



Ziyan foods

| Stock code: 603057

Ziyan



Founded in 1989



紫燕
1989

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Founded in 1989

Originating in Leshan, Sichuan

Chinese marinated food chain brand

01

Company Profile



Company Profile

Shanghai Ziyan Foods Co., Ltd. is a national foodstuff chain. The brand originated in Sichuan, was further developed in Jiangsu province, and is now headquartered in Shanghai. After more than 30 years of expansion, we were successfully listed on the main board of the Shanghai Stock Exchange on September 26, 2022, becoming a listed enterprise in the Chinese marinated food industry (Stock code: 603057).

As at 31 December 2022, more than 5,700 "Ziyan Baiwei Chicken" chain stores have been opened in over 200 cities, covering more than 20 provinces, autonomous regions and municipalities. We have also set up a number of standardized factories and launched several sub-brands specializing in home-style, marinated foods.

Supported by a diverse product range, strictly controlled supply chain, and modern hardware and software facilities, we have established a standardized management system for raw material procurement traceability, production process control, key risk and product inspection, and cold chain distribution. Using strictly selected ingredients, special recipes and advanced techniques, we have created more than 100 signature dishes, including Baiwei Chicken, Sliced Beef and Ox Tongue in Chilli Sauce, Pepper Chicken and Ziyan Goose. The "Ziyan Baiwei Chicken" enjoys an excellent reputation for being high-quality, delicious and healthy. We have won numerous awards for outstanding products and reputation, and have been honored as a National Demonstration Enterprise in the Staple Food Processing Industry as issued by the Ministry of Agriculture, as a Satisfactory Enterprise and an Outstanding Enterprise in the 3·15 Honesty System as issued by the China Foundation of Consumer Protection, and as an Excellent Food Supplier in the Yangtze River Delta. Since 2016, we have been recognized as one of the top ten best-selling food brands in Shanghai for six years running, and were listed in the Top 50 of Hurun's Most Valuable Restaurant Chains in China.



- Over 10,000⁺ Ziyuan employees are always at your service
- Over 5,700⁺ Chain stores
- Over 200⁺ Cities covered
- Over 100⁺ Signature dishes
- 5 dedicated factories

Founded in 1989

Brand Interpretation



- The center of the company logo features a swallow. The pronunciation of the name Ziyian is very similar to "Zhi Yan", which is a Chinese word meaning 'young swallow', symbolizing the vitality and vigorous growth of the enterprise.
- The logo is in the shape of a Sichuan opera mask. The face-change dance is one of the most famous aspects of Sichuan opera, and a symbol of Sichuan culture.
- The traditional Chinese cloud pattern in the logo represents good luck, implying the idea of young swallows flying high into the sky.

Brand Profile

Brand Concept

Create deliciousness and bring happiness to your family
Superior raw materials + well-designed processes = high-quality products

Brand Slogan

Take Ziyian home for dinner

Brand Cornerstones

Inheritance
Carrying forward the culture of marinated Chinese delicacies

Customer first
Creating a pleasant experience for customers

Professionalism and persistence
Continued tradition and innovation for outstanding quality and great taste

Brand Features
Warm, enthusiastic, positive and pragmatic



Corporate Culture



Business Concept

Sustainable development, honesty and truth, scientific and rigorous, striving to become a leader

Quality Concept

Quality ensures delicacy, delicacy ensures the brand

Corporate Vision

Becoming a world leader in the Chinese marinated food industry

Corporate Mission

Spreading the healthy, delicious culture of marinated foods

Corporate Values

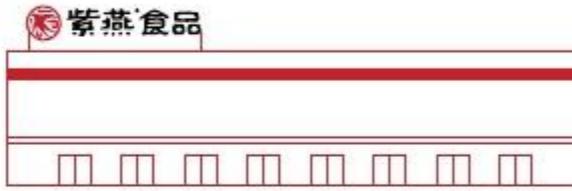
We understand that the food industry is also a moral industry
We insist that food engineering is also conscience engineering

Service Concept

Earning our customers' trust and satisfaction is our ultimate pursuit.

Standardized Factories

5 key factories



1

Anhui Ningguo Factory | Ziyuan Food's new generation standardized production base for East China

The planned land area is 238,000 square meters with a total construction area of 110,000 square meters. Automated storage equipment and an upgraded intelligent cold chain logistics service platform have been rolled out with the help of IoT big data technology. The efficient automated order fulfillment system and intelligent order selection assembly line will service most stores in Eastern and Central China.



2

Jiangsu Lianyungang Factory

Planned land area of 170,000 square meters, total construction area of 35,000 square meters and an annual production capacity of 80,000 tons

3

Shandong Jinan Factory

Planned land area of 27,000 square meters, total construction area of 10,000 square meters and an annual production capacity of 40,000 tons



4

Hubei Wuhan Factory

Planned land area of 33,000 square meters, total construction area of 12,000 square meters and an annual production capacity of 80,000 tons



5

Chongqing Rongchang Factory

Planned land area of 57,000 square meters, total construction area of 26,000 square meters and an annual production capacity of 100,000 tons

Food Safety Guarantee

High-standard production environment

Unified marinating process at centralized factory
Ensures taste and quality



Scientific refining equipment Standardized production processes

Strict specifications and intelligent hardware equipment
Guaranteed quality and food safety control



Complete control of all production and inspection processes

Visual monitoring and management of production processes
All finished products are inspected before leaving the factory



Cold chain logistics trucks Cold food delivery

Cold chain distribution of raw materials / Cold chain distribution of finished products
Fully controlled temperature



Digital Informatization

SAP integrated digital supply chain management system

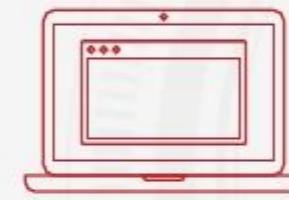
-01-

Digital system for CRM



-02-

Centralized information system



-03-

In-Store POS Systems



-04-

EKP system for office automation



Ingenious Quality

Top-tier suppliers

Selected qualified raw materials ensure the highest product quality

Strict raw material supply system

Ingredients purchased only from qualified suppliers
Second-party evaluation review system
Supplier access and evaluation management system

Standardized production environment

Temperature-controlled production workshop
Temperature-controlled packaging inspection workshop
Fully temperature-controlled standard distribution hall

Direct factory delivery by cold chain transport

Cold chain distribution from factory to stores
Ensures product taste and quality

Strict quality control system

SGS food safety certification
Certified FSSC22000, ISO9001 and HACCP

Ziyan Awards and Recognition

Thanks to its excellent products and outstanding reputation, Ziyan Foods has received more than 100 national, provincial and industry awards.

2016-2021 Top ten best-selling brands for edible agricultural products in Shanghai for six consecutive years

2017 -- Ministry of Agriculture of the People's Republic of China National Demonstration Enterprise for the Staple Food Processing Industry

2018 -- Annual Meeting of Food Cold Chain Entrepreneurs in China Outstanding Supply Chain Management Enterprise from the Jinding Award Evaluation Committee

2019 -- China Foundation of Consumer Protection Satisfactory Enterprise of the 3·15 Honesty System
--Jiuding Cup Shanghai Market Honesty Management Five-star Advanced Enterprise for five consecutive years

2020 -- China Foundation of Consumer Protection Outstanding Enterprise of the 3·15 Honesty System
--China Meat Association Top 30 Meat Processing Enterprises
--Top Ten Marinated Food Brand in China

2019-2020 Golden Kirin Award for China Catering of the Year - Most Influential Catering Brand

2019-2022 Top-quality Food of the Year in the Yangtze River Delta

2021 -- Top 50 Hurun Most Valuable Restaurant Chains in China

2011-2021 Golden Basket Brand of the Year

2022 -- Demonstration Enterprise for Cold Chain Management

• Founded in 1980 1989 •



Corporate History

As a leader in China's marinated food industry, "Ziyan" was named by Mr. Zhong Huajun, the company's current chairman. In 1989, the founders, Mr. and Mrs. Zhong Chunfa, brought their entrepreneurial dreams to Xuzhou, Jiangsu, founding Ziyan's predecessor "Zhong Ji You Tang Ya". Upon its birth, it conquered the taste buds of the people of Xuzhou thanks to its distinctive and delicious flavors, and quickly began to grow, spreading throughout the streets and alleys of the city. In 1996, Mr. Zhong Huajun, the second-generation leader, then took over the family business. In order to expand their market, Mr. Zhong decided to enter the city of Nanjing, known in China as the "Duck Capital". In Nanjing, where the competition among cooked food brands was very fierce, "Zhong Ji" felt great competitive pressure for the first time, and even stagnated for a period. After much thought, Mