

企業

新里程

務實、誠信、永遠創業精神、思利及人
Pragmatism, Integrity, Constant Entrepreneurship, Si Li Ji Ren

CORPORATELINK

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百年品牌的成長 千年願景的夢想

The Growth of a Century-old Brand
A Millennial Vision Set to Advance



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務實、誠信、永遠創業精神、思利及人

Pragmatism, Integrity, Constant Entrepreneurship, Si Li Ji Ren



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前言 FOREWORD



集團主席李文達先生
Group Chairman Mr. Lee Man Tat

轉瞬間，又進入新的年頭，我們的企業又踏上另一充滿挑戰的新里程。

李錦記這個百年品牌的成長，有如香港成功發展的縮影。香港開埠百多年，憑天時地利、港人刻苦奮鬥、團結一致、靈活創新的精神，從小漁村演變成為今日的國際大都會。

與此同時，李錦記經過歷代家族成員建基立業、員工眾志成城，以永遠創業的精神、排除萬難、拓展業務，從家庭小作坊發展成為今日的跨國企業，擁有家傳戶曉的國際品牌。

與香港的發展息息相關，我們的成就同樣得來不易，我們的前路亦難免荊棘滿途。一場突如其來的新冠肺炎疫情，已嚴重衝擊世界每一角落、威脅社群健康與生命、改變生活常態；全球經濟體系，幾乎無一幸免受創傷，令營商環境水深火熱。面對如此嚴峻的境況，大家更須發揮「永遠創業精神」、以變應變、突圍而出。只要大家堅守李錦記的企業文化、以「務實、誠信」的態度克服困境，我深信任何挑戰也能迎刃而解，李錦記成為千年家族企業的理想定會成真。希望同事們加倍努力！

最後，謹祝大家牛年身體健康、工作順利、家庭幸福！

李文達
李錦記集團主席

Before one realises, we are entering into a new year which also marks the beginning of another new challenging journey for us.

The growth of the century-old Lee Kum Kee brand may well be perceived as a miniature of the success story of Hong Kong over these years. Hong Kong was a small fishing village over a century ago. Blessed with the benefit of a superb natural environment as well as a diligent and innovative workforce with unity in purpose, it has become the international metropolis that it is today.

Over the same time span, Lee Kum Kee began as a humble family operation. Through the leadership and determination of generations of family owners as well as the admirable dedication and solidarity of employees to overcome all difficulties to develop the business in the spirit of Constant Entrepreneurship, we have succeeded in building up a multinational corporation with a world renowned brand.

Closely related to the development of Hong Kong, our achievements have not come easily, and our journey ahead will be no less thorny either. The COVID-19 pandemic which shocked the world has seriously impacted upon all quarters everywhere with threats on life and well-being of communities, leading to changes in everyday life pattern. Business environment worldwide is devastatingly struck, as virtually no economy can be spared from the rampage. Facing such unprecedented challenges, colleagues must uphold the spirit of Constant Entrepreneurship to adapt to prevalent changes to achieve breakthrough. I am sure that if we stay firm to the Lee Kum Kee corporate culture to confront difficulties with Pragmatism and Integrity, we will surmount obstacles and fulfill our dream to sustain the family enterprise to the millennium in due course. Please keep up with your good work!

Last but not least, I wish you all good health, every success and family happiness in the Year of the Ox!

Lee Man Tat
Lee Kum Kee Group Chairman

百年 品牌的成長 千年 願景的夢想

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昔日掛在香港老舖的金漆牌匾
Golden plaque hung at Lee Kum Kee's old shop in Hong Kong

新冠疫情肆虐全球，重創各地經濟，營商環境變得空前艱鉅。不少企業無以為繼，縮減經營、老店倒閉、名牌消失的情況比比皆是。然而，面對本世紀最嚴峻的逆境，李錦記這個百年品牌仍然以無比的信心、堅定的決心，穩建基礎，持續發展。

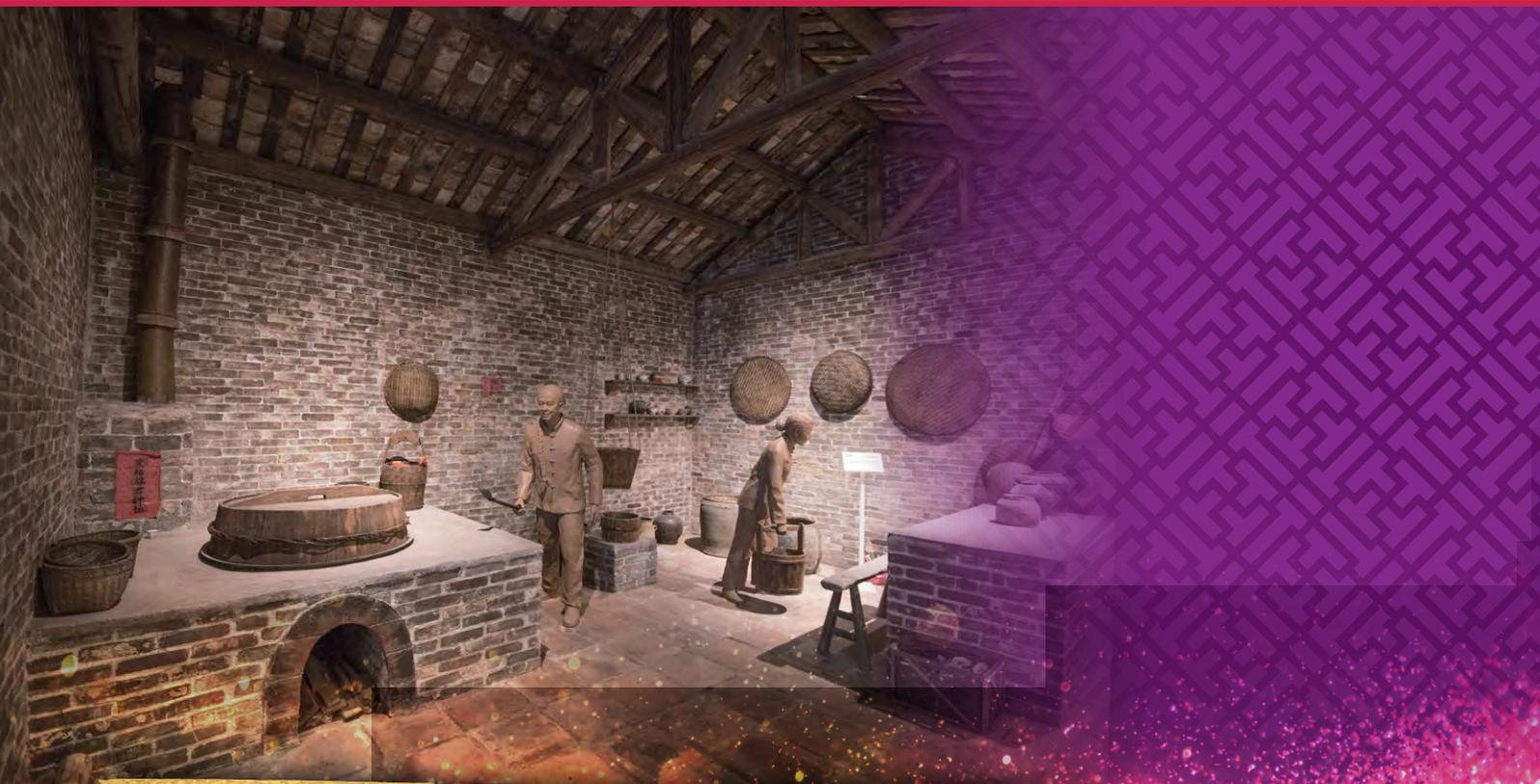
李錦記往往處於困境仍能保持堅毅與自信，實基於130多年跑過絕不平坦之路，箇中經歷幾許風風雨雨、時代變遷、環境順逆，李錦記皆能憑其危中見機、靈活應變的能耐，令百年祖業得以承傳及壯大。

回顧李錦記品牌成長之歷程，更可以理解這家族企業立志邁向千年永續長存的夢想。

The COVID-19 pandemic has ravaged the world economy and made the business environment ever more challenging. Many corporations are unable to withstand the impact: scenes of business scaling down, longstanding companies winding up and renowned brands disappearing are sadly widespread on the horizon. And yet, facing the most adverse environment of the century, the century-old Lee Kum Kee brand still soldiers on with unparalleled confidence and determination to consolidate its foundation and sustain its development.

Along its trajectory of successfully surviving through thorny paths for well over 130 years, Lee Kum Kee has consistently displayed its mettle and self-confidence whatever the challenge. Through its ability to turn adversity into opportunity and agility in adjusting to changes in circumstances, Lee Kum Kee has invariably managed to sustain the family business and turn it stronger and bigger.

Looking back over the development of the Lee Kum Kee brand, one can visualise the family business' resolve to pursue its lofty dream of sustaining the business to the millennium.



祖業初創 品牌面世

Birth of the Business and the Brand

1888年



1888年，李錦裳先生在廣東省珠海南水鎮初創「李錦記蠔油庄」，建立「李錦記」品牌。創業之初，李錦裳先生務實經營，強調真材實料，貨真價實，童叟無欺，小作坊生意蒸蒸日上。正當事業出現起色，一場無情大火卻把蠔油庄幾盡燒毀。面對如此嚴重打擊，創業者當機立斷，毅然把祖業遷往澳門發展。縱然市場競爭激烈，李錦記憑藉其腳踏實地的作風、對用料品質的堅持，漸漸在當地做出一番名堂，亦建立品牌「務實、誠信」的信譽，李錦記後續百年營商的核心理念。

In 1888, Mr. Lee Kum Sheung founded Lee Kum Kee Oyster Sauce Store in Nanshui Town, Zhuhai of Guangdong Province with the brand name "Lee Kum Kee". Because of its trustworthy practice of using superior materials and charging reasonable price, the business fared well among the local community. Just as the going was promising, a huge fire mercilessly demolished the store. Faced with such severe blow, the founder made a prompt decision to move the business to Macao. Although competition was fierce there, with its down-to-earth approach and emphasis on product quality, Lee Kum Kee gradually built up a reputation of "Pragmatism" and "Integrity", which have since become the foundation of its core values in the century to follow.

建立網絡 拓展海外 Venture and Networking Overseas



1930年代位於香港皇后大道中262號的門店
Lee Kum Kee's shop at 262 Queen's Road Central,
Hong Kong in the 1930s

1930年



李錦記位於澳門新馬路611號的老舖
Old shop of Lee Kum Kee at 611 Avenida de Almeida Ribeiro, Macao

當年，李錦記蠔油雖已在澳門及附近廣東沿岸一帶佔有穩定市場，惟獨堅持以高品質的蠔汁熬煮蠔油，生產成本偏高，售價非一般普羅大眾消費能力所及，因此局限了業務增長。

1930年代，李錦記第二代領導人李兆南先生洞悉到海外華僑市場的巨大潛力，在此時萌芽「永遠創業精神」，將業務重心遷往當時是亞洲重要轉口港的香港，銳意開拓東南亞市場，繼而致力把產品銷往美洲各地，以滿足華人社區對家鄉美食的渴求，並奠定李錦記品牌在國際發展的基礎。

In those days, Lee Kum Kee was already establishing a steady market in Macao and along the southern coast of Guangdong. However, its insistence on using high quality oyster concentrate to prepare oyster sauce increased production cost, and its high price was beyond the reach of the general public, thus limiting the growth of the business.

In the 1930s, Mr. Lee Shiu Nan of the second generation recognised the tremendous potential of the overseas Chinese market and inculcated the spirit of "Constant Entrepreneurship" in running the business. He first moved the business to Hong Kong, then the most important entrepot in Asia, to pave the way for extending the business portfolio to South East Asia, and subsequently robustly marketed products to the Americas to meet the demand of overseas Chinese eager to enjoy the hometown taste. His ambitious venture laid the foundation for the growth of Lee Kum Kee in the international market.

銳變創新 多元發展

Innovation and Diversification amidst Adversity

1960年



珍饈百味美 莫忘李錦記



1960 年代的李錦記商標
Lee Kum Kee's logo in 1960s

1960年代的香港，是機會與挑戰並存的時代。一方面工業騰飛發展，另一方面港澳兩地在60年代下旬經歷社會動蕩，整體投資氣氛逆轉。

1972年，李錦記第三代李文達先生出任主席，他對香港的信心矢志不渝，認定有危必有機，竭力發展公司的潛力；一方面在香港仔黃竹坑投資建廠，穩定生產，另一方面為了迎合不同消費者的需求，打破單一蠔油產品的傳統，研發出價格較相宜的「熊貓牌蠔油」，成功搶佔中低端市場，令李錦記品牌在美洲闖出一片藍海，成為李錦記產品的主要市場。

80年代，李錦記家族第四代學成後相繼加入公司，兩代傳人聯手作業，大膽改革創新，發展鴻圖大計，令企業高速邁向多元化、品牌現代化及國際化。雖然期間中英兩國就香港回歸進行談判，市場出現信心危機，企業撤資，李錦記再顯其危中見機的能耐、對香港前景及中國經濟改革開放的信心，先後在香港田灣及大埔覓地建新廠房，提升生產效率及規模以配合市場銷售急速步伐的需求。

1972年



The 1960s was an era of opportunities and challenges for Hong Kong. Industrial development was on the take-off, but overall investment sentiment was later on the decline as a result of civil disturbances in Hong Kong and Macao towards the end of the decade.

In 1972, Mr. Lee Man Tat of the third generation took over the helm as Chairman, with unwavering confidence in Hong Kong. He firmly believed that there were opportunities amidst crises and was determined to exploit the development potential of the Company. On one hand, he invested in building a factory in Wong Chuk Hang, Aberdeen in Hong Kong to stabilise production capacity. On the other hand, he moved beyond the single source of traditional premium product to develop the economical "Panda Brand Oyster Sauce" to target at the medium and lower price market segments. Through such innovative venture, Lee Kum Kee sailed into the blue ocean of the Americas which has since grown into the major market of its sauce products.

In the 1980s, the fourth generation of the Lee Kum Kee family joined the Company after graduation. The two generations worked hand in hand to immerse in major reform and innovation plans to propel the business to new heights as well as to promote the diversification and internationalisation of the brand. Even though the Sino-British negotiation at that time on the future of Hong Kong undermined the confidence of many, and corporations were withdrawing from Hong Kong, Lee Kum Kee again displayed its exceptional ability to seize opportunities during adversity. With full confidence in the future of Hong Kong and the economic growth of China through its reform and open up, Lee Kum Kee successively acquired land in Tin Wan and Tai Po of Hong Kong to build its own production bases to enhance the scope and efficiency of production to keep up with the galloping pace of market demand.

1988年

李錦記

LEE KUM KEE

1988年推出新的企業商標，紅色橋樑象徵公司以調味醬料促進中西飲食文化交流為目標

Lee Kum Kee introduced this new logo in 1988 to signify the Company acting as a bridge between the East and the West in the promotion of culinary culture worldwide



1972年熊貓牌蠔油的包裝

Panda Brand Oyster Sauce,
circa 1972



1990年



1990年代的李錦記進行多元化革新，並先後推出蒸魚豉油、方便醬料包及XO醬等醬料。

Lee Kum Kee in the 1990s launched a diverse range of products including Seasoned Soy Sauce for Seafood, Menu-oriented Sauces and XO sauces.

1988年，李錦記創業100周年之際，亦是其在大埔工業邨新建現代化設備廠房落成之時。李錦記更推出全新企業商標，喻意成為中西的橋樑，以調味醬料促進飲食文化交流，並訂立「發揚中華優秀飲食文化」為企業使命，把品牌影響力推上更高層次。

1990年代是李錦記高速成長期。環顧90年代初期，雖然中國經濟已在改革開放中，但是不少投資者對當時國內的政經局勢仍持觀望態度，投資氣氛冷淡。然而李錦記卻看準中國龐大市場的潛力，深信危中有機，應人棄我取，早著先鞭，因而大舉投資，分別在廣東省黃埔及新會設廠，全力開拓中國內地市場。與此同時，李錦記為紮實企業的根基，鞏固品牌的實力，在各地作出長線投資，擴大產能，分別在美國洛杉磯及馬來西亞吉隆坡設立生產基地，把現代化生產佈局逐步完善及強化，成為促進企業騰飛的動力。

In 1988, on the occasion of its centenary, the modern production plant of Lee Kum Kee in the Tai Po Industrial Estate was opened. A brand new logo of Lee Kum Kee was also introduced to signify the Company acting as a bridge between the East and the West in the promotion of culinary culture and the corporate mission of "Promoting Chinese Culinary Culture Worldwide" was launched, raising the brand influence to a higher plateau.

The 1990s marked a period of rapid growth for Lee Kum Kee. In the early nineties, even though China was on course for reform and open up, a lot of investors were lukewarm and adopted a speculative stance on the economic situation of the country. Nevertheless, Lee Kum Kee was eyeing on the enormous market potential and firmly believed that the Company should take advantage of opportunities presented by the adversity while others hesitated. Accordingly, it poured capital into building two new production bases in Huangpu and Xinhui in Guangdong Province to expand and strengthen its production capacity in Mainland China, as well as two new bases in Los Angeles, the United States and Kuala Lumpur, Malaysia to enhance the modernisation of its manufacturing operation to set the stage for propelling the take-off of the business.

騰飛發展 享譽國際

International Recognition along Business Take-off

踏入21世紀，資訊科技發展一日千里，全球化全速進行。此時李錦記已完成在全球主要市場建立生產基地及分銷網絡，醬料產品的品類亦因應消費者的需求，變得更多元化，並且通過高規格的品質、安全檢測及口味的嚴謹要求，在國際上屢獲認可，迅速發展為家喻戶曉的醬料品牌。

憑著深入民心的安全可靠形象，李錦記的醬料亮相於多項國際盛事，包括獲委任為2008年北京奧運指定餐飲供應企業、2010年上海世博會餐飲原輔材料供應企業；自2012年昂然入選為中國太空船「神舟九號」、「神舟十號」和「神舟十一號」航天員食用醬料；而「是拉差蛋黃醬」更跨越國界登上國際太空站，大大提升品牌在國際的影響力。

Into the 21st century, as information technology advanced by leaps and bounds and globalisation was making rapid progress, Lee Kum Kee also completed reinforcing its production bases and sales network in major markets around the world. The sauce products became more diversified to meet consumer demands and, as such, acquired international recognitions for their high quality, food safety standard and stringency in flavouring requirements to quickly become a renowned sauce brand.

With its undisputed image as a brand of reliability and safety, Lee Kum Kee sauces became the obvious choice of many international events, including the official sauce provider for the 2008 Olympic Games in Beijing, the official qualified supplier of raw and auxiliary materials in catering at the 2010 World Expo in Shanghai, and the provider of sauce supply for astronauts on spacecrafts of Shenzhou-9, Shenzhou-10 and Shenzhou-11 since 2012, and its Sriracha Mayo also found its way to the International Space Station, thereby significantly enhanced Lee Kum Kee's international brand influence.



成為上海世博官方餐飲原輔材料供應企業
Appointed "Official Qualified Suppliers of Raw and Auxiliary Materials in Catering Category" at Shanghai World Expo



成為北京奧運指定餐飲供應企業
Appointed "Official F&B Supplier to Beijing Olympics"

2000年

李錦記
LEE KUM KEE

百年品質
航天印証
Century of Quality. Testimony of Space Voyages.

李錦記三度入選成為中國太空人佐餐醬料
Lee Kum Kee sauces were selected for use in space missions three times in a row.

- 2016 神舟十一號
"Shenzhou-11" space mission
- 2015 登陸國際太空站
Space venture in International Space Station
- 2013 神舟十號
"Shenzhou-10" space mission
- 2012 神舟九號
"Shenzhou-9" space mission

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「疫」流而上 穩中求進

Steady Growth against the Pandemic

自新冠肺炎疫情爆發後，各行各業都深受不同程度的打擊。因為全球多個地方實施家居隔離，食肆生意更首當其衝。而市民多了時間「宅」在家中，卻掀起一片「居家自煮」熱潮；此消彼長，醬料業務「危」「機」並存。

李錦記掌握消費「新常態」，在世界各地推出不同口味的方便醬料包及即食產品，令消費者即使在家中也能輕鬆煮出美味佳餚。透過完善自營網上專賣店，善用直播、網上展覽與電商夥伴的合作等不同方式與消費者互動，積極發掘新的銷售渠道。此外，李錦記加強健康醬料的品類，在市場營銷方面亦推廣健康飲食理念，迎合消費大潮流。另一方面，為幫助餐飲行業在疫情期間突圍而出，李錦記透過電子通訊及線上廚師教學等方式與客戶保持聯繫，讓他們能獲得產品的最新資訊，為消費者炮製新口味。

隨着新冠疫苗的研發及供應取得令人鼓舞的進展，疫情有望逐漸舒緩，營商市場復甦亦指日可待。「不經一番寒徹骨，怎得梅花撲鼻香」，寒冬過後是春天，李錦記即使在嚴冬中仍能積極穩中求進，當迎來春暖花開之日，將會是更燦爛的明天！

Since the outbreak of the COVID-19 pandemic, different industries have been hard hit to varying extents. As many places around the world have imposed self-isolation policy, the food industry is bearing the brunt of the economic blow; at the same time, as more people are dining at home, home cooking has become the norm. The sauce business is thus confronted by threats and opportunities.

Lee Kum Kee was quick to seize "the new normal" in launching a wide range of menu-oriented sauces as well as ready-to-eat products, so that consumers could enjoy nice and easily prepared food at home. Moreover, through self-operated online stores, Lee Kum Kee is actively exploiting new sales channels, such as live streaming, online exhibitions and e-commerce partnerships for enhanced engagement with consumers. The adapted marketing strategies of increased promotion of the healthy range sauces as well as advocating a healthy diet are in pace with the prevalent eating trend. At the same time, to help the food service industry alleviate the current difficulties, Lee Kum Kee is making use of electronic media and online teaching to train chefs, update them on product news and assist them in consumer contacts.

With encouraging progress on the development and availability of vaccines for the pandemic, there is good prospect that the situation would improve and the business environment may return to normal in due course. Lee Kum Kee has grown sturdier and healthier as it survives through the frosty winter, and is all set to blossom again when warm spring returns to land!

2020年



2

過百款食譜靈感
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1 推出健康醬油系列，迎合健康飲食概念

Healthy soy sauce series launched to meet recent healthy dietary trend

2 香港市場推出「餐餐陪伴您」手機應用程式，提供過百款食譜靈感

A recipe mobile application was launched in Hong Kong market to provide consumers with daily cooking inspirations

3 香港的自營網上專賣店

Self-hosted online shop in Hong Kong

4 善用數碼營銷，以迎合最新的消費習慣

Enhanced digital marketing catering to recent consumer spending habits



3



4



掃瞄瀏覽
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家業宏願 延續千年

Vision of Sustaining Legacy to the Millennium

從19世紀創業、20世紀的崛起、至21世紀的騰飛發展，李錦記的業務跨越三個世紀，一直憑藉堅韌不拔的開拓能力、百折不撓的創新精神，展現出超越時代的遠見及前瞻性。從「有華人的地方就有李錦記」，到「有人的地方就有李錦記」，至今天達到「無人的地方也有李錦記」的境界，李錦記的品牌願景在歷代人的努力與堅持下，一步步突破，一再創造歷史。

如今，李錦記家族更大的願景是祖業長久持續下去，成為千年企業、承傳長青品牌。這宏願看似遙不可及、甚至是高不可攀的夢想！不過大家或許會驚訝，事實上全球超過數百年歷史的企業多達數千，多間千年老店現今仍在運作中，不少長壽品牌更是由家族企業經營。

研究顯示影響企業存續的因素多且複雜，難以刻劃出一套長壽秘笈，然而從眾多長青企業中亦可以歸納出幾點特徵。

第一，企業要打造出以人為本的企業文化，堅守正確的價值觀。良好企業文化有助提升顧客忠誠度、員工凝聚力、品牌軟實力及市場競爭力。

第二，家族企業最重要是家業傳承，制定妥善的接班機制；除了培育繼承人的使命感和處事能力，亦要廣納專才，高度授權，以助力企業長遠發展。

第三，處於瞬息萬變的時代，要有強韌的適應能力，準備時刻面對挑戰，擁抱嶄新的商業模式和科技；更要充滿危機意識、處變不驚、有求變的勇氣及善用危中見機的能耐。

第四，要與社會之間建立信賴感，關心利益相關者的權益，以互利共贏為營商理念。

From its inception in the 19th century, to its rise to prominence in the 20th century and vigorous development in the 21st century, Lee Kum Kee has spanned three centuries through its strong determination to exploit opportunities, unyielding resolve in entrepreneurship and exceptional foresight and vision. As a result of the relentless efforts and persistence of generation after generation, it has progressed step by step in achieving breakthroughs and creating history as it pursued and advanced the vision of "Where there are Chinese people there is Lee Kum Kee" to "Where there are people there is Lee Kum Kee" and the eventuality of "There is Lee Kum Kee even where there are no people".

Today, the grand vision of the Lee Kum Kee family is to sustain the family business in perpetuity to become a millennium enterprise and flourish with an everlasting brand. This may look like a vision stretching too far or even an impossible wild dream! However, it may come as a surprise for some to find that there are thousands of companies around the world which have lasted for several centuries, with some even operating over a thousand years, and many of these are family business as well.

Research findings reveal that factors subscribing to the sustainability of these companies are many and complex, and it is difficult to craft a special recipe for longevity. However, from a study of the long surviving enterprises, a few special features can be detected.

First, an enterprise needs to cultivate a people-oriented corporate culture and uphold positive core values. Good corporate culture helps enhance consumer loyalty, employee cohesion, brand equity and market competitiveness.

Second, inheritance is the most important for family business and requires a well-planned succession mechanism. Apart from nurturing successors in their sense of mission and management ability, it is also necessary to recruit talents and empower them to contribute to the long-term development of the enterprise.

Third, in a rapidly evolving world, an enterprise will need to have a strong propensity for adjusting to change and challenges, and embracing new business models and technologies. It must stay alert to confront crises unflustered, have the courage to instigate change and be able to make the most opportunities out of such situations.

Fourth, the enterprise needs to build trust with the community, care about the rights and interests of stakeholders, and develop mutual benefit as its business ethos.

務實 誠信 永遠創業精神
恩利及人 造福社會 共享成果

李文達題



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上述總結引證在歷史的洪流中，企業文化是一種無形及無比的力量，有效支持企業邁向長遠、穩固的發展。身處此競爭日益激烈的世紀，企業更要與時並進、以變應變。而此等讓企業持續茁壯成長的重要養份，與李錦記品牌超越130年成長過程中之執著、企業堅持的核心價值觀、以及大力推動高信氛圍的「自動波領導模式」實不謀而合。

有一說法指出，「十年企業靠產品、百年企業靠品牌、千年企業靠文化」。毫無疑問，李錦記已打造出值得信賴的產品，享譽百多年的品牌，只要集團繼續堅守一直以來奉行的獨特企業文化，以「務實、誠信」的守則為消費者提供優質的產品，以「永遠創業」的精神拓展業務，以「思利及人」之心造福社群，必會帶來更璀璨的未來。憑藉不滅的創業激情，積極擁抱時代帶來的各種機遇，深信「唯一不變的就是變」，作為繼續前進、突破的推動力，李錦記定能實現夢想，將百年品牌延續千年。

The foregoing conclusions testify that in the torrent of history, corporate culture is an invisible yet powerful force which effectively supports an enterprise to stride towards long-term and solid growth, and that in an increasingly competitive century, the enterprise must keep abreast of the times to adapt to change. These important components to support the sustainability of business tie in well with the persistence displayed in the course of the Lee Kum Kee brand development well over 130 years, its adherence to the corporate core values, and the Autopilot Leadership Model being strenuously promoted.

It has been said that "Product Quality sustains an enterprise for a decade, Brand Equity sustains an enterprise through a century, Corporate Culture sustains an enterprise to the millennium". Undoubtedly, Lee Kum Kee has created products of universal trust and a brand renowned for well over a century. So long as the Group persists in staying firm to its unique corporate culture to provide quality products to consumers with "Pragmatism and Integrity", expand its business in the spirit of "Constant Entrepreneurship" and practise "Si Li Ji Ren (Considering Others' Interests)" to benefit the community, a great future will lie ahead. With fervent passion in innovation and readiness to embrace opportunities, and accepting that "Change is the only Constant" to move forward and propel breakthrough, Lee Kum Kee can surely realise its dream to sustain the brand to the millennium in time.



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李錦記

獲原釀本味醬油 證明商標

Lee Kum Kee
Receives Natural Plain Fermented
Soy Sauce Certification Trademark



相傳醬油至今已有3,000多年歷史，最早的醬油起源於中國古代皇宮使用的調味料，是由於醃製鮮肉而成。作為中式調味品中最大的品類，醬油與老百姓的生活息息相關，是日常生活的必需品，在改善菜餚的色、香、味方面發揮著重要的作用。

1960年代末期，中國內地流行快速的保溫發酵工藝，甚至配製醬油，這些低劣醬油的製作時間短且成本低，但醬油欠天然酯香，沒光澤，品質差。隨著中國內地消費水平的提高以及健康和多元化飲食的需求，消費者對於傳統、天然釀造醬油產品的需求越來越大。近年來，市場上各種類型的高端醬油層出不窮，尤其是主打原汁原味概念的「零添加醬油」，格外受到消費者推崇。

Soy Sauce has purportedly been around for over 3,000 years. It is said that the root of soy sauce can be traced back to the seasonings used in the royal palace in ancient China and was originated as a means of preserving fresh meat. As the biggest category in Chinese sauces and condiments, soy sauce has become a key accompaniment in every Chinese household and plays an important role in boosting the colour, aroma and flavour of dishes.

At the end of the 1960s, fast insulated fermented or chemically manufactured soy sauce became popular in Mainland China. Despite lesser time required and lower costs, the resulting soy sauce of these methods is inferior in aroma, lustre and quality. With higher levels of consumption and greater inclination to a healthy and diverse diet these days, consumers in Mainland China look for traditionally and naturally brewed soy sauce products. In this day and age, a wide range of high-end soy sauces is available on the market, among which soy sauce products labelled "with zero additives" highlighting original flavours are gaining increasing popularity among consumers.





《原釀本味醬油》團體標準適時出台 Timely Introduction of the Natural Plain Fermented Soy Sauce Standards

醬油市場規模巨大，品類繁多，尤其是高端醬油產品五花八門，缺乏細分標準，令消費者在選擇時無從入手。現行的中國國家標準《GB/T 18186 釀造醬油》只以高鹽稀態發酵醬油（採用傳統工藝釀造）及低鹽固態發酵醬油（又稱速釀醬油）兩類發酵工藝劃分，故無法滿足消費升級的需求。

為了引導及規範高端醬油市場的健康發展、指導消費，結合國家標準化改革與品質標準體系建設的長期規劃、中國食品工業協會聯合中國食品發酵工業研究院，以及醬料企業代表擔任起草單位，於2019年共同制定《原釀本味醬油》團體標準。團體標準列明了對原釀本味醬油的技术要求、試驗方法、檢驗規則、標誌、包裝、運輸及儲存方面的規定，希望能以此規範業內的原釀本味醬油產品。作為亞洲醬料及調味品的龍頭品牌，李錦記亦積極參與了標準編寫工作。

中國食品工業協會聯合中國食品發酵工業研究院其後更向國家知識產權局申請了《原釀本味醬油證明商標》，並於去年4月7日獲得批准，這是中國醬油行業目前唯一受國家法律保護的產品證明商標。《原釀本味醬油證明商標》的出台，不但可以保護醬油企業，更有利於提高消費者對原釀本味醬油的認知。

與現行的醬油標準相比較，《原釀本味醬油》團體標準更著重原材料及是否有使用添加劑。所謂原釀本味醬油，是指以非轉基因的大豆和（或）非轉基因的脫脂大豆（食用豆粕）、小麥和（或）小麥粉和（或）麥麩為主要原料，不添加味精、食品添加劑（食品工業用加工助劑除外），經微生物發酵製成的具有特殊色、香、味的液體調味品。至於團體標準內對原釀本味醬油的一些理化指標如氨基酸態氮*含量標準，則等同中國國家標準《釀造醬油》中質量等級一級的指標要求。

* 氨基酸態氮由製造醬油原料中的蛋白質水解產生，是醬油鮮味的主要來源及展示醬油質量的重要指標。

The soy sauce market is vast and diverse. In a myriad of high-end soy sauce products, consumers might find it confusing without an established guideline. The current Chinese National Standard *GB/T 18186 Fermented Soy Sauce* is limited in addressing the upgraded consumer demands as it only recognises two brewing techniques, namely, the high-salt liquid-state fermentation (also known as the traditional brewing technique) and low-salt solid-state fermentation (also known as "fast-brewing" soy sauce).

To provide standardised guidance and lay a strong foundation for the growth of high-end soy sauce market, China National Food Industry Association and the China National Research Institute of Food & Fermentation Industries Co. Ltd, together with representatives from sauce and condiments companies, jointly drafted the *Natural Plain Fermented Soy Sauce Standards* in 2019 to keep in line with the Chinese National Standardisation Reform and long-term development of the Quality Control Metrics. The Standards lists out technical requirements, testing methods and regulations on inspection, trademark, packaging, transportation and storage for naturally fermented soy sauce. As a leading brand in Asian sauces and condiments, Lee Kum Kee was among the selected companies invited to participate in the compilation of the Standards.

The China National Food Industry Association and China National Research Institute of Food & Fermentation Industries Co. Ltd applied for the Natural Plain Fermented Soy Sauce Certification Trademark and was approved by the National Intellectual Property Administration on 7 April last year, becoming the only certification trademark protected under Chinese national law. The introduction of Natural Plain Fermented Soy Sauce Certification Trademark serves to protect soy sauce companies and improve consumers' understanding of naturally brewed soy sauce.

Compared with the current soy sauce standards, the *Natural Plain Fermented Soy Sauce Standards* emphasises the raw materials used and whether or not additives are adopted during production. Natural Plain Fermented Soy Sauce refers to the liquid seasoning with special colour, aroma and flavour that underwent fermentation by microorganisms using non-GMO soybeans and/or non-GMO defatted soybeans (soybean meal), wheat and/or wheat flour and/or wheat bran without adding any MSG or food additives (except processing aid). The physical and chemical indicators for naturally fermented soy sauce such as amino acid nitrogen* concentration are equivalent to that of level one of the *National Standard of Fermented Soy Sauce*.

* Amino acid nitrogen is produced when soy proteins are hydrolysed into amino acids. It is otherwise known as the "umami" taste and major indicator of the quality of soy sauce.

怎樣才算是原釀本味醬油？

How is natural plain fermented soy sauce defined?



非轉基因的大豆和（或）非轉基因的脫脂大豆（食用豆粕）、小麥和（或）小麥粉和（或）麥麩為主要原料

Non-GMO soybeans and/or non-GMO defatted soybeans (soybean meal), wheat and/or wheat flour and/or wheat bran as the main raw materials



不添加味精

No added MSG



不添加食品添加劑

No added food additives



經微生物發酵製成的具有特殊色、香、味的液體調味品

Liquid seasoning with special colour, aroma and flavour that underwent fermentation by microorganisms



須符合一定的理化指標標準，包括：

Needs to correspond to certain standards of physical and chemical index, including:

- 每100毫升醬油含有不少於0.7克的氨基酸態氮
Every 100ml of soy sauce must contain no less than 0.7g of amino acid nitrogen
- 每100毫升醬油含有的銨鹽不得超過氨基酸態氮含量的30%
Every 100ml of soy sauce must not contain ammonium salt that exceeds 30% of amino acid nitrogen concentration

資料來源：《原釀本味醬油》團體標準

Source: Natural Plain Fermented Soy Sauce Standards



李錦記兩款醬油獲《原釀本味醬油證明商標》

Two of Lee Kum Kee Soy Sauce Products Accolated with Natural Plain Fermented Soy Sauce Certification Trademark

李錦記自1990年代中期開始進軍醬油市場，一直堅持以傳統釀造工藝，生產天然生曬、品質上乘的自家醬油，由無到有，成功爭取在醬油市場上佔一席位。因應消費者的需求，品牌亦持續創新，推出經典產品如蒸魚豉油，其後

又開拓功能醬油市場品類，推出餃子醬油、辣椒醬油及甜豉油等一系列醬油產品。近年，為滿足現代人對健康飲食的追求，李錦記又推出健康醬油系列，包括零添加醇味鮮特級釀造醬油、減鹽醬油、有機醬油及無麩質醬油等。2019年底，李錦記強勢推出原釀本味鮮醬油（「小鮮瓶」），搶佔高端醬油市場份額。

李錦記的兩款醬油產品——原釀本味鮮醬油及零添加醇味鮮特級釀造醬油，在去年12月8日同時獲得《原釀本味醬油證明商標》，證明品牌堅守嚴選非轉基因原粒黃豆或脫脂大豆為原材料，採用傳統高鹽稀態發酵工藝，決心製作高品質醬油之初心獲行業及國家認可及嘉許。

Since entering the soy sauce market in the 1990s, Lee Kum Kee has taken its place in the market by insisting on producing traditionally brewed and naturally fermented quality soy sauce. The brand strives hard to fulfil customers' needs for product diversification by rolling out signature products such as Seasoned Soy Sauce for Seafood and branched out to launch the value-added soy sauce range, including Seasoned Soy Sauce for Dumpling, Chilli Soy Sauce and Sweet Soy Sauce for Dim Sum. In recent years, Lee Kum Kee also rolled out the Healthy Soy Sauce range – Supreme Seasoning Soy Sauce, Salt Reduced Seasoned Soy Sauce, Organic Soy Sauce and Gluten Free Soy Sauce. Towards the end of 2019, Lee Kum Kee introduced the Authentic Seasoned Soy Sauce in order to seize a greater market share of high-end soy sauce.

Two of Lee Kum Kee's soy sauce products, the Authentic Seasoned Soy Sauce and Supreme Seasoning Soy Sauce, were awarded with the Natural Plain Fermented Soy Sauce Certification Trademark on 8 December last year, serving as a testament, at national level, to the brand's stringent adherence to using non-GMO whole soybeans or defatted soybeans as raw materials, employing the traditional brewing craftsmanship of high-salt liquid-state fermentation, and its commitment to manufacturing high-quality soy sauce.



非轉基因大豆進行檢查
Inspection of non-GMO soybeans

採用天然生曬、以傳統發酵工藝釀造的李錦記醬油
Lee Kum Kee soy sauce is naturally fermented using traditional fermentation techniques

認證產品的在線審查及現場抽樣
Production line review and field sampling of certified products

是次獲得《原釀本味醬油證明商標》的兩款李錦記醬油產品 — 原釀本味鮮醬油及零添加醇味鮮特級釀造醬油，便是嚴選非轉基因原粒黃豆或脫脂大豆為原材料，採用傳統高鹽稀態發酵工藝製作的高品質醬油。

李錦記醬油在陽光下天然生曬三至六個月，令黃豆充分發酵，醬油散發獨特的酒香和酯香，而且呈現淺紅褐色。這次獲得的證明商標，印證李錦記以傳統方法，天然釀造高端醬油之實力。

要獲得《原釀本味醬油證明商標》，需要經過嚴格的審批過程。為此，中國食品工業協會審核專家組派員前往李錦記（新會）食品有限公司進行了該商標的現場審核。到訪評審專家組成員對李錦記原釀本味鮮醬油及零添加醇味鮮特級釀造醬油兩款產品，從原料非轉基因檢測、生產現場審核、現場試味、在線審核、現場抽樣及產品追溯機制等多方面進行了嚴謹的評判。為判別原釀本味醬油產品的真偽，中國食品發酵工業研究院特別開發了醬油的穩定同位素質譜分析技術，可以根據同位素特徵判斷醬油產品是否有外在添加味精的成分。李錦記的兩款醬油產品通過現場審核及抽樣產品真實性檢驗的雙重考驗後，才正式獲得由中國食品工業協會頒發的商標認證。

The two soy sauces labelled with the Natural Plain Fermented Soy Sauce Certification Trademark, namely, the Authentic Seasoned Soy Sauce and Supreme Seasoning Soy Sauce, are made from carefully selected non-GMO whole soybeans or defatted soybeans and then fermented with the traditional high-salt liquid-state brewing techniques.

Lee Kum Kee soy sauce is exposed to natural sunlight for three to six months for the soybeans to ferment thoroughly. The soy sauce therefore exudes a rich luscious scent and a natural gloss and is dark brown in colour. The trademark certification showcases Lee Kum Kee's exceptional soy sauce brewing craftsmanship and its ability to produce quality high-end soy sauce.

A soy sauce product has to go through a stringent evaluation to receive the Natural Plain Fermented Soy Sauce Certification Trademark. Experts from the China National Food Industry Association visited Lee Kum Kee (Xin Hui) Food Co., Ltd. to conduct on-site assessment. Members of the judging panel carefully evaluated the two products from the use of non-GMO raw materials, on-site assessment of production, tasting, production line review, sampling to product traceability mechanism. To determine if the soy sauce products qualify for Natural Plain Fermented Soy Sauce, China National Research Institute of Food & Fermentation Industries Co. Ltd developed the isotope mass spectrometry technology to identify additives based on the isotope characteristics. Both Lee Kum Kee soy sauces passed the dual test of on-site evaluation and product sampling before being awarded the certification trademark.



一瓶李錦記醬油從選料到出廠要經歷多達900項的食品安全測試。李錦記多年以來堅守「100-1=0」的品質管理理念，實現「從農田到餐桌」的全程控制，力求全方位保證產品質量。本次兩款產品榮獲《原釀本味醬油證明商標》，正是李錦記貫徹「永遠創業精神」的體現，亦是集團持續實踐「思利及人」核心價值的證明。

憑藉卓越產品品質，李錦記除了於2019年晉身中國市場的薄鹽類醬油銷量冠軍，亦自2018年連續兩年蟬聯香港銷售第一的豉油品牌。此次再取得《原釀本味醬油證明商標》，令集團上下感到鼓舞，深信更能加強消費者對品牌的信心，進一步鞏固李錦記在高端醬油市場的品牌地位。

From the sourcing of ingredients to the finished outputs, each bottle of Lee Kum Kee soy sauce has to go through over 900 food safety tests. Staying firm to its quality management philosophy of "100-1=0" and its stringent quality control philosophy "from farm to fork", Lee Kum Kee is committed to safeguarding the quality of its products. The award of the Natural Plain Fermented Soy Sauce Certification Trademark indeed duly recognises the brand's persistent adherence to its core value of "Constant Entrepreneurship" and practice of "Si Li Ji Ren (Considering Others' Interests)".

In recognition of its premium quality, Lee Kum Kee not only ranked first in the Salt Reduced Soy Sauce sales in Mainland China in 2019 but has also topped in overall soy sauce sales in Hong Kong for two consecutive years from 2018. The award of Natural Plain Fermented Soy Sauce Certification Trademark has come as a strong encouragement to the Sauce Group and served to further reinforce consumer confidence, thereby consolidating Lee Kum Kee's commanding position in the high-end soy sauce market.



獲《原釀本味醬油證明商標》認證產品

Products that are Certified by Natural Plain Fermented Soy Sauce Certification Trademark



原釀本味鮮醬油 (「小鮮瓶」) Authentic Seasoned Soy Sauce

- ✓ 採用傳統高鹽稀態發酵工藝高標準製造的特級頭道醬油
Utilise first draw premium soy sauce brewed under high-salt-liquid state fermentation technique
- ✓ 0%添加防腐劑、色素、味精、香精、甜味劑
No added preservatives, colours, MSG, artificial flavours or sweeteners
- ✓ 嚴選非轉基因原粒黃豆為主要原材料
The main raw material is non-GMO whole soybeans
- ✓ 創新使用國際專利容器，瓶身採用雙層構造，能有效阻隔醬油與氧氣的接觸
Utilise innovative "internationally patented" bottle, employing two-layer structures for its body, which can effectively prevent soy sauce from contacting air
- ✓ 「擠擠裝」瓶口經特別設計，較傳統玻璃瓶更易使用及控制用量，使得醬油開封後鮮味更持久
The bottle neck of "The Squeeze Pack" is specially designed, which is easier to use and control the amount used compared with the traditional glass bottle, and allows the "umami" taste to last longer after opening



零添加醇味鮮特級釀造醬油 Supreme Seasoning Soy Sauce

- ✓ 採用傳統高鹽稀態發酵工藝高標準製造的頭道醬油
Utilise first draw soy sauce brewed under high-salt-liquid state fermentation technique
- ✓ 0%添加防腐劑、色素、味精、香精、甜味劑
No added preservatives, colours, MSG, artificial flavours or sweeteners
- ✓ 嚴選非轉基因脫脂大豆為主要原材料
The main raw material is non-GMO defatted soybeans
- ✓ 僅抽取第一道醬油原汁精華，每一滴都散發著自然濃郁的醬香味
Solely extract first draw soy sauce essence; each drop exudes natural and rich sauce aroma



李學禮先生 當選上海市徐匯海外聯誼會副會長

Mr. Brian Lee Appointed as Vice President of Shanghai Xuhui Chinese Overseas Friendship Association



去年9月，上海市徐匯海外聯誼會第七屆理事大會於上海召開。大會通過理事會成員名單，醬料集團製造總監李學禮先生當選為聯誼會副會長。

上海市徐匯海外聯誼會成立於1990年，是上海市徐匯區各界人士與海外僑胞聯誼合作的組織，旨在為上海經濟和社會發展服務。李錦記與徐匯海外聯誼會就促進徐匯區的經濟發展、人才交流而合作，未來雙方將繼續就提高青少年對食品安全與營養健康的認識共同努力。

Last September, the Seventh Council Meeting of the Shanghai Xuhui Chinese Overseas Friendship Association took place in Shanghai and approved the list of council members. Mr. Brian Lee, Director of Manufacturing of Lee Kum Kee Sauce Group, was appointed as Vice President of the Association.

Founded in 1990, the Shanghai Xuhui Overseas Chinese Friendship Association is a collaborative body of people from Xuhui, Shanghai, and overseas Chinese. The Association strives to facilitate the economic and social development in Shanghai. Lee Kum Kee has longstanding collaboration with the Association in promoting the economic and talent development of Xuhui. Both parties will continue to work towards enhancing the youth's understanding of food safety and nutrition for health.

LEED 鉑金級認證 授牌儀式

LEED Platinum Certification Presentation Ceremony

去年11月，由美國綠色建築協會主辦的「邁向2060碳中和·中國企業的綠色力量」主題論壇暨能源與設計先鋒 (LEED) 鉑金級項目授牌儀式在北京舉行，李錦記醬料集團全球製造總監莫國棟先生代表上台領授LEED鉑金級認證。

主題論壇上，李錦記獲邀向與會嘉賓分享了百年企業的可持續發展之路，並參與了「可持續發展，中國企業在行動」圓桌討論環節，從企業營運和綠色建築等角度，探討中國2060年碳中和之路。

LEED 是國際上最完善、最具影響力的綠色建築評估體系之一，而鉑金級認證是當中的最高級別。李錦記新會生產基地憑藉綠色醬油發酵工程獲頒LEED-NC V4.0鉑金級認證，而李錦記亦因而成為全球發酵食品行業中首家榮獲此殊榮的企業。

Last November, the forum on "2060 Carbon Neutrality: the Green Power of Chinese Enterprises" Summit cum LEED Platinum Project Certification Ceremony was hosted by the U.S. Green Building Council in Beijing. Mr. Tony Mok, Director of Global Manufacturing of Lee Kum Kee Sauce Group received the LEED Platinum Certificate on behalf of the Group.

During the Summit, Lee Kum Kee shared with guests the sustainable development path of the century-old enterprise, and participated in the "Sustainable Development, Chinese Enterprises in Action" roundtable session to discuss China's 2060 carbon neutrality goal from the perspectives of corporate operations and green buildings.

LEED certification is an authoritative global symbol of exceptional excellence for green buildings, with Platinum Certification being the highest honour of the rating system. Lee Kum Kee Xinhui Production Base's Green Soy Sauce Fermentation Project was awarded with LEED-NC V4.0 Platinum Certification, making Lee Kum Kee the first enterprise in the global fermented food industry to receive such recognition.



林碧寶女士

出任醬料集團行政總裁

Ms. Katty Lam
Appointed as Sauce Group
Chief Executive Officer



李錦記醬料集團宣佈委任林碧寶女士為行政總裁，自2020年12月1日起生效。

林碧寶女士是一位資深的企業管理專才，在知名跨國食品公司累積多年卓越經驗。加入李錦記前，她任職達能集團生命早期營養品業務的大中華區區域副總裁。林女士本身是專業會計師，早年曾任畢馬威會計師事務所審計師，其後加入百事中國。在百事公司服務22年期間，她分別在財務、市場營銷及飲料瓶裝和食品營運方面擔任高級管理職位，最後出任主掌大中華區的主席。

醬料集團主席李惠中先生歡迎林女士加入，並充滿信心：「林女士資歷深厚，定能領導集團的整體業務策略和發展、加強團隊協作、推動創新，鞏固集團為亞洲醬料和調味品全球領導地位。我們冀盼與林女士一起努力實現集團『有人的地方，就有李錦記』的願景。」

林碧寶女士表示非常榮幸能夠加入李錦記的大家庭，並感謝主席及董事局的信任與支持。在履新後分享她的感受時，林女士察覺到：「在經歷全球疫情衝擊時，更讓大家珍惜醬料這個行業，不單對經濟、對民生的貢獻，亦為家家戶戶在逆境中帶來美食的小幸福。」

「回顧李錦記百多年歷史中，在面對挑戰與考驗時總愈戰愈勇，善於掌握機遇，不停壯大；我們在傳承李錦記百年品牌時，亦要貫徹這份『永遠創業精神』！」

林女士摯誠地勉勵同事：「市場變化，競爭劇烈是必然的。我深信我們有變的勇氣、變的智慧及變的決心，去迎接變化所帶來的機遇。」她期望在李錦記悠久的歷程中，能帶領團隊加上光輝的一筆，傳承這家族百年品牌，邁向千年企業的梦想！

我們在此祝願林女士成功帶領醬料集團克服未來凌厲的挑戰。

Lee Kum Kee Sauce Group appointed Ms. Katty Lam as Chief Executive Officer with effect from 1 December 2020.

Katty is an accomplished senior executive with years of distinguished experience in renowned multinational food companies. Prior to joining Lee Kum Kee, she was Danone's Regional Vice President, Greater China – Early Life Nutrition Division. As a professional accountant, Katty began her career as an auditor with KPMG. She later joined PepsiCo China where she successfully served a tenure of 22 years in different senior management roles in finance, marketing, beverage bottling and foods operations, and eventually reached the top position of Chairman, Greater China Region.

In welcoming Katty to the Company, Sauce Group Chairman, Mr. Charlie Lee, expressed confidence that, "With her extensive experience, Ms. Lam will lead the Group's overall business strategy and development, strengthen collaboration and drive innovation initiatives to ensure the Group continues to be recognised as a global leader in Asian sauces and condiments. Together we will work towards our vision of 'Where there are people, there is Lee Kum Kee!'"

Katty felt honoured to be able to join the Lee Kum Kee family, and was grateful to the Chairman and the Board of Directors for their trust and support. Sharing her sentiments since taking up the appointment, Katty observed that, "As the world is rampaged by the onslaught of the pandemic, all have become more appreciative of the significance of the sauce industry not only to the economy and everyday life, but also of the blessing it brings to every household through enhancing individual culinary experience during such adverse circumstances."

"Retracing the history of Lee Kum Kee through well over a hundred years, one cannot but be impressed by its undaunted courage in the face of challenges and adversity and how it seized opportunities at every turn to grow bigger and stronger. In inheriting this century-old brand we must stay firm to the spirit of 'Constant Entrepreneurship' inherent in its success."

Katty encouraged colleagues in all earnestly that, "Market changes and fierce competition are now the order of the day. I believe we have the courage to accept change, the wisdom to adjust to change, and the determination to instigate change, and thereupon to embrace opportunities brought by change." She looked forward to leading the team to contribute to the glorious history of Lee Kum Kee, to perpetuate the century-old brand, and to help realise the family's dream to be a millennium enterprise.

We wish Katty every success in leading the Sauce Group through the very challenging years ahead.

蒸魚豉油「能蒸善炒」推廣

"Seasoned Soy Sauce for Seafood –
Your Go-to Sauce for Steamed and Fried Dishes" Campaign



李錦記蒸魚豉油推出至今已經超過20年，一直深受專業廚師和消費者愛戴，多年來在中國內地穩佔蒸魚豉油市場第一位。

新春期間，李錦記中銷更以蒸魚豉油「能蒸善炒」為主題，展開全方位市場推廣活動。除了在電視及網絡上播放廣告視頻外，又以「#菜一淋，一瓶搞定『你謹記』#」在抖音平台上引起熱話。此外，團隊於上海、蘇州、長沙、無錫及株洲等多個城市投放線下廣告，覆蓋地鐵站、公交候車亭及電梯等公眾地方，有效提高消費者對產品的認知度。

It is more than 20 years since the launch of Lee Kum Kee Seasoned Soy Sauce for Seafood. As one of the most popular sauces among professional chefs and consumers, the sauce continued to rank first in the Mainland China market for years.

Lee Kum Kee China Trading held a comprehensive Chinese New Year marketing campaign with the theme "Seasoned Soy Sauce for Seafood – Your Go-to Sauce for Steamed and Fried Dishes". Commercials were placed on TV and the internet, and a creative campaign was held on Douyin to garner public attention. Offline advertisements were widely placed in underground stations, bus stations and lift lobbies in cities like Shanghai, Suzhou, Changsha, Wuxi and Zhuzhou. The campaign effectively raised consumer awareness of the product.



◀ 掃瞄觀看蒸魚豉油廣告視頻
Scan to watch the Seasoned Soy Sauce for
Seafood commercial

李錦記
LEE KUM KEE

“鮮蚝鲜煮 餐餐回味”

李锦记 高端蚝油销量领导品牌*

蚝油世家 酒庄之宝

李錦記 財神蚝油
CHUO SUN OYSTERSAUCE

李錦記 鮮味蚝油
FRESH OYSTERSAUCE

李錦記 鮮味蚝油 (每1000g 大于20元) 产品的统计部分基于尼尔森对中国全国高端蚝油 (每1000g 大于20元) 市场, 自2019年9月至2020年06月的零售研究数据 (版权所有 © 2020, 尼尔森), 李锦记 鲜味蚝油销量排名第一, 尼爾森, 海爾省, 內蒙古, 宁夏, 新疆及西藏; 零售渠道覆盖主要零售商店, 大型卖场, 超级市场, 小型超市, 便利店, 专卖店以及其他零售渠道, 包括酒店, 餐厅, 企事业单位等。

「鮮蠔鮮煮 餐餐回味」

蠔油主題活動

"Spice up your Meals with a Touch of Freshly Cooked Oysters" Oyster Sauce Campaign



去年10月, 李錦記以「鮮蠔鮮煮 餐餐回味」為主題, 在中國內地電視及網絡等多個渠道推出全新蠔油廣告, 打造高端蠔油領導品牌的形象。

為配合廣告投放, 2萬多家門店展開多樣化的店內陳列, 活動更透過網紅在抖音、豆果等線上平台以發文及上傳影片的方式宣傳, 累計接觸超過5,230萬人次, 總互動量超過520萬, 成功掀起話題, 吸引消費者關注。

Last October, Lee Kum Kee launched a new commercial for its Oyster Sauce in Mainland China on various platforms including TV and the internet. With the theme "Spice up your Meals with a Touch of Freshly Cooked Oysters", the campaign targeted to strengthen Lee Kum Kee's image as the leader in high-end oyster sauce market.

As part of the advertising campaign, in-store displays were launched in some 20,000 retail outlets. The campaign generated hot talks among consumers through influencer posts and videos on platforms such as Douyin and Douguo.com, accumulating over 52.3 million views and over 5.2 million total engagement.

掃瞄瀏覽全新蠔油廣告 ▶
Scan to view the latest Oyster Sauce advertisement



亮相第三屆中國國際進口博覽會

Participates in the Third CIIE



去年11月，李錦記參與第三屆中國國際進口博覽會，向世界推廣中國味道。本屆博覽會匯聚了180多個國家和地區逾3,800家企業參展，李錦記於「香港產品展區」設置攤位，展出多款特色蠔油產品，向海內外採購商及消費者推廣品牌理念與企業文化。吉祥物李錦記熊貓更亮相博覽會，與海內外來賓熱烈互動。

展會期間，醬料集團中國區總裁張福鈞先生接受人民網專訪時指出，李錦記秉承「永遠創業精神」，在疫情下及時調整營銷策略並開拓新業務，並圍繞「健康」、「便捷」及「新穎」三方面提升產品的質素，向大眾傳遞正確的飲食及消費概念。

Last November, Lee Kum Kee participated in the Third China International Import Expo (CIIE) to promote Chinese culinary culture to the world. The Expo attracted over 3,800 exhibitors from some 180 countries and regions. Exhibited at the "Hong Kong Product Zone", Lee Kum Kee showcased its Oyster Sauce range, and promoted its brand philosophy and corporate culture to buyers and consumers from all over the world. The staging of the Lee Kum Kee Panda Mascot also attracted a crowd as the endearing ambassador interacted enthusiastically with visitors.

In an interview by *People.cn* during the exhibition, Mr. Chris Cheung, President – China of Lee Kum Kee Sauce Group, expressed that Lee Kum Kee upheld its spirit of "Constant Entrepreneurship" in face of COVID-19 to make timely adjustments to its marketing strategies and exploit business opportunities. The brand would continue to enhance its product quality in areas of "health value", "convenience" and "innovation" and convey proper concepts of diet and consumption to the public.

獲全國「安康盃」競賽活動優勝班組獎

Awarded as Outstanding Team in the "Safety and Health Cup" Competition



去年12月，李錦記（新會）食品有限公司的食品法規及標準功能組獲新會區總工會頒發全國「安康盃」競賽優勝班組獎牌及獎狀，為去年江門地區唯一獲優勝班組獎項的隊伍。

「安康盃」取「安全」和「健康」之意而設立，旨在提高安全生產知識。全國「安康盃」競賽獎是由新會總工會推薦，市、省級組委會初評，省總工會、省應急管理廳審核評選，再由中華全國總工會、中華人民共和國應急管理部和國家衛生健康委員會共同頒發。

李錦記一直堅持「100-I=0」的零缺陷品質管理理念，積極舉辦和參與標語創作、知識競賽和演講等與品質安全相關的活動，以提高員工對產品品質安全的意識。是次獲獎肯定了品牌在維持卓越品質方面的努力。

Last December, the Regulatory & Standards Function of Lee Kum Kee (Xin Hui) Food Co., Ltd was awarded as the Outstanding Team in the "Safety and Health Cup" National Competition by the Xinhui Federation of Trade Unions, becoming the only team receiving such honour in Jiangmen last year.

Named the "Safety and Health Cup", the competition aimed to enhance safety awareness and promote safety behaviours in production. The "Safety and Health Cup" National Competition awardees were nominated by the Xinhui Federation of Trade Unions, while the municipal and provincial organising committees conducted preliminary evaluations, and the Provincial Federation of Trade Unions and the Provincial Department of Emergency Management reviewed and shortlisted nominees, and the awards were then jointly presented by the All-China Federation of Trade Unions, Ministry of Emergency Management and National Health Commission.

Stood by its "100-I=0" zero tolerance quality philosophy, Lee Kum Kee proactively organised and participated in activities including slogan competitions, trivia contests and safety seminars to promote product quality and safety awareness among staff. The award served as a recognition of the brand's stringent quality adherence.

參展第16屆調博會

Exhibits at the CFE 2020



去年12月，李錦記出席在廣州舉行的2020中國（國際）調味品及食品配料博覽會（簡稱「調博會」）。今屆調博會已是第16屆舉行，吸引213家參展商參加。李錦記於會上展示品牌歷史及多款產品，並安排大廚在現場以李錦記醬料烹煮多道美食，吸引眾多參觀者品嚐並獲得一致好評。

在中國調味品協會成立25周年紀念大會上，李錦記榮獲「調味品行業25年匠心企業」及「調味品行業25年消費者喜愛品牌」等獎項，李錦記醬料集團主席李惠中先生更獲授予「產業龍頭領軍人物」的殊榮。



Last December, Lee Kum Kee attended the China International Condiment and Food-additive Expo 2020 (CFE 2020) in Guangzhou, which was held for the 16th round and attracted 213 exhibitors. Aside from showcasing a wide range of products and the brand history, Lee Kum Kee had a number of master chefs whipping up dishes with Lee Kum Kee sauces, which drew a large crowd and received much compliments for the palatable delicacies sampled.

At the 25th Anniversary Celebration Ceremony of China Condiment Industrial Association, Lee Kum Kee garnered multiple awards including the "Condiment Industry in 25 years – Enterprise with the Spirit of Craftsmanship Award" and "Condiment Industry in 25 years – Popular Condiment Consumer Brand Award". Lee Kum Kee Sauce Group Chairman Mr. Charlie Lee was also honoured with the "Leading Figure in Industry Award".

「李錦記蠔油 醃肉一支到味」推廣

"Lee Kum Kee Oyster Sauce – The Perfect Marinade with All Flavours in a Bottle" Campaign

承接去年年初的蠔油推廣，香港市場於9至10月續以「李錦記蠔油 醃肉一支到味」為宣傳活動主題，以蠔油醃肉為引子，帶出李錦記蠔油是一支多功能調味品：不論用作調味、炆煮及芥汁，均可「一支到味」。

除了店舖陳列，是次宣傳活動亦作全方位線上推廣，主題廣告廣見於熱門手機應用程式，將訊息帶給一眾年輕烹飪愛好者。同時，團隊於社交平台發佈一系列舊庄特級蠔油、減鹽蠔油和瑤柱蠔油的烹飪短片，成功觸及超過300萬人次。又配合素人在社交平台上宣傳，教育及鼓勵消費者使用李錦記蠔油醃雞翼等，令他們即使在家中也可煮出餐廳小炒的風味，帶領整個蠔油市場的增長。

Following the campaign in early 2020, Hong Kong Market launched another wave of Oyster Sauce Campaign with the theme "Lee Kum Kee Oyster Sauce – The Perfect Marinade with All Flavours in a Bottle" in last September and October. Started with its use as a meat marinade, the campaign aimed to deliver the message that Lee Kum Kee Oyster Sauce is a multi-purpose ready sauce great for seasoning, stewing and sauce making.

Apart from massive in-store displays, the campaign could be found on pop-up advertisements of popular mobile apps, which targeted to convey the versatility of Oyster Sauce to the younger audience. A series of cooking videos featuring Premium Oyster Sauce, Salt Reduced Oyster Sauce and Oyster Sauce with Dried Scallop was broadcast on social media, reaching over 3 million audience. Through collaboration with micro influencers, consumers were educated to use Oyster Sauce to marinate chicken wings and that restaurant-quality flavours could be easily achieved at home, which fostered the growth of the Oyster Sauce market.



掃瞄觀看蠔油食譜影片 ▶
Scan to watch Oyster Sauce recipe video



即食鮑魚系列 香港推廣

Ready-to-eat Abalone Range Campaign in Hong Kong Market



緊隨去年第三季成功推出兩款新口味細罐裝鮑魚後，香港市場於12月加推兩款新包裝產品——紅燒元貝至尊鮑魚及蠔皇元貝頂級鮑魚。適逢年尾佳節，禮盒裝紅燒元貝至尊鮑魚送禮自用皆宜，而大罐裝的蠔皇元貝頂級鮑魚內含八隻鮑魚，適合一家人享用。

團隊亦再度以「李錦記即食鮑魚系列 極品鮑魚 招牌自家醬汁」作主題宣傳，包括於Facebook專頁上載介紹產品特色和應用的短片，教育消費者即食鮑魚的多元化食法。電子平面廣告同時廣見於各個社交平台，以增強產品曝光率。是次推廣更邀請多位素人合作，以軟銷手法增強產品認受性。除了電子渠道，推廣更涵蓋免費報紙封面廣告、地鐵站燈箱廣告以及店內陳列，並於超級市場設置推廣攤位，近距離向客戶群直接推銷產品。

Following the successful launch of two Ready-to-eat Abalone products in the third quarter last year, Hong Kong Market rolled out two new products, namely Deluxe Abalone in Red Braising Sauce with Dried Scallop and Premium Abalone in Premium Oyster Sauce with Dried Scallop, in December. Launched during festive season, the Deluxe Abalone in Red Braising Sauce with Dried Scallop in giftbox was perfect for gifting as well as personal consumption, while the large canned Premium Abalone in Premium Oyster Sauce with Dried Scallop, which contains eight pieces of abalone, was perfect for sharing at family dinners.

A marketing campaign under the theme "Lee Kum Kee Ready-to-eat Abalone Range; Premium Abalone in Signature Homemade Sauces" was launched to promote these new products. A series of cooking videos was posted on Facebook to educate customers on the diverse abalone dishes. Digital advertisements were widely seen on various social media platforms to enhance product exposure. Collaboration with micro influencers served to increase product penetration. The campaign also covered print media, light box advertisements in MTR stations and in-store display. Promotion booths were set up in supermarkets as well to boost sales.



◀ 掃瞄觀看即食鮑魚系列食譜短片
Scan to watch Ready-to-eat Abalone Range cooking videos

李錦記 火鍋店湯底 住家鮮製! 推廣

"Lee Kum Kee Gourmet Hotpot Soup Base Made at Home" Campaign



配合「火鍋季節」，香港市場於去年11至12月以「李錦記火鍋店湯底 住家鮮製」為主題，推廣李錦記多款火鍋上湯及醬料方便易用的特點。

是次推廣為消費者介紹四款以李錦記火鍋上湯及醬料做出火鍋店熱賣湯底的食譜，只需加入幾款簡單食材，在家中也可做出秘製麻辣雞煲、藥膳醉雞湯底、瑤柱海鮮粥底火鍋及番茄薯仔豬骨湯底。此外，配合六款火鍋必備的李錦記醬料，消費者可按個人口味自由配搭，輕鬆在家享受火鍋店的滋味。

除了店鋪陳列品宣傳，李錦記亦於線上作出全方位推廣，包括熱門手機應用程式廣告、搜尋引擎行銷、社交媒體發佈影片及與著名飲品品牌在網上合作等，廣泛將產品訊息滲透至不同的客戶群。首條推出的短片於發佈後短短一星期內已獲超過10萬次觀看，成功提高產品滲透率。

To ride on the "hotpot season", Hong Kong Market launched a marketing campaign in November and December last year themed "Lee Kum Kee Gourmet Hotpot Soup Base Made at Home" to promote the convenience of Lee Kum Kee Hotpot Soup Base and dipping sauces.

The team introduced four recipes made with Lee Kum Kee Hotpot Soup Base and sauces. By adding simple ingredients, consumers could whip up special hotpots including Hot and Spicy Chicken Hotpot, Drunken Chicken with Herbs Hotpot, Seafood Congee Hotpot, Tomato, Potato and Pork Bone Hotpot. By mixing their own dipping sauce with six key Lee Kum Kee sauces, consumers could enjoy store-bought hotpots in the comfort of their home.

In addition to in-store display, Lee Kum Kee rolled out an all-round digital campaign to reach different consumer base, including pop-up advertising on popular mobile apps, search engine marketing, cooking videos on social media and online collaboration with famous beverage brand. With the first video recorded over 100,000 views in a week's time, the product penetration rate was successfully increased.



◀ 掃瞄觀看秘製麻辣雞煲食譜影片
Scan to watch Hot and Spicy Chicken Hotpot recipe video

不加味精特鮮菇粉推廣

Premium Mushroom Powder
(No MSG Added) Campaign



去年10至11月，香港市場以「雙菇合璧 鮮甜味力」為主題，致力推廣李錦記特鮮菇粉不加味精的特點。活動推廣內容強調在烹調時使用李錦記特鮮菇粉，就足以為餸菜帶來鮮味，具有「取代鹽糖 一罐搞掂」的產品特色。

李錦記在Facebook重點介紹有關特鮮菇粉的產品特色及應用，更上載多條一分鐘的簡易煮食短片，又在網站上介紹以特鮮菇粉配搭營養豐富的食材炮製綠色飲食，為消費者帶來全面資訊。同時，團隊透過與網紅合作，提高產品曝光率，並配合搜尋引擎行銷，多方面推廣特鮮菇粉作為新一代健康調味品。

In October and November last year, the Hong Kong Market launched a campaign to promote that Lee Kum Kee Premium Mushroom Powder is MSG free. With the theme "Sweetness and Umami Double Up with Double Mushrooms", the campaign highlighted its usage as replacement of salt and sugar and that the Premium Mushroom Powder alone could meet the basic cooking needs.

Promotional materials including the features and usage of Lee Kum Kee Premium Mushroom Powder were uploaded on Facebook, as well as multiple one-minute simple cooking videos demonstrating the application of the product. The team also uploaded articles introducing a green diet prepared with Lee Kum Kee Premium Mushroom Powder and nutritional ingredients, providing consumers with comprehensive information. At the same time, Lee Kum Kee cooperated with various influencers to increase product exposure. Combined with search engine marketing, the campaign aimed to present Premium Mushroom Powder as a next-generation healthy seasoning.



◀ 掃瞄觀看特鮮菇粉煮食短片
Scan to watch Premium Mushroom Powder
cooking video



台灣市場 蠔油 推廣活動

Oyster Sauce Campaign in Taiwan Market



Since early 2020, Lee Kum Kee has launched a series of digital promotional activities in Taiwan market including network advertising, social media content, promotional videos, and sampling with influencers to educate consumers on the benefits of using Lee Kum Kee Oyster Sauce and increase their usage frequency in daily cooking.

To further increase the penetration rate of Lee Kum Kee Oyster Sauce in Taiwan market, the team included the message that Lee Kum Kee was the pioneer of oyster sauce in marketing collateral from May to October last year. Market research indeed shows that Lee Kum Kee Oyster Sauce is the frontrunner in the oyster sauce category.

自2020年初，李錦記以「一匙入味 家常好菜」為主題，在台灣市場推出一連串蠔油應用推廣活動，當中包括聯播網廣告、社交平台推廣、宣傳影片廣告和網紅試用等活動，以加強消費者對蠔油的認知，令他們在日常生活中增加使用。

為進一步增加李錦記蠔油在台灣市場的滲透率，團隊在去年5至10月的推廣內容中添加「百年秘方 真蠔油始創」的訊息，加深消費者對李錦記為蠔油始祖的聯繫。市場調查指出李錦記蠔油動銷在台灣跑贏整體蠔油類別。



◀ 掃瞄觀看蠔油宣傳短片
Scan to watch Oyster Sauce promotional video

在台新上市

李錦記
頭道

醬油系列



頭道醬油系列於台灣新上市

New First Draw Soy Sauce Range Launched in Taiwan Market

去年8月，李錦記在台灣市場推出台式基礎醬油「頭道醬油系列」— 頭道蠔鮮醬油、頭道醇鮮醬油及頭道減鹽醬油，並以「珍貴第一道 成就每一道」作主題推廣。

台灣市場及後於10月推出三條以「頭道精神」為題的影片，在社交平台進行宣傳；更於11月投放電視廣告，加速傳播新產品上市的訊息，提高品牌曝光率。同時，品牌亦與當地廚師合作研發家常食譜，上載到李錦記官網及台灣主要烹飪平台，以推廣新產品的應用。



◀ 掃描觀看「頭道精神」影片
Scan to watch "Spirit of First Draw" video

Last August, Lee Kum Kee launched the new First Draw Soy Sauce range which comprised Oyster Soy Sauce, Premium Soy Sauce and Salt Reduce Soy Sauce in Taiwan market under the theme "First Draw Soy Sauce for your First Dish".

In October, the Taiwan Market rolled out three collaborated videos titled "Spirit of First Draw" with professional chefs on social media to promote the new products. TV commercials were launched later in November to increase awareness of the new range and enhance Lee Kum Kee's brand exposure. The team also worked with local chefs to develop various home-cooked recipes and posted them on Lee Kum Kee website and multiple major cooking platforms in Taiwan to promote the application of the First Draw Soy Sauce range.



榮獲「Black Box Australia 用戶推薦產品」金獎

Receives "Black Box Australia Members' Recommendation – Gold Medal"

去年9月，李錦記再次獲邀參與Black Box Australia舉辦的樣品派發活動，並榮獲「2020年Black Box用戶推薦產品」金獎。活動有助建立品牌的健康形象，同時進一步擴大在當地的知名度。

是次樣品派發活動以「更美好生活」為題，向5,000位25至45歲的澳洲中高收入人士派發包含不同品牌產品的樣品盒，供他們試用及品評。李錦記挑選無麩質醬油參與樣品派發活動，並獲得超過九成的試用者推薦使用該產品。不少用戶在社交平台上分享使用李錦記無麩質醬油的體驗及評價，表示會繼續使用或轉用李錦記，甚至成為他們的健康醬油首選。



Last September, Lee Kum Kee was again invited to participate in the Black Box Australia Sampling Campaign and won the "2020 Black Box Members' Recommendation – Gold Medal". The campaign successfully established a healthy image for the brand and further expanded the brand awareness.

Themed "Better Lifestyle", the event gave out 5,000 boxes of product samples from various brands to participating Australians aged 25 to 45 in the middle-to-upper income group. Lee Kum Kee selected the Gluten Free Soy Sauce for the product sampling activity. Over 90% of users indicated that they would recommend Lee Kum Kee Gluten Free Soy Sauce. Many also shared their experience of using Lee Kum Kee Gluten Free Soy Sauce on social media platforms, commenting that they would continue to purchase or switch to Lee Kum Kee products, and pick it as their top preference.



李錦記蠔油澳洲線上推廣 Lee Kum Kee Oyster Sauce Digital Campaign in Australia

去年10月，李錦記澳洲市場以「魔法」為主題，進行一連串線上推廣活動，宣傳李錦記蠔油用法多變，一支蠔油為你帶來前所未嘗的中華美味，即使家常料理也能做出正宗中華味道。

是次推廣活用多個社交平台，向更多消費者宣傳李錦記蠔油系列。當中包括在Facebook、Instagram及李錦記澳新地區官方網站上載李錦記蠔油的多變用法，增加當地消費者對產品的認識，打破蠔油單一用法的印象；又因應澳洲主流口味設計蠔油食譜，並以電子書形式在李錦記澳新地區官網上發佈，供消費者免費下載。

Last October, Lee Kum Kee launched a digital campaign with the theme "Mmm Magic!" in Australia to promote its Oyster Sauce. The campaign focused on the versatility of Lee Kum Kee Oyster Sauce and its ability to let you experience "Chinese Cooking like Never Before", and turn home-cooked dish into authentic Chinese flavour.

The campaign made good use of online platforms to reach a larger customer base and promote the Lee Kum Kee Oyster Sauce range. The market shared different applications of Oyster Sauce on Facebook, Instagram and Lee Kum Kee Australia and New Zealand official website to enhance consumer knowledge of Lee Kum Kee Oyster Sauce. Tailor-made Oyster Sauce recipes for mainstream Australian consumers were available in eCookbook format for free download on the Lee Kum Kee Australia and New Zealand website.

掃描下載蠔油食譜電子書 ▶

Scan to download Oyster Sauce eCookbook



澳洲華人市場新產品上市 New Product Launch in Australia Asian Market

澳洲疫情持續，市民多留在家中煮食，對醬料的需求日漸上升。去年10月，李錦記在當地華人市場推出三款新產品——紅醋調味汁、添丁甜醋調味汁及頂級晒油740毫升大包裝。

兩款醋類新品甜酸味適中，酸而不嗆，醋味香濃，風味醇正，成功在當地醋市場佔一席位。紅醋調味汁尤其適合用作蘸點，而添丁甜醋調味汁可用於製作豬腳薑。有見350毫升頂級晒油推出以來獲得廣泛好評，李錦記緊隨推出740毫升大包裝，以加強滲透到零售及餐飲渠道，進一步開拓亞洲風味調味品市場。

Still under the influence of COVID-19 pandemic, Australians picked up the habit of cooking at home, which led to an increase in demand for sauces and condiments. Last October, Lee Kum Kee rolled out three new products in the Australia Asian market – Red Vinegar Sauce, Sweet Vinegar Sauce and Cooking Caramel 740ml.

The new vinegar products, which further expanded our footprint in the vinegar category, give a balanced flavour of sweetness and sourness with a strong but not choking vinegar taste. The Red Vinegar Sauce can be used as dipping sauce while the Sweet Vinegar Sauce is best for making Pork Knuckles and Ginger Stew. Seeing the popularity of Cooking Caramel 350ml, Lee Kum Kee launched the 740ml size to enhance market penetration of retail and food service channels and further expand the Asian sauces and condiments market.





2020 李錦記 紐西蘭青年廚師廚藝比賽

Lee Kum Kee New Zealand Developing Chefs Challenge 2020

去年8月，李錦記與兩大餐批商Gilmours和Trents合作舉辦「2020紐西蘭青年廚師廚藝比賽」。是次比賽在紐西蘭各地舉行，旨在培育當地中菜人才，並為廚師們提供交流廚藝的平台，同時向他們介紹李錦記品牌及展示其醬料產品的多元性。

初賽要求參加者透過電郵遞交一段製作中菜或中式融合菜作品的影片，並在菜式中使用至少三款李錦記醬料。最後六位入圍參賽者於10月在奧克蘭海鮮學院現場對決，並須在90分鐘內完成所選菜式及向評審介紹。比賽最後由來自因弗卡吉爾市阿斯科特公園酒店的大廚Stefenpon Sitinjak以橘子汁雞肉蘑菇蒸飯奪冠。他將會成為2021年李錦記紐西蘭地區推廣大使，並代表紐西蘭出戰下一屆於香港舉辦的李錦記青年廚師中餐國際大賽。

Last August, Lee Kum Kee partnered with local food service wholesalers, Gilmours and Trents, to host the "New Zealand Developing Chefs Challenge 2020". The competition, held across New Zealand, aimed at nurturing Chinese culinary talents and providing a platform for Chinese culinary culture exchange between local chefs, thereby effectively introducing the Lee Kum Kee brand and demonstrating the versatility of its sauces.

Aspiring chefs were required to submit a video of cooking a Chinese or Chinese-inspired dish using at least three Lee Kum Kee sauces by email. In October, six finalists battled it out in front of a live audience at Auckland Seafood School. The contestants had 90 minutes to prepare their dishes for presentation to the judges. Stefenpon Sitinjak from Invercargill's Ascott Park Hotel won the competition with his Chicken and Mushroom Steamed Rice with Calamansi Juice. He would act as the ambassador of Lee Kum Kee in New Zealand in 2021 and represent the region at the next Lee Kum Kee International Young Chef Chinese Culinary Challenge to be held in Hong Kong.

NEW ZEALAND DEVELOPING CHEFS
CHALLENGE 2020

DEVINA HERMAWAN



與印尼人氣廚師線上合作

Online Collaboration with Popular Indonesian Chefs

為提高品牌於網上的知名度，李錦記去年11月與印尼著名廚師Devina Hermawan和Arnold Poernomo合作，兩位廚師於YouTube擁有超過100萬粉絲，人氣高企。他們利用李錦記「廚房三寶」（蠔油、醬油和芝麻油）創作七道食譜，拍成短片於李錦記和兩位廚師的社交媒體上發佈，成功增加李錦記的品牌曝光率。在活動的帶動下，李錦記印尼的Facebook及Instagram專頁在一個月內增加了1.6萬名新粉絲，參與率創出新高。

To strengthen the digital presence of the brand, Lee Kum Kee collaborated with popular chefs in Indonesia in last November. With over 1 million followers on YouTube, Chef Devina Hermawan and Chef Arnold Poernomo were invited to create seven special recipes using the "3S sauces" (Oyster Sauce, Sesame Oil and Soy Sauce). The videos were released on both Lee Kum Kee and the chefs' social media pages. The campaign contributed to the addition of over 16,000 followers on Lee Kum Kee Indonesia Facebook and Instagram within a month and a record high engagement rate.



◀ 掃瞄觀看合作影片
Scan to watch the collaboration video



STARHITS

ARNOLD POERNOMO

Golden, Krispieh & Delicious



與馬來西亞 連鎖書局合作推廣醬料

Partners with Bookstore Chain in Malaysia

去年11月，李錦記與馬來西亞大型連鎖書局大眾書局合作，向華裔年輕消費者推廣李錦記醬料。在馬來西亞超過90家的大眾書局，都可看到引人注目的店內陳設。

食譜優惠裝中包含六本食譜及六支李錦記醬料，供年輕家庭使用。消費者可利用贈送的李錦記醬料按照食譜炮製食物。這項合作充份展示出李錦記醬料的多用性，深受消費者歡迎，在短短兩週便售出1,400套食譜優惠裝。

Last November, Lee Kum Kee partnered with bookstore chain Popular to promote Lee Kum Kee sauces among young Chinese consumers. With eye-catching in-store display, the promotion was available at over 90 Popular bookstores in Malaysia.

The combo set of six cookbooks and six bottles of Lee Kum Kee sauces was marketed to younger households so that they could easily follow the recipes with the accompanied sauces. The collaboration demonstrated the versatility of Lee Kum Kee sauces. The combo sets were well-received by consumers with over 1,400 sets sold in just two weeks.



「用李錦記做出最好吃的韓式烤肉」挑戰 "Samgyupsa-Level Up" the Korean Barbeque Challenge

菲律賓掀起一片「哈韓」潮流，韓式烤肉在當地相當受歡迎。有見及此，李錦記利用「廚房三寶」（蠔油、麻油和醬油）配上蒜蓉辣椒醬、海鮮醬及辣豆瓣醬等作為蘸點醬，教育消費者以四個簡單步驟製作出一頓正宗韓式烤肉大餐。

去年年底，李錦記又與知名廚具品牌合作，在線上舉辦影片比賽，以選出最美味的韓式燒五花肉食譜。比賽邀請了10位網紅參賽，勝出者可獲得三合一燒烤爐及李錦記產品優惠券。

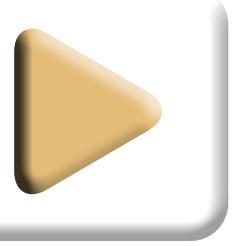


Riding on the growing popularity of Korean barbeque, Lee Kum Kee launched the "Samgyupsa-Level Up" Challenge in the Philippines. By utilising the "3S sauces" (namely Oyster Sauce, Sesame Oil and Soy Sauce) and mixing their original dipping sauces with sauces including Chili Garlic Sauce, Hoisin Sauce and Chili Bean Sauce, consumers could easily recreate a Korean barbeque feast at home by following four simple steps.

Partnering with a famous kitchenware brand, the team launched an online video competition for the most delicious "Samgyupsal" (grilled pork belly) recipe at the end of 2020. Ten influencers were invited to participate in the competition. Winners were awarded with a multi-purpose grilling pan and Lee Kum Kee product vouchers.

「Level Up直播」 與李錦記一起開展家庭式企業

"Level Up Live!" Live up to Your Business with Lee Kum Kee



去年12月，李錦記在菲律賓社交媒體平台進行了「李錦記 Level Up直播」，協助家庭式餐飲客戶在「新常態」下發展業務。活動不但面向有意在聖誕和新年假期期間轉型發展新業務的中小型食品企業和家庭企業或廚師，同時也吸引在家下廚次數大增的家庭主婦參與。

活動分為五集食譜演示，分別由李錦記青年廚師中餐國際大賽菲律賓資格賽優勝者Lee Avisado廚師及Thirty Ijiran廚師、名廚Bruce Lim和演藝名人、李錦記宣傳大使Karla Estrada進行直播，分享如何利用李錦記產品烹飪出聖誕及新年聚會菜式、外帶菜式以及有效地開展業務的方法。直播為受眾提供菜餚靈感，瀏覽量達7.6萬。配合Shopee和Lazada等電商旗艦店在直播期間提供產品優惠，成功提高品牌在菲律賓的曝光率。



Last December, Lee Kum Kee launched the "Lee Kum Kee Level Up Live!" live broadcast event on social media in the Philippines with the aim to help family-style catering food service customers further their business under the "new normal". The programme targeted small-to-medium sized food service and home businesses, while many housewives who cooked more often during the pandemic were drawn to the easy recipes.

Five episodes of recipe demonstrations were presented by winners of Lee Kum Kee International Young Chef Chinese Culinary Challenge Philippines Qualifiers, Chef Lee Avisado and Chef Thirty Ijiran, Celebrity Chef Bruce Lim and Lee Kum Kee Celebrity Ambassador Ms. Karla Estrada. The livestreams provided inspiration for home business chefs and demonstrated the use of Lee Kum Kee sauces in preparing festive meals or takeout for Christmas and New Year gatherings, tips on how to increase the chance of success for "hometrepreneurs". The post reached a total of 76,000 views. Combined with the special deals on e-commerce flagship stores including Shopee and Lazada, the event successfully increased Lee Kum Kee's brand exposure in the Philippines.



掃碼觀看「李錦記Level Up直播活動」
Scan to watch "Lee Kum Kee Level Up Live!"



「李錦記慶祝132年，回饋客戶」主題活動

"Lee Kum Kee Celebrates 132 Years, Giving Back to Customers" Campaign

去年10至11月，李錦記在泰國推出「李錦記慶祝132年，回饋客戶」的主題活動，向當地消費者介紹各種李錦記產品，特別是「廚房三寶」（蠔油、麻油和醬油），他們消費時可獲贈李錦記產品。

活動在線上線下均獲得廣泛的曝光率。李錦記與當地主要零售商TOPS合作，在店內設置產品陳列、安排試吃活動和推出促銷優惠裝，同時在社交媒體上載烹飪視頻，深受消費者歡迎。

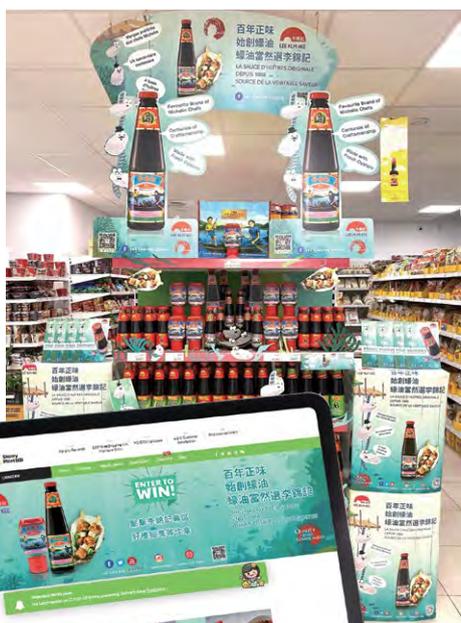
In October and November last year, the "Lee Kum Kee Celebrates 132 Years, Giving Back to Customers" campaign was launched in Thailand. The campaign aimed to introduce to Thai mainstream consumers the wide range of Lee Kum Kee products, especially the "3S sauces" (Oyster Sauce, Soy Sauce and Sesame Oil), with a giveaway of Lee Kum Kee products with every purchase.

The campaign received extensive online as well as offline exposure. Partnering with local retail store TOPS, Lee Kum Kee set up engaging in-store display and sampling activity, along with attractive promotional packs. The team also uploaded cooking videos on social media, which received great response from customers.



歐洲「質量百分百」陳列比賽

"Quality Never Compromised" Display Contest in Europe



去年9至10月，李錦記在歐洲地區舉辦以「質量百分百」為主題的陳列比賽，獲超過100家來自歐洲不同國家的零售店及網店參與。活動旨在加強李錦記在當地的曝光率，提高消費者對品牌的認識。

活動特設「大型商店」、「中小型商店」及「線上商店」三個組別，商店須以李錦記的宣傳品作店內陳列。最後由法國巴黎第13區的Paris Store和愛爾蘭的Asian Market勝出「大型商店」組別；法國的Wei Sin則在「中小型商店」組別獲勝，它們在店內自置別出心裁的裝飾，又為顧客提供產品資訊，讓他們清楚了解李錦記產品的質量保證。英國的Starry Mart和荷蘭的Amazing Oriental則成為「線上商店」組別的雙冠軍，它們在網站主頁分享一系列的李錦記食譜，展示產品的多元化應用，吸引消費者。

In September and October 2020, Lee Kum Kee held a pan-Europe Display Contest under the theme "Quality Never Compromised". Attracted over 100 retail stores and online stores from Europe, the contest aimed to increase exposure and raise awareness to the Lee Kum Kee brand.

Participants were categorised into "Large Store", "Medium/Small Store" and "Online Store". Each store should make use of Lee Kum Kee marketing materials for their eye-catching in-store display. Paris Store (13th Arrondissement in Paris) from France and Asian Market from Ireland won in the "Large Store" category, and Wei Sin from France won in the "Medium/Small Store" category. They made use of DIY decorations to convey the message that Lee Kum Kee products underwent stringent quality control. Starry Mart from the UK and Amazing Oriental from the Netherlands were the dual champions of the category "Online Store". Their websites featured Lee Kum Kee recipes and showcased the versatility of our sauces to successfully attract customer attention.

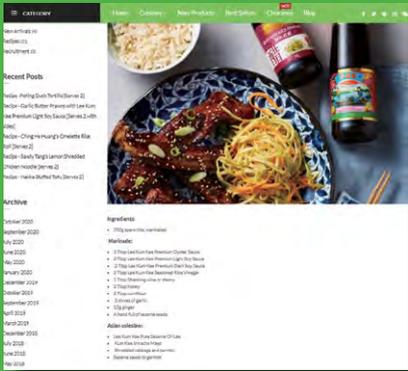
加強 歐洲地區網上銷售渠道

Enhanced Online Sales Channels in Europe

為配合網購消費的大趨勢，李錦記歐洲團隊積極開拓新的網上銷售渠道，與各大華人超市網上購物平台加強合作，提供內容支援，在各網店上建立李錦記產品和食譜專區，並爭取前列品牌廣告位置。透過推廣在家煮食抗疫，李錦記在數十家網店為消費者提供方便簡單的食譜資訊與影片，並在個別平台與消費者進行互動及舉辦促銷等活動。

在每家網店上架的李錦記醬料產品平均達50多款，網店商更積極參與李錦記於去年9至10月期間舉辦的「質量百分百」陳列比賽，增加品牌在網絡的曝光率及銷量，當中產品在主流網上超市Ocado及亞馬遜的銷量更翻倍。

Riding on the new consumer pattern of online grocery shopping, Lee Kum Kee Europe team has proactively expanded its sales channels online and collaborated with numerous online Chinese and Asian grocery platforms. By providing content support, designated Lee Kum Kee pages or "recipes zone" can be seen across these online stores. Multiple "virtual shelf space" has been created for better access to Lee Kum Kee products with highly visible brand exposure. Easy-to-make recipes and videos have been uploaded to provide a safe shopping experience for consumers during the pandemic, while consumer engagement activities and special promotions were held on some online stores.



An average of over 50 product SKUs are available on each site. Some online grocery shops participated in the "Lee Kum Kee Quality Never Compromised" virtual display contest in September and October last year to increase our brand exposure and sales. Our sales on mainstream online platforms, Ocado and Amazon, were doubled during the period.

無麩質系列 新產品 登陸歐洲多國

New Gluten Free Product Launch in Europe

針對歐洲地區對麩質敏感症的關注及市場需求，李錦記在英國、荷蘭、德國及瑞典等多個歐洲國家大力推廣無麩質系列產品。

去年第四季，新上市的無麩質海鮮醬和無麩質照燒汁陸續登陸荷蘭和德國當地最大規模連鎖華人超市東方行和東方超市；李錦記無麩質熊貓牌鮮味蠔油和香菇素食蠔油則於今年初打入瑞典主流零售市場，入駐連鎖超市City Gross和Matrebellerna 69家分店。

With increased attention paid to gluten intolerance and its growing market demand, Lee Kum Kee proactively launched its Gluten Free Sauce Range in Europe including the UK, Netherlands, Germany and Sweden.

In the last quarter of 2020, the Gluten Free Hoisin Sauce and Gluten Free Teriyaki Sauce were successfully listed at two major Chinese supermarket chains, Amazing Oriental in Netherlands and Go Asia in Germany. The Lee Kum Kee Gluten Free Panda Oyster Sauce and Mushroom Vegetarian Stir-fry Sauce also made their way into the Sweden mainstream market and were listed in 69 branches of the supermarkets City Gross and Matrebellerna at the beginning of this year.



李錦記的 「聖誕美味靈感24天」 "24 days of Christmas" with Lee Kum Kee

2020年在疫情的陰霾下，令人更期待聖誕佳節的來臨。李錦記在歐洲舉辦了「聖誕美味靈感24天」網上宣傳活動，為消費者準備了一道道具亞洲風味的聖誕食譜。

歐洲市場與Ken Hom、MOB Kitchen、SORTEDfood等歐洲各地名廚及美食博主合作，製作了一本聖誕節電子食譜，其中包含24道節日菜式，希望與消費者歡渡佳節，打破不能外遊或外出的悶局。是次活動旨在擴大李錦記的客戶群，在這重要的西方節日進一步拉近與歐洲消費者的距離。



Under the rampage of the pandemic, 2020 drove more anticipation for a festive season like Christmas. Lee Kum Kee seized the opportunity to launch the "24 Days of Christmas" digital campaign across Europe to provide consumers with a special Christmas menu with an Asian twist.

The Europe Market joined hands with renowned chefs and food bloggers including Ken Hom, MOB Kitchen, SORTEDFood and others, to create a Christmas-special digital cookbook featuring a total of 24 recipes. The campaign hoped to take consumers on a new culinary journey with Lee Kum Kee and a break from the boredom of the lockdown.

It also aimed to expand our consumer base with Christmas being the most important season of the year for Europeans.



掃描下載「聖誕美味靈感24天」食譜
Scan to download the "24 Days of Christmas" digital cookbook



歐洲「一桌廚藝」方便醬料包推廣 "Chef's Table," MOS Campaign in Europe

普遍人在家煮食都講求簡單快捷。去年11至12月，李錦記歐洲的「一桌廚藝」推廣活動以全新面貌介紹李錦記方便醬料包，讓大家在家亦能炮製出星級菜餚。

李錦記與藍帶廚藝學院的年輕廚師合作，創作出以李錦記方便醬料炮製的12道新穎食譜。相關食譜和烹飪影片在網上平台分享，食譜小冊子亦廣見於商店和報章雜誌。只要跟隨簡單的烹調步驟，消費者便能在聖誕佳節煮出一桌華麗菜式，品牌又與主流和華人網紅合作，接觸更多消費者，當中於11月在YouTube上載的影片更錄得超過41萬觀看率。



Quick and easy cooking solution is what everyone looks for in home cooking. In November and December last year, the "Chef's Table" MOS Campaign was launched to highlight the convenience of using Lee Kum Kee MOS sachet sauces to create a glamorous meal.

Lee Kum Kee collaborated with a young and adventurous Le Cordon Blue chef in creating 12 special recipes using the convenient sauce sachets. Recipes and cooking videos were shared on various digital platforms, as well as through printed marketing materials placed in stores and print media. Following the recipes, consumers could deliver simple yet nicely plated dishes during the festive season. Influencers from both mainstream and ethnic consumer segments were also engaged to further drove awareness to the campaign. The video posted on YouTube in November received over 410,000 views.



◀ 掃描觀看「一桌廚藝」食譜
Scan to watch "Chef's Table" recipes

蠔油「質量百分百堅持」美國推廣

"Quality Never Compromised" Oyster Sauce Campaign in the US

去年10月，美國亞裔渠道展開一系列以「質量百分百堅持」為主題的市場推廣活動，宣傳李錦記蠔油具質量保證，鼓勵更多元化的應用，鞏固李錦記在蠔油市場的領導地位。

受疫情影響，消費者活動的重點亦因此轉移到線上。團隊在搜尋引擎及社交媒體投放廣告，引流到活動網站及電商夥伴的購買頁面，以增加銷售；又和網紅合作，透過與消費者進行線上互動，推廣蠔油的多樣化應用。線下的平面廣告、電台廣告及超市店內陳列等宣傳更進一步提高李錦記蠔油的曝光率，使覆蓋的目標消費群更廣闊。



Last October, the US Asian team launched the "Quality Never Compromised" campaign for Oyster sauce as an ongoing effort to strengthen Lee Kum Kee's leadership in the oyster sauce category, promote its product quality, and encourage versatile uses of the sauce.

The team placed emphasis on digital marketing in response to the rising trend of e-commerce and changes in consumers' purchasing behaviour during the pandemic. Search engine and social media advertisements were launched to drive traffic to the campaign page and e-commerce shopping platforms. Through partnerships with influencers and activation programmes, consumers were educated on the versatility of Lee Kum Kee Oyster Sauce. Offline advertising on print media, radio and in supermarkets served to maximise product exposure and reach a larger consumer base.



掃描瀏覽「質量百分百堅持」活動頁面
Scan to view the "Quality Never Compromised" Campaign page

參與「味覺體驗」線上展覽

Participates in "The Virtual Flavor Experience"

去年12月，李錦記美國主流餐飲團隊參與2020年「味覺體驗」線上展覽。是次展覽內容豐富，重點分享未來一年的飲食趨勢，當中包括將中式風味融入至主流餐飲應用，滿足參加者和大型連鎖餐飲客戶的需求。

展覽會上，李錦記與The Wendy's Co., Red Robin, The Cheesecake Factory, Twin Peaks 和 Grill Concepts, Inc.等美國大型連鎖餐飲商進行會談，又出現於行內最受歡迎的餐飲雜誌《味道與餐單上的十大趨勢》，以提高品牌曝光率，鞏固李錦記作為全方位供應商的定位。

Last December, the Lee Kum Kee US Mainstream Foodservice team participated in the "The Virtual Flavor Experience" event. The online event curated contents that spoke to the needs of attendees and major food service chain customers, and explored upcoming food trends in 2021, including a "Chinese mash-up", which translated to the demand for Chinese flavours on mainstream applications.

Lee Kum Kee had bilateral meetings with operators of major chains in the US, including The Wendy's Co., Red Robin, The Cheesecake Factory, Twin Peaks, and Grill Concepts, Inc., and appeared in *Flavor & The Menu's Top 10 Trends*. The event served as a great opportunity for enhancing our brand exposure and strengthening Lee Kum Kee's position as an on-trend menu-solution provider.



李錦記 COOKING 神秘 產品亮相 PANDA 禮盒

Lee Kum Kee Products Featured in Cooking Panda's Mystery Box



去年10月，李錦記與Cooking Panda合作，在其新推出的神秘禮盒中加入熊貓牌三重柑桔燒烤沾點醬和香檸芫荽風味海鮮醬兩款產品。

Cooking Panda為美國受歡迎的線上食譜分享平台，其Facebook專頁粉絲高達800萬人。是次的神秘禮盒活動專為「吃貨」而設，內含各式各樣的美食和醬料。Cooking Panda更與150名網紅合作，利用他們的影響力大力宣傳神秘禮盒，讓李錦記產品接觸逾800萬人，其中在視頻平台IGTV上有70多條網紅開箱影片，觀看次數約75萬次，限時動態展示量亦超過125萬次。此外，美洲主流零售渠道團隊更於李錦記官方專頁上舉辦產品贈送活動，吸引超過8,000人瀏覽和約1,900人留言參加。

Last October, Lee Kum Kee collaborated with Cooking Panda to include its Panda Brand Triple Citrus Grilling & Dipping Sauce and Lime Cilantro Flavored Hoisin Sauce in the newly released mystery box.



Cooking Panda is a popular digital recipe publisher in the US, with over 8 million followers on Facebook alone. The mystery box was filled with a delicious variety of treats and sauces specially prepared for food enthusiasts. Leveraged the digital presence of 150 influencers, the event successfully exposed Lee Kum Kee products to 8 million people, with over 70 unboxing videos on IGTV video platform that accumulated over 750,000 views and 1.25 million impressions from Instagram stories. In addition, the US Mainstream Retail Channel team held a giveaway on Lee Kum Kee official account that resulted in over 8,000 views and approximately 1,900 comments.



與美國明星主廚

Jet Tila

合作拍攝食譜影片

Collaborates with US
Celebrity Chef Jet Tila to
Make Recipe Videos

去年11月，美洲主流零售團隊與明星主廚Jet Tila合作拍攝食譜影片。Jet經常亮相於美國人氣美食頻道Food Network TV，並曾撰寫多本烹飪書。主廚Jet在此次合作中向消費者展示如何應用李錦記多款產品製作四款簡單快捷的菜式，推薦產品包括純香芝麻油、是拉差蛋黃醬、熊貓牌蠔油和熊貓牌烹飪醬油。

影片系列在第四季度上載於「李錦記美洲」各大社交平台，包括Facebook、Instagram、Twitter、Pinterest及YouTube。其中加州手卷和黃尾魚刺身影片在Instagram錄得超過13萬觀看次數。主廚Jet亦於自己的社交平台上分享，向超過30萬粉絲推薦李錦記品牌和產品。憑藉Jet在飲食界的信譽和影響力，此次合作成功擴展李錦記於主流市場的品牌知名度。

Last November, the US Mainstream Retail team partnered with celebrity chef Jet Tila to promote the use of Lee Kum Kee products. Jet Tila is famous for his appearances on Food Network TV, one of the most popular food channels in the US, and as author of multiple cookbooks. The collaboration includes the production of four recipe videos, with Chef Jet demonstrating quick and easy dishes featuring a variety of Lee Kum Kee's products, including Pure Sesame Oil, Sriracha Mayo, Panda Brand Oyster Flavored Sauce, and Panda Brand Soy Sauces.

The series was aired throughout the fourth quarter across all Lee Kum Kee USA's social platforms, which included Facebook, Instagram, Twitter, Pinterest and YouTube. The recipe video for California Hand Roll and Yellowtail Sashimi received over 130,000 views just on Instagram alone. Chef Jet also featured the recipe videos on his own social platforms to share with 308,000 followers. Leveraging Chef Jet's professional credibility and influence in the US food industry, the collaboration successfully enhanced Lee Kum Kee's social media presence and brand awareness in the US mainstream market.



掃描觀看加州手卷食譜影片 ▶
Scan to watch the California Hand Roll recipe video



疫情期間

加拿大的線上宣傳 Online Marketing in Canada amidst Pandemic



去年9至11月，加拿大市場因應疫情期間線下活動大幅減少，轉而舉辦一系列線上活動，繼續保持品牌人氣。在中秋佳節期間，李錦記在微信發起了「在線打醬油」的活動，鼓勵消費者拍攝家中的李錦記醬油產品，並有機會贏取獎品。活動成功吸引超過500位消費者參加，並為官方微信累積新粉絲。隨後，李錦記又發起「在線芝麻油菜餡投票」微信活動，讓參加者投選最愛的芝麻油菜式，活動總曝光率超過36萬人次。

有見疫情期間消費者傾向在家煮食，李錦記於400家加拿大主流超市門店中設置宣傳廣告，又於120間超市放置熊貓方便醬料包的食譜手冊供顧客取閱，藉此增加非亞裔消費者對李錦記產品的認識。

From last September to November, Lee Kum Kee Canada Market developed a series of online campaigns, so as to maintain the brand's exposure as the number of offline activities were greatly reduced because of the pandemic. Lee Kum Kee launched a WeChat campaign themed "Thumbs Up for Lee Kum Kee Soy Sauces" to tie in with the traditional Mid-Autumn Festival, encouraging participants to submit photos of their Lee Kum Kee Soy Sauces at home for a chance to win prizes. The campaign attracted over 500 participants and boosted the fan base of the official WeChat account. In addition, an online poll was conducted on WeChat to engage participants to vote for their favourite dish made with sesame oil. The campaign achieved a total exposure to 360,000 viewers.

With the trend towards home cooking, Lee Kum Kee set up in-store shelf banners in 400 mainstream retail stores and provided recipe booklets for Panda Brand Ready Sauce products in 120 stores nationwide to increase brand awareness among non-Asian consumers.



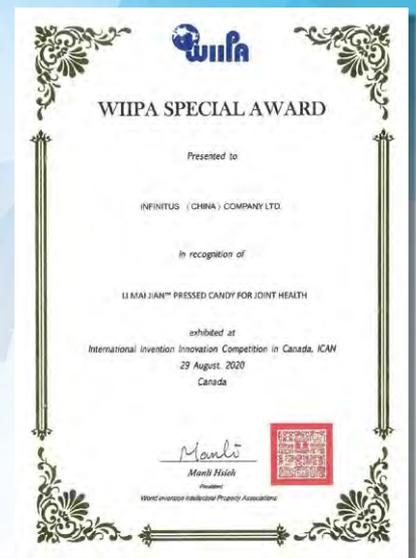
拍张照，拿月饼！加拿大李锦记在线“打”酱油活动来袭！

李锦记加拿大 李锦记全枫味 9/8



無限極產品質量備受肯定

Infinitus Receives Major Recognition on Product Quality



為促進成為質量強國，中國國家市場監督管理總局等16個部門於去年9月聯合展開2020年全國「質量月」活動，中國品牌雜誌及中國品牌網更特別推出《2020全國質量月專刊》。作為國內健康養生產業的領軍企業，無限極入選為特刊的封面企業之一，反映公司一直重視產品質量。

面對大眾與日俱增的健康需求，無限極近年致力開發特色產品，運用現代科技打造高品質的中草藥健康產品和服務，為推動健康養生產業的高質量發展作出貢獻。由無限極自主研發的「無限極牌立邁健壓片糖果」去年8月首次參加「加拿大國際發明創新競賽」即獲金獎及特別獎，其創新的設計及科研實力更獲得國際評委的一致認可，亦代表公司的產品質量備受國際認證。

The State Administration for Marketing Regulation, together with 16 departments, jointly organised the "National Quality Month 2020" event to advance China in becoming a country of top-quality products and services. The *China Brand Magazine* and China Brand website also published a special report on this topic. As one of the leading enterprises in China's health industry and with its firm commitment to quality assurance, Infinitus was featured on the front cover of the magazine.

In response to growing health demands, Infinitus has been continuously developing top-notch Chinese herbal health products using modern technology and contributing to the health industry's high-quality development. Its product "Infinitus LIMAIJIAN Tablet Candy" received the gold prize and special award at the Canada International Invention and Innovation Competition (iCAN) on its first entry last August. The judging panel highly acknowledged Infinitus' innovative design and strong research capabilities, as well as its dedication to product quality.



俞江林先生擔任世界直銷協會聯盟副主席

Mr. Lam Yu Appointed as Vice Chairman of WFDSA

去年9月，世界直銷協會聯盟於線上CEO理事會上正式公佈下任管理團隊。無限極全球行政總裁、無限極（中國）有限公司副董事長俞江林先生獲邀擔任世界直銷協會聯盟副主席，並於10月1日起正式履職，為期3年。

俞江林先生寄語直銷行業必須與時俱進，積極擁抱數字化，提升美譽度，成為更受大眾認可的主流企業，並許下盡力實現這個目標的承諾。是次任命是世界直銷協會聯盟成立42年來，首次由亞洲人、亦是首次由中國人出任該職位，代表著世界直銷行業對中國市場的期盼及對無限極的行業地位給予肯定。



Last September, the World Federation of Direct Selling Associations (WFDSA) officially announced the next management team at its online CEO Council Meeting. Mr. Lam Yu, Managing Director of Infinitus Global, Vice Chairman and Managing Director of Infinitus (China), was appointed as the Vice Chairman of WFDSA for a three-year term, effective from 1 October 2020.

Mr. Yu emphasised that the direct selling industry must embrace digitisation in order to remain competitive and boost its credibility to become more trustworthy. He also pledged to achieve the goal. Mr. Yu is the first Asian and the first Chinese to serve as the Vice Chairman of WFDSA since its establishment 42 years ago. This nomination signifies the promising outlook of China's direct selling market as well as the leading status of Infinitus in the industry.

上海無限極響應「光盤行動」

Shanghai Infinitus Mall Supports "Clean Plate" Campaign

為積極響應由中國政府推動的「光盤行動」，上海無限極於去年11月在商場內舉行展覽，呼籲社會大眾珍惜糧食，拒絕浪費。

展覽設有互動專區，民眾可手持行動標語道具合照，並在展覽板上留下「杜絕浪費宣言」。顧客於活動當日均可獲得可折疊矽膠吸管，鼓勵大家從源頭減廢及培養節約習慣。

Last November, Shanghai Infinitus Mall actively supported the "Clean Plate" campaign initiated by the central government. An exhibition was set up to call for cherishing food and minimising food waste.

The public could strike a pose with campaign slogans props at the interactive zone and leave their "anti-wasteful declarations". In order to encourage people to develop habits of frugality and reducing waste at source, participants were given a foldable silicone straw on the event day as a token of appreciation by the organiser.



廣州無限極廣場 備受中國建築界肯定

Guangzhou Infinitus Plaza Widely Recognised by the Architecture Industry in China

廣州無限極廣場的弧形雙向曲面幕牆設計繁複，外輪廓的造型精準度取決於弧形段之間的連接流暢度。因此施工團隊運用多項精密測量技術，如建築資訊模型技術及3D掃描等，透過三維模型模擬整個施工過程，控制工程的週期和進度，亦可降低材料損耗，減少浪費，提升施工品質和效益。

該項目的創新「雙扭曲建築施工中創新精密測量技術」不但充分體現施工團隊的高超建築技巧，更於去年9月被廣東省建築業協會鑒定為「國內領先」水平。同年11月，無限極廣場更榮膺由中國圖學學會舉辦的「第九屆龍圖盃全國建築資訊模型大賽」綜合組一等獎，以表揚公司應用建築資訊模型技術的努力。

The modelling accuracy of the complex curved facades of Guangzhou Infinitus Plaza highly relies on the connection of the arc segments. To achieve such accuracy, the construction team applied technologies such as Building Information Modelling (BIM) and 3D scanning. The BIM technology consists of a three-dimensional model simulating the entire construction process which includes the estimation and control of the construction sequence and progress. It can effectively control the entire project cycle and progress as well as reduce material loss and waste, which in turn improves the overall quality and efficiency of construction and ensures the aesthetic of exterior.

The innovative "Precision Measurement Technology in Double-twisted Building Construction" fully reflected the team's outstanding construction techniques. It was appraised as "The National Leading Level" by the Guangdong Construction Industry Association in last September. The Guangzhou Infinitus Plaza also won the first prize of the "Ninth Longtu Cup – the National Building Information Modelling Competition" in November organised by the China Graphics Society, in recognition of the company's efforts in BIM application.



无限极物业投资

Infinitus Property Investment



廣州無限極廣場招商中心隆重揭幕

Opening of Guangzhou Infinitus Plaza Leasing Center

廣州無限極廣場招商中心於去年12月23日隆重開幕。無限極物業投資中國區總監馬英樞先生、項目總監龔銳生先生、扎哈哈迪德建築事務所代表大橋諭先生、世邦魏理仕(CBRE)、仲量聯行(JLL)及其他知名物業管理公司代表，以及合作夥伴和媒體出席開幕儀式。

剪綵儀式後，馬先生介紹了廣州無限極廣場的理念及價值觀、低碳環保設計及交通樞紐位置等，務求讓來賓更了解項目在白雲區的經濟凝聚力及社會責任角色。廣州無限極廣場除了作為無限極(中國)的新總部，更將成為涵蓋甲級商務大樓、汽車科技體驗館、一站式零售體驗的多元化高端商務綜合體，有望助力白雲新城的整體商業價值再攀高峰。

Guangzhou Infinitus Plaza Leasing Center hosted its grand opening on 23 December last year. The Opening Ceremony was attended by Infinitus Property Investment China Director Mr. Andy Ma, Project Director Mr. Riki Gong, Zaha Hadid's Director Mr. Satoshi Ohashi, representatives from CBRE, JLL and other major property management companies, as well as business partners and the media.

During the ceremony, Mr. Ma introduced how the highly-accessible Plaza with eco-friendly features conveyed its building concept and values – to spontaneously aggregate economic development of the region while undertaking its social responsibility. As a high-end business complex, Guangzhou Infinitus Plaza would serve as the new headquarters of Infinitus (China) and provide premium office space, automotive technology experience halls, and one-stop retail experiences for consumers. It is expected that the opening of the Plaza would raise the commercial value of the Baiyun New City to reach new heights.



香港無限極廣場中秋尋寶活動

Mid-Autumn Treasure Hunt at Hong Kong Infinitus Plaza

去年9月，為提升顧客的「爽」體驗，香港無限極廣場物業團隊特別為租戶策劃「中秋節尋寶遊戲」，讓租戶提前感受中秋佳節的歡樂。團隊於商場內隱藏多個燈籠供租戶尋寶，租戶可憑與燈籠的合照換領中秋禮品。



Last September, to enhance customer experience, Hong Kong Infinitus Plaza celebrated the Mid-Autumn Festival with a "Treasure Hunt" organised exclusively for tenants. Tenants were awarded special gifts upon showing their photos with the hidden lanterns in the mall.

香港上海倫敦三地與眾歡渡佳節

Christmas Celebrations at Properties in Hong Kong, Shanghai and London



Christmas in 2020 was nothing like previous years during the COVID-19 pandemic. Nevertheless, the property teams in Hong Kong, Shanghai and London were hoping to convey love and joy to tenants during the festive season.

At Hong Kong Infinitus Plaza, tenants were given a small gift upon presenting their staff cards or name cards to sweep away the gloominess. At Shanghai Infinitus Tower, a Christmas game booth was set up to relieve tenants' worries while immersing themselves in the game. Though being restricted by social-distancing measures, the London team still celebrated the festival with Christmas Jumper Day and decorations. The Christmas tree was lit up at the "Walkie Talkie" Tower as a sign of hope during the time of adversity.

新冠肺炎疫情令2020年的聖誕變得不一樣，三地的物業團隊希望在這充滿愛及歡樂的節日為租戶帶來一點暖意。

香港無限極廣場舉辦「開心迎聖誕」活動，租戶只需出示員工證或卡片即可領取聖誕禮物一份，團隊期望各位可透過小禮物一掃疫情陰霾。上海無限極大廈則在大堂舉辦小遊戲，讓租戶投入其中，暫時忘卻煩惱。受疫情影響，倫敦團隊雖然無法相聚歡渡聖誕，但他們依然希望透過聖誕毛衣日活動及聖誕裝飾傳遞歡樂氣氛，「對講機」大廈內的聖誕樹亦被點亮，象徵燃點起逆境裡的希望。



希望廚師動向

Updates on Hope as Chef Programme

2020年李錦記希望廚師開班

Inauguration Ceremonies of 2020 Hope as Chef

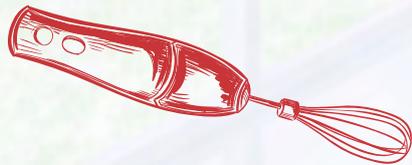


去年9月及10月，2020年度李錦記希望廚師班分別在北京市勁松職業高中、成都市財貿職業高級中學校及廣州市旅遊商務職業學校舉行。

經過嚴謹的筆試、面試及家訪等環節，招生小組選出130位有志青年，接受中菜烹飪技能培訓。去年希望廚師項目邁向十周年，進一步擴大招生規模，首次開設廣州班。李錦記醬料集團企業事務執行副總裁孔君道先生通過視像勉勵希望廚師學生要努力拼搏、勇於追夢，發揚中華優秀飲食文化。

成都班的開班儀式與2020年度李錦記企業獎教獎學金頒獎儀式同場舉行。12名來自成都市財貿職業高級中學校的教師獲此殊榮，以表揚其卓越表現。





Last September and October, the Inauguration Ceremonies for 2020 Hope as Chef Programme were held in Beijing Jingsong Vocational School, Chengdu Finance & Trade Vocational School and Guangzhou Vocational School of Tourism & Business respectively.

After a series of stringent selection processes comprising written tests, face-to-face interviews and home visits, 130 aspiring youth were selected by the recruitment teams, to undergo training. Last year, the Hope as Chef Programme expanded its intake size and held classes in Guangzhou for the first time. Mr. Dodie Hung, Executive Vice President – Corporate Affairs of Lee Kum Kee Sauce Group encouraged the students to work hard, pursue their dreams and promote Chinese Culinary Culture Worldwide.

The Inauguration Ceremony of Chengdu Hope as Chef Class was held together with the 2020 Lee Kum Kee Corporate Awards for Teachers Presentation Ceremony. Twelve teachers from the Chengdu Finance & Trade Vocational School were honoured for their outstanding performance.



「李錦記希望廚師」微信公眾號正式推出

Launch of "Lee Kum Kee Hope as Chef" WeChat Official Account

掃碼關注「李錦記希望廚師」微信公眾號 ▼

Scan to follow "Lee Kum Kee Hope as Chef" WeChat Official Account

扫一扫
关注李錦記希望廚師

去年11月，「李錦記希望廚師」微信公眾號正式推出。2020年是希望廚師項目邁進10週年，李錦記期望在未來透過不同形式，向社會大眾分享項目的進展及背後的感人故事，同時傳播健康飲食文化和促進社會公益事業，增加公眾對項目的了解。

Last November, the WeChat official account of "Lee Kum Kee Hope as Chef" was officially launched. As the Hope as Chef Programme steps into its 10th anniversary in 2020, Lee Kum Kee hopes to share the progress and touching stories of the programme with the public through various channels, spreading healthy cuisines and promoting social welfare, to facilitate the public to gain a better understanding of the programme going forward.

走進大山裡的彝族小學

Entering Yi Primary School in the Mountains

去年11月，李錦記希望廚師和志願者一同前往四川拖覺鎮老吉村的石咀小學，為「大山裡的彝族小學」項目學生送上愛心物資及別開生面的「趣味課堂」。課堂上，希望廚師分享了自己的故事，又和學生進行多項活動，讓他們更深入地認識到廚師這個行業，同時學習「思利及人」及「造福社會」的精神。

Last November, Lee Kum Kee Hope of Chef students together with the volunteers visited Shizui Primary School at Laoji Village, Tuoju Town, Sichuan. They brought supplies and provided "Fun Lessons" to the students under the "Yi Primary School in the Mountains" programme. During the lessons, Hope of Chef students shared their personal stories and conducted various activities with the school students, which enabled them to understand more about the culinary industry, as well as the spirit of "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Society".



「誇誇我的家鄉味」烹飪比賽

"Praise the Taste of My Hometown" Culinary Competition

去年12月，李錦記於四川省成都市財貿職業高級中學校，舉辦「誇誇我的家鄉味」烹飪比賽。多位希望廚師學生講述自己的故事並以廚藝分享他們家鄉的味道，感激希望廚師為他們提供學習廚藝的機會。

同時，李錦記於快手短視頻平台發起「希望廚師家鄉味」主題活動，製作多段影片分享四川、雲南及貴州等多個地方的家鄉美食，引起網民熱烈討論及分享轉載。

Last December, Lee Kum Kee held a culinary competition with the theme of "Praise the Taste of My Hometown" at Sichuan Chengdu Finance & Trade Vocational School. Hope as Chef students participated and shared their stories at their hometowns, expressing their gratitude towards Hope as Chef Programme for allowing them to master their culinary skills. The students also utilised their acquired skills to share the tastes of their hometowns on the spot.

Furthermore, Lee Kum Kee started a campaign on short video platform Kuaishou with the theme of "Hope as Chef – Taste of My Hometown". The campaign created videos sharing the hometown cuisines of Sichuan, Yunnan and Guizhou, etc. and has successfully initiated online discussions and sharing.



獲評「脫貧攻堅優秀案例」

Wins the "Excellent Case of Poverty Alleviation"

去年10月，由四川省扶貧開發局指導的「脫貧攻堅 走向勝利」2020成都環湖健步走暨四川脫貧攻堅先進事跡報告會在成都舉行。會上，李錦記希望廚師項目獲評「脫貧攻堅優秀案例」，以表揚項目幫助一眾青年接受並完成專業系統的中餐烹飪訓練，同時為中餐業培育未來之星。本次獲評印證了李錦記對四川基層扶貧的突出貢獻，體現其實踐「思利及人」核心價值觀和「發揚中華優秀飲食文化」企業使命的努力。



The 2020 Chengdu Lake Walk and Sichuan Poverty Alleviation Advanced Deeds Conference, with the theme of "Fighting Against Poverty and Moving Towards Victory" organised by Sichuan Provincial Bureau of Poverty Alleviation and Development, was held in Chengdu in last October. Lee Kum Kee Hope as Chef Programme was named as an "Excellent Case of Poverty Alleviation" in recognition of the programme's effort to assist the youth to accept and complete Chinese cuisine learning under a professional system, and cultivates future stars of the Chinese cuisine industry. This has proven Lee Kum Kee's outstanding contribution in poverty alleviation at Sichuan, and served to put its core value "Si Li Ji Ren (Considering Others' Interests)" and the mission of "Promoting Chinese Culinary Culture Worldwide" into practice.



榮獲2020金旗獎全場大獎

Receives 2020 Golden Flag Awards Grand Award

去年11月，由中國公共關係網主辦的「2020金旗獎頒獎典禮暨向上品牌與永續增長高峰論壇」在北京舉行。李錦記希望廚師項目從800多個參選的案例中脫穎而出，奪得全場最高榮譽「2020金旗獎全場大獎」，彰顯集團致力實踐企業社會責任，連續10年資助有志青年學廚圓夢，受到公關和傳播領域專家評審們的認可。

金旗獎創辦於2010年，是營銷傳播領域最具專業性和認可度的品牌影響力大獎，亦是中國公共關係行業最具權威性的獎項。

Last November, the "2020 Golden Flag Awards Ceremony cum the Summit on Upward Brand and Sustainable Growth" organised by I7PR was held in Beijing. Lee Kum Kee Hope as Chef Programme was selected from more than 800 cases to receive the highest honour – "2020 Golden Flag Awards Grand Award", which highlighted the Group's commitment to practising corporate social responsibility. Lee Kum Kee's act of sponsoring the aspiring youth to achieve their dreams to become chefs over 10 consecutive years, was also well recognised by the experts in the public relations and communication industry.

Golden Flag Award was established in 2010. It is now the most professional and recognised brand influence award in the marketing communications field, and considered as the most authoritative award in the Chinese public relations industry.



榮獲2020 CSR環球創新榜兩大獎項

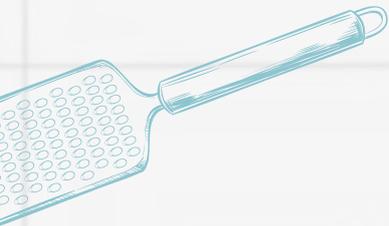
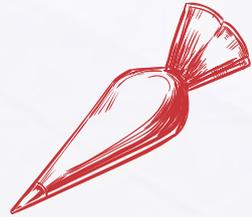
Receives Two Major Awards in List of CSR World Innovation 2020

去年12月，李錦記希望廚師項目於廣州舉行的「『創新的力量』CSR環球高峰論壇暨2020 CSR環球創新榜頒獎盛典」中獲得「價值創新致敬獎」和「網絡人氣獎」兩項榮譽，表揚李錦記品牌高度的社會責任感和創新能力。

近年，希望廚師項目透過聯合共創的方式進行跨界合作，連接多方資源，助力有志學廚的青年學習一技之長。未來，李錦記會不斷探索擴大公益價值的機遇，創造更顯著的社會效益。

Last December, Lee Kum Kee Hope as Chef Programme received the "Value Innovation Tribute Award" and "Internet Popularity Award" at the CSR Global Summit Forum cum List of CSR World Innovation 2020 held in Guangzhou. The event was themed "The Power of Innovation" and the Lee Kum Kee brand was acclaimed for its high sense of social responsibility and innovation.

In recent years, the Hope as Chef Programme has been collaborating across different industries through cooperation and connecting resources from different aspects, to help young people that are interested in culinary to acquire professional skills. Lee Kum Kee will continue to pursue opportunities for maximising the value of public welfare and enhance social efficiency.



在成都獲兩項社會責任大獎

Receives Two Social Responsibility Awards at Chengdu

去年12月，李錦記於華西社區傳媒主辦的2020年度「天府榜樣傳媒大獎」，以及由成都市商務局、成都市文化廣電旅遊局及成都日報社舉辦的「社會公益 成都擔當 — 2020成都企業社會責任獎」中，分別獲得「榮耀品牌榜樣」稱號及「2020成都企業社會責任獎」，反映集團積極對抗疫情、支援前線醫護人員以及推動希望廚師項目，讓有志青年通過教育達成夢想，實踐脫貧攻堅的社會責任，備受認可。

Last December, Lee Kum Kee received the title of "The Honourable Brand Role Model" at the "Tianfu Media Awards 2020" hosted by Huaxi Community Media, along with the "2020 Chengdu Corporate Social Responsibility Award" at the "Chengdu in Charge of Public Welfare – 2020 Chengdu Corporate Social Responsibility Award", organised by Chengdu Municipal Bureau of Commerce, Chengdu Municipal Bureau of Culture, Broadcast TV and Tourism and Chengdu Daily. These awards recognised the Group's efforts in fulfilling its social responsibility of combatting the pandemic, supporting frontline health workers and fighting against poverty through expansion of the Hope as Chef Programme, allowing aspiring youth to achieve their dreams and change their lives through better education.



2020李錦記 企業獎教獎學金頒獎典禮

Corporate Awards for Teachers and Students
2020 Presentation Ceremonies



去年11至12月，李錦記企業獎教獎學金頒獎典禮分別在上海中華職業學校及廣州市旅遊商務職業學校隆重舉行。

在上海的頒獎典禮上，共34名中華職業學校中餐烹飪系師生獲得嘉許，以表揚他們在中餐烹飪學習及實踐創新教學方面獲得優異的成績。在頒獎典禮開始之前，學生參加以「創新 為中華美食賦能」為主題的李錦記烹飪技能比賽並展現了無限創造力，呈現中餐烹飪的傳統與創新，為中華優秀飲食文化注入新能量。

在廣州的頒獎典禮上，共有57位同學以及22位老師獲獎，成績令人鼓舞。頒獎典禮完結後，李錦記於校內舉辦企業文化座談會，與師生進行交流，勉勵他們努力堅守李錦記的核心價值。



Last November and December, the Lee Kum Kee Corporate Awards for Teachers and Students Presentation Ceremonies were held at Zhonghua Vocational School in Shanghai and Guangzhou Vocational School of Tourism & Business respectively.

At the Presentation Ceremony in Shanghai, 34 teachers and students from the faculty of Chinese cuisine of the Zhonghua Vocational School were awarded, in recognition of their outstanding achievements in Chinese cuisine learning and innovative practical teaching. Before the award ceremony, the students competed with each other in Lee Kum Kee Culinary Skills Competition, with the theme of "Innovation Empowers Chinese Cuisine". Students demonstrated their remarkable creativity in the competition, which vividly presented the tradition and innovation of Chinese cooking, injecting new energy to Chinese Culinary Culture.

At the Presentation Ceremony in Guangzhou, 57 students and 22 teachers were awarded in an amazing display of their achievements. After the Presentation Ceremony, Lee Kum Kee organised a symposium with teachers and students to expound on its corporate culture and encourage them to adhere to Lee Kum Kee's core values.

李錦記粵菜師傅培育基地正式啟用

Inauguration of Lee Kum Kee Cantonese Cuisine Masterclass Training Base

去年9月，「李錦記粵菜師傅培育基地」於江門市新會技師學院舉行啟用典禮，由李錦記醬料集團全球製造總監莫國棟先生聯同江門市新會技師學院院長胡利平先生進行揭牌儀式。雙方將積極透過校企合作，在專業規劃及課程體系等方面展開研究，攜手培育粵菜烹飪人才，致力推動粵菜飲食文化的傳承和發展。



Last September, the inauguration ceremony of Lee Kum Kee Cantonese Cuisine Masterclass Training Base was held at the Jiangmen Xinhui Vestibule School. Mr. Tony Mok, Director of Global Manufacturing of Lee Kum Kee Sauce Group and Mr. Hu Liping, Dean of the Jiangmen Xinhui Vestibule School presided over the unveiling of a plaque marking the event. Lee Kum Kee and the School will collaborate and explore in the areas of professional planning and the design of course syllabus, in a bid to nurture future culinary talents and promote the development of Cantonese culinary culture.



江門市「粵菜師傅」技能競賽 五邑特式菜項目總決賽

Supports Jiangmen "Cantonese Cuisine Master" - Wuyi Cuisine Cooking Competition

去年10月，2020年江門市「粵菜師傅」技能競賽五邑特式菜項目總決賽於廣東省開平市舉辦。55名五邑廚師分成兩組作賽，參賽者須以指定食材製作一款五邑特色菜及一款自選粵菜，並由專業評審選出三甲。李錦記為本次比賽提供醬料及廚師服，讓廚師們加深對李錦記品牌及產品的認識，同時為推動粵菜文化發展出一分力。

Last October, the 2020 Jiangmen "Cantonese Cuisine Master" - Wuyi Cuisine Cooking Competition was held in Kaiping, Guangdong. Fifty-five Wuyi chefs were divided into two groups, each chef created a Wuyi dish with designated ingredients, as well as a Cantonese dish for the professional judges to select the champion and the runners-up. Lee Kum Kee provided the sauces and chef uniform for the event, so as to enhance the understanding of the brand by the chefs, and promotion of the Cantonese culinary culture.



醬料集團持續支持社區抗疫

Supports the Community during the Pandemic



新型冠狀病毒疫情持續，李錦記醬料集團秉承「思利及人」的精神，與大眾共渡時艱，繼續在各地致力幫助有需要人士。

香港

過去一年香港疫情反覆，對本地經濟造成嚴重打擊，不少基層家庭難以應付日常開支，而長者等高風險人士未能外出購買食物。李錦記發揮「造福社會」的核心價值，於去年9月支持保良局、聖雅各福群會及樂餉社等多間慈善機構，捐贈醬料，向弱勢社群派發食物包，支援他們日常生活所需。

紐西蘭

去年9至12月期間，「李錦記齊心關懷社會」活動正式啟動。紐西蘭市場與當地慈善機構City Mission和The Life Trust Community合作，捐贈李錦記慢煮方便醬料包予有需要人士，又大力支持The Life Trust Community聖誕禮盒活動，為23,000個家庭帶來希望及歡欣。品牌更與當地大型主流超市PAK'nSAVE 合作派發贈品，吉祥物李錦記熊貓更出場與消費者進行互動，為他們帶來歡笑。



The pandemic continued to take its toll around the world. In the spirit of "Si Li Ji Ren (Considering Others' Interests)", Lee Kum Kee stood by the community and continued to offer help to those in need.

Hong Kong

The COVID-19 pandemic has ravaged Hong Kong's economy with many underprivileged families facing heavy financial burden and high-risk individuals including the elderly who faced difficulty in purchasing food. In the spirit of "Benefitting the Community", Lee Kum Kee donated sauces to local charities including Po Leung Kuk, St. James Settlement and Feeding Hong Kong to provide food packs for families to support their basic nutritional needs.

New Zealand

From September to December, the "Lee Kum Kee, Together We Care" programme was launched in New Zealand. The New Zealand Market collaborated with local charities, City Mission and The Life Trust Community, and delivered Lee Kum Kee Slow Cook Ready Sauces to the needy. Lee Kum Kee also supported The Life Trust Community's Christmas Gift Box Project to send hope and joy to 23,000 families. In addition, Lee Kum Kee partnered with one of the biggest local supermarkets PAK'nSAVE to launch sampling activities. Lee Kum Kee Panda Mascot made his first appearance at the supermarket to delight the customers.





榮獲「抗疫突出貢獻獎」

Receives the "Outstanding Anti-Pandemic Contribution Award"

去年12月，李錦記於江門市工商業聯合會年會上獲頒「抗疫突出貢獻獎」，以表揚集團在新冠疫情期間積極捐贈抗疫物資、日用品及醬料，支持及關懷前線醫護人員。集團時刻實踐「思利及人」及「造福社會」的核心價值，其貢獻備受各方肯定。

Last December, Lee Kum Kee received the "Outstanding Anti-Pandemic Contribution Award" at the Jiangmen Chamber of Commerce Annual Conference. The award recognised the Group's contribution during the pandemic by donating anti-epidemic supplies, daily necessities and sauces to show support and care to the frontline healthcare workers. The Group's commitment to translating its core values of "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Community" into action has earned widespread acclaim.



榮獲「社會資本動力標誌獎」

Granted the "Social Capital Builder Logo Award"

去年12月，醬料集團榮獲香港特區政府成立的社區投資共享基金頒發「社會資本動力標誌獎」。社區投資共享基金在2002年設立，致力於社區推行多元化的社會資本發展計劃，推動社會各界發揮互助互利的精神。基金自2012年起舉辦兩年一度的「社會資本動力獎」嘉許計劃，當中的「社會資本動力標誌獎」以社會網絡、社會參與、資訊和溝通、信任和團結、互助和互惠及社會凝聚和包容六大範疇進行評分，主力表揚對香港社會資本發展有傑出貢獻的企業和機構。

醬料集團會繼續與社區投資共享基金和社會各界攜手努力，共同推動社會資本的發展，建立關愛共融的社區。

Last December, the Sauce Group was granted the "Social Capital Builder Logo Award" by the Community Investment and Inclusion Fund (CIIF) set up by the HKSAR Government in 2002 for implementing diversified social capital development projects in the community to promote reciprocity among different sectors in society. CIIF has organised the biennial "Social Capital Builder Awards" recognition programme since 2012. The "Social Capital Builder Logo Award" under this programme, which is judged by six criteria, namely, Social Networks, Social Participation, Information and Communication, Trust and Solidarity, Mutual-help and Reciprocity, Social Cohesion and Inclusion, recognises the contributions of companies and organisations in building Hong Kong's social capital.

The Sauce Group will continue to collaborate with the CIIF and the community to support the development of social capital and to build a caring and harmonious community.





獲頒「2020亞洲最佳企業僱主獎」 及「WeCare™認證」

Earns Best Companies to Work for in Asia 2020 and WeCare™ certification

去年12月，李錦記健康產品集團與醬料集團旗下四間公司，包括李錦記有限公司（香港總部）、李錦記（中國）銷售有限公司、李錦記（新會）食品有限公司（新會生產基地）及李錦記（馬來西亞）食品有限公司均獲《HR Asia》頒發「2020亞洲最佳企業僱主獎」。醬料集團香港總部及新會生產基地更獲頒首屆「WeCare™認證」，作為對積極向員工展現同理心及關懷的企業的表揚。

本次獲獎印證集團於人才資源管理、企業文化及僱主品牌各方面的卓越成就。面對新冠疫情帶來的挑戰，集團在過去一年仍致力推行政策以支持員工發展及發揮潛能，為員工建立一個更有歸屬感及愉快的工作環境。

Last December, Lee Kum Kee Health Products Group and four companies of Lee Kum Kee Sauce Group were named the "Best Companies to Work for in Asia 2020" by *HR Asia* magazine, including Lee Kum Kee Company Ltd. (Headquarters in Hong Kong), Lee Kum Kee (China) Trading Ltd., Lee Kum Kee (Xin Hui) Food Co. Ltd. (Xinhui Production Base) and Lee Kum Kee (Malaysia) Foods Sdn Bhd. In particular, headquarters in Hong Kong and Xinhui Production Base of Sauce Group received the first WeCare™ certification, which was introduced to honour companies that have demonstrated empathy and care for employees.

The awards serve as a testament to the Group's remarkable performance in human resources management, corporate culture and employer branding. Under the challenges brought by the COVID-19 pandemic over the past year, the Group remained dedicated to implement initiatives to support employees' development in order to create an engaging and happy workplace.



無限極榮膺 Kincentric「2020中國最佳僱主」 Infinitus Named "Best Employer China 2020" by Kincentric

去年11月，無限極（中國）有限公司再度獲得由全球領先高管招聘及領導力諮詢公司史賓沙旗下Kincentric所頒發的「2020年中國最佳僱主」獎項，以及「2020年中國最佳僱主之星」之一，在各項評分領先其他得獎僱主。

面對持續的疫情挑戰，無限極始終將員工的安全及健康放於首位。公司迅速製訂各種應變措施及彈性上班安排，並全面加強工作場所的防疫措施，為員工提供安全的工作環境。無限極將繼續堅守「思利及人」的核心價值，致力維護員工福祉，共同為「弘揚中華優秀養生文化，助人們創造平衡、富足、和諧的健康人生」的使命而努力。

Last November, Infinitus (China) Company Ltd. was awarded "Best Employer China 2020" by Kincentric, a Spencer Stuart Company. Infinitus was also honoured as one of the "Star Enterprises of Best Employer China 2020", ranking higher than other awardees.

At times of the pandemic, employees' health and safety remain Infinitus' priority. The Company promptly established contingency plans, adopted flexible work arrangements and implemented preventive measures to provide its staff with a safe working environment. Infinitus will continue to uphold the core value of "Si Li Ji Ren (Considering Others' Interests)" to ensure the well-being of its employees and strive to realise the mission of "Advocating the excellence of Chinese wellness traditions for a healthy life with balance, abundance and harmony".



無限極積極回饋社會獲嘉獎 Infinitus Receives Honours for Actively Giving Back to Society

去年10月，無限極於「第十六屆中國企業社會責任論壇暨2020年度責任企業評選」中獲得「2020年度責任企業」榮譽，其後又於11月的「2020年廣州市民營企業大會暨民營企業服務週」，無限極被冠以「重要貢獻民營企業」稱號，表揚健康產品集團在對抗新冠病毒疫情方面的貢獻。

面對疫情挑戰，無限極除了致力保障員工及業務夥伴的安全外，亦積極籌集善款及物資，支持疫情一線地區的抗疫工作。無限極將繼續在疫情防控和經濟社會發展「雙勝利」作出貢獻，於此艱難時期為社會盡一分力。



Last October, Infinitus was honoured with "Responsible Enterprise 2020" in the "16th China Corporate Social Responsibility Forum cum Selection of Responsible Enterprises 2020". In November, at the "Guangzhou Private Enterprise Conference and Service Week", Infinitus received the title of "Private Enterprise with Great Contribution", which recognised its contribution in combatting the COVID-19 pandemic.

During the pandemic period, Infinitus is adamant in contributing financial donations and materials to support frontline workers fighting the disease, while maintaining staff and sales partners' safety. Moving forward, Infinitus will continue to play an active role to achieve the dual purpose of pandemic prevention and economic development to contribute its due to the society during these challenging times.

倫敦對講機大廈推動 企業社會責任獲認可

Corporate Social Responsibility Recognition for London "Walkie Talkie" Tower



THE INTERNATIONAL
CSR EXCELLENCE AWARDS

for companies that have a heart

去年10月，倫敦「對講機」大廈獲綠色組織頒發「國際企業社會責任國際卓越獎2020」，嘉許大廈推動環保及可持續發展。是次獲獎是繼2019年獲得該組織的「青蘋果環保大獎」後，再次獲得企業社會責任方面的重量級殊榮。

除致力環保外，倫敦物業團隊亦積極舉辦各種公益活動。在10月的「感謝清潔工友日」，向「對講機」大廈的清潔服務供應商頒發感謝狀。另外，大廈亦參與11月的「國際善意日」，鼓勵大眾向身邊的人傳遞善意的訊息，讓世界變得更美好。



Last October, "Walkie Talkie" Tower in London received the International CSR Excellence Award 2020 from The Green Organisation. The award recognised the dedication of the Tower in promoting environmental protection and sustainability. This is another significant CSR award the Tower has won since the "Green Apple Environment Award 2019" from The Green Organisation.

Apart from its commitment to environmental protection, the London property team has also actively organised various charitable activities. During the "Thank Your Cleaner Day" in October, the cleaning contractor of "Walkie Talkie" Tower was awarded an appreciation certificate as a reward for their dedication and efforts in keeping the Tower clean. Also, the Tower celebrated the "World Kindness Day" in November, encouraging the public to spread kind thoughts and words with people around, with the aim of making the world a better place.

上海無限極大廈齊心送暖

Shanghai Infinitus Tower Brings Warmth to Elderly

疫情為大眾帶來各種挑戰，上海無限極大廈物業團隊不忘在這艱難時刻，向社區傳遞暖暖心意。去年10月，團隊與新華居民區黨總支、大華居民區黨總支及盧灣三中心小學合作舉辦「愛滿重陽節 情暖老人心」主題活動，與市內勞動模範、社區優秀志願者代表及長者共晉午餐，讓大家在疫情下也能溫馨過節。

此外，團隊更於感恩節當日，在大廈舉辦「感謝有你 一路同行」慶祝活動，邀請手工藝老師到場教授租戶製作別具「心」意的賀卡，向身邊人表達感恩之心。



The property team of Shanghai Infinitus Tower continued to spread love and cheer in the midst of the pandemic. Last October, the team co-organised the "Love for the Elderly in Chung Yeung Festival" event with the Party Branch of Xinhua Residential Area, the Party Branch of Dahua Residential Area, and Luwan Third Central Primary School to celebrate Chung Yeung Festival. The city's model workers and representatives of outstanding community volunteers had an enjoyable lunch with the elderly in the community.

To commemorate Thanksgiving Day, the team hosted a celebratory event with the theme of "Thank YOU for Being Here". Tenants conveyed their gratitude to the people around by sending them personalised greeting cards made during the workshop.



擁抱來自星星的孩子 — 種植樂

"Caring for Autistic Children" Programme — Fun Gardening Day



去年9月，李錦記中銷義工隊舉辦以「綠色的愛」為主題的義工活動，邀請50位同事栽種多肉植物幼苗。經過24天的悉心栽種後，義工隊成員將植物盆栽移植到與三葉草健康園共同搭建的植物花架。透過活動，義工與中心的自閉症兒童一起認識多肉植物，將愛心傳播給他們。

Last September, Lee Kum Kee China Trading Volunteer Team organised a planting volunteer activity with the theme of "Green Love" and invited 50 colleagues to participate. Each was assigned to take care of a pot of succulent seedlings for 24 days. The potted plants were then moved to the plant shelf jointly built by Clover Children Healthy Garden and Lee Kum Kee. Throughout the activity, volunteers enhanced their knowledge on succulent plants as much as that of the autistic children from the centre, while conveying their love and care towards them.



國慶及中秋節義賣活動

National Day and Mid-Autumn Festival Charity Sales



去年9月，李錦記新會義工隊參與在江門的崖門鎮舉行的國慶及中秋節義賣活動。義工隊透過義賣醬料產品，為當地有需要的家庭和獨居長者募集善款，關懷弱勢群體，讓他們感受到節日的溫馨團圓氣氛。

Last September, Lee Kum Kee Xinhui Volunteer Team participated in the National Day and Mid-Autumn Festival Charity Sales held in Yamen town in Jiangmen. Through selling sauce products, the team raised funds for the underprivileged families and singleton elderly in the local community, showing them love and care during the festivals.





愛心月餅暨長者探訪活動

Handmade Mooncake Activity

去年9月，李錦記新會義工隊在員工飯堂舉辦手工月餅製作活動。義工們為新會七堡鎮的長者製作了300多個低糖月餅。新會義工隊成員隨後分成七組，前往七堡鎮探訪64戶長者家庭，為他們送上醬料禮品包、由義工隊手製的愛心月餅和區內募捐所獲得的日常用品、大米和食用油，讓長者們感受到社會的關愛，共渡佳節。



Last September, Lee Kum Kee Xinhui Volunteer Team gathered together in the staff canteen to make over 300 low-sugar mooncakes for the elderly in Qibao Town in Xinhui. Volunteer Team members were then divided into seven groups to visit 64 elderly families in Qibao Town. During the visits, they presented mooncakes made by the team as well as sauce product gift packs, daily necessities, rice and cooking oil donated by the local community to celebrate the joy of the Mid-Autumn Festival with the elderly.

去年10月及12月，李錦記新會義工隊於新會的北園公園及馬山公園組織環保行活動，40多名義工共同執拾廢物及潔淨郊野。部份義工更帶同子女出席，藉此培養他們的環境保護意識以及一起欣賞大自然。



親子環保行活動

Family Green Walks



Last October and December, Lee Kum Kee Xinhui Volunteer Team organised Green Walks at Beiyuan Park and Mashan Park in Xinhui to collect garbage and clean up the areas. The activities attracted over 40 volunteers to participate; some of them also brought along their children to join the green walks to raise the children's awareness on environment protection and to provide them with an opportunity to appreciate the nature.





捐血活動 Blood Donation

去年9月，22位李錦記黃埔義工隊成員積極參與由黃埔夏港街道辦事處舉辦的捐血活動，發揚無私奉獻精神，幫助有需要的人。

Last September, 22 members from Lee Kum Kee Huangpu Volunteer Team participated in the blood donation organised by Huangpu Xiagang Street Office in full demonstration of the spirit of selfless dedication to help people in need.



環球義工活動 Global Volunteer Activities

「慈善12」野外定向 "Charity 12" Orienteering



去年11月，李錦記黃埔義工隊參與在佛山市賢魯島舉行的第八屆「慈善12」野外定向公益活動。活動成功為廣州市海珠區碧心公益服務中心的「讓愛告白小白救助」項目籌款，救助貧困的白血病兒童。

Last November, Lee Kum Kee Huangpu Volunteer Team participated in "The 8th Annual Charity 12" event in Xian Lu Island in Foshan city. The event successfully raised funding to support a project held by Bixin Public Welfare Service Center, to help poor children with leukaemia.





養老院探訪

Visit Old Folks Home

去年12月，李錦記南亞義工隊到孝心老人福利收留協會進行探訪。義工為長者們送上雜貨、食品及日常用品，並為他們準備午餐，讓長者們感受到社會的關懷及溫暖。

Last December, Lee Kum Kee South Asia Volunteer Team visited the Xiao Xin Serdang Old Folks Home and brought along groceries, food items and daily necessities for the elderly. The team also prepared lunch for these residents to show them care and warmth of the community.



聖誕兒童行動

Operation Christmas Child

去年11月，李錦記美洲義工隊連續第四年參與一年一度由撒馬利亞救援會舉辦的「聖誕兒童行動」，收集裝滿禮物的鞋盒送贈有需要的兒童。

在兩個星期內，義工隊從李錦記員工收集到52盒裝滿玩具、衛生用品和學習用品的鞋盒，並於感恩節轉送至慈善機構，為社區內的兒童帶來愛與希望。



Last November, Lee Kum Kee Americas Volunteer Team joined forces with the Samaritan's Purse in support of the "Operation Christmas Child", an annual gift-filled shoebox drive for the children in need for the fourth consecutive year.

Within two weeks, the team collected 52 shoeboxes filled with small toys, hygiene items, and school supplies from Lee Kum Kee employees. They donated the gifts to the charity as a means of reaching out to children in the local community with love and hope during Thanksgiving.



廣東省人大代表領導
Delegates of Guangdong Provincial People's Congress



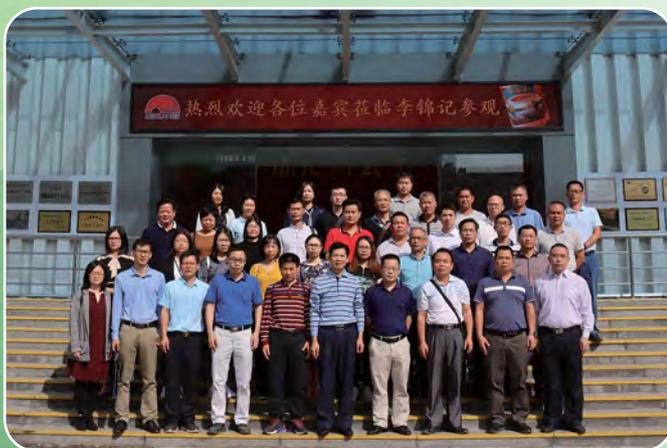
河南省政協領導
Delegates of Henan CPPCC leaders



廣東省農業局
Guangdong Provincial Agriculture Bureau



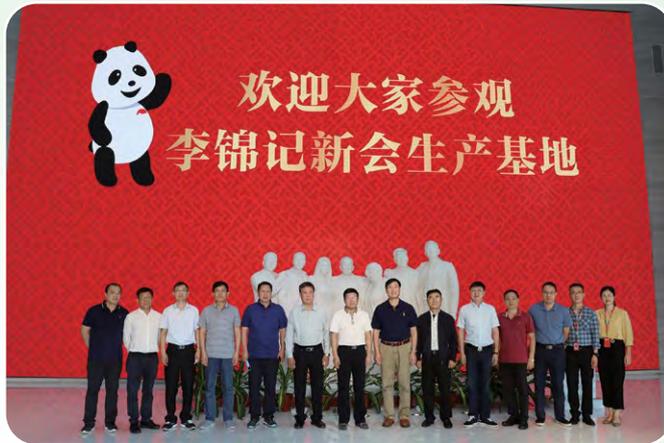
江門市常務副市長
Executive Deputy Mayor of Jiangmen City



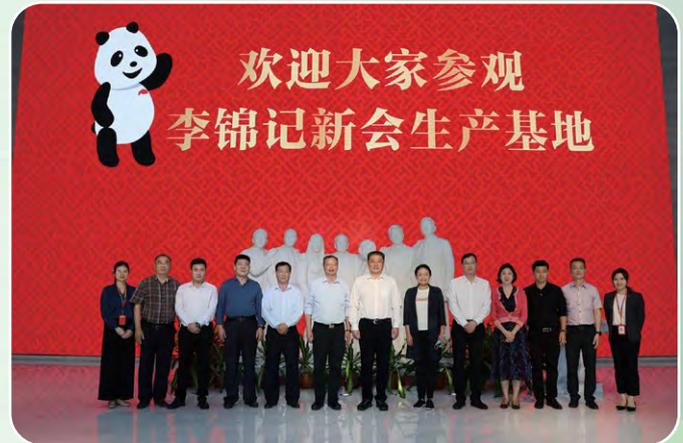
恩平市統戰部
Enping United Front Work Department



廣東省各市消委會機構代表
Delegates of Consumer Council Organisations in Guangdong Province



江門市新會區政協以及延邊州政協領導
Delegates of the Political Consultative Conference of Xinhui District, Jiangmen City and Yanbian Prefecture



山東省濟寧市任城區委書記領導
Delegates of Shandong Jining Committee (Rencheng District)



廣州市黃埔區市場監督局
Market Supervision Bureau of Huangpu District, Guangzhou



江門市江海區財政局
Finance Bureau of Jianghai District, Jiangmen City



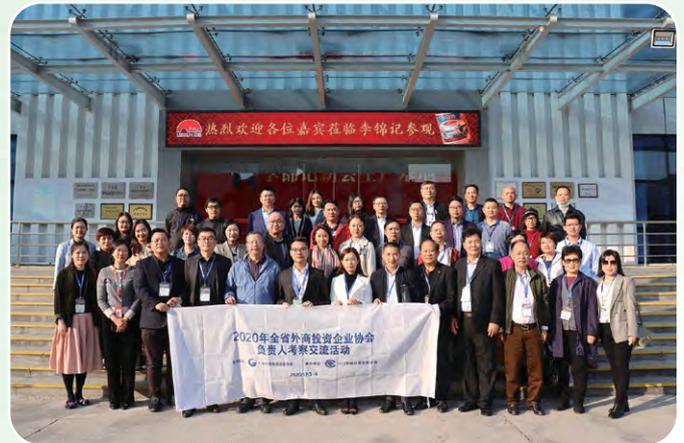
江門市蓬江區人民檢察院
People's Procuratorate of Pengjiang District, Jiangmen City



新會海關
Xinhui Customs



江門市及新會區出入境及七堡派出所領導
Delegates of Jiangmen City and Xinhui District Immigration and Qibao Police Station



廣東省外商協會領導
Delegates of Guangdong Foreign Business Association



新會新生代青年企業家商會
Xinhui New Generation Young Entrepreneurs Chamber of Commerce



廣東石油化工學院實習生
Interns at Guangdong Institute of Petrochemical Technology



澳門理工學院校友會
Alumni Association of Macao Polytechnic University



華南理工大學廣州學院
Guangzhou College of South China University of Technology



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