腐剂。在过去的三年里，果脯和软饮料的增长率已经下降了一半，因为现在中国消费者更喜欢喝新鲜果汁。这显示了业内一个非常强劲的趋势变化：中国消费者由于繁忙的生活日程，仍然需要零食来获得即时的能量供应，但现在他们正在作出更明智和更健康的选择。

在中国市场上，国际零食品牌的市场占有率要高于地方零食的市场份额。

国际零食品牌的质量受到认可，他们主导着中国的零食市场。10 大零食品牌包括：旺旺、卡夫食品、上好佳、达能、箭牌、德芙、好丽友、徐福记、嘉士利。其中，旺旺和徐福记是台湾品牌，占市场份额的 20%。卡夫食品、上好佳、达能、箭牌、德芙、好丽友一起占中国市场份额的 50%。



Snack industry in China has been growing at a steady pace of approximately 15% annual growth. Its marketscale was more than 200 billion RMB in 2011, and it's estimated to be more than 450 billion by 2018. As mainland Chinese consumers have higher income and greater awareness of health issues, they are buying fewer prepared local foods and snacks. Whereas five or ten years ago, instant noodles were an inexpensive source of nourishment. Consumers now look for snacks made from natural ingredients, that have nourishment and prefer imported snacks. Now Chinese consumers have more income to spend on better quality foods, and consume snacks mostly for instant satisfaction or energy.

Growth of snacks in China market is still significant if compared with its other counterparts. As Chinese customers are getting more aware about health issues caused by sugary items, the growth rate of sweets and chocolates have declined to about 10% since 2004. Another key player in local snack industry, instant noodles is also declining at a fast pace due to high quantity of sodium and preservatives in it. Preserved

Fruit juice and soft drinks have seen their growth rates halved in the last three years as now Chinese consumers prefer to drink fresh juices. This shows a significant change in industry, where Chinese consumers still need snacks for instant energy boost due to their busy life schedules but now are making more aware and healthy choices.

International Snack Brands have higher market share than local snacks in Chinese marketplace

As International snack brands are perceived of having better quality, they are dominating in China's snack market. The top 10 snack brands in China market are Want-want, Kraft Foods, LIWAYWAY, DANONE, Wm Wrigley Jr Company, Dove, ORION, Xufuji and Jiashili. Of these brands, Wang-want and Xufuji are Taiwanese, accounting for 20% market share. Kraft Foods, LIWAYWAY, DANONE, Wm Wrigley Jr Company, Dove, ORION occupy 50% of the total market share.



国际零食品牌需要借助电子商务平台

尼尔森中国副总裁 Brian Negley 说：“联通商务时代已经到来。消费者不再完全线上或线下购物，而是采用混合的方式，使用最适合他们需求的渠道进行购物。最成功的零售商和制造商将处于实体和虚拟世界的交叉点上，利用技术来满足消费者无论何时何地的消费欲望。”

这段话强调了国际零食品牌入驻电子商务平台的重要性，因为中国消费者既从线下也从线上渠道购物。

由于语言障碍，文化差异和严格的电子商务平台政策，国际零食品牌不那么容易进入中国的电子商务市场，但是一些主要的电子商务平台也提供一些帮助国际品牌成功进入中国的解决方案。

有两种重要的成功进驻中国电子商务平台的方式：品牌营销以及入驻中国知名电子商务平台。

据尼尔森全球电子商务和新零售调查显示，近 50% 的中国受访者说他们曾经在网订购过送货上门的杂货及食品（全球为 25%），超过一半（52%）的人愿意将来在网上购物。为了吸引这些网络购物者的注意力，国际品牌需要在电子商务平台上有着强大的影响力。这就需要了解中国消费者的购物习惯和模式。中国本地数字营销机构是这方面的专家，最好向他们寻求帮助和建议。

进军中国电商市场解决方案

要进入中国电子商务市场，国际品牌必须了解电子商务平台的政策。这些电商平台包括天猫、京东、海淘、淘宝和微信（社交电子商务）。

天猫拥有中国电子商务市场最大的市场份额，即 57%，主要集中在高档品牌上。这一特点使得天猫成为中国最高端的电子商务市场。对于中国消费者来说，高价格表示高质量，因此许多顾客更喜欢从天猫商城购买产品。天猫商城属于阿里巴巴集团，它给国际品牌提供了一个平台，让他们可以开设网络专卖店，直接将产品销售给中国消费者，而无需在中国设立实体店面。

天猫实行邀请政策，只有合格的国际品牌才可以被邀请加入或通过认证的第三方机构（TP）申请加入。想要了解更多关于如何通过天猫销售国际产品的信息，请联系当地的数字营销机构。

除了上述手续外，国际品牌还需要有针对中国线上消费者的强有力的数字营销策略。国际品牌需要提高知名度，建立良好的网络信誉，这样才能在天猫平台上取得成功。

京东是中国最大的线上零售商，比天猫市场份额相对较少。它在 44 个城市设有 7 个操作中心和 166 个仓库，在全国各个地区拥有 4142 个配送站。国际企业可以在京东上开设独立店铺。京东跨境服务和京东全球购使海外供应商能够直接向中国消费者销售产品，而无需在中国开设实体店铺。京东比天猫便宜。京东在全球范围内积极推广京东全球购（主要是美国和澳大利亚），并支持内部物流服务。

淘宝属于阿里巴巴集团所有。它提供了中国最大的 C2C 电子商务市场。淘宝允许注册和非注册商家直接对消费者进行销售。它有一百万多个卖家，还有不计其数的产品种类。在淘宝设立店铺是免费的，但网上市场仅由少部分极具价格竞争力的商家所统治。诚信和真实是贸易伦理中的一个不成文的规定。低预算、低产品质量的卖家倾向于选择这个平台。然而，相比于中国其他知名的、值得信赖的在线平台，淘宝并非最好的销售食品的平台。淘宝还需要强大的数字营销技术才能吸引更多的在线客户。

微信已经植根于中国消费者的生活方式之中，它是一个无缝集成了社会电子商务的一体化应用程序。微信有三种类型的服务帐户可用于促进业务：微信订阅账号，微信服务帐号和企业帐号。商家可以通过上述账号向他们的粉丝广播信息。粉丝可共享，转发或评论信息。



订阅号是所有官方微信账号中最基础的版本。它可以用来向粉丝推送信息。订阅号通常用于日常新闻和信息广播。服务帐号相比订阅号可以允许更多的API（微型网站），微信服务帐号使用者能够建立自己的应用程序，接收来自粉丝的咨询，并向粉丝广播宣传促销信息。该账户每周可推送一条消息、每月可推送4条消息给粉丝。

企业帐号也称为公司帐号，主要用于公司内部使用，例如共享备忘录、私人组聊天或简单的项目和任务管理系统。这类帐号在中国的组织机构中越来越多地被使用。这类帐号安全性高，因为跟其他类型帐号不一样的是，粉丝必须经过验证过程才可以关注此类帐号。对其他类型帐号而言，吸引粉丝才是首要目标。

针对中国用户的微信帐号必须在中国境内注册，否则将对中国用户不可见。开通一个微信公众号，需要一个中国法律实体，一个中国居民身份证和一个中国手机号码。建议国际公司跟数字营销专业机构合作，让其作为代表申请官方公众号。要正确定位目标客户并成功玩转微信，需要有专业的市场知识以及良好的数字化战略。

International snack Brands need a strong presence on E-commerce platforms

According to Brian Negley, Vice President of Nielsen China “The connected commerce era is here,”. “Consumers are no longer shopping entirely online or offline; rather, they’re taking a blended approach, using whatever channel best suits their needs. The most successful retailers and manufacturers will be at the intersection of the physical and virtual worlds, leveraging technology to satisfy shoppers however,

wherever and whenever they want to shop.”

This statement emphasizes International snack brands, to have presence on E-commerce platform, as Chinese consumers choose to shop from both online and offline mediums.

As China’s E-commerce market is not the easiest one to enter due to language barrier, cultural differences and strict policies of e-commerce platforms but there are solutions offered by key player in the market to facilitate international brands to enter and be successful on Chinese E-commerce platforms.

There are two vital approaches to enter and be successful on Chinese E-commerce platforms. Branding and presence on well-known e-commerce platforms of China.

Nearly 50% of Chinese respondents say they are already ordering grocery products online for home delivery (compared to 25% globally) and more than half (52%) are willing to purchase online in the future, according to the new Nielsen Global E-commerce and the New Retail Survey. To capture attention of these online shoppers the International brands needs to have strong presence on E-commerce platforms. This entirely needs to understand the habits and patterns of Chinese consumer shopping. The local digital marketing players in Chinese market are pro at it. Its best to reach out to them for helpful advice.

Solutions To Enter China’s E-Commerce Market

To enter e-commerce market of China International brands must learn policies of digital platforms. This includes TMALL, JD.com, Haitao, Taobao and WeChat (social e-commerce)

TMALL holds the biggest market share in e-commerce market of China at 57%. It mainly focuses on premium brands. This characteristic makes TMALL become high-ended e-commerce marketplace in China. For Chinese consumers, high price

indicates high quality therefore many customers prefer buying their products from TMALL.com TMALL is owned by Alibaba Group. It provides an opportunity to International brands to open exclusive online stores and directly sell products to Chinese consumers without being physically present in China. TMALL has invitation-only policy where only qualified international brands can either be invited to join or can apply through a certified third party agency (TP). For more information on how to sell International products through TMALL, please contact local digital marketing agency.

Apart from aforementioned formalities the brand needs to have strong digital marketing strategy catered towards Chinese online customers. The International brands need to gain visibility and build E-reputation in order to have successful presence on TMALL platform.

JD is China's largest online direct sales company. It relatively has less market share than TMALL.com. It operates seven fulfillment centers and 166 warehouses in 44 cities. JD.com has 4,142 delivery stations across several districts of China. International companies can open individual online stores on JD.com and brands are permitted to import food, beverages, apparel and shoes from overseas. JD's cross-border service, JD Worldwide, enables suppliers to sell directly to Chinese consumers without a local presence.

JD.com is less expensive than TMALL.com. It provides active global promotion of JD Worldwide (mainly in the U.S. and Australia) and supports in-house logistics service. JD.com has a zero tolerance policy for counterfeit products.

Taobao is owned by Alibaba Group. It offers largest C2C e-commerce marketplace in China. Taobao allows registered or non-registered businesses to sell directly to consumers. It has more than a million sellers, along with countless product categories. Establishing a store on Taobao is virtually free but the online marketplace is ruled by small sole sellers who compete fiercely on price and honesty and authenticity is an unwritten rule of their trade ethics. Sellers with low budget and low quality products opt for this platform. However, this platform is not the best one to sell food items just like all other well-known and trusted online platforms in China. Taobao also needs strong digital marketing skills to be visible to online customers.

WeChat is engrained in lifestyles of Chinese consumers. It is all-in-one-app which integrates social e-commerce seamlessly. There are three types of service accounts available for promoting business on WeChat; WeChat Subscription Account, WeChat Service Account and WeChat Enterprise Account. Businesses present on WeChat via aforementioned accounts can broadcast information to their followers. The information post can be shared, reposted or generate

comments by the followers.

Subscription account is the most basic version of all official WeChat accounts. It can be used to push information to the followers. The messages sent to followers are grouped in one folder containing all other subscription account that the user is following. It is generally used for the daily news and information broadcast.

WeChat Service Account is considered the most suitable for business and organisation that aspire to access advanced WeChat Official Account. Service accounts allows more APIs (Minisite) than Subscription Account and companies are enable to build its own application, get inquires and broadcast promotional content to its followers. With the help of Service Account, one message per week and 4 messages per month can be sent to the followers.

Enterprise Accounts are also called Corporate Accounts, these are mainly used for internal company use, for example; sharing memos, private group chat or a simple project and task management system. These accounts are being increasingly used within Chinese organizations. These accounts are secure and followers have to go through an authentication process unlike other WeChat account where gaining followers is the primary goal.

Possessing an Official WeChat accounts requires a legal Chinese entity, a Chinese Residence ID and A China mobile phone number. International companies are advised to partner with expert Digital Marketing Agency, which is willing to apply for an official WeChat account on behalf of the international company. Together with opening an official WeChat Account, it requires sound and expert knowledge of the market and digital strategy to target right customer group and successfully penetrate WeChat landscape.



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食品进口数据
Food Import Volumes
单位：亿美元
Unit: Billions of Dollars



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HOT IMPORTED SNACK REVIEW: WHICH ONES WILL "GO VIRAL"?

进口零食爆款盘点： 谁最具备“网红”基因？

去年，第一财经商业数据中心（CBNData）发布了《2017年中国线上零食消费趋势报告》，基于阿里巴巴消费大数据，研究2014年1月至2017年6月间的线上零食消费，全方位洞察中国线上零食行业发展趋势和消费特征，助力企业商业决策。

目前线上进口零食市场有何值得关注的特点和趋势？从产地来看，印尼和马来西亚零食正以迅猛涨势，成为国民“新宠”；从品类偏好度来看，饼干膨化和海味即食是消费者最为偏好的两大品类；而从不同口味销售额占比来看，巧克力味经久不衰，连续几年的销售额占比相对均衡，而芝士味的产品销售额近三年来占比渐涨，一跃成为消费者最爱。

到底进口零食要具备什么条件才能有资格成为爆款？根据CBNData《报告》显示，销售额高于其他同类产品、短期内呈爆发性增长，以及热度持续时间长是成就线上爆款零食的三大指标，即“卖得多+卖得快+卖得久=爆款”。

我们也为读者整理了一份最新的进口零食爆款清单——它们当中谁最具“网红”基因，我们不妨拭目以待！

Last year, basing on Alibaba big data, CBNData released the “2017 Chinese Online Snack Consumption Trend Report” which researches into online snack consumption in China from January 2014 to June 2017 and provides an comprehensive insight on the development trends and consumption characteristics that will help companies make business decisions.

What characteristics and trends in online imported snack market that worth attention? From the perspective of places of origin, Indonesian and Malaysian snacks come on strong and has become new national “favorites”; from the perspective of category preference, consumers love puffed biscuits and seafood the most; from the perspective of flavor preference, chocolate enjoys an enduring popularity and its sales percentage has been stable for several consecutive years, while cheese-flavored products have taken a rise in sales in the recent three years and become the favorite for consumers.

What kinds of imported snacks have the potential to become a hit? According to the CBNData report, the three indicators for online hit products are: sales volume far above that of their like products, explosive growth in a short period and long-term popularity, i.e. “large sales + fast sales + enduring popularity = hit products”.

We have compiled a newest hot imported snack list for the readers — which will be the most popular remains to be seen!





薯条三兄弟 (日本)

这款号称世界第一好吃的薯条，用上等的北海道土豆加最好的俄罗斯北阿拉斯加海盐做成，香香脆脆带点咸味，还很贴心的关注到了女生怕长胖的问题，在薯条/片类产品中，属于低卡路里产品，而且都是小小包装的，很快就吃完一包，一点不用担心会吃多。

Jagabee (Japan)

Jagabee is said to be the most delicious fries in the world. Made of high-quality Hokkaido potatoes and the best Russian North Alaska sea salt, they are crispy and a little salty. Considering that girls are concerned about their weight, the fries contain low calories and are in small packages, so there is no need to worry about eating too much.



ROYCE 生巧克力 (日本)

这款巧克力一定一定要冰过的才能尝出美好的味道，入口即化的绵密细腻质地，吃起来像软绵绵的冰淇淋一般，表面的巧克力粉有种天然巧克力清苦的味道，配合内层甜美，吃上就根本停不下来。

ROYCE Nama Chocolate (Japan)

The chocolate tastes the best after being iced. Fine and smooth, it just melts in your mouth like soft ice cream. A slight natural bitterness from the chocolate powder on the surface, combined with the inner sweetness, makes you can't stop.



小老板海苔 (泰国)

这是一款由海苔制成的健康零食，可以给食用者提供丰富的植物性蛋白质、纤维质、铁与钙质，使用了棕榈油制作，口感就像油炸食品一样松脆，却不会让人觉得油腻，厚厚的海苔片，味道浓郁，给人一个丰富的味觉享受，远胜传统小片单薄海苔的咀嚼口感。

Big Roll Nori (Thailand)

It's a healthy snack made of seaweed and palm oil which can provide consumers with rich vegetable protein, fiber, iron and calcium. As crispy as fried food, but not greasy, the thick nori has a rich taste and far better mouthfeel than traditional small and thin nori.



丽芝士奶酪威化饼干 (印尼)

这款来自“千岛之国”印尼的威化饼给人一种入口即化的感觉，一股甜甜的又略带点咸的味道在口腔蔓延开来，完全是前所未有的味觉体验。纳宝帝公司通过奶酪夹心威化这个产品，在创立一年的时间里就赢得销售商和消费者的热烈欢迎。如今，纳宝帝丽芝士系列在中国市场的销量也在以惊人速度节节攀升。

Nabati Richeese Wafer (Indonesia)

The wafer from the Thousand Island Country just melts in your mouth with a sweet and salty flavor spreading, which provides unprecedented gustatory experience. Through the hot product, Nabati has gained a warm welcome from retailers and consumers within a year after its being founded. Now, the sales of Nabati Richeese series in the Chinese market are growing with an amazing speed.

papatonk 啪啪通鲜虾片 (印尼)

这款鲜虾含量高达 35% 的零食，是市面上可以买到的虾片中含虾量最高的虾片，确实是虾味十足，让人欲罢不能的鲜香，还分原味（偏甜）、海苔味（偏咸）、冬阴功味（偏辣）三种口味可供选择。

Papatonk Shrimp Cracker (Indonesia)

The snack contains 35% of fresh shrimps, which makes it the shrimp cracker with the highest percentage of shrimps that can be bought on the market. Indeed, the rich taste of shrimps just makes you can't stop. There are three flavors for choice: original taste (sweet), nori (salty) and Tom Yum (spicy).

Gilim 蜂蜜黄油杏仁 (韩国)

韩国制造的混血食品，美国杏仁、澳洲黄油搭配韩国蜂蜜，颗颗粒大饱满的杏仁，外面裹着蜂蜜黄油，口感脆硬，入口瞬间交融了奶油的浓香与蜂蜜的甜美，与其他杏仁类产品很是不同。

Gilim Honey Butter Almond (South Korea)

This snack is a hybrid of American almond, Australian butter and Korean honey. Plump almonds wrapped with honey and butter brings a crispy taste. The richness of cream and the sweetness of honey mingle in the mouth, providing a very different experience from that of other almond products.

crispy banana chips 香蕉片 (菲律宾)

菲律宾的这款香蕉片比起一般的香蕉片，更薄、更脆一些，像薯片一般爽脆，吃上去“嘎嘣嘎嘣”的，香蕉本身的甜香味道十分浓郁，一口口满是热带水果的味道，甜而不腻，香脆可口。

Crispy Banana Chips (Philippines)

The banana chips are more thin and crispy than ordinary ones, just like potato chips, but with a rich banana flavor, and full of tropic fruit state and agreeable sweetness.





TIM TAM 饼干 (澳大利亚)

澳洲最受欢迎的巧克力饼干，人称饼干中的“劳斯莱斯”！一层巧克力，一层麦香，一层奶酪混合的口感是如此特殊，咬一口，浓浓的、滑滑的。口味很多种，有经典巧克力原味、花生酱、黑巧克力、蔓越莓等。如果喜欢吃硬的可以把它放在冰箱里。还有一种就是配着牛奶吃，把饼干的对角分别咬一口，然后当作吸管来喝牛奶，幸福感爆棚！

TIM TAM Biscuit (Australia)

Known as “Rolls-Royce” of biscuit, it's the most popular chocolate biscuit in Australia! With one layer of chocolate, one layer of wheat and one layer of cheese, the taste is so special, rich and smooth. There are many flavors: chocolate original, peanut butter, dark chocolate, cranberry, etc. You can put it in the fridge if you want to eat it hard. Another way is to enjoy it with milk. Bite the opposite angles of a biscuit off and use it as a straw to drink milk. What happiness!

麦提莎 (澳大利亚)

外层为巧克力衣，内含牛奶麦乳精，巧克力不会有粉粉的感觉，比较香滑！无论是口感还是包装都让人爱不释手，每一口都有香浓巧克力味，松脆的威化令你回味无穷。入口即化，吃得根本停不下来！

Maltesers (Australia)

Inner malt milk is contained by an outer layer of sweet and smooth chocolate! People love it both for its taste and package. Each mouthful is full of rich chocolate and the crispiness of wafer. It just melts in your mouth, making you unable to stop!

Tyrrells 泰瑞薯片 (英国)

TYRELLE 薯片是英国最高级的薯片品牌，赢过超 50 个食品大奖，纯手工制作，整只土豆切片烘焙，真的有烤出来的那种香醇感。泰瑞在包装上绝对秒杀其他牌子，完全是英式幽默的代表。尝试新品建议首先下手原味，这款薯片吃起来偏硬，薯片都比较完整没什么碎的，比较油，入口一开始没什么味道后来才感觉有点咸味。

Tyrrells Chips (UK)

Tyrrells Chips is the best chip brand in the UK. It has won over 50 food awards and is purely handmade. Potatoes are sliced and toasted as a whole, which gives a savory and mellow taste. As a classic representation of English humor, Tyrrells' packaging has an absolute advantage compared with other brands. We suggest that you try the original taste first if you have never eaten the chips before. The original chips are a little hard, oily and intact with fewer crumbles. They don't have too much taste at first and then you can feel a little salty.

Loacker 威化 (意大利)

号称世界上最好的威化，超级松脆，有香浓醇滑的坚果味。超多口味可以选择，榛子、杏仁、巧克力、黑巧克力、香草、卡布奇诺、提拉米苏，是意大利最畅销的威化饼。

Loacker Wafer (Italy)

It's said to be the best wafer in the world. Super crispy, full of rich and smooth nut taste, it's the most popular wafer in Italy with many flavor options for choice such as hazel, almond, chocolate, dark chocolate, vanilla, cappuccino and Tiramisu.

Knoppers 威化饼干 (德国)

Knoppers 威化饼，低糖低脂低卡路里，每包只有 132 卡路里喔！5 层食材：费列罗巧克力 + 鲜牛奶层 + 威化饼 + 榛仁巧克力酱 + 威化饼，丰富的口感，分分钟干掉一块！Knoppers 在近两年来堪称零食界的明星，经常刚上货架就被抢空，嘴馋时想吃一块还得看运气呢！



Knoppers Wafer (Germany)

Knoppers Wafer has low sugar, fat and calorie, with each package containing only 132 calories! There are five layers of ingredients: Ferrero Rocher chocolate + fresh milk + wafer biscuit + hazelnut chocolate cream + wafer biscuit, which brings along a rich taste that makes you can't wait to swallow one in your mouth! Knoppers has been a star in snacks in the recent two years and too often they are sold out the moment they are put on the goods shelf. It still depends on fortune whether it is available if you have a crave for a Knoppers Wafer.

Kirkland 混合果仁 (美国)

一吃就会爱上的坚果！Kirkland 可兰混合坚果，它有分有盐跟无盐的版本！里面的坚果种类相似却不相同，绝对是家里常备的零食之一！有盐版（蓝色盖子）里面的坚果有：山核桃、腰果、杏仁、夏威夷果以及巴西坚果；无盐版的坚果有开心果、杏仁、山核桃以及腰果。



Kirkland Mixed Nuts (America)

You will love them once you have a try! Kirkland Mixed Nuts have salty and salt-free flavors! They contain similar but different nuts. You can't miss them at your home! The salty version (blue cap) has pecans, cashew nuts, almonds, macadamia nuts and Brazilian nuts, while the salt-free version contains pistachio nuts, almonds, pecans and cashew nuts.

BarkThins 巧克力薄脆片 (加拿大)

来自加拿大的网红零食，虽然是巧克力但还是比较健康的，没有任何的添加剂。口味也有很多选择，杏仁海盐的、蓝莓藜麦味、南瓜籽口味、椰子杏仁味、纽结饼干味的。



BarkThins Dark Chocolate (Canada)

This is a popular snack from Canada. Although chocolate, it is comparatively healthy without any additives. There are several flavors for options: almond with sea salt, blueberry with quinoa, pumpkin seed, coconut with almond, and biscuit.



FOOD TALK 饕餮不绝

MILLENNIALS ARE REWRITING THE RULES OF GLOBAL SNACK MARKET 千禧一代改写全球零食市场规则

“千禧一代不想要食品中添加的那些所有的坏东西。我们要把这些坏东西都去掉，我们讨厌防腐剂，我们讨厌假冒的东西。我们想要真正的食物。”

“We want it all taken away. We're sick of preservatives; we're sick of fake things. We want real food.”

不可忽视的力量

千禧一代是一支不可忽视的力量。被美国人口普查局列为千禧一代的人口有 8310 万人，占全国总人口的第四位。到 2018 年，千禧一代的预计收入将约为每年 3.39 万亿美元，超过过去的婴儿潮一代。

“他们不是都破产了，失业了，住在父母的地下室收集参与者奖杯，” Jeff Fromm 说。Jeff Fromm 是《千禧一代营销》的合著者，也是一家位于密苏里州堪萨斯城一家名叫 Barkley 的广告公司的合作伙伴。“他们开始成家了。许多我们看到的趋势就是从更富裕的千禧一代开始的。”

尽管如此，千禧一代对他们如何花钱方面还是很挑剔。

千禧一代想要他们的钱所换来的东西不仅仅是用来填饱肚子的卡路里。根据英诺华市场调查公司对年轻的千禧一代（18 到 25 岁）购买习惯的研究，成本和原料成分是他们采购烘焙产品所考虑的首要因素。在 2017 年 NACS 展上，Lehi Valley 贸易公司的营销总监 Jacque Taylor 说：“我们知道千禧一代正在寻找一个健康的品牌，但从我们的研究中我们也知道，他们往往是最关注价格的消费者，所以千禧一代购物行为的关键词是价值。他们想要一个更健康的零食品牌，但他们也希望产品能体现好的性价比。”

千禧一代同时也支持那些能体现他们价值观的企业：那些回馈环境和 / 或社区以及那些支持道德供应链的企业。在分析了千禧一代一年中在网上发布的 860 万帖子和评论后，CBD 营销发现，千禧一代愿意从具有环保意识，透明食材、流程和业务的制造商那里购买产品。这就是企业如何从怀疑主义和价格驱动的一代人那里获得品牌忠诚度的办法。

千禧一代在寻找健康食品，而健康食品对他们而言往往意味着以下特征：由他们能识别的简单原材料制成，非转基因和有机食品。

27 岁的 Amos Bartlett 是 Know Allergies 公司的创始人 and 总裁，也是非转基因、无过敏原（如花生、木本坚果、牛奶和鸡蛋）天然营养棒的制造商。他说：“千禧一代不想要食品中添加的那些所有的坏东西。我们要把这些坏东西都去掉，我们讨厌防腐剂，我们讨厌假冒的东西。我们想要真正的食物。”



面包行业受冲击

根据代动力学研究中心的一项调查表明，64% 的千禧一代喜欢成分种类更简单的零食。而 79% 的千禧一代表示能够理解成分表上所有成分会提高他们对包装零食的信任。千禧一代正在改变着面包行业的现状。

健康方便食品的崛起对面包制造商来说不是什么好消息，尤其是涉及到千禧一代。在他们生活的时代，繁忙的生活在社交分享平台上被浪漫化，而饮食则是他们身份的核心组成部分。在千禧一代的眼中，购买面包与他们的生活方式并不兼容，除非他们在外面吃。对他们来说，相对于其他选择而言，面包已成为了不那么健康不那么方便的产品。

据英敏特市场研究咨询公司发布的“2016 年 7 月美国包装面包行情报告”，包装面包的销售量在 2011 至 2016 之间仅上涨了 6%，总额为 250 亿美元，而如果考虑到通货膨胀，实际则下降了 1%。作为面包类最大头的长面包的销售也很疲软。这可能意味着一些消费者正在削减面包的消费，而倾向于选择他们认为更健康的食品。

Campbell Soup 公司饼干和零食全球研发副总裁 Craig Slatvcheff 说：“千禧一代比前几代人更关注健康，希望在他们食物中寻找更健康的功能性成分。比如 Pepperidge Farm 农庄最近将发芽谷物引进到他们的面包之中，这种面包在千禧一代中正在走俏。

对千禧一代进行关于产品健康功效的教育也至关重要。然而，企业应该使用更具真实性的渠道，比如社交媒体，而不是传统的渠道。

便利因素也是面包在千禧一代中销售下降的原因之一。

据英敏特市场调查公司“2017 年 3 月公司和市场”报告，面包的馅料以及缺乏小分量单独包装也是一个问题。提供更多单独包装并添加流行元素的小分量面包能够使之更具吸引力。

创新和教育将在重新点燃千禧一代对面包的热爱中发挥重要的作用。从高蛋白面包到小分量面包，有很多机会可以供面包师利用。Flowers Foods 食品公司旗下的 Nature's Own 业务单元开发了一系列面包产品来满足消费者的健康需求，包括小麦 + 蛋白质、发芽的谷物、双纤维小麦、40 卡路里蜂蜜小麦、40 卡路里小麦和 100% 无糖全谷物。

许多美国外的面包制造商提供小分量面包，来吸引将面包当零售吃的消费者。Kingsmill Bakery 推出了多种半分量长面包，均是 12 片装，而 Productos Ramos 公司推出的 Pan Blanco 白面包则是四片装。

零食回归“现实”

千禧一代对食品的影响在零食方面表现得尤为明显。这一代人改写了进餐时间和零食规则。

根据市场调查公司 Technomic 的最新“零食消费趋势报告”，全球零食市场预计 2021 年达到 1758.5 亿，年复合增长率超过 5%。零食消费近几年来一直在上升，但过去两年增长特别显著的，目前有 83% 的消费者表示他们每天都吃零食，而在 2014 年这一数据是 76%。

根据信息咨询公司 Euromonitor International “我们怎么吃：全球进餐时间演化”的报告，消费者需要饮食选择的灵活性，他们对高质量的能传递兴奋，经验，道德，享受，价值和健康的食品的需求日益增强。

随着生活方式的发展，零食不再局限于糖果或土豆制品，还包括酸奶、肉类零食和蔬菜。用更全面的零食取代正餐意味着人们可以不吃晚饭。从理论上讲，这样可以节省时间。像蛋白质和纤维这样的主食营养现在已广泛存在于小吃之中。根据 2017 年美国工业研究所的数据，60% 的消费者要求食品中除食物本身固有营养之外还需包含额外的健康功效。

Lehi Valley 贸易公司在开发 Snackworthy 系列健康零食之前对千禧一代的购买行为进行了广泛的研究。该公司发现，87% 的千禧一代寻求和期待更健康的零食选择，而 30% 的千禧一代更倾向于便宜的品牌，此外 81% 的千禧一代喜欢价值品牌的概念，这些品牌能提供更有益于消费者的产品。

由于零食填补了两餐之间的空隙，制造商在开发产品时要考虑的就不仅仅是营养需要。味道依然是零食界的王道。

巴特莱特先生说：“千禧一代更关心他们吃进嘴里的东西，问题是他们不想牺牲口味，食品中有如此多的创新，使我们能制造出简单加工，但仍能保持良好口感的零食。这才是关键——零食一定要好吃。”

A Force To Be Reckoned

Millennials as a generation are a force to be reckoned with. With 83.1 million people in the United States classified as millennials by the U.S. Census Bureau, this generation makes up a fourth of the country's population. By 2018, the projected income of millennials will be about \$3.39 trillion annually, blowing past baby boomers.

"They're not all broke, unemployed and living in their parent's basement collecting participation trophies," said Jeff Fromm, co-author of *Marketing to Millennials* and partner at Kansas City, Mo.-based advertising agency Barkley. "They're starting families. Many of the trends we see start from more affluent millennials."

Despite this power, millennials can be picky about how they spend their money.

Millennials want something for their money — not just calories to fill bellies. Cost and ingredients are the top factors cited for purchasing bakery products, according to Innova Market Research's survey of younger millennial (18 to 25) buying habits.

"We know millennials are looking for a healthier brand, but we also know from our research that they tend to be the most price-conscious consumers out there, so the key to the millennial shopping behavior is value," said Jacque Taylor, director of marketing for Lehi Valley Trading Co., at NACS Show 2017. "They want a healthier snack brand, but they also want it at a value price."

Millennials also want to support companies that reflect their own values: companies that are giving back to the environment and/or communities and those supporting an ethical supply chain. After analyzing 8.6 million online posts and comments by millennials over the course of a year, CBD Marketing found that millennials want to buy



from manufacturers that are environmentally conscious and transparent about their ingredients, process and business. This is how companies gain brand loyalty from a generation marked by skepticism and motivated by price.

Millennials are looking for healthy food, which they often equate to simple ingredients they recognize, non-G.M.O. and organic.

"Millennials don't want all the bad stuff added," said Amos Bartlett, 27-year-old founder and president of Know Allergies, producer of non-G.M.O., natural bars that are free from the top allergens including peanuts, tree nuts, milk and eggs. "We want it all taken away. We're sick of preservatives; we're sick of fake things. We want real food."

The Bread Industry Is Facing A Shock

Sixty-four per cent of millennials prefer snacks with fewer ingredients, according to a study by the Center for Generational Kinetics, and 79% said that being able to understand everything on the ingredient list boosted their trust in packaged snacks.

The rise of healthier and on-the-go food options has not fared well for bread makers, especially when it comes to millennials. They live in a time when their busy lives are romanticized on Snapchat and where their diet can be a core part of their identity. In millennials' minds, purchasing bread doesn't align with their lifestyle unless they are dining out. For them, it has become an inconvenient product with few health benefits compared to other available items.

Packaged bread sales have increased only 6% between 2011 and 2016 to \$25 billion — sales declined by 1% when adjusted for inflation, according to the report "Packaged Bread — US — July 2016" by Mintel. Sales of loaf bread, the category's largest segment, have been weak as well.



This may signify that some consumers are cutting back on bread and gravitating toward options they perceive to be healthier.

“Millennials are more health-focused than previous generations have been and are looking for more health-functional ingredients in their food,” said Craig Slatvcheff, vice-president of global R.&D. for global biscuits and snacks at the Campbell Soup Co.. “For example, Pepperidge Farm recently introduced sprouted grains into one of its breads, which is on-trend with millennials right now.”

Educating millennials on the health benefits will also continue to play a crucial role. However, companies should use channels associated with authenticity such as social media influencers rather than more traditional routes.

The convenience factor is also playing a part in declining bread sales among millennials. The toppings and fillings that accompany bread and the limited availability of single-portion or individually wrapped options make it problematic, according to Mintel’s “Companies & Markets March 2017” report. Offering more -individually wrapped items with on-trend inclusions or smaller loaves of bread could bring more appeal to this item.

Innovation and education will play a large part in resurrecting millennials’ love of bread products. From -protein-packed slices to smaller portions, plenty of opportunities are available for bakers to capitalize on. Nature’s Own, a business unit of Flowers Foods, Inc., developed its Life line of breads to address consumer health needs. The range includes breads such as Wheat + Protein, Sprouted Grains, Double Fiber Wheat, 40 Calories Honey Wheat, 40 Calories Wheat and 100% Whole Grain Sugar Free.

Many bakeries outside the U.S. offer smaller loaves that may appeal to the casual bread eater. Kingsmill Bakery produces multiple varieties of its Half Loaf, which contains 12 slices, while Productos Ramos S.A.’s Pan Blanco is available in four-slice packages.

Snack back to reality

There may not be a clearer influence of millennials in food than in snacking. This generation is rewriting the rules on mealtimes and snacking.

The global savory snacks market is expected to reach \$175.85 billion by 2021, with a CAGR of more than 5%, according to Technomic’s most recent “Snacking Occasion Consumer Trend Report.” Snacking has been on the rise for several years, but the past two years have marked a particularly notable growth, with 83% of consumers saying they snack daily compared with 76% in 2014.

Consumers are demanding flexibility in eating options, according to Euromonitor International’s report, “How We Eat: The Changing Face of Global Mealtimes,” and



they increasingly demand enhanced food quality that delivers on excitement, experience, ethics, indulgence, value and health.

As lifestyles

evolve, snacks are no longer confined to confectionery or potato-based products but are more likely to include yogurt, meat snacks and vegetables. Replacing meals with more well-rounded snacks means people can skip meals and, in theory, save time. The nutritional benefits of staple foods like protein and fiber are now widely found in snacks. Sixty percent of consumers want additional health benefits beyond the food’s inherent nutrition, according to 2017 I.R.I. data.

Lehi Valley Trading Co. conducted extensive research on millennial purchasing behaviors prior to developing Snackworthy, a new line of healthy value snacking options. The company found that 87% of millennials seek and expect healthier options when purchasing value snacks, 30% of millennials are more likely to trade down to cheaper brands and 81% liked the concept of a value brand offering only better-for-you items.

As snacks fill the void between meals, manufacturers must consider more than just nutritional needs when developing products. And taste remains king in snacking.

“Millennials care a lot more about what they’re putting in their bodies,” Mr. Bartlett said. “The problem is they don’t want to sacrifice taste. There are so many innovations happening in food that are allowing us to come up with less processed ways of doing things that still taste good. That’s the key — it has to taste good.”





NORWAY MARINE PRODUCTS ACHIEVE OUTSTANDING PERFORMANCE IN CHINA

挪威海产品交出亮眼对华出口年度成绩单

根据近期发布的一组关于 2017 年度挪威对华海产出口统计数据显示, 去年挪威海产品对华出口形势整体向好, 挪威海产对华出口量占挪威海产整体出口量的 6.9%, 这一数据较 2016 年占比有所提升。同时, 无论是对华出口量和出口总额均录得喜人的增长。其中挪威海产品对华出口总量较往年同期增长 26.4%; 对华出口额同比增长 25.5%, 达到 28 亿人民币(约合 4.1 亿美元)。

出口品类方面, 挪威北极鳕鱼成为当之无愧的领头羊。去年挪威北极鳕鱼对华出口总额为 7.87 亿人民币(约合 1.21 亿美元); 出口总量为 35,537 吨, 相较于前两年有了显著增长。三文鱼方面, 随着准入限制的放宽, 挪威三文鱼对华出口量开始缓慢回升。在接下来一年里, 国内挪威三文鱼的市场份额将有望进一步提升。除了主要出口品类外, 鲭鱼和多春鱼也逐渐成为了挪威出口海产品中的重要一员, 据统计数据显示, 去年我国共向挪威进口了 70698 吨鲭鱼, 较前两年增长四成。而多春鱼的对华出口量也相当喜人, 同时平均价格也上涨至每公斤 1.18 美元。

挪威海产局中国总监毕思明先生对于挪威海产过去一年在中国市场取得的成绩感到满意, 他表示, 挪威海产品对华出口量的稳步增长正体现了中国进口海产市场的蓬勃发展以及相关产业的日趋成熟。未来仍将努力开拓更多的产业合作机会, 将更多优质挪威海产品带到中国市场。



Statistics recently released about the export of Norway marine products in 2017 show that Norway marine products did very well in the China market last year. China accounted for 6.9% of Norway's total exports of marine products in 2017, which shows improvement from 2016. Norway's export to China has achieved satisfactory growth both in amount and value, with export volume increasing 26.4% and export value increasing 25.5% year on year to reach 2.8 billion Yuan (0.41 billion US dollars approximately).

Arctic cod is the bellwether in export categories. Last year, the total export of arctic cod to China was 0.787 billion Yuan (0.121 billion US dollars approximately) and 35,537 tons in value and quantity respectively, which shows substantial growth from the previous two years. Export of Norwegian salmon to China starts to pick up slowly along with the relaxation of access restrictions. The market share of Norwegian salmon is expected to increase further in China. Mackerel and capelin have gradually become important members of the Norwegian marine products for export. According to statistics, China imported 70,698 tons of mackerel from Norway last year, an increase of 40% from the previous year. The export of Norwegian capelin to China also showed satisfactory results and the average price increased to 1.18 US dollars per kilogram.

Mr. Bi Siming, Director of Norway Marine Product Bureau's China unit is satisfied with the performance of Norwegian marine products in the China market. He expressed that the steady growth of export of Norwegian marine products to China indicates the booming development of the Chinese imported seafood market. Efforts will be made continually to create more cooperation opportunities and bring more superior Norwegian marine products to China.



BELARUS PLANS TO INCREASE AGRICULTURAL EXPORTS TO CHINA

白俄罗斯计划加大对华农产品出口



近日，白俄罗斯驻华大使在接受媒体访问时谈到了本国对华农产品出口的相关话题。他表示，在接下来的一年里，白俄罗斯对华农产品出口将在往年基础上继续大幅增长。

受益于白中两国领导人于去年5月正式签订了农产品和食品出口的相关协定，去年白俄罗斯共对华出口总值达1280万美元的农产品和食品，这一数值较2016年的590万美元有了大幅增长。奶制品和肉类成为拉动出口增长的主要品类。根据协议，白俄罗斯自去年12月起开始对华供应牛肉，今年1月起开始对华供应鸡肉；奶制品方面，白俄罗斯奶粉以及超高温灭菌乳等产品已在中国市场上架，未来还将对华供应有着较长保质期的奶酪以及全脂奶制品。

在过去一年里，白俄罗斯食品企业开始频繁地出现在广州上海等地举办的食品展销会上。白俄罗斯农业和粮食部长更于

去年12月到访广州并举办了白俄罗斯农业论坛，向到场参加活动的相关人员推介白俄罗斯优质农产品和食品。随着两国出口贸易的逐渐升温，未来将有更多优质白俄罗斯农产品出现在消费者的餐桌上。

In a recent interview, the Belorussian ambassador in China talked about agricultural exports. He expressed that in the following year, Belorussian agricultural exports to China will continue to increase substantially. Benefiting from the agreements on agricultural products and food between the two countries concluded last May, Belarus exported 12.8 million dollars of agricultural products and food to China last year, which is a substantial growth from the 5.9 million dollars in 2016. Dairy products and meat become the main categories which drive export growth. Because of the agreements, Belarus started to supply beef to China from December last year and chicken from January this year. In the aspect of dairy products, Belorussian milk powder and milk of ultra-high temperature sterilization have been launched in the China market. Long shelf-life cheese and whole milk dairy products will also be supplied in the future.

In the past year, Belorussian food enterprises started to appear at food exhibitions in Guangzhou, Shanghai, etc. The Belorussian agricultural and food minister visited Guangzhou and held the Belarus Agriculture Forum last December to promote high-quality Belorussian agricultural products and food. With the increasingly booming trade between the two countries, more superior Belorussian agricultural products will appear on the dining table of the Chinese consumers.



COSTA RICAN PINEAPPLES TO HIT THE CHINA MARKET IN JUNE

哥斯达黎加菠萝将于今年6月正式登陆中国市场

在进口水果领域，毫无疑问菠萝长年都占据着重要一席。就目前而言，我国进口菠萝主要来源国家和地区包括了菲律宾，泰国以及我国的台湾。去年，哥斯达黎加和马来西亚也相继获得了向中国出口菠萝的许可。

近日，哥斯达黎加出口促进局亚洲部门商业总监在接受当地媒体采访时就谈到了对华出口菠萝的相关话题。他表示，无论是当地相关政府部门还是生产商，都对哥斯达黎加菠萝第一次进军中国市场感到兴奋，也非常看好中国市场的发展和消费潜力，并希望在未来能进一步扩大对华出口量。



他表示,无论从产品色泽还是菠萝本身的肉质和味道而言,哥斯达黎加出产的菠萝都与中国本地产出的菠萝和其他国家的菠萝有着很大的不同,这也将为本地消费者提供更多的差异化选择。谈到如何在中国进口水果市场突围而出的问题,总监先生表示,目前哥斯达黎加菠萝生产商将专注于改良菠萝种植技术以进一步提升菠萝的质量和增加菠萝的产量,以满足出口需求。此外,总监还表示,希望在不久的将来能够将更多的哥斯达黎加优质水果带到中国市场。“除了菠萝以外,我们还希望向中国消费者推荐哥斯达黎加甜瓜,目前我们已经向亚洲地区的某些国家出口甜瓜,并取得了不俗的销量。”总监先生表示。



There is no question that pineapples occupy an important place in the field of imported fruit. At present, China's major source countries and regions of pineapples include the Philippines, Thailand and Taiwan. Last year, Costa Rica and Malaysia received permits to export pineapples to China.

In a recent interview, the Business Director of the Asia Department of Costa Rica Export Promotion Bureau talked about export of Costa Rican pineapple to China. He expressed that both local governments and manufacturers are excited and optimistic about the prospects of Costa Rican pineapples in the China market and hope to further increase exports.

He expressed that no matter in color, texture or taste, Costa Rican pineapples are very different from Chinese pineapples and those from other countries, which will provide more options for the Chinese consumers. When talking about how to make a breakthrough in the Chinese imported fruit market, the director expressed that Costa Rican pineapple manufacturers are concentrating on innovating pineapple planting technology to further improve quality and increase production. Furthermore, the director also expressed his wish that more superior Costa Rican fruits will be sold to China in the near future. "Except for pineapples, we also hope to introduce the Costa Rican melon to the Chinese Consumers. Our melons have been exported to some Asian countries and achieved good sales", said the director.

CHINA CANCELLED QUARANTINE REQUIREMENTS FOR IMPORT OF RUSSIAN WHEAT

中国取消俄罗斯小麦出口检疫要求 俄对华小麦出口量未来将进一步提升

近日,中国质量监督检验检疫总局(AQSIQ)正式发布2018年第25号公告,取消2016年第8号公告中“俄罗斯进口小麦植物检验检疫要求”,同时自即日起,允许车里雅宾斯克州,鄂木斯克州,新西伯利亚州,阿尔泰边疆区,克拉斯诺雅尔斯克边疆区和阿穆尔州共计六个地区可用于加工的春小麦籽出口至中国。除春小麦籽外,这六个地区还将向中国出口大米、大豆、荞麦、葵花籽和亚麻等农产品和加工制品。

根据相关统计数据,近三年俄罗斯对华粮食出口量均处于稳步增长的态势。2017年俄罗斯谷物和加工食品的对华出口总量达到了71.24万吨。中国取消俄罗斯进口小麦检验检疫要求的消息传出后,俄罗斯农业部门相关人士表示,俄罗斯方面一直将对华出口小麦视为本国农业领域的重点,根据当前产量而已,俄罗斯六大小麦出口地区每年可向中国出口1500万吨小

麦,未来或将开发利用更多闲置土地,扩展小麦种植范围并结合各地区气候特点及土地特性进行耕种,对华小麦出口量或能达到4500-5000万吨。





Recently, the Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) released the No.25 announcement in 2018 to cancel quarantine requirements for import of Russian wheat, which

allows spring wheat from six Russian regions – Chelyabinsk, Omsk Oblast, Novosibirsk, Altai Krai, Krasnoyarsk and Amur Oblast to be exported to China. Except for spring wheat, the six regions can also export some other agricultural products and processed products to China, including rice, beans, buckwheat, sunflower seeds and flax. According to statistics, Russia's grain export to China has been on a steady rise in the latest three years. In 2017, Russian exported 0.7124 million tons of grain and processed food to China. After the news of the cancellation of the quarantine requirements, relevant people of the Russian agricultural department expressed that Russia has always been regarding China as a key market for Russian agricultural products. With the present yield, the six Russian regions can export 15 million tons of wheat to China annually. In the future, more idle land will be exploited to grow wheat, which will probably increase Russian wheat export to China to 45-50 million tons.

LIFTING BAN ON BRITISH BEEF WILL PROBABLY NOT CHANGE THE CURRENT IMPORTED BEEF MARKET

英国牛肉解禁预计将难撼动我国进口牛肉现有格局

今年1月，英国首相特蕾莎·梅携50名英国商界领袖正式到访中国，并在访问期间与中国签订多项合作协议。其中“未来半年内解除英国牛肉禁令”一项引发了不少业内人士关注。

自1996年英国爆发“疯牛症”后，以欧盟为首，全球多个国家和地区均颁布了针对英国牛肉的进口禁令。相隔22年后，包括美国、日本在内的多个国家开始考虑撤销英国牛肉的进口禁令。如今，对英国畜牧业而言，针对英国牛肉解禁相关利好消息的不断传出无疑是一支令人振奋不已的“强心针”。

英国是欧洲牛肉生产大国，其出产的安格斯牛和海福特牛一直在业界享受声誉。对于中国拟取消英国牛肉进口禁令，业内人士认为这一举措对我国当前进口牛肉市场影响较小。如今，乌拉圭、巴西以及澳大利亚稳稳占据我国进口牛肉头三把交椅。此外，随着我国进一步拓展与不同国家的农产品和肉制品进口贸易，包括白俄罗斯、蒙古、智利和南非等国也对我国的进口牛肉市场虎视眈眈。因此，英国牛肉恢复进口对我国现有市场格局的影响将较小。

This January, Prime Minister of UK Theresa May led a mission of 50 British business leaders to China and signed multiple cooperation agreements, one of which -- “to lift the ban on British beef within half a year” -- drew a lot of attention from the industry.

Since the “mad cow disease” incident in 1996, led by the European Union, many countries and regions around the globe had imposed bans on British beef. Twenty two years later, multiple countries



including the U.S. and Japan begin to consider lifting the ban, which is certainly exciting news for the UK stock farming industry.

UK is a big beef producer in Europe and its Angus and Hereford beef are well known within the industry. Regarding China's plan to lift the ban on British beef, industry insiders think this measure will not exert much influence on the imported beef market. At present, Uruguay, Brazil and Australia take the top three spots in the Chinese imported beef market. Furthermore, as China further expands import of agricultural products and meat, other countries, including Belarus, Mongolia, Chile and South Africa, also aim at the market. Therefore, renewing import of British beef would not have much influence on the current market pattern.



CHINA IS SAID TO IMPOSE RESTRICTIONS ON IMPORT OF AMERICAN BEANS.

传中国正探讨对美进口大豆施行贸易措施

据海外媒体彭博社援引知情人士消息报道，中国正在评估对美国进口大豆施行一定贸易措施所带来的影响。据消息人士透露，自今年一月起，商务部已就施行针对美国进口大豆的贸易限制措施对相关产业造成的影响展开探讨和研究，潜在施行的贸易措施主要是反倾销和反补贴。商务部最近约见了农产品进出口贸易领域的人士就当前形势进口探讨，以获得来自业界的反馈信息。但截至目前为止，商务部仍未就此事作出最终结论。

中国探讨针对美国大豆的贸易限制措施是当今世界两大经济体贸易摩擦不断的又一体现，早在今年初，美国总统特朗普宣布对进口到美国市场的太阳能面板和洗衣机产品征收高昂关税，其后中国曾经向 WTO 提交相关的贸易申诉。同时宣布正式启动针对美国出口高粱的反补贴和反倾销调查。

近年来，由于大范围畜牧养殖业的不断扩展以及高蛋白饲料短缺导致豆粕需求增长，中国的大豆进口总量屡创新高，据相关数据显示，自 2016 年 10 月 -2017 年 9 月的将近一年时间内，我国大豆进口总量首次超过了 9000 万吨，达到 9352 万吨，这一数据也创下历年新高。农业部预计下一季度我国大豆进口总量将达到 9597 万吨。美国也将中国视为全球最大的大豆消费市场。

According to reports of overseas media, China is assessing the influence that trade sanctions on American beans might bring along. According to the source, since this January, the Chinese commerce department has

been discussing the possibility of the trade sanctions. Relevant people have been summoned and met to collect feedback from the industry. So far, the commerce department has yet to announce any official policies.

The possible sanctions on American beans are another reflection of the unceasing trade conflicts between the world's two largest economies. Earlier this year, China filed a complaint to WTO against the U.S. imposing high duties on imported solar panels and washing machine. Afterwards, China announced an official anti-subsidy and anti-dumping investigation against the U.S. sorghum export.

In recent years, due to the development of the stock farming industry, China's import of beans has been growing rapidly. The U.S. also regards China as a major buyer of its beans.



MEXICO ACHIEVED 54% OF GROWTH IN EXPORT OF AGRICULTURAL PRODUCTS TO CHINA

墨西哥对华农产品出口同比增长 54%



据近期中国海关发布的统计数据显示，去年墨西哥对华农产品，食品出口总额达到了 3.21 亿美元，较往年同期增长 54%。其中鳄梨、啤酒和鱼粉成为拉动墨西哥对华出口总额增长的三大拳头品类，其中啤酒类产品出口额突破 1 亿美元，而鳄梨和鱼粉的出口额分别为 3120 万美元，5500 万美元。

中国是墨西哥在亚洲地区的第二大贸易合作伙伴。近几年来，受益于墨西哥贸易多元化战略的实施以及中墨两国检验检疫部门的良好合作关系，越来越多的墨西哥优质农产品和食品得以出口到中国市场，其中便包括了猪肉、牛肉等肉制品以及浆果，牛油果和玉米等农产品。随着两国在进出口贸易领域合

作愈加频繁，墨西哥方面一直对拓展对华出口商品品类一事持积极进取的态度。去年8月，墨西哥方面更是派出相关代表团访华并与中方代表就扩大对华农产品出口一事进行会面和商谈。

According to recent statistics from China Customs, Mexico exported 0.321 billion US dollars of agricultural products and food to China last year, recorded an year-on-year increase of 54%. Avocado, beer and fish meal are the three hit products which drive growth of Mexico's export to China. The export of beer exceeded 0.1 billion dollars, avocado 31.2 million dollars, and fish meal 55 million dollars.

China is the second biggest trade partner of Mexico in Asia. In recent years, benefiting from the trade diversification strategy in Mexico and the good cooperation between inspection and quarantine departments of the two countries, more and more superior Mexican agricultural products and food are able to be exported to China, including meats like pork and beef, and agricultural products like berry, avocado and corn. With the increasingly frequent trade cooperation, Mexico are enthusiastic about expanding the categories exported to China. In last August, Mexico sent a trade mission to China to discuss further expanding export of Mexican agricultural products to China.

DELOITTE RELEASED GLOBAL TOP 250 RETAILERS 2018, 15 CHINESE RETAILERS MAKE THE LIST

德勤正式发布2018年全球零售力量TOP 250榜单 15家中国零售商入选

近日，德勤（Deloitte）正式发布2018年度全球零售商力量报告（Global Powers of Retailing 2018）。该份报告是德勤根据2016财年（截至2017年6月）全球各大零售商公布的零售营收数据统计制作而成。共计15家中国零售商（含香港、台湾）入选《全球零售力量250强》榜单，入选企业多为传统零售商，电商企业方面，京东位居榜单第28位，苏宁，国美以及唯品会分列榜单第44位，第81位以及第121位。

登榜的250家零售商中，来自美国的便有80家，日本也有32家零售商入选。德国入选零售商数量也达到17家，法国和英国各自有12家零售商入选。入选的中国企业方面，除京东，苏宁，国美以及唯品会外，还包括屈臣氏、华润万家、牛奶国际、百联股份、永辉超市、周大福、统一超商、百丽国际、重庆百货、大商股份以及农工商超市。

德勤方面表示，第三方移动支付不断渗透以及电子商务持续火热发展正逐渐改变中国消费者的购买习惯，受此趋势拉动，相较于其他国家的零售商而言，中国零售商在移动数字化浪潮下展现出了良好的适应性以及超前的数字业务布局意识。与此同时，中国的零售商仍需继续优化线上线下不同渠道的客户体验，同时优化不同渠道资源配置完善供应链构建。

Recently, Deloitte released the Global Powers of Retailing 2018. The report was based on the revenue data of 2016 financial year (up to June, 2017) from global retailing giants. 15 Chinese retailers (including Taiwan and Hong Kong) made the Global Powers of Retailing Top 250 List, most of which were traditional retailers. For e-retailers, Jingdong took the 28th place, while Suning, Guomei and VIPs ranked the 44th, 81st and 121st respectively.



Of the top 250 retailers, 80 were from the U.S., 32 from Japan, 17 from Germany, and 12 from both France and the UK. Except for Jingdong, Suning, Guomei and VIPs, The Chinese enterprises which made the list were Watsons, China Resources Vanguard, Dairy Farm International, Bailian, Yonghui, Chow Tai Fook, President Chain Store, Belle International, Chongqing Department Store, Dashang and NGS Supermarket Group.

Deloitte expresses that the increasing development of mobile payment and e-commerce has gradually changed the buying habits of the Chinese consumers. Due to this, the Chinese retailers show good adaptability and forward thinking in digital business planning compared with those in other countries. Meanwhile, the Chinese retailers still need to improve online and offline customer experience, optimize resource distribution, and improve the supply chain.



A RISING HUNDRED BILLION MARKET: TOP TEN MOST PROMISING NATURAL SWEETENERS AND SUGAR SUBSTITUTES

正在崛起的千亿市场： 十大最具潜力的天然甜味剂及代糖

在食品饮料行业里，糖（Sugar）一直位列成分表的重要位置——毫无疑问，人类从婴幼儿时代起，似乎就对带甜味的食物有天生的依赖与迷恋。然而如今，越来越多的研究报告显示，糖分正是危害健康的元凶之一，所有糖分引以为傲并帮助其成为食品饮料成分首选的优势都变为了消费者对其避之则吉的理由，随着健康饮食潮流的兴起，越来越多的消费者选择舍弃含糖产品，转而购买包含天然甜味剂的食品和饮料。

Innova Market Insights 去年发布的食品饮料行业最新趋势，其中的一项就是“甜味平衡”（Sweeter Balance），目前整个行业正面临着减糖和创造更佳的患者体验的双重挑战，同时还要达到清洁标签产品的要求。尤其是对于许多糖果和巧克力制造商而言，减少糖分已经成为工作重点。在英国，英格兰的 Public Health England 发布的“减糖计划”是英国政府为降低肥胖率和改善相关健康问题的重要措施。包括雀巢、玛氏、百事和家乐氏在内的食品巨头也被告知将儿童食品的含糖量降低 20%，包括巧克力、糖果等食品。

根据 Label Insight 发布的调查数据显示, 22% 的美国消费者倾向更加严格控制糖分的摄入量。尼尔森 fresh and health wellness 部门副总裁 Sarah Schmansky 表示在现今消费群体中, 每两个人当中就有一人会选择通过购买不含糖的产品来减少糖分的摄取。去年就有超过半数的消费者避免购买含有人造甜味剂成分的食品或饮料。

消费模式的变革正促使食品饮料的生产商重新将目光投向大自然, 寻找能够替代糖分的天然甜味剂。过去几年中, 从同样包含高热量的蜂蜜以及龙舌兰花蜜到低热量的甜菊糖, 更多的天然甜味剂开始频繁出现在食品饮料的成分表中。然而各大食品饮料生产商和研发人员对于天然甜味剂的探索并不会因此止步, 随着对天然甜味剂以及糖分替代成分研究的不断深入, 可以肯定的是, 作为消费者的我们未来将能购买更多营养美味兼得的食品和饮料。

据专业机构预测, 未来糖分替代品市场的整体规模有望达到 2000 亿美元。那么, 在这个正在崛起的千亿市场当中, 有哪些具备“黑马”潜力的天然甜味剂及代糖产品能脱颖而出呢?

In food and beverage industry, there is no doubt that sugar has always been playing an important role in ingredient lists. Men have a natural dependence on and infatuation with sweet food since the infancy. However, now more and more research indicates that sugar is one of the crime culprits which cause harm to our health. With the rise of healthy diet, more and more consumers choose to abandon food which contains sugar and start to purchase food and beverage that contains natural sweeteners instead.

Sweeter balance is one of the trends in food and beverage industry, according to a report released by Innova Market Insights last year. At present, the whole industry is facing the dual challenges of reducing sugar and creating better consumer experience. Meanwhile, the requirements of clean label products also need to be met. For many candy and chocolate manufacturers, reducing sugar has become a priority. The “Reducing Sugar” plan launched by the Public Health England is an important measure adopted by the UK government to reduce obesity rate and improve public health. Food giants including

Nestle, Mars, Pepsi and Kellogg's have been informed to reduce sugar in baby food, such as chocolate and candy, by 20%.

According to data released by Label Insight, 22% of American consumers tend to strictly control sugar intake. Sarah Schmansky, vice president of Fresh and Health Wellness, expresses that one of every two current consumers would choose to reduce sugar intake by purchasing products which don't contain sugar. Last year, over half of consumers avoided buying food and beverage which contain man-made sweeteners.

The change of consumption mode makes food and beverage manufacturers re-direct their attention to nature to look for natural sweeteners that can replace sugar. In the past few years, more and more natural sweeteners, from high-calorie honey and mescal nectar to low-calorie stevioside, appeared frequently in the ingredient lists of food and beverage. Manufacturers and researchers will not stop on the road to explore for new natural sweeteners. With the further development of research on natural sweeteners and sugar substitutes, it is certain that consumers will be able to have more options of nutritional and delicious food and beverage in the future.

According to professional predictions, the future sugar substitute market is expected to reach 200 billion dollars. In the rising hundred billion market, what natural sweeteners and sugar substitutes will be “dark horses”?

Stevia 甜叶菊



虽然消费者对天然甜味剂的需求在过去几年里才发展成为主流，但生产商们自上个世纪 90 年代开始，就一直在进行甜叶菊试验。

根据市场研究咨询公司英敏特的数据，2017 第二季度推出的含甜叶菊产品比例相比去年同期增长 13%。截至去年 8 月，超过四分之一（27%）的产品使用含有甜菊糖的高强度甜味剂。

这种天然甜味剂来源于巴西的一种植物，其甜度根据等级可比糖高 200 至 300 倍，可用于软饮料、果汁和零食等各种食品中。

虽然甜叶菊得益于其先发优势，但 Thom King（清洁标签食品成分公司 Icon Foods 的创始人和首席执行官）认为甜叶菊的悠久历史实际上对其产生了负面影响。

“甜叶菊被使用已经有一段时间了，但很多早期甜叶菊采用者的使用方法都不对，因此，甜菊糖的早期消费者形成了它有着苦涩余味的印象”，King 说。

将这种类似金属和甘草的异味去掉是甜叶菊面临的最大的问题。虽然生产商改善了甜叶菊提取物的口味，但由于它浓郁的味道，它也不会完全取代糖。制造商可以将甜叶菊和掩蔽剂，比如藜糖醇（一种零热量的糖醇）或罗汉果，混合使用来降低含糖量。

Though consumer demand for naturally-sweetened products reached a mainstream fervor in the last few years, manufacturers have been experimenting with stevia since the 1990s.

According to Mintel, the percentage of products launched containing stevia in the second quarter of 2017 jumped more than 13% compared to the year-ago period. As of August of last year, more than a quarter (27%) of products using high-intensity sweeteners contained stevia.

The natural sweetener, sourced from a Brazilian plant, is more than 200 to 300 times sweeter than sugar depending on the grade, and can be used in everything from soft drinks and juices to snack foods.

And though the ingredient has benefited from a first-mover advantage, Thom King, founder and CEO of Icon Foods—a natural, clean label ingredients company—thinks that stevia's long history is actually working to its detriment.

"Stevia has been around for a while, and a lot of companies who were early adopters by and large didn't use it properly," King told Food Dive. "So early adopters of stevia formed consumer sentiment that it has a bitter aftertaste."

That off flavor—which has been likened to metal and licorice—is stevia's greatest drawback. Though producers have improved the taste profile of stevia extracts, the ingredient will never be a complete substitute for sugar because of its strong flavor. Instead, manufacturers can use the ingredient to reduce sugar levels, so long as it's mixed with a masking agent such as erythritol (a zero-calorie sugar alcohol) or monk fruit.



2 Monk fruit 罗汉果

据 Thorrold 表示，罗汉果是一种天然甜味剂，它不像甜叶菊那样甜，而且生产成本更高，但它正在稳步蚕食市场份额。由于罗汉果已由美国食品及药品管理局（FDA）批准，目前市面上已经推出了超过 2000 种包含罗汉果的产品。

他说：“罗汉果将在下一个十年（或者更久）的减糖运动中扮演重要角色。总体而言，罗汉果比甜叶菊更容易使用。前者的味觉更单纯，而且没有很多人在后者中发现的那种类似金属的余味。”

像甜叶菊一样，罗汉果也不产生美拉德反应。尽管两者之间有相似之处，但罗汉果的优势在于其自然的状态和清白的历史。

King 说：“自 1999 年以来，我们一直从事甜叶菊业务，我们当然看到了其持续增长，但是罗汉果开始抢占甜叶菊的份额。这是一种纯粹的市场概念——罗汉果更具标签友好性……当消费者看到标签上的罗汉果时，他们会预期到有一种没有任何特殊余味的甜味剂。”

Monk fruit is a natural sweetener—not as sweet as stevia and more expensive to produce—but it's steadily eating up market share. Since the ingredient was approved by the FDA, more than 2,000 products have launched with monk fruit, Thorrold said.

"Monk fruit is going to be a big part of the sugar reduction



story for the next decade, if not longer," he said. "Generally, monk fruit is easier to formulate with than stevia. It has an easier sensory profile to work with, and doesn't have the metallic off-taste that some people find with stevia."

Like stevia, monk fruit also doesn't participate in maillard, but despite their similarities, the fruit benefits from natural positioning and a clean slate.

"We've been in the stevia industry since 1999 and we of course see continued growth, but monk fruit is starting to eclipse stevia," King said. "It's pure market perception — monk fruit is more label friendly... when consumers see monk fruit on a label they expect a sweet flavoring, and don't yet have any hang ups about off flavors."

3 Coconut Sugar 椰子糖

大多数人都听说过椰子水，椰子汁，椰子粉，当然还有新鲜椰子的好处。现在，越来越多的人选择椰子糖作为天然甜味剂，因为其低糖负荷和丰富的矿物质含量。

椰子糖富含多酚、铁、锌、钙、钾、磷、抗氧化剂等植物营养素。它用途广，而且很容易获得。椰子糖是从椰子的花朵中提取汁液、加热、然后蒸发得来的。

Most people have heard about the benefits of coconut water, coconut milk, coconut flour and, of course, fresh coconut. Now, more and more people are using coconut



sugar as their natural sweetener of choice because of its low glycemic load and rich mineral content.

Packed with polyphenols, iron, zinc, calcium, potassium, antioxidants, phosphorous and other phytonutrients, coconut sugar is versatile and now readily available. Coconut sugar is extracted sap from the blooms of the coconut and then heated. Next, through evaporation, we get coconut sugar.

Top10 榜单



4 Allulose 阿洛酮糖

甜叶菊和罗汉果使用的范围都越来越广，消费者的认可度也越来越高。另外还有一种甜味剂还处于隐藏状态，但业内人士认为它可能带来重大的影响。

阿洛酮糖是果糖经酶和细菌处理后会有一种罕见的糖，它的自然产量很少，见于无花果、葡萄干、甜菜和玉米中。阿洛酮糖是糖的甜度的70%，但含有不到糖十分之一的卡路里，而且不被人体所代谢，也就是说它不会提高血糖。

也许最重要的是，阿洛酮糖没有余味，跟糖一样的口感，可以参与美拉德反应，具有高度可溶性，能够提供糖所有的功能，但缺点更少。在价格方面，它比甜叶菊和罗汉果要便宜。

King 说，Icon Foods 公司在四年前开始使用阿洛酮糖，当时的供应链还不发达，现在阿洛酮糖的价格已经比过去下降了三分之二。

While both stevia and monk fruit expand across categories and bolster their consumer acceptance, there is another sweetener that's been flying under the radar—but that industry players think could cause a massive shakeup.

Allulose is a rare sugar that's created when fructose is treated with an enzyme or bacteria. It occurs in small amounts in nature, and can be found in figs, raisins, beets and corn. It's only 70% as sweet as sugar, but contains less than one-tenth of the calories, and isn't metabolized by the body, meaning it doesn't raise blood sugar.

Perhaps most importantly, allulose has no aftertaste, boasts the same mouthfeel as sugar and can participate in maillard and is highly soluble—delivering all of the functional benefits of sugar with fewer drawbacks. Price wise, it's less expensive than both stevia and monk fruit.

King said that Icon Foods started working with allulose four years ago when its supply chain was still underdeveloped, and that the price of the ingredient has come down two-thirds since then.





5 Raw Honey 生蜂蜜

Raw honey is a true superfood and one of manufacturers' favorite natural sweeteners. It's packed with enzymes, antioxidants, iron, zinc, potassium, calcium, phosphorous, vitamin B6, riboflavin and niacin. Together, these essential nutrients help to neutralize free radicals while promoting the growth of healthy bacteria in the digestive tract.

One tablespoon of raw honey has 64 calories and has less impact on glycemic load than a single banana. It's important to note that these are the benefits of raw honey. Once honey has been pasteurized, it loses the many of the health benefits that raw honey brings to the table.

Look for local raw honey at farmer markets and directly from local beekeepers. The darker the honey, the richer the flavor and the greater the health benefits.

生蜂蜜是一种真正的超级食品，也是厂商最喜欢的天然甜味剂之一。生蜂蜜富含酶、抗氧化剂、铁、锌、钾、钙、磷、维生素 B6、核黄素和烟酸。这些必需的营养物质有助于中和自由基，同时促进消化道健康细菌的生长。

一汤匙的生蜂蜜含有 64 卡路里，对血糖的影响比一只香蕉的影响还要小。值得注意的是，这些都只是生蜂蜜的好处。一旦蜂蜜经过巴氏杀菌，它就失去了生蜂蜜带来的许多健康益处。

你可以在农贸市场上寻找本地生蜂蜜，或者直接从当地的养蜂人那里购买。蜂蜜越黑，味道越丰富，健康益处也越大。

6 Maple Syrup 枫糖浆

所有类型的甜味剂都应适度使用，但如果你想要一份自然的甜食，像冰沙，那就使用枫糖浆吧。枫糖浆卡路里含量低，含有比蜂蜜更多的矿物质，甚至可以防治癌症和心脏病。

2011 年，来自罗德岛大学的一位药剂师在来自加拿大的枫糖浆中发现了 54 种以前未知的化合物，许多具有抗炎（保护心脏）和抗癌抗氧化性能。其中的两种抗氧化剂后来被发现能对抗导致二型糖尿病的酶。（枫树水——未经加工的树汁——也拥有许多相同的特性）

购买的时候，要确保标签上写着 100% 枫糖浆，天然枫糖——而不是高果糖玉米糖浆或天然枫糖风味。

All types of sweeteners should be used in moderation, but turn to real maple syrup if you want a naturally sweet treat, like a smoothie. It's lower in calories and packed with more minerals than honey, and may even ward off cancer and heart disease.

In 2011, a pharmacist from the University of Rhode Island



discovered 54 previously unknown compounds in maple syrup from Canada, many of which were anti-inflammatory (which protects your heart) and exhibited cancer-fighting antioxidant properties. Ironically, two of the antioxidants they found were later discovered to fight enzymes that lead to type 2 diabetes. (Maple tree water - the unprocessed sap - boasts many of the same properties, with a fraction of the sugar.)

When you're buying it, just make sure the label reads 100 percent maple syrup - not high-fructose corn syrup and "natural maple flavoring."



Real Fruit Jam & Dates 纯果酱和枣



这里的关键是真正的果酱。浆果、核果、苹果、梨和葡萄都是糖的极佳替代品。你可以使用市面上有的水果果酱，但要确保里面没有添加糖或果胶。最好是用有机新鲜水果或冷冻水果自制无糖果酱，这样既简单又经济。

红枣富含钾、铜、铁、锰、镁和维生素 B6，易消化，有助于促进蛋白质、脂肪和碳水化合物的新陈代谢。有证据表明，红枣有助于降低血液中的低密度脂蛋白胆固醇，并且能降低中风的风险。

The key here is real fruit jam. Berries, stone fruit, apples, pears and grapes are great replacements for sugar in recipes. You can use commercially available fruit jam; just be sure there is no added sugar or pectin. It's better to make your own sugar-free jam with organic fresh or frozen fruit. It's easy and economical.

Dates are loaded with potassium, copper, iron, manganese, magnesium and vitamin B6. From the date palm tree, they are easily digested and help to metabolize proteins, fats and carbohydrates. Evidence shows that dates may help to reduce LDL cholesterol in the blood and may reduce the risk of stroke.



Blackstrap Molasses 黑糖蜜

有机黑糖蜜具有极高营养价值，富含铜、钙、铁、钾、富锰、硒和维生素 B6 等营养素。

与精制糖、甜菜糖、油菜蜜、玉米糖浆和枣相比，甘蔗和甜菜糖蜜具有更高的酚含量和抗氧化活性。

根据加工程度，糖蜜分好几个种类。所有的糖蜜都是从生甘蔗中提炼出来的，经过煮沸后变成糖浆。第三次蒸煮才会产生黑糖蜜，它的营养成分更集中，口感也更浓郁。

Organic blackstrap molasses is highly nutritious, rich in copper, calcium, iron, potassium, manganese, selenium and vitamin B6. Sugarcane and beet molasses has the highest phenolic content and antioxidant activity when compared with refined sugar, beet sugar, rape honey, corn syrup, and dates.

There are several types of molasses, depending on which level of processing it has gone through. All molasses is obtained from raw cane sugar, made by boiling it until it's a rich sweet syrup. Blackstrap molasses comes from the third boiling, concentrating its nutrients and providing for its deep rich flavor.

Sugar Alcohols **糖醇**

糖醇包括木糖醇、甘油、山梨醇、麦芽糖醇、甘露醇和赤藓糖醇。这些糖醇可在自然界中产生，然而，我们能否称之为天然甜味剂仍是有待商榷，因为它们通常比其他甜味剂加工程度更高，而且通常是在实验室里制作出来的。

糖醇能不自觉被人体吸收和代谢，这样就不会导致血糖不平衡，因此糖醇被认为是一种安全的甜味剂。然而，许多人报告糖醇可能引起严重的胃肠问题，包括绞痛、腹胀、胀气和腹泻。

各种甜味剂经常会混合起来，比如甜叶菊和赤藓糖醇、罗汉果和赤藓糖醇。如果你注意到一些引起不适的消化系统症状，那么很可能是糖醇引起的，所以要小心。

These include xylitol, glycerol, sorbitol, maltitol, mannitol, and erythritol. These do occur in nature, however, it is somewhat questionable for us to call them natural sweeteners as they are typically processed more than other sweeteners and often made in a lab.



Sugar alcohol is supposed to just pass through the body unrecognized and metabolized. This causes no blood sugar imbalances and is considered a safe sweetener. However, many individuals have reported significant gastrointestinal distress that includes cramping, bloating, gas & diarrhea. There are many blends of stevia-erythritol and monk fruit with erythritol. If you are noticing unpleasant digestive symptoms with these...it is more than likely the sugar alcohols that are causing it. So be on the lookout.



Brown Rice Syrup **糙米糖浆**

糙米糖浆以糙米为原料，用酶发酵分解淀粉，然后将液体加热直到达到糖浆稠度。

成果就是一种厚厚的琥珀色甜糖浆，可用来替代玉米糖浆和其他不健康的甜味剂。

发酵过程有助于将糖分解成易于消化的物质。发酵过程是关键——有些糙米糖浆是用大麦酶发酵的，这就意味着里面含有麸质。购买时要注意选择标识无麸质的糙米糖浆。

Brown rice syrup starts with brown rice that is fermented with enzymes to break down the starch. The liquid is then heated until the syrup consistency is achieved.

The result? A thick, amber-colored, sweet syrup perfect for recipes calling for corn syrup and other unhealthy sweeteners.

The fermented process helps to break down the sugars into ones that are easily digestible. The fermenting process is key – some brown rice syrups are fermented with barley enzymes, meaning it contains gluten. Purchase brown rice syrups that are labeled gluten-free.



THE ONGOING EVOLUTION OF ORGANIC 有机食品市场进化论

随着消费者开始认识到饮食、健康和环境之间的联系，有机食品在 21 世纪初开始变得流行起来。如今的消费者开始转向清洁标签，要求食品和饮料能体现透明度，而有机食品是这些问题的理想解决方法，同时也给食品行业带来了迫切所需的增加点。

有机食品增长预计短期内不会放缓。根据最近的一份 TechSci Research 报告，2016 至 2021 年间，全球有机食品市场预计将以超 14% 的年复合增长率增长。

有机食品贸易协会的执行董事 Laura Batcha 说：“我们看到在婴儿和儿童食品方面的创新，有很多证据表明，健康零食将持续走俏。在美国，有机食品，尤其是新鲜有机食品还有很多扩张和出口的机会。你去零售市场看一下，会发现零售商们正在继续加快对其店铺中有机食品的投资。”

Organic food's public profile surged in the early 2000s as consumers began to see the connection between diet, health and the environment. As shoppers today turn to clean labels and demand transparency in the foods they eat and the beverages they drink, organic is ideally positioned to address these concerns while providing growth in an industry that desperately needs it.

Growth of organic isn't expected to slow down anytime soon. A recent TechSci Research report estimated the global organic food market is projected to increase at a compound annual growth rate of more than 14% between 2016 and 2021.

"We're seeing innovations in baby and children's foods, and there's a lot of evidence that better-for-you snacking is continuing to be on trend," Laura Batcha, executive director with the Organic Trade Association, told Food Dive. "There's still a lot of opportunities in the United States for expansion as well as export of organic, particularly fresh product globally. You look in the retail space and retailers are continuing to accelerate their investment in organic options in their stores."



WHAT IS ORGANIC?

什么是有机食品？

某些消费者会将“有机食品”和“天然食品”混淆起来。“有机认证”描述了一个产品是如何生产的，要求该产品不得使用抗生素、人造色素、转基因成分或合成杀虫剂。而对“天然食品”一词，尽管美国食品药品监督管理局对此做过努力，现在并没有官方定义。

这些术语上的混乱——加上目前食品包装上充斥的各种标签和印章——使得购物者很难识别和购买到他们想要的东西。因此，一些团体提出应建立新的有机认证，旨在增强消费者的信心，确保他们购买的产品符合一定的标准。

Batcha 说，有机食品贸易协会正在考察有机印章在市场上的使用情况，努力减少欺诈行为，并进行持续改进以符合当前标准的要求。

她说：“我们正在与政府和认证机构合作，在各条战线上推进工作。我认为这始终是我们的首要任务，因为大家共享的有机印章与监督计划的质量和诚信息息相关。

Some consumers confuse the word organic with natural on food packaging. Organic certification describes how an item was produced and requires that it lack antibiotics, artificial colors, genetically modified ingredients or synthetic pesticides. Despite efforts by the U.S. Food and Drug Administration to define it, the term natural has no official definition.

are attracted to food raised and grown without synthetic pesticides. Regardless of what drives people to organic food, many people are trying it and often becoming regular consumers. Some Americans are even growing their own, taking part in community supported agriculture and joining special produce buying clubs.

While shoppers will often pay more for foods labeled organic, it's not clear whether they understand what the term means. Some consumers confuse the word organic with natural on food packaging. Organic certification describes how an item was produced and requires that it lack antibiotics, artificial colors, genetically modified ingredients or synthetic pesticides. Despite efforts by the U.S. Food and Drug Administration to define it, the term natural has no official definition. Confusion over these terms — plus all the labels and seals crowding food packaging today — makes it harder for shoppers to identify and purchase what they're looking for. As a result, some groups are proposing new organic certifications designed to increase confidence among consumers that what they're buying meets certain requirements.

Batcha said that OTA is watching how the organic seal is used in the marketplace, working to reduce fraud, and making sure there are ongoing improvements to comply with the standards that are in place. "We have some things we're doing with government and with certification agencies to push the envelope on all fronts," she said. "I think that is always our top priority because the value of the seal that everybody shares on their products is tied to the quality of the oversight program and the integrity of the oversight program."



BENEFITS OF ORGANIC

有机食品的好处

寻求更有机的耕作方法——更少的化肥、更好的土壤管理以及更能体现生物动力学的方法——这并非一件新鲜事。它实际上始于 20 世纪 40 年代，所以有机食品更多的只是回到过去的样子，当然如今我们有着更好的设备，更精简的供应链，以及现代化的营销和零售体系。

口感和风味是引发有机潮流的主因。当消费者尝试有机食品时，通常是从有机水果和蔬菜开始，有些人认为这些有机食品比传统产品有着更好的口感和风味。营养素是有机食品受欢迎的另一个因素，尽管有人还在争论有机食品是否比传统种植的食物具有更高的营养成分。有些消费者则被没有使用合成杀虫剂饲养和种植的食物很感兴趣。

The push toward more organic farming methods — fewer chemicals, better soil management and more biodynamic methods — isn't new. It actually began back in the 1940s, so organic is more of a return to how things used to be, although with better equipment, more streamlined supply chains, and the benefit of today's modern marketing and retailing. Taste and flavor have been major contributors to today's organic trend. As consumers experimented, typically with organic fruits and vegetables at first, some claimed they had better taste and flavors that conventional produce seemed to lack. Nutrients are another factor assisting in organic's popularity, even though there is ongoing debate over whether it has a higher nutritional profile than conventionally grown food. Other shoppers are attracted to food raised and grown without synthetic pesticides.

ACCESS TO ORGANIC 有机食品供应

有机食品行业一直在努力提供足够的供应——急需有机饲料的畜牧业生产者正从国外进口原料，因为它们在国内找不到足够的饲料。而且有机食品生产者还必须努力说服消费者，有机食品往往值得更高的价格。

有机食品成本增加的部分原因是它必须与传统食品分开种植、收割、加工和运输。把传统的种植区域转换成有机种植区域还需要一定的时间，这是一个过渡时期，在这期间，生产者不能获得有机作物带来的高价格，却要遵守作物种植的相关协议。

爱荷华州立大学的经济学副教授 Chad Hart 说：“当我与人们谈论从传统到有机 3 年过渡期这个问题时，他们问我他们是否应该去尝试，或者还是继续保持传统。这是有机食品行业必须克服的一个挑战。”

随着零售商和制造商扩大其有机产品的供应，原料价格随着竞争的加剧而攀升，这就为生产商采取必要的措施来转化他们的土地提供了经济动机。然而，找有机原料并不总是容易的，可能需要企业提前几年来制定采购计划。还有一个问题是找足够的工人为有机农场工作。据美国农业部的数据，现在农场工人的平均年龄是 58 岁。

金宝汤公司首席执行官 Denise Morrison 说，采购新鲜和有机食品有时候会是一个挑战。她提到了公司在推出新版本的有机小麦金鱼饼干时所面临的最初的困难。“我们必须一路返回供应链，采购足够数量的有机小麦。现在，这已经不再是个问题，因为当有需求时，供应就会跟上来。”

针对有机食品的市场需求，有机农场的数量正在增加。根据 Mercaris 的一份报告，2017 年，美国有机粮食播种面积比上一年上升了 30%。然而，尽管近年来转化为有机耕作的土地数量在迅速增加，有机农场仅占美国农业总产量的 0.7%。

食品杂货店、食品制造商和其他依赖有机食品的组织正在与农民密切合作，以确保他们将来有足够的供应。在某些情况下，他们会支付生产者将土地转化为有机农场的费用，并协助他们寻找顾问来帮助他们实现过渡。

通用磨坊最近与南达科他州的一家农场合作，在 2020 年之前，将 34,000 英亩土地从传统农场转化为认证有机农场。通用磨坊计划将在那里种植的小麦用在其 Annie's Homegrown 系列通心粉、零食和其他产品上。

爱荷华州立大学经济学副教授 Hart 说，通用磨坊正在做的是“让人感觉良好”的举动，也是一个测试市场的方法。他说：“我们看到通用磨坊正在试水，观察消费者的反应。如果消费者愿意掏钱包，那么通用磨坊将引进更多的有机产品。生产商们在考虑是否能开发出强劲的有机食品市场。”



The industry has struggled at times to produce an adequate supply — livestock producers, hungry for organic feeds, are importing them from overseas because they can't find enough domestically. It's also had to work to convince consumers that the often higher prices are justified.

Part of the increased cost for organic comes because it has to be grown, harvested, processed and transported separately from traditional foods. It also takes time for traditional acreage to be converted over to organic, a transition period when producers do not get to reap the higher prices tied to organic but still have to follow the protocols that come with growing the crop.

"When I talk to people looking at it, it's three years to transition to organic, so they ask if they should try it, or stay in conventional," Chad Hart, associate professor of economics at Iowa State University, told Food Dive. "That's been a challenge that the organic industry has had to overcome."

As retailers and manufacturers expand their organic brand offerings, ingredient prices climb as competition increases, providing financial incentives for producers to take the necessary steps to convert their land. Still, it's not always easy to find organic ingredients, and sourcing can require businesses to plan several years ahead.

There's also the question of having enough people to work the land since the average age of a farm operator is 58, according to the U.S. Department of Agriculture.

Denise Morrison, Campbell Soup's CEO, told Food Dive it can sometimes be a challenge sourcing fresh and organic items as it bolsters its health and wellness portfolio. She noted initial difficulties the company faced when it introduced a new version of its Goldfish crackers with organic wheat.

"We had to work all the way back to the supply chain for sufficient quantities of organic wheat," Morrison said. "Now, it's not a problem, because when there is a demand" supply follows.

In response to market demand for organic food, the number of farms is increasing. U.S. organic grain acreage rose 30% in 2017 from the prior year, according to a Mercaris report. However, farms classified as organic account for just 0.7% of total farming operations in the U.S., even though the amount of land being converted to organic practices has rapidly risen in recent years.

Grocery stores, food manufacturers and other groups that depend on organic are closely working with farmers to make sure they have

enough supply available in the future. In some cases, they pay for the cost for producers to convert their land to organic and assist them in finding consultants to help them make the transition.

General Mills recently partnered with a South Dakota farm to convert 34,000 acres from conventional to certified organic by 2020. The CPG giant said it plans to use the wheat grown there in its Annie's Homegrown line of pasta, snacks and other products.

Iowa State's Hart said what General Mills is doing is a "feel-good" move and a way to test the market.

"What you're seeing General Mills do is dipping their toe in and seeing how consumers respond," he told Food Dive. "If consumers are willing to respond with their dollars, then General Mills is going to be willing to do more. Producers are looking at whether they can develop a strong market with organics."



NEW ORGANIC PRODUCTS 新有机产品

越来越多的有机产品不断上市，包括联合利华 Growing Roots 系列有机零食。一月份，7-11 便利店推出了自有品牌 7-Select Go!Smart 系列有机冷榨果汁。这些只是最近的两个例子。

除了推出新产品外，收购也是占据更多有机食品市场份额的一种方式。通用磨坊于 2014 年收购了 Annie's。金宝汤近年来也加强了其在有机食品市场的存在，于 2013 年收购了儿童食品和零食公司 Plum Organics，并在去年夏天收购了 Pacific Foods of Oregon。就在上个月，雀巢宣布收购南美洲一家以有机和天然植物为基础的食品制造商 Terrafertil 的多数股权。

类似的投资也发生在土地上。有机农场认证正在持续增长，更多的是处于从传统到有机的过渡。而增长的一个标志就是有机物质检查委员会 (Organic Materials Review Institute) 所收到的申请数量，用于检查哪些产品——肥料、虫害控制、牲畜卫生保健和其他——能适用于有机操作。

有机物质检查委员会执行董事 Peggy Miars 说：“越来越多的人开始了解并要求有机物质检查委员会的印章，我们的业务增长反映了有机产业的整体增长。越来越多的人开始倾向于选择有机食品，也有越来越多的人在他们的农场和家庭菜园里使用有机方法来培育产品。

毫无疑问，对有机食品和饮料的需求将继续下去，而制造商也正在寻找创新的方式来扩大他们的产品。有机食品行业正在发生变化，新的定义、认证、产品、政策，甚至新的消费者不断参与其中。

Batcha 说：“我认为我们将继续看到强劲的增长，这从人口结构方面而言是可以理解的。我认为，有机行业的推进得益于新产品的推出，人们对有机食品意识的增强，以及消费者对健康食品的日益青睐。

More organic products are coming to the market all the time, including Unilever's Growing Roots line of organic snacks. In January, 7-Eleven introduced a line of organic, cold-pressed juices under its 7-Select Go!Smart private brand. And those are just two recent examples.

Besides product introductions, acquisitions are another way for Big Food to grab a larger share of the organic space. General Mills purchased Annie's in 2014. Campbell Soup also has bulked up its presence in recent years, purchasing children's food and snack company Plum Organics in 2013 and Pacific Foods of Oregon last summer. Just last month, Nestle announced it bought a majority interest in Terrafertil, a South American organic and natural plant-based food manufacturer.

Similar investments also are occurring on the ground. Certifications of farming operations are increasing, and more are in the process of making the transition from conventional to organic, according to Sustainable Brands. One indication of growth is the number of applications the Organic Materials Review Institute receives to check which products — fertilizers, pest controls, livestock health care and more — are appropriate for organic operations.

"More and more people understand and request the OMRI seal, but our growth also reflects the growth of the organic industry overall," Peggy Miars, executive director for OMRI, told Food Dive in an email. "More people are looking for organic options in their food and fiber, and more people are using organic methods in their farms and home gardens."

There's no question the demand for organic foods and beverages will continue and that manufacturers are finding creative ways to expand their offerings. The organic sector is changing, with new definitions, certifications, products, policies and even new consumers constantly being added to the fold.

"I think we're continuing to see strong growth there, which is understandable in terms of the demographic wave," Batcha said. "I think also new frontiers for organic are because of accessibility, and availability of products, and awareness of what organic is, and the percolation of better-for-your choices across the consciousness of consumers across the board."

第十九届 中国国际食品和饮料展览会



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2018 SIAL China 中食展 荣誉主宾地区

2018 年将是 SIAL China 中食展成功举办的第十九年，SIAL China 中食展不仅传承了其母展的创新基因，更与遍布全球的 SIAL 系列展联动发展，而 SIAL China 中食展本身也有着极为突出的国际化水平，国际展商与国内展商比重接近 1:1，各个配套活动也均有来自世界各地的顶级专家学者、业内精英深度参与，带来国际视野。正因如此，SIAL China 中食展才能成为业内极具指导意义的行业趋势及信息来源地。欧盟正式成为第十九届 SIAL China 中国国际食品和饮料展览会荣誉主宾地区！届时，欧盟展团展览面积将超过 6000 平方米，25 个欧盟成员国将分别展示欧盟品质和特色的农产品、食品、饮料等。除了产品的展示，欧盟展团还将呈现包括产品展示、厨艺演示等精彩纷呈的现场活动，并将有由知名主厨演绎的中欧食品产品创新搭配，以及欧盟食品质量与安全政策讲解等。

时间: 2018 年 5 月 16 日 -18 日
地点: 上海新国际博览中心 (SINEC)

预计规模: 3,400 余家参展商、110,000 名专业观众，162,000 平方米展示面积，13 个展馆 (W1-W5, E1-E7, N5)

2018 年第十九届 SIAL China 中食展展位招商已渐入尾声；优质广告及赞助机会仍在火热销售中，专业观众预登记平台，Match-Making 在线商务配对系统、SIAL 创新大赛申请平台已正式开启，期待您的参与。

SIAL China, Asia's largest food and beverage innovation exhibition, is proud to announce the European Union (EU) as the Region of Honour at this year's exhibition, scheduled from May 16th to May 18th, 2018, in Shanghai. Having the EU as Region of Honour at SIAL China 2018 celebrates the strong economic relationship between the EU and China. As the Region of Honour, the EU pavilion and some 25 EU member state pavilions occupying more than 6,000 sqm of exhibition space will receive increased exposure.

A new record-breaking crowd of 110,000 professionals is expected at SIAL China 2018, presenting a unique opportunity for the industries to open new avenues of distribution and collaboration. With an estimated 3,400 exhibitors representing more than 70 countries, occupying 162,000 sqm of exhibition space divided into 21 unique food and beverage sectors across 13 halls, this year's exhibition is poised to provide even more opportunities for international collaboration and industry innovation than ever before.

For more information about the EU as the Region of Honour at SIAL China 2018, check the SIAL China website(www.sialchina.com). Attendees are encouraged to pre-register online (www.sialchina.com/visitorbadge.html), it's quick, easy and free.

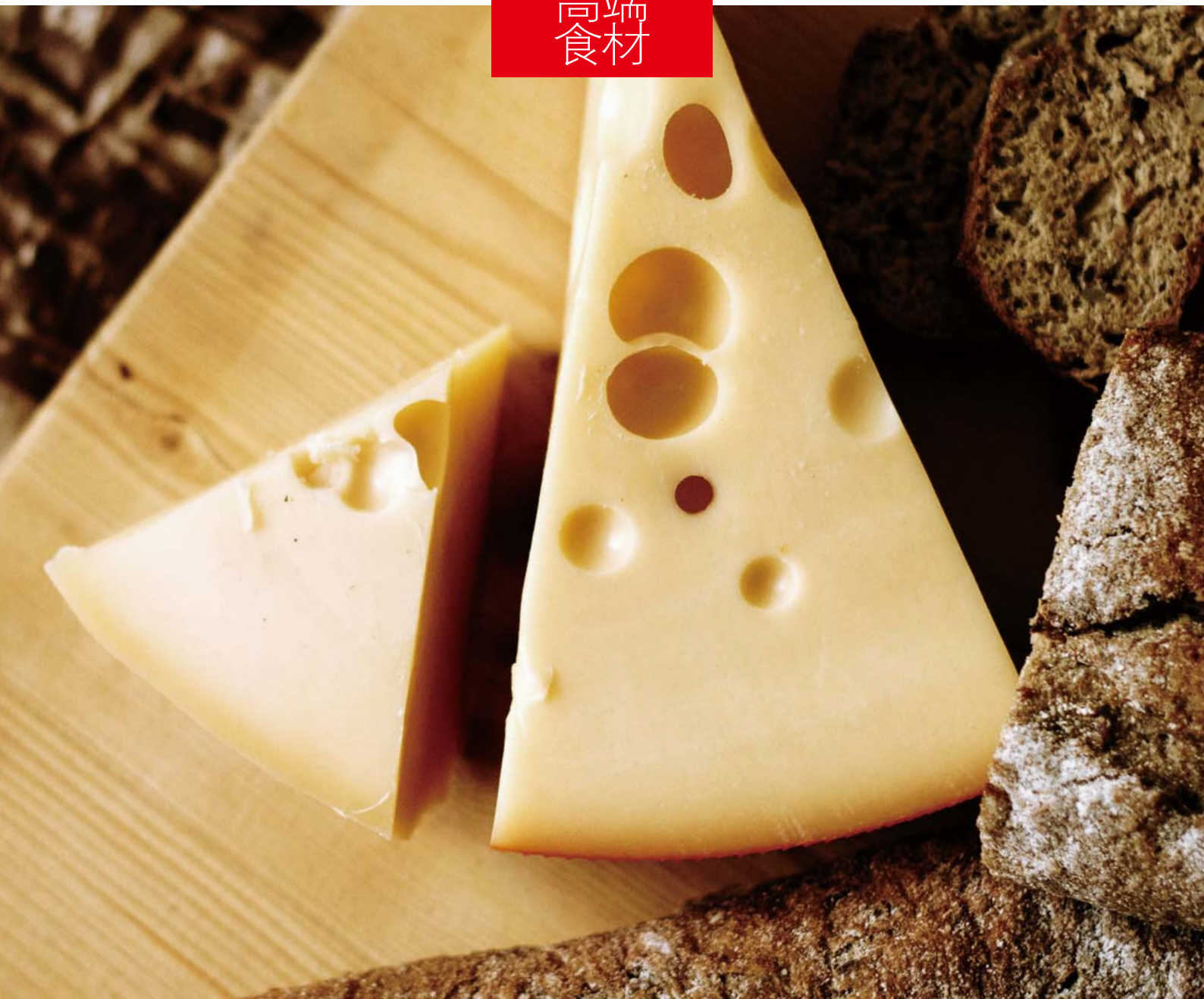
SIAL China 2018 Quick Facts

Scheduled from May 16 to May 18, 2018, in Shanghai

Held at the Shanghai New International Expo Centre

Approximately 3,400 exhibitors, 110,000 professional visits, and 162,000 sqm of exhibition space

For more information, and to register, visit www.sialchina.com



奶酪 CHEESE



THE MAGIC CHEESE THAT COULD BE CALLED "ARISTOCRAT"

有魔力的奶酪，才配称为“贵族”

身处群雄鼎立的美食界，一款食材能够凭借卖相，气味和口感全方位掳获一众挑剔食客的芳心，让其收获视觉味觉双重享受，固然是一件值得骄傲的事情。这也意味着这款食材拿到了畅通于全球不同美食国度的“通行证”，可以登上各路美食饕客乃至一般家庭的餐桌。然而，有的食材却反其道而行之，它们用自身与别不同的独特气味和口感为想要品尝它的人设置了一道门槛，以此找到那些真正懂得和欣赏个中美妙的食客。这些食材往往有着令食客一试难忘，继而成为其狂热爱好者的神奇魔力。奶酪（Cheese），便是其中不可忽视的重要一员。

也许从没有哪种食材如奶酪这般汇集了如此两极分化的品评：对于那些无法接受奶酪的人而言，那种扑鼻而来的浓郁气息以及无法言说的怪异口感都是他们对奶酪嗤之以鼻的最佳理由；然而，在奶酪爱好者的眼中，这些统统都是奶酪得以屹立于美食界的独门秘笈，正是奶酪具有的独特奶香以及令人垂涎欲滴的醇厚口感让他们终于找到了万千食材中属于自己的那个“它”。

奶酪是在历史还没被记载前便已存在的古老食品。只因到了今天，人类仍未找到明确记载奶酪起源的确凿证据。而在欧洲、中亚地区和中东地区所找到的古人制作奶酪的痕迹也仅为美食界确定奶酪起源这一难题增添新的谜团。然而，可以确定的是，现代的奶酪的制作方法始于欧洲，起初欧洲人出于保存多余牛奶，同时也能将其制成方便携带的旅行食物的目的制作奶酪。随着时间的流逝，奶酪制作工艺的不断成熟催生了更为多样化的奶酪风味，这也为奶酪走向世界打开了机遇之门。如今，以法国蓝纹奶酪（Blue Cheese）以及意大利出产的帕尔玛奶酪为首的顶级奶酪总是能够令来自不同国家和地区奶酪狂热爱好者翘首以盼，不惜一掷千金只求一尝这些顶级奶酪带来的奇妙味觉体验。

In the competitive food industry, it should be admired that a food, making itself a feast for eyes and palate, can totally capture the picky diners' hearts by virtue of its look, smell and taste. This also gets it an almighty "passport" to other lands of gourmet food around the world. As such, it can go on the tables of varied gourmards or even common families. However, some other food do the opposite. Their unique smell and flavor are a test of tasters. Only those who really understand and enjoy can be called fans. They have such magical power that makes a diner become obsessed with them after only one try. And cheese is absolutely one of them.

Perhaps no other food like cheese gets such polarized comments. As you may know, cheese has a tangy flavor and weird taste. For those who don't like it, it's the very reason to refuse it; but for those who love it, that's the secret why cheese becomes one of the top delicacies on earth. Those cheese lovers are enchanted by its rich, unique milky aroma and mouth-watering, smooth taste, which make it distinctive from tens of thousands of other food.

Cheese is said to be an ancient food whose origins predate recorded history. There are no conclusive evidences indicating where cheese making originated. The ancient cheese making traces found in Europe, Central Asia or the Middle East also add new mysteries to the origin of cheese. But what we can say for sure is that the modern cheese making began in Europe. At the beginning, the Europeans made cheese to store excess milk and make it easy to carry on the journey. As the time goes by, the growing sophistication of the cheese making process has created more diverse cheeses, which opens the door of opportunity for cheese to go global. Today, top cheeses like French blue cheese and Parmesan cheese from Italy are always a dream for cheese enthusiasts from different countries or regions who will spend amounts of money to only have a taste of these wonderful delicacy.





GET TO KNOW ABOUT CHEESE

关于奶酪的小知识

奶酪又被称为干酪、乳酪，音译芝士、起司，是不同种类乳制奶酪的统称。相传最早的奶酪起源于阿拉伯。距今六千年前，阿拉伯人将牛奶和羊奶放入皮革器皿并系在骆驼两侧，以作旅途解渴之用。然而，由于长时间在艳阳高照的沙漠中行走，置于皮革器皿中的牛奶和羊奶和器皿中类似凝乳酶的酵素相互作用，变成了半固体状的形态，最早的奶酪便由此诞生。

根据产地和制作工艺的不同，奶酪也在外观、味道口感以及与其他食材搭配食用方法上各有差异。奶酪含有丰富的蛋白质、钙质、脂质以及磷和维生素等营养成分，有着极高的营养价值。奶酪普遍以奶类为原料，乳源包括家牛、水牛、山羊等。制作奶酪过程中，其中一道必不可少的工序便是添加凝乳酵素，这可以令酪蛋白凝结并加速乳品酸化，往后便可将凝固体分离、压制，这样便宣告了奶酪的诞生。

据统计现今奶酪种类已经超过了8000种，光是在有着奶酪之乡美誉的法国，便出产超过四百多种奶酪品类。这一天文数字足以令任何一位想要深入了解奶酪的新手眼花缭乱。这时一些简单的分类方法便能派上用场。通常情况下，奶酪可以按照所用奶源、产地以及制作工艺等标准进行大致的分类。



举例来说，奶酪可以根据含水量的不同分为软奶酪（Softcheese），中软奶酪（Semi-softcheese），中硬奶酪（Medium-hardcheese）以及硬质奶酪（Hardcheese）；除了按含水量多少来对奶酪进行分类外，还可以按照不同的制作工艺将奶酪划分为新鲜奶酪（Freshcheese），乳清奶酪（Wheycheese）以及拉伸型奶酪（Stretchedcurdcheese）。



Cheese is a general term for different kinds of cheese products derived from milk. It is said that the earliest cheese originated in Arabia. 6,000 years ago, Arabs put cow or ewe's milk in leather bags and tied them on both sides of the camel to quench thirst on their journey. However, because of the long walk in the sunny desert, the milk, which was interacted with an enzyme (similar to rennet) in the bag, became semi-solid. That was the earliest cheese.

Due to different places of origin and processing measures, cheeses differ in appearance, taste and foods that go well with it. The nutritional value of cheese is extremely high for cheese is rich in protein, calcium, lipids, phosphorus and vitamins, etc. And cheese is produced from milk, usually the milk of a cow, buffalo, goat, or sheep. During production, the milk is usually added the enzyme rennet to cause coagulation and speed

acidification. Then the solids are separated and pressed into final form. This is how cheese comes into being.

It is calculated that so far there are more than 8000 kinds of cheeses in the world, and over 400 kinds of cheeses are produced in France, which is reputed as the home of cheese. The number is too much for any novices who want to know more about cheese. Then a simple method of classifying cheeses could be helpful. Usually, cheeses can be classified on criteria such as the milk source, place of origin or method of making. For example, cheese could be divided into soft cheeses, semi-soft cheeses, medium-hard and hard cheeses based on their content of water. In addition, the cheeses can also be divided into fresh cheese, whey cheese and stretched curd cheese according to different producing crafts.



ROQUEFORT: FROM "CHEESE COUNTRY" OF FRANCE 法国“酪之乡”的罗克福奶酪

法国美食享誉全球，其中有着专属于法国奶酪的一份功劳。在法国，只有在乳清沥干后凝结而成的奶制品才能被称之为“奶酪”（Fromage）。法国奶酪采用的原料并不仅限于牛奶，山羊奶和绵羊奶也可以作为法国奶酪的原材料，此外也可以使用未煮熟或经过巴斯德灭菌法消毒的奶，法国奶酪乳源上的多样性和差异化也为享用法国奶酪的人带去了不同的味觉享受。

法国人与奶酪的“缘分”最早可以追溯至十三世纪，当时在法国 Déservilliers 地区成立了第一个奶酪制作合作社，据传当地农民为了增加收入，发现可以通过制作奶酪来获取利润。时间的指针拨到 19 世纪，奶酪的发展史来到了关键时期，法国人与奶酪的关系也进入到了一个新的阶段。1850 年，法国人 Charles Gervais 发起新鲜奶酪工业化运动，而法国生物化学家巴斯德博士发明的“巴斯德灭菌法”则正式拉开了奶酪工业化生产的序幕。由此奶酪也不再是仅限于法国富裕阶层品尝的高贵食品，开始出现在普罗大众的餐桌之上。到了今天，奶酪的生产又重归自然。显然蕴含在手工生产过程中的匠心更为各路喜爱奶酪的食客所推崇。

总体而言，法国奶酪大致分为新鲜奶酪（Fresh Cheeses）、花皮软质奶酪（Soft Cheeses with Natural Rind）、水洗软质奶酪（Soft Cheeses with Washed Rind）、压缩未成熟奶酪（Pressed Cheeses）、压缩成熟奶酪（Pressed and Cooked Cheeses）、山羊奶酪（Goat Cheeses）、蓝纹奶酪（Blue Cheeses）以及加工奶酪（Processed Cheeses）。

在这八大品类中，覆盖着漂亮蓝色花纹，风味较其他奶酪品类来得更为辛香浓烈的蓝纹奶酪注定会在奶酪控心目中留下浓重一笔。而产自法国南部塔恩河附近圣阿夫里克（Saint-Affrique）镇苏宗河畔罗克福尔（Roquefort-sur-Soulzon）村的罗克福奶酪，更被称为蓝纹奶酪中的殿堂级产品。罗克福奶酪和产于意大利的戈贡佐拉干酪（Gorgonzola）以及英国的斯第尔顿干酪（Stilton）并称为世界三大蓝霉菌干酪（The Big Three）。尽管其他地区也有出产与罗克福奶酪类似的奶酪，但是欧洲法律已规定只有在苏宗河畔罗克福尔村岩洞中发酵成熟的蓝纹奶酪才能被称之为罗克福奶酪。

罗克福奶酪的起源故事带有几分浪漫色彩，相传这种奶酪最早是由当地一位少年在无意之中所制造出来的。某天，这位美少年在中午就餐的时候遇上了一位美丽的少女，为了追赶这位少女，少年将自己所携带的午餐——羊奶凝乳和黑面包留在了一个岩洞里。数月后，当少年再次返回山洞时，当初留下的奶酪已被山洞中的霉菌（罗克福尔青霉菌 *Penicillium Roqueforti*）转化为罗克福奶酪。



罗克福奶酪有着白色的外观和遍布表面的蓝绿色纹路，单从外观进行评判，罗克福奶酪早已先声夺人。罗克福奶酪手感湿软易碎。只要你略微靠近它，便能闻到扑鼻而来的霉香味，可谓未品其味先闻其之香。开始品尝时，在奶酪与舌尖相遇的那一刻，你便能感受到奶酪慢慢融化在口中，带着少许的辛辣，同时专属于它的那种独特芳香开席卷口腔，伴有绵羊奶焦化后的少许甜味以及蓝霉强烈的金属味。正是层次丰富的味蕾享受帮助罗克福奶酪征服从顶级大厨到专业饕客再到奶酪控们的芳心。

尽管早在 2700 年前罗克福尔村已经开始出产这种奶酪，但时至今日，罗克福奶酪在法国蓝纹奶酪中依旧保有尊贵的地位，消费者无法在一般的集市和店铺购买到这种蓝纹奶酪，只能到指定的奶酪专营店才能购买。当地从事罗克福奶酪买卖的专业人士表示，这是因为罗克福奶酪有着极为苛刻的贮存条件和运输条件，一般店铺根本无法满足上述这些苛刻的要求。而为了让消费者能够购买到一流品质的罗克福奶酪，当地相关产业的管理人士只能进行严格的审查和筛选，以此选出适合售卖罗克福奶酪的店铺。

罗克福奶酪在 1925 年正式成为第一批法国原产地保护商品并被授予 AOC 标识。罗克福奶酪生产方式和命名首次得到明确的定义。其后法国人在 1979 年颁布新法令，规定真正罗克福奶酪必须以未经任何加工的全脂羊作为原料，产奶的羊必须是经由被 AOC 认可的养殖场通过传统方式喂养的拉科纳羊(Lacaune)，同时也对养殖场的选址做出了明确的规定。此外颁布的法规中还包括了初步凝结羊乳时必须使用动物凝乳酵素以及加入罗克福尔青霉菌等多项规定，这也为保证罗克福奶酪的顶尖品质提供了最有力的保障。

如今，世界上仅有七家奶酪厂具备生产纯正罗克福奶酪的资格，而这七家工厂全部位于罗克福尔。如今，有的工厂已经向来自全球不同地区的奶酪爱好者打开大门。

要说到罗克福奶酪的美食搭配，就不得不提到奶酪 x 面包 x 葡萄酒的经典配对。除此之外也可以与鸡蛋和不同蔬菜搭配食用。肉类方面，可以将其与肉卷、肉糜、兔肉一起烹调，浓郁的奶酪香气混搭口感丰盈的肉类制品，毫无疑问将能给食客带来极大的满足感。

French cheese has made a notable contribution to the worldwide recognition of French cuisine. In France, a dairy product can be called "cheese" (Fromage) only after it drains off all the whey becomes curd. Apart from cow milk, goat milk and sheep milk can also be used to make French cheeses, be it uncooked or pasteurized. It is the diversity of milk sources that endows the French cheeses with various tastes that please those cheese lovers.

The relationship between the French and cheese could date back to the 13th century when the first



cheese making cooperative was set up in Déservilliers, France, where it is told that local farmers produced cheese for higher income. In 1800s, as the development of cheese had entered into a critical period, the relation of the French and cheese had also entered into a new stage. In 1850, Frenchman Charles Gervais launched an industrialization campaign on fresh cheese, and Dr. Pasteur, a French biochemist, invented the "Pasteur sterilization" which was a prelude to the industrialized production of cheese. Since then, cheese is no longer a noble food for the wealthy French, but a food served on tables of common people. Gourmet Brillat-Savarin once said that a dinner without cheese is like a charming girl who loses her eyes. Today, the manual production of cheese returns back. It is obvious that ingenuity in the process of manual production is much treasured by the cheese lovers.

In addition to their amazing tastes, French cheeses are also known for its wide varieties. Someone once joked that if you are lucky to live in France, you can taste different cheeses every day for one year. Generally speaking, French cheeses are roughly divided into fresh cheeses, soft cheeses with natural rind, soft cheeses with washed rind, pressed cheeses, pressed and cooked cheeses, goat cheeses, blue cheeses, and processed cheeses.

In these eight categories, the blue cheeses with beautiful blue patterns and a relatively spicier flavor are quite impressive to cheese lovers. Roquefort, which is produced in Roquefort-sur-soulzon, Saint-Affrique near the Tarn River in the South of France, is known as the best among blue cheeses. Roquefort in France, Gorgonzola in Italy and Stilton in Britain are well known as The Big Three blue cheeses in the world. Even if some other areas also produce cheeses similar to Roquefort, European law has stipulated that only the blue cheeses fermented and aged in caves in Roquefort-sur-Soulzon can be called Roquefort.

The story of the origin of Roquefort is somewhat romantic. Legend has it that the cheese was discovered by a local teenager by accident. One day, the young man met a beautiful girl at lunch. So he ran after the girl and left his lunch—goat's milk curd and brown bread—in a cave. When he returned a few months later, the mold (penicillium roqueforti) had transformed his plain cheese into Roquefort.

Roquefort cheese, looking white with blue-green veins running through it, is quite an eye-catcher. It feels a little bit soft, wet, and brittle. As long as you get close to it, you can smell a strong moldy fragrance before tasting it. Put a slice of it into your mouth and you will find the cheese immediately starts to melt gradually on your tongue with a slight spiciness. Simultaneously, a unique flavor of Roquefort spreads in your mouth with a slight sweetness produced from the coking of sheep's milk and a strong metal flavor of blue mold. The layered taste of Roquefort cheeses helps it win the hearts of top chefs, professional gourmards, and common cheese lovers.

Although this type of cheese was produced in the Roquefort village 2,700 years ago, today Roquefort still retains its prestige in French blue cheeses. It is not supplied in general markets or shops, but in designated cheese franchise stores only. This is because Roquefort needs to be stored and transported in extremely harsh conditions that general stores cannot provide, said the local professionals involved in the business of Roquefort. In order to ensure that consumers can get the first-class Roquefort they expect, local industry managers have to select qualified stores that is allowed to sell Roquefort through rigorous scrutiny and screening.

In 1925, Roquefort became one of the first Protected Designations of Origin (PDO) and was awarded the AOC recognition. It was the first time that the production and name of Roquefort were

clarified. Later a new French decree was enacted in 1979, requiring that Roquefort should be produced from unprocessed whole-fat sheep's milk, the sheep should be the lacaune fed in a traditional way on pastures approved by AOC, and the location of pastures should also meet certain standard. What's more, it's also stipulated that animal rennet and *penicillium roqueforti* should be used in the initial condensation of sheep's milk, so as to guarantee the top quality of Roquefort.

As of today, there are only seven qualified Roquefort cheese producers, which are all located in Roquefort. Today, some producers open their facilities to cheese lovers from different parts of the globe. So we had a local guide brought us there. From a cheese expert from the factory, we learned that, based on the romantic story about Roquefort's origin, *penicillium roqueforti* was finally developed into a commercial product that can be applied in the processing of Roquefort through the tireless efforts of generations of cheese masters. In addition, we were also told how cheese masters use their expertise and work experience to strictly control the production of Roquefort.

When it comes to food matching, Roquefort is perfect with bread and wine. Or it can be eaten with eggs and vegetables, or be cooked with meatloaf, minced meat and rabbit meat. It is no doubt that the intense cheese aroma mixed with the rich texture of meat will bring great satisfaction to diners.

PARMESAN: KING OF CHEESES FROM ITALY

乳酪之王——来自意大利的帕马森干酪



帕马森干酪(英: Parmesan, 意大利语: Parmigiano-Reggiano, 直译: 帕尔马地方乳酪)是产自意大利艾米利亚-罗马涅的帕尔马以及艾米利亚的一种硬质干酪。据闻帕马森干酪有着 800 多年的生产历史, 最早诞生于波河与亚平宁山脉之间的本笃修道院, 修道院院士为了保存未使用的牛奶进而制作出这款被广大奶酪爱好者称为“奶酪之王”的美味食品。作为世界上最古老的奶酪之一, 同时也是意大利饮食文化的象征, 时至今日帕马森干酪依旧保持全手工制造的生产过程。

帕马森干酪由新鲜挤出的牛生乳制造, 这时候的牛生乳因为重力因素呈现出些许的分离状态。除了牛生乳以外, 在制作帕马森干酪的过程中还会加入天然的乳浆以及牛犊胃内膜以促进奶酪发酵。此外食用盐也是必不可少的制作原料之一。帕马森干酪具有极高的营养价值, 一公斤的帕马森干酪便包含了 16 升的优质牛奶, 此外还富含蛋白质以及钙和磷等多种人体所需的营养成分。帕马森干酪最短成熟期为一年, 如果食客要想品尝最为经典的帕马森干酪, 可以选择成熟期为 18 个月至 24 个

Parmesan (Parmigiano-reggiano in Italian) is a hard dry cheese produced in both the Parma and Emilia areas of Emilia-Romagna, Italy. It is said that Parmesan has a more than 800-year production history, first born in the Benedictine monastery located between the Po River and the Apennines Mountains. The abbot there made

the unused milk into a delicious cheese for preservation, which was later called “King of Cheeses” by cheese lovers. As one of the oldest cheeses in the world and a symbol of the Italian food culture, Parmesan has still been fully handmade so far.

Parmesan is made from freshly squeezed bovine milk, which is a bit detached out of gravity. It is noted that natural whey and rennet are added in processing to promote cheese fermentation. Besides, edible salt is also one of the necessary ingredients. Parmesan has very high nutritional value with 16 liters of high-quality milk in one kilogram of cheese, and rich protein, calcium, phosphorus and other nutrients necessary to human body. Minimum aging period of Parmesan is one year. If diners want to taste the most classic Parmesan, products with aging period among 18 months to 24 months are the best choice. Parmesan with aging period of 36 months tastes more intense, and the texture is drier and harder.

Under Italian traditional and strict processing inspection system, Parmesan has a very low qualified rate. Consequently, all qualified Parmesan cheeses are of the top quality. Ripen cheeses will have to be tested by the Consorzio, and non-qualified ones will be handled immediately as hogwash. It is noted that pigs fed on the cheeses are the source of Parma ham.

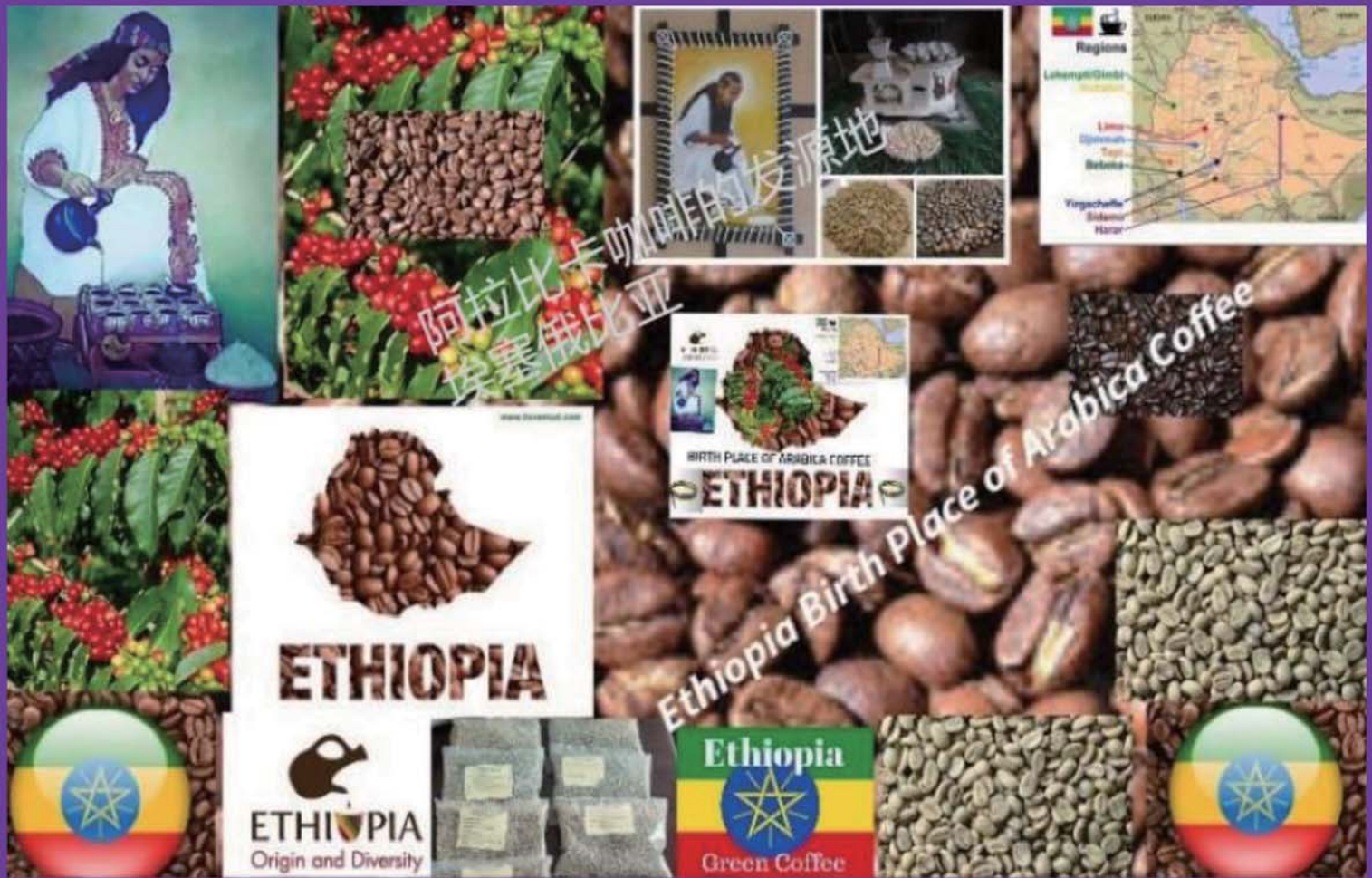
Parmigiano-Reggiano has been registered as a trademark. In Italy, exclusive local government departments are established to control the cheese's production and sale. Each batch of cheeses must be tested in their early aging stage. Then qualified ones which merit the official seal will be placed in storage for further aging. According to the law enacted in the middle of 20th century, the area producing Parmesan is limited to Parma, Reggio Emilia, Modena as well as Mantua and Bologna with the PO River and the Reino River as the dividing line. There are about 4,000 farms in this area, in which cows are farmed with locally produced fodder to ensure that every piece of Parmesan is of the same top quality. That's why the PDO policy is adopted here.



月的产品。成熟期达到 36 个月的帕马森干酪味道偏浓郁，外观质感也更加偏向干硬化。

意大利人保守传统的工艺检验制度令帕玛森干酪有着极高的产品淘汰率，然而这一举措也保证了出产的帕马森干酪都具备顶级的品质。达到成熟期的奶酪都会有 Consorzio 的会员进行敲打检验，不及格的产品会被立即淘汰作为猪食，值得一提的是，这些以奶酪作为食物的猪也是帕尔马火腿的来源。

Parmigiano-Reggiano 这一名称已被注册为商标，意大利当地还成立了专门掌控帕马森干酪生产和销售流程的政府部门，每一轮帕马森干酪在成熟初期便要面临政府人员的检验，通过检验的产品会被盖上官方戳印放到存放处继续储存待其进一步成熟。根据 20 世纪中期制定的法律，帕马森干酪的产区只限于帕尔马，雷焦艾米利亚 (Reggio Emilia)，摩德纳以及曼托瓦和博洛尼亚部分，以波河，雷诺河作为分界线。这片区域内大概有 4000 个养殖场，所养殖的奶牛都采用当地产的饲料进行喂养，以此保证出产的每一块帕马森奶酪都具有相同的顶尖品质。而这也是当地推行原产地保护认证措施的意义所在。



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2018 GLOBAL FOOD AND BEVERAGE INNOVATION REPORT

2018 年全球食品商业创新报告



从“早午餐”备受追捧到主食沙拉盛行，再到牛油果热潮，过去几年，越来越多的新概念与新食材引领着 Food 风潮。刚刚过去的 2017 年，更有一些意想不到的黑马搅动着食品行业。

根据餐厅管理平台 Upserve 最新餐饮行业报告显示：菠萝蜜、椰子正在替代熟食肉类成为西方人餐桌上的最爱；创业公司 Chobani 推出的希腊酸奶（脱乳清酸奶）引爆全美，推动希腊酸奶在美国市场的占有率从几近于零到占总酸奶市场的 46%，成为消费者最爱的配餐之一；减肥也能吃的冰淇淋品牌——Halo Top，以网红级颜值、诱惑美味、低卡低糖等优势拿下了“美国最热卖的冰淇淋”桂冠，不断冲击该领域的零售巨头——联合利华；“想让所有人都能享受到健康有机食物”的生鲜超市 Whole Foods 被亚马逊以 13.7 亿美元收购，促使食品零售商重新认识与巨头间的博弈，同时思考如何升级技术战略、品牌传播以及分销模型……

在激烈的竞争之下，以食品为重点的公司与创业者们如今都在探索基于技术的创新，覆盖产品升级、绿色包装、供应链效率提升等维度。那么，2018 年的全球食品行业又将会呈现怎样的发展趋势？From highly sought-after brunch to prevailing salad staples and avocado boom, more and more new concepts and food ingredients set food trends in the past few years. Last year, some unexpected dark horses stirred up the food industry.

According to the latest report on catering industry released by restaurant management platform Upserve, jackfruit and coconut are replacing deli meat to become the favorites of Western people. Greek yogurt (strained yogurt) launched by start-up Chobani touched off a Greek yogurt fever in the US and promoted its market share in yogurt in the US to upsurge from almost 0% to 46%, becoming one of the most popular side dishes for consumers. Halo Top, an ice cream brand that prides itself as a healthy food good for even those losing weight, was listed as the "top selling ice cream brand in the US" due to its Internet celebrity-like appearance, tempting taste, low calorie, low sugar and other advantages. And it constantly impacted ice cream retail giant Unilever. Whole Foods, a fresh food market brand that "wants everyone to enjoy healthy organic foods", was acquired by Amazon for 1.37 billion USD, which urged food retailers to understand their game with giants in a new way and consider how to upgrade their technologies, strategies, brand communication and distribution model...

Under fierce competitions, companies and entrepreneurs focusing on food are now exploring technology-based innovations that cover product upgrading, green packaging, supply chain efficiency, etc. On this basis, what will be the development trends of global food industry in 2018?



一、零售商将继续扩大自有品牌

挤压 CPG（快速消费品）品牌

当 Costco 的自有品牌 Kirkland Signature 占据该连锁店销售额的四分之一时，越来越多的零售商意识到，以自有品牌来形成与竞争对手的差异性，能够更好地控制着货架上商品的分类与搭配，吸引消费者复购。

沃尔玛（Walmart）、克罗格（Kroger）、西夫韦（Safeway）相继推出一系列自有产品，这些品牌通常较为大众化并且价格低廉。其中，拥有百年历史的克罗格表示，2018 年自有品牌增长将是其转型的重要推动力。在未来一年，更多零售商将推进并扩大他们的自有产品，以获得更好的市场份额。

二、CPG 品牌将自建分销渠道以对抗零售商的限制

即使零售商建立自有品牌，CPG 品牌仍然不得不依赖于它们。如家乐氏、卡夫（Kraft Foods）等领先食品企业目前并没有经营他们自己的商店，也并未在其官网上销售产品；但可以肯定的是，这些现象正在慢慢发生改变。

最有代表的案例就是雀巢，2017 年雀巢大力推动其分销渠道。2017 年 6 月，雀巢投资了 Freshly，一家直接面向消费者的餐饮交付初创公司，雀巢希望利用 Freshly 的现有客户数据提高市场占有率。3 个月后，雀巢又斥资 5 亿美元收购了 Artisanal 咖啡连锁店 Blue Bottle，这一行动之后，雀巢在全美范围内控制了数十家实体咖啡店；还在美国开设了第一家 Nespresso 品牌的设计概念店，以上都是基于自建分销渠道的创新尝试。

三、配合线上销售

食品企业将颠覆传统包装标签设计

以往，设计精美的 CPG 产品能够在商店货架上脱颖而出。在线上，品牌则面临完全不同的情形。一方面，在电商平台上，品牌更倾向于采用大胆的颜色、简单的标签，通过如 Instagram 等社交网站吸引购物者的眼球；另一方面，在线营销时，品牌可以展示实际产品，而不仅仅是包装。照片可以展示产品内部的内容，吸引消费者对天然成分和其他特征的关注，比包装标签更清晰。

四、CPG 品牌将与亚马逊形成风险合作伙伴关系

对于没有自己电商商店的 CPG 品牌来说，与亚马逊合作似乎是一个极有吸引力且必要的选项，CPG 品牌可以通过与亚马逊合作快速触达消费者的同时，获得亚马逊的 IT、线上管理等增值服务。

一些公司已经尝试过这种方法，与亚马逊形成风险合作伙伴关系。例如，泰森食品（Tyson Foods）与亚马逊携手联合推出 Tyson Tastemakers 膳食套装，和奥利奥亚马逊专版 cookie 订阅盒子。

但对于 CPG 品牌来说，这仅仅是一个权宜之计。当他们依赖亚马逊平台销售时，亚马逊拥有其消费者数据，而且亚马逊平台倾向为自有品牌提供更多权益支持。



1. Retailers will continue to expand their private brands and squeeze CPG brands

When Costco's private brand Kirkland Signature took up a quarter of Costco's total sales, more retailers realized that differentiating themselves from their competitors with private brands could enable them to better control the classification and assortment of products on shelves and attract consumers to repurchase their products.

Walmart, Kroger and Safeway have unveiled their private brand products one after another, which are usually popular and cheap. According to Kroger, a retailing company with a history of over one hundred years, the growth of its private brands in 2018 will be an important driving force for its transformation. In the coming year, more retailers will promote and expand their private brand products to gain more market shares.

2. CPG brands will set up their own distribution channels to counter restrictions imposed by retailers

Even if retailers establish their own brands, CPG brands still have to rely on them. Currently, leading food companies like Kellogg's and Kraft Foods do not run their own stores or sell products on their official website, but it is certain that things are slowly changing.

The most typical example is Nestlé, who vigorously promoted its distribution channels in 2017. It invested in Freshly, a direct-to-consumer catering delivery start-up, in June 2017, hoping to increase its market share with Freshly's customer data. Three months later, it spent another 500 million USD in acquiring Blue Bottle, an Artisanal coffee chain. After these moves, Nestlé actually controlled dozens of physical coffee shops in the US and opened its first Nespresso design concept

store. These are all Nestlé's innovative attempts in setting up distribution channels.

3. Combining offline sales with online sales, food companies will overturn traditional designs of packaging labels

In the past, beautifully designed CPG products could stand out on store shelves. But on e-commerce platforms, commodity brands are faced with a completely different situation. On the one hand, they tend to use bold colors and simple labels to attract shoppers on social networking sites such as Instagram. On the other hand, when conducting online marketing, they can display both packaging and products in it. Products inside the packaging are shown to consumers through pictures, which is much clearer than packaging labels and can attract consumers' attention to natural ingredients and other product features.

4. CPG brands will establish a risk partnership with Amazon

For CPG brands without a e-commerce store of its own, cooperating with Amazon seems to be a very attractive and necessary option. In doing so, they can not only quickly reach consumers, but also enjoy Amazon's value-added services such as IT and online management.

Some companies have tried this method by forming a risk partnership with Amazon. For example, Tyson Foods and Amazon teamed up to launch Tyson Tastemakers meal kits and Oreo Cookie Club Subscription Box.

But this is just an expedient measure. If CPG brands rely on Amazon to sell products, Amazon will get their consumer data. Besides, Amazon tend to provide more rights and interests support for private brands.

五、食品企业将更多采用环保包装

在食品行业，基于防腐、保鲜等需求，在向消费者运送物品时存在的环境污染问题，正在成为行业通病。美国最大的半成品净菜电商 Blue Apron 在过去几年，因其在运输箱中使用的纸板、塑料和大型冰袋出现问题，屡屡传出负面新闻。

2018 年，我们可能会看到膳食初创公司和食品企业更加重视其包装方法对环境的影响。亚马逊做法可能会带来一些变化，这家电商零售巨头已经通过“简易包装（frustration-free packaging）”形式为超过 100 万种产品提供包装，这种新型包装模式比传统包装使用的材料更少。根据亚马逊的客户包装部高级经理介绍，该方案每年共节省了 8300 万个纸箱。

六、食品与美容产品之间双向破壁融合

食用美容补品并不是什么新鲜事物，如今风险投资机构关注以及资本注入正在支持以美丽为聚焦点的食品品牌迎来良机。最近诸如专注于皮肤以及头发保护、蛋白质补充等食品企业正在成为投资者热衷的标的。

甚至送餐领域的创业公司也已开始涉足美容行业，初创送餐企业 Sakara 以及 Urban Remedy 都在售卖护肤的套餐产品，包括胶原蛋白、益生菌等。

更确切地说，对植物成分的渴望正在席卷美食和美容行业。健康饮食的趋势正在被美容品牌所追捧。

七、新型植物蛋白将迎来爆发式发展

随着以植物为基础的产品越来越受欢迎，食品生产

商正在寻找超越大豆和坚果的新型植物蛋白——豌豆蛋白可能是最前沿的发展趋势。豌豆可以满足大豆过敏或坚果过敏的人群需求，并且脂肪含量低。

创业公司 Ripple Foods 的尝试一定程度上推动了豌豆蛋白质的销售，他们主要在美国大型零售超市售卖以豌豆为原材料的素食乳制。目前 Ripple 已经获得 4360 万美元融资，最近也推出了新产品——豌豆质酸奶。

还有一些公司如 Aloha、Beyond Meat 则使用豌豆蛋白来改变目前的素食趋势，诸如 Campbell 这样的行业领导者也已经推出他们自己的豌豆蛋白产品。

随着豌豆蛋白质产量的增加，其他类型的蛋白质也随之而来。例如蘑菇蛋白、螺旋藻蛋白等等。

八、肉类和乳制品公司将受到素食化冲击

有越来越多的消费者转向更健康的素食产品时，肉类公司自然而然也注意到这些趋势。这些生产商在继续专注肉类生产的同时，已经开始通过对植物蛋白进行投资来对冲赌注。

其中包括市值最大的美国肉类公司泰森食品和美国最大的私营公司肉类、农业巨头嘉吉。

植物性蛋白质的增长速度几乎是动物蛋白质一倍之多。

随着消费者需求不断增长，以及来自领先机构的投资，素食以及植物型食品企业有望在 2018 年继续蚕食肉类的市场份额。未来 5-10 年时间，更多肉类生产商中可能通过投资或收购植物蛋白公司以保持市场竞争力。



5. Food companies will use more environmentally friendly packaging

Based on anti-corrosion, preservation and other needs, environmental pollution issues generated in the process of delivery have become a common problem in food industry. In the past few years, bad news on Blue Apron, the largest semi-finished grocery chain in the US, came out one after another due to problems with cardboard, plastics, and large ice packs used in shipping containers.

In 2018, catering start-ups and food companies may pay more attention to the impact of packaging on the environment. Amazon's approach may bring some changes. This home appliance retailer giant has provided 'frustration-free packaging' for more than 1 million products. Less materials are used in this new packaging than traditional one. According to Amazon's senior manager of customer packaging, this program can save 83 million cartons annually.

6. Two-way wall-breaking fusion between foods and beauty products

Eating beauty supplements is nothing new. Attention from venture capital institutions and capital injections are bringing good opportunities for food brands focusing on beauty. Food companies dedicated to skin and hair protection, and protein supplementation have recently become the hot targets of investors.

Even food delivery start-ups have begun to set foot in beauty industry. Sakara and Urban Remedy are selling skin care package products, including collagen and probiotics.

To be more precise, the desire for botanical ingredients is sweeping food and beauty industry. The trend of healthy eating is being sought after by beauty brands.

7. New plant proteins will embrace explosive development

With the growing popularity of plant-based products, food manufacturers are looking for new vegetable proteins beyond soy and nuts—pea protein may be the most cutting-edge trend. Peas meet the needs of people with soy or nut allergies for protein, and have low fat content.

Attempts made by start-up Ripple Foods promoted the sales of pea protein to a certain extent. It mainly sells pea-based vegetarian dairy products in the US and has now received 43.6 million USD of financing. Recently, it also launched a new product—pea yogurt.

Other companies such as Aloha and Beyond Meat use pea protein to change the current vegetarian trend. Industry leaders



including Campbell have also launched their own pea protein products.

As the production of pea protein increases, other proteins such as mushroom protein and spirulina protein will come onto the market, too.

8. Meat and dairy product companies will be affected by vegetarianism and plant production will be explored

As more consumers turn to healthier vegetarian products, meat companies naturally take notice of these trends. While continuing to focus on meat production, they have begun to hedge bets by investing in vegetable proteins.

Two cases in point are Tyson Foods, a US meat company who owns the largest market value, and Cargill, the biggest private meat and agricultural products giant.

The sales of plant proteins increase almost twice as fast as animal proteins.

With ever growing consumer demands and investments from leading institutions, vegetarian and plant-based food companies are expected to continue encroaching on the market share of meat in 2018. In the next 5-10 years, more meat producers may invest in or acquire plant protein companies to maintain their market competitiveness.





九、合成肉类和鱼类初创公司将走向市场

很多人可能听说过来自实验室的“合成肉类”。2013年，马斯特里赫特大学的研究人员推出全球首个实验室种植的牛肉汉堡包，价格并不友好，每磅330,000美元。然而，这一价格可能很快被改写，一些初创公司正在开发无动物蛋白质方面取得重大进展。

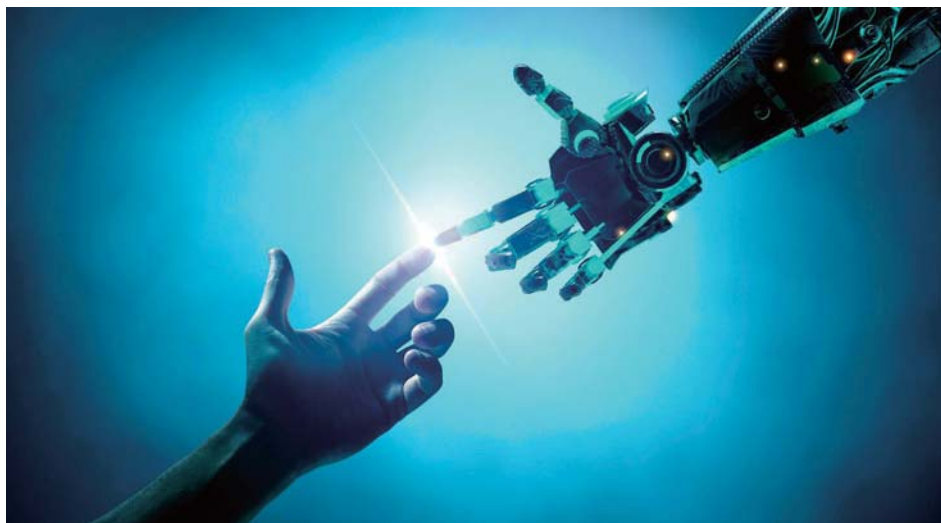
- Finless Foods 正在培养鱼类细胞以生产实验室生长的鱼，第一批品种就是颇受欢迎的金枪鱼。该公司表示计划在2019年底推出一款产品。

- Memphis Meats 是一家正在研发实验室生产动物蛋白细胞的方法，用于合成肉类。早在2016年，Memphis Meats就推出了实验室生产的肉丸（每价格为18,000美元），并在2017年推出了全球首款实验室生产的鸡肉和鸭肉（每磅9,00美元）。

十、大型食品企业将更多地支持CPG创业

大型食品企业正在加速加紧启动新策略。2017年，一些传统品领先企业去年推出了风投基金和创业孵化器计划，其中就包括Barilla, Land O'Lakes和Grupo Bimbo。

2017年，也有一些重大的CPG品牌并购交易，预计这一趋势将持续下去。去年的



一些热门交易包括：雀巢收购Bottle Coffee，家乐氏收购健康零食品牌RXBar，可口可乐收购墨西哥气泡水产品品牌Topo Chico等。

十一、AI与物联网为自动补货助力

当旧产品用完，自动向顾客发送新产品——自动补货对于消费品公司来说就像圣杯，特别是在CPG消费领域，由于人们经常按照可预测的时间表进行消费，因此品牌和零售商飞船希望自动完成订购和发货流程。

现在，AI和物联网可以让用户使用消费品的时间表更加个性化，同时开始支持易腐货物的自动补货。例如，电子商务创业公司Boxed去年夏天发布了一项名为SmartStockup的功能。该平台旨在结合购物者习惯大数据来预测个人何时会耗尽特定物品，并主动向其发送提醒以重新订购。随着AI技术进步，这些预测可以变得更好。

十二、区块链技术应用用于食品行业

区块链正在以其颠覆性的创新渗透到各行各业中。一些食品企业瞄准了区块链技术，但这其中也不乏一些过度炒作的例子，例如曾有一家名为Long Island Iced Tea的公司为了追随热点将其名称改为Long Blockchain，在一天内其股价上涨了四倍（当然，后来股价恢复了正常）。

不过，区块链对于改善食品供应链具有重要意义。在食品供应链领域，仍存在效率低下、且定位不准的现象。在这一领域汇集了种植、仓储、航运、分销和零售等多个环节，当消费者在当地的零售店购买蔬菜时，贴上品牌并不显示蔬菜来自哪个农场。

2018年，新的区块链尝试有望取得成果。创业公司也被鼓励将区块链技术应用用于供应链中。

2018年食品行业仍然令人兴奋。将有更多初创公司获得灵感，以创新改变行业，领先的食品企业也将越来越以健康为重，进一步推进电子商务的发展，同时他们也将瞄准更多优质创业公司，通过并购来完善自己的竞争版图，提升影响力。

9. Synthetic meat and fish start-ups will go to the market

Many people may have heard of "synthetic meat" grown in laboratories. In 2013, researchers at Maastricht University launched the world's first laboratory-grown beef hamburger at a very expensive price of 330,000 USD per pound. But this price may soon be changed as some start-ups are making significant progress in developing non-animal proteins.

Finless Foods is culturing fish cells to produce lab-grown fish. Its first product is popular tuna fish, which is scheduled to be launched to the public by the end of 2019.

Memphis Meats is developing a method to produce animal protein cells used for synthesizing meat in the lab. It launched lab-produced meatballs (18,000 USD/pound) in 2016 and the world's first lab-produced chicken and duck meat (900 USD/pound) in 2017.

10. Large food companies will give more support to CPG entrepreneurship to increase competitiveness

Large food companies are accelerating their efforts to start new strategies. In 2017, some leading traditional products companies like Barilla, Land O'Lakes and Grupo Bimbo launched venture capital funds and start-up incubator programs.

There were also major CPG brand mergers and acquisitions. It is expected that this trend will continue. Some of the hot deals last year included Nestle's acquisition of Bottle Coffee, Kellogg's acquisition of healthy snack brand RXBar, and Coca-Cola's purchase of Mexican bubble water brand Topo Chico.



11. AI and IoT facilitate automatic replenishment

When products are running out, new ones will be automatically sent to customers, enabling people to consume on a predictable schedule. Automatic replenishment is like a holy grail for consumer goods companies, which is especially true in CPG consumption. Therefore, commodity brands and retailers really want to automate the ordering and shipping process.

Nowadays, AI and IoT allow users to use products at a more personalized schedule, and have begun to support the automatic replenishment of perishable goods. For example, last summer, an e-commerce start-up Boxed released a new function called SmartStockup. The platform is designed to predict when customers will run out of a specific product based on the big data of their consumption habit and send them reminders for reorders. As AI technology advances, these predictions will become more accurate.

12. Innovation of supply chain models: block chain technology is being applied to food industry

Block chain is infiltrating all walks of life with its disruptive innovation. Some food companies have taken aim at block chain technology, but there are also cases of hyping. For example, a company called Long Island Iced Tea changed its name to Long Blockchain in order to follow this hot spot, making its stock price to rise by four times in just one day (returned to the normal price later).

Nevertheless, block chain plays an important role in improving food supply chain, where there are still inefficiencies and inaccurate positioning. This field covers many links such as planting, warehousing, shipping, distribution and retailing. When consumers purchase vegetables at local retail stores, labels on them do not indicate the origin of these vegetables.

In 2018, new attempts about block chain will hopefully yield results. Start-ups will also be encouraged to apply block chain technology to supply chain.

The food industry in 2018 is still exciting. More start-ups will be inspired to make innovations and change the industry. Leading food companies will also increasingly focus on health and further promote the development of e-commerce. In addition, they will target more high-quality start-ups and seek for mergers and acquisitions in order to improve their competitive territory and strengthen their influence.



陈成懿 JERRY

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Napa Guest Lecturer
New Zealand Wine School Lecturer
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INFLUENCE OF OVERSEAS CHATEAU INFORMATION ON IMPORTED WINE IN CHINA

国外酒庄信息对国内 进口产品带来的影响

随着信息时代大数据的铺天盖地，我们经常听到很多在国外酒庄或者某个酒业协会和酒业媒体发布很多关于葡萄酒的新闻，譬如某款酒获得什么奖项、某个名庄被收购、某个知名酿酒师去世、某个产区遇到山火或者霜冻导致减产、某海关截获若干假冒伪劣商品等等，如何正确解读国外这些和葡萄酒产业相关的信息背后所带给国内的进口商或者葡萄酒市场的影响，对于从事葡萄酒进口业务有着相当重要的作用，以下我们从当中的一些例子分析一下，希望能够给大家带来一些思考。

奖项

葡萄酒奖项是时下作为品牌名气提升，增加市场曝光度甚至提升身价的重要手段，各种评选和奖项辈出，难免让人眼花缭乱。首先我们要看清楚该款酒是获得哪个评选的哪个奖项，有没有相关的证书或证明，以确保没有货不对板的情况，对于那些含金量不高的奖项，并没有太硬的升值理由；另外即使是含金量较高的奖项，有时由于参选酒款数量不多，获奖入围率高，也会导致一些品质平平的酒斩获惊喜，撇开光环，认真品尝，才是认清奖项的王道。其次获奖酒款是哪个年份的，有时候是表现特别好的某个年份荣获了奖项，酒庄或酒商就会放大这一年的光环，甚至对此后每个年份都持续升价，哪怕在质量一般的年份，所以要特别留意获奖酒款的年份，以免鱼目混珠。

收购和出售

收购酒庄是近年来经常发生的事，有些是出于酒庄经营不善，遇到经济问题，唯有出售；有些是由于经营不俗，所在产区或品牌被看中，从而被收购。我们最重要的是了解收购方，譬如某影视明星收购了某酒庄，这时候对于该酒加持的其实并非品质而是明星本身的光环，造成的市场效应主要是来自该明



星本身对消费者的影响而已；如果是某知名酒商或集团收购的，就要了解该集团的发展方向，该酒庄被收购后是原班人马经营还是被新老板取缔，走的是以往的风格还是迎合新老老板的路线，品质是提高还是下降，这个也是有待品尝和判断的。

庄主或酿酒师辞世

这个情况虽然听起来有点悲催，导致的结果其实和上述类似，但这类影响通常发生在名庄身上。以往的年份，原庄主或酿酒师打理的最后一个年份的价格会因此而升高，对于这种断了尾的名庄酒，在追逐绝世珍品的同时也要留心赝品的出现，尤其是货源的来龙去脉，以免买了假货。而新接任的庄主或酿酒师的理念，是原品牌和质量变化的转折点，新年份的出品是否还能继承以往的经典甚至更加发扬光大，还是只能狗尾续貂，也是有待观察的，对于这种情况，建议不宜大量入手跟进。

减产

通常减产有两大理由，一个是人为的控产，一个是自然灾害所致。人为控产是可控的，通过在栽种密度和绿剪等途径，人为降低每公顷葡萄的收成总量，或者在酿制时降低出汁率，以提高葡萄成熟度，葡萄汁的含糖量和浓缩度等。出于上述理由减产的，可视为等同于质量的提高，适当的涨价是合理的。前提是考察控产的过程，包括亲自到酒庄观察葡萄园，参与收成和酿酒，以及对



比检验和品尝成酒，通过数据和口感以确保减产品质的提升，从而接受合理的涨幅。

自然灾害即不可控的，包括一年四季遇到的各种恶劣的天气状况，譬如春霜、夏雹、秋雨、山火等等，各种不同的灾害会对葡萄造成不同程度的影响，情节严重者会导致大面积削减葡萄的收成。了解清楚当地发生这些灾害确切的时间和地点，当时葡萄园采取的措施和实际造成的影响如何，避免产区和酒庄可能只是为了放大天灾的影响从而趁机升价的幌子，或者其实造成的只是某些品种或某些品类的损失，而并非全面的升价，有时候这些天灾也可能在一定程度上无意中达到人为减产的目的，在减少数量的同时提高了葡萄的质量，这些具体情况更有待深入产区了解再做定夺。

海关截获

意大利某海关截获一批用 Prosecco 假冒的香槟，法国某海关截获一批从西班牙运入的散装酒，这些信息表面上似乎显示出现很多假冒伪劣的葡萄酒，但从另一面其实也说明 Prosecco 和西班牙散装酒的产量和品质正在不断提高，以致于能够作为比它们名气和品质高的产品的替代品，这是为可以做 Prosecco 或者西班牙酒的进口商指明了方向，你也不妨可以开拓这方面的市场。

期酒和拍卖

期酒和拍卖主要是针对高端的名庄酒和知名产区，选中合适的产品，在可见的将来能够为你的投资带来非常可观的收益，但需要讲求眼光独到以及相对雄厚的资本，因为这些酒并非你一买下来就能马上带来利润，往往需要等待几年甚至几十年的时间，才能有更大的升值空间。在购入前，需要海量收集期酒和拍卖市场的信息，充分了解你要买入的酒款的价格和年份，外界知名酒评家的评语等等，以确保能用最好的价钱买入最好的酒。另外如何确保你的酒的保存状况，也是一个相当重要的环节，如果葡萄酒保存不当，有可能会受到品质的损坏，因此要从事这方面投资的你，要特别留心货源，是来自酒庄直出的，还是某收藏家，某知名拍卖行，某酒商等等，需要明确了解货源背景。

对于海量的葡萄酒市场的信息，从业者带着雪亮的眼睛，以看清每条信息背后的含义，让你在选购产品时作出更好的判断和分析，从中避免不必要的损失。

In the information era, we often hear a lot of news about wine from overseas chateaus, wine associations and media. For example, some wine receives a certain reward; some chateau is purchased; some renowned winemaker dies; some producing area encounters a mountain fire or frost, which results in low yield; some customs captures certain fake or shoddy goods. How to interpret the influence that such information exerts on domestic importers and the Chinese wine market plays an important role in wine import business. Below are several case analyses which may bring along some inspiration.

Awards

Awards are important means to increase brand awareness, market exposure and brand value. We are often dazzled by various selections and awards. First, we need to be clear which award and in which category a certain wine has won and if there are any certificates or credentials. Low-value awards would not bring much appreciation to the brand. Sometimes, even relatively high-value awards would be granted to some mediocre wines because of high winning rates and the small pool of candidates. The key is to taste carefully without caring too much about bubble reputation. Second, in which year is the award granted? Sometimes, a wine wins an award in a year it performs especially well. The chateau or wine dealers would exaggerate the honor and raise price constantly afterwards even in years it performs not so well. So special care needs to be paid to the year of awards to avoid being fooled.



Purchase and Sell

Chateau acquisitions are frequent in recent years. Sometimes it is due to bad management or financial problems; sometimes, the vineyard or the brand is purchased because of their good performance. We need to know more about the buyers. For example, when a movie star purchases a chateau, it is the stardom not the quality of the wine which attracts the consumers. If the purchase is by a famous vintner or a wine group, we need to know more about the development direction of the group. Is the chateau still be managed by the original team, or by the new boss after the purchase? Is the style the same as before or does it cater to the route of the new boss? Is the quality improving or declining? To know the answer, we need to taste and evaluate ourselves.

Death of Chateau Owners or Winemakers

This may seem a little sad. The results actually are the same as the above, but they often happen to famous chateaus. The price of the wine the deceased chateau owners or winemakers make in their final year would rise accordingly. For such rare wine, we need to be careful about the source in case of fake products. The succeeding chateau owners or winemakers are a turning point for the brand and the quality. It remains to be seen whether the new products would maintain the standards and even become better, or just be inferior replacements. In such cases, it is not advisable to bring in too much stock.

Low Yield

There are usually two reasons for low yield: artificial production control and natural disasters. Growers can artificially reduce yield by means of plant density, pruning, and juice yield control to increase maturity,

sugar content and enrichment of wine. Low yield because of the above reasons can improve wine quality. So an appropriate rise in price is reasonable. But you need to inspect the whole process of yield control first, including visiting vineyards, participating in harvest and wine-making, checking and tasting wine, to make sure the quality has been improved.

Natural disasters are uncontrollable, including villainous weather, such as spring frost, summer hail, autumn rain and mountain fire, which will affect yield in varying degrees. Severe cases would cause substantial decrease in production. We need to know exactly when and where the disasters happen, what measures the vineyard take, and what the actual impact is, lest that the chateau exaggerates the impact of the natural disaster and seize the chance to raise price. Sometimes, natural disasters only affect certain varieties, which should not lead to an overall rise in price. Sometimes, natural disasters may unintentionally help artificial yield control, which decreases quantity and raises quality at the same time. Further information is needed to figure out the specific circumstances.

Customs Interception

Italian Customs intercepts a batch of champagne which is actually Prosecco. French Customs intercepts a batch of bulk wine shipped from Spain. The information may show that there is a lot of fake wine in the market, but it also indicates that the quality of Prosecco and Spanish bulk wine has been improving constantly so that they can be used as substitutes for high-quality and famous wines. This may also mean that it might be a good choice to do Prosecco or Spanish bulk wine business.



Wine Futures and Auction

Wine futures and auction are mainly for high-end chateaus and famous producing areas. Good choices can bring you considerable returns in the foreseeable future. But you need good vision and sufficient capital, because the profits are not immediate after the purchase. It usually takes several years or even dozens of years for wine appreciation. Before purchase, you need to gather a lot of information on wine futures and the auction market, gain full knowledge of the price, the year, renowned wine critics' comments so as to buy the best wine with the best price. Additionally, how to preserve wine is also very important. Inappropriate preservation may cause damage to the quality. Before making investment, you need to be especially careful about the source. Is it from chateaus, collectors, renowned auction houses, or wine dealers?

Surrounded by large amounts of information, practitioners in the wine industry need to understand the true meaning of such information and make better judgments in product selection to avoid unnecessary loss.



2018年1月26日,广东省进口食品协会(IFA)开年首次“副会长活动日”于广州市金湖大厦举行,协会副会长及常务理事均受邀出席,来自华南乃至全国进口食品行业的业界精英聚首一堂,共同探讨今年大环境下进口食品行业的整体发展趋势,分享各自的经验和心得,并就行业的难点痛点以及今后协会的发展方向与工作重点进行了深入讨论。

会议伊始,广东省进口食品协会蔡宜龙会长首先就2018年进口食品市场发展的大趋势作了分析:据协会搜集的数据显示,在2016年,华南地区进口食品的贸易额约1100亿元人民币,其中广东省就达到740亿元人民币,占全国进口食品贸易总额接近三成,居全国首位。进入2018年,华南地区仍将是进口食品的最重要市场,将会继续保持强劲的发展态势。

目前在国内外,包括大型的国企在内都看到了进口食品的优势以及未来的发展潜力,对这一市场投以高度的重视。而在成立之初就一直致力于深耕华南市场的广东省进口食品协会,无疑是占领了先机与优势。今后协会各成员单位之间如何进一步紧密联系、取长补短,持续扩大华南进口食品市场的规模与影响力,将是协会工作的重中之重。

如何让更多的进口食品进入中国?与会嘉宾认为实现多渠道结合以及一站式营销是关键。此外,来势汹汹的新零售模式也不容忽视,无人零售、微商、网红经济持续升温,都将成为进口食品市场营销的助力。

进入中国市场的进口食品品牌越来越多,消费者选择的标准为何?目前越来越多的消费者是依赖对线上平台的信任度来选择购买进口食品——对于业内人士而言,如何打造平台、品牌形象成为至关重要的课题。

如今,网购平台的资质成为消费者选购进口食品的重要考虑因素。越来越多的网购消费者跳脱出货比三家的传统购物方式,转而通过平台经营模式来前置筛选,因而产地直采、平台自营模式将受到消费者的青睐。

随着进口食品市场的进一步扩大,以假乱真、鱼目混珠的情况时有发生,消费者对“进口食品是否真安全”提出疑问。要打击水货,首先要从源头出发,建立有效的溯源平台显得尤为重要。协会也正在努力通过与国家检验检疫机关以及有关机构的合作,打造属于自己的溯源平台,以保障更多高品质的进口食品顺利进入中国市场。



FIRST IFA "VICE PRESIDENT DAY" IN 2018: THE FUTURE OF THE IMPORTED FOOD INDUSTRY 广东省进口食品协会开年首届“副会长日”活动 行业大咖齐聚共商进口食品业未来

On January 26, 2018, the first "Vice President Day" of IFA in the new year was held at Jinhu Mansion in Guangzhou. The vice presidents and executive members of the association attended the event at invitation. Elites of imported food industry from South China and the whole country at large gathered to discuss the overall development trend of the industry under the current environment, share their experience and insights, and conduct in-depth discussions on the difficulties and pain points of the industry as well as the future development direction and priorities of IFA.

At the beginning, IFA President Qi Yilong analyzed the general development trend of imported food market in 2018. According to data collected by IFA, in 2016, the trade volume of imported food in South China was about 110 billion yuan, 74 billion yuan of which came from Guangdong Province, accounting for nearly 30% of China's total trade in imported food and making Guangdong the biggest trading province in this respect. In 2018, South China will remain the most important market for imported food with strong momentum.

Currently, companies in China, including large state-owned enterprises, all have their eyes on the imported food market as this industry has revealed its potential and advantages. IFA, which has been devoting itself to developing the imported food industry in South China market since its establishment, undoubtedly takes the lead in this race. It is of utmost importance for IFA to further facilitate the networking and exchanges among our member units and expand the scale and influence of imported food market in South China.

How to introduce more imported food into China?

Attendees believed integration of multi-channels and one-stop marketing were pivotal. In addition, aggressive new retail models can not be ignored. Unmanned retailing, We-Chat business and Internet celebrity economy continue to heat up and will become helpers of imported food marketing.

More and more imported food brands are entering the China market. What are consumers' criteria for choosing a brand? At present, a growing number of consumers tends to buy imported foods from a reliable online platform. Therefore, it is crucial for industry insiders to make their platforms reliable and create a good brand image.

The qualification of an online shopping platform has now become an important consideration for consumers while buying imported foods. Instead of buying after comparing prices, more online shoppers prefer to select a shopping platform first based on its business model. Usually the model of buying products direct with no middle man costs and buying from a platform with no 3rd party sellers are favored.

With the further expansion of imported food market, it happens that some sellers would use the fake goods to fool customers, making consumers unsettled about whether 'the imported food is really safe or not'. In order to crack down on fake goods, it is particularly important to establish an effective traceability platform. IFA is working hard to create our own traceability platform through cooperation with national inspection and quarantine authorities and related agencies, with a view to ensure that more quality imported foods can smoothly enter the China market.

French 法国

GOOD FRANCE

好味法兰西

3月21日，好味法兰西 (Goût de / Good France) 将汇集 150 个国家的 3000 多家餐厅以节日的形式弘扬法国美食。由法国欧洲与外交部和名厨阿兰·杜卡斯 (Alain Ducasse) 联手打造的这场盛宴源于奥古斯特·艾斯克菲在 1912 年推出的“伊比鸠鲁 (Epicure) 晚餐”：同一天在世界各地的城市向最大数量的宾客提供同一份套餐。

“好味法兰西 (Goût de / Good France)”套餐包括一道“丰盛”的餐前酒、一道前菜、一道或多道主菜、奶酪和甜点，配有法国葡萄酒和法国香槟。

全球各地的餐馆，从高档的美食餐厅到优质的小酒馆都可以登录 www.goodfrance.com 网站申请参加，同时提交一份弘扬法国美食的套餐菜单：以新鲜、当季并且就地取材的产品加以烹饪。

国际厨师评选委员会将于 2018 年 1 月 31 日开始确认入选厨师名单。该委员会将负责评估各地注册餐厅所提供套餐的一致性和质量。

2017 年 3 月 21 日，有 2000 多位厨师参加了活动。此外，在 150 多家大使馆、在庞洛 (Ponant) 公司的海中游艇上、在法国航空公司 24 小时内运营的空中航班上也都供应了活动晚餐。总计，近 25 万人在 3 月 21 日晚品尝了“好味法兰西 (Goût de / Good France)”的晚餐。

本次第四届好味法兰西活动的重点将是与法式晚餐不可分割的法国葡萄酒和法国烈酒。活动还将推介新阿基坦大区，那里是优质产品、美食、上等葡萄酒和美食餐厅的代名词。

On 21 March, over 3,000 restaurants in 150 countries will participate in the Goût de/Good France event to celebrate French gastronomy. This event, orchestrated by the French Ministry for Europe and Foreign Affairs and chef Alain Ducasse, is inspired by Auguste Escoffier, who launched the “Dîners d’Épicure” (Epicurean Dinners) initiative in 1912: the same menu, on the same day, in several world cities, for as many guests as possible.

Chefs from all over the world will cook a dinner to pay tribute to the excellence of French cuisine and its capacity to innovate and unite people around the common values of sharing and enjoyment in a planet-friendly and healthy way.

The Goût de/Good France menu includes an aperitif with finger food, a starter, one or two main course(s), a cheese platter and a dessert, accompanied by French wines and champagnes.

Restaurants around the world from high gastronomy to high-quality bistros are invited to apply on www.goodfrance.com by proposing a menu that showcases French gastronomy, a cuisine using fresh and seasonal regional produce.

An international selection committee of chefs will approve the list of participating chefs as from 31 January 2018. The Committee will assess the coherence and quality of the menus proposed by the restaurants that have signed up in their respective geographic areas.

On 21 March 2017, over 2,000 chefs participated in the Goût de/Good France event. The Goût de/Good France dinner was also served in over 150 French embassies, across the seas on board Ponant Company cruise ships, and in the air for 24 hours, on Air France flights. In total, over 250,000 people savoured Goût de/Good France dinners on the evening of 21 March.

French wines and spirits – an essential part of the French dinner – will be the highlight of this fourth Goût de/Good France event. Special focus will also be given to the Nouvelle-Aquitaine region with its high-quality products, gastronomy, exceptional wines and outstanding restaurants. Goût de/Good France benefits from an international promotional campaign enabling all participating chefs to showcase their cuisine and expertise with the active support of French embassies, Atout France and media partners, France Médias Monde, TV5 Monde and JCDcaux.



Czech Republic 捷克共和国

OPENING CEREMONY OF "CZECH DAYS 2018 IN GREATER BAY AREA, FUJIAN AND HAINAN"

“2018 捷克日·粤港澳大湾区、福建、海南”活动开幕仪式

3月9日，由捷克共和国驻华大使馆和捷中友好协会主办的“2018 捷克日·粤港澳大湾区、福建、海南”活动开幕仪式在广东省博物馆举行。广东省副省长黄宁生、捷克共和国驻华大使贝德日赫·科佩茨基出席开幕仪式并致辞。

今年是原捷克斯洛伐克建国 100 周年，捷克驻华大使馆与捷中友好协会将在粤港澳大湾区、福建、海南等地组织一系列名为“捷克日”的活动，旨在推广捷克共和国、提升捷中在关键领域的双边关系。

广东省进口食品协会的代表也受邀参加了此次“捷克日”活动。

随着中捷双边关系的友好深入，由捷克政府层面主导的捷克产品在中国的推广活动越来越多。捷克是欧洲发达国家、欧盟成员之一，最先受国内消费者关注的是其旅游资源，而近几年逐渐被中国消费者关注的是捷克健康的食品、历史悠久的啤酒以及水晶。据悉，捷克的食物标准甚至高于欧盟标准，IFA 希望今后加强与捷克方面的合作，争取把更多优质的捷克食品引进到中国市场。

On March 9, the opening ceremony of ‘Czech Republic Days 2018 in Greater bay Area, Fujian and Hainan’ organized by the Embassy of the Czech Republic in China and Czech-China Friendship Association was held at Guangdong Museum. Huang Ningsheng, Deputy governor of Guangdong, and Bedřich Kopecný, Ambassador of the Embassy of the Czech Republic in China, delivered speeches.

This year marks the 100th anniversary of the founding of Czechoslovakia. The Embassy of the Czech Republic in China and Czech-China Friendship Association held a series of events called ‘Czech Days’ in Greater Bay Area, Fujian and Hainan to enhance bilateral relations between Czech Republic and China in key areas.

Representatives of IFA were also invited to participate in ‘Czech Days’ events.

With the deepening of friendly relations between China and the Czech Republic, China has witnessed more and more activities promoting Czech products led by the Czech government. The Czech Republic is a developed country and EU member, whose tourism resources first attracted Chinese consumers. Its capital Prague boasts of architectures of different historical periods and styles, and is one of the most beautiful cities in Europe. In recent years, its healthy foods, time-honored beer and crystal gradually caught the attention of Chinese consumer. Food standards in the Czech Republic are known to be even higher than those in the EU. IFA hopes to strengthen cooperation with the country in the future and will strive to bring more high-quality Czech foods to the China market.



Food To China Taste From World

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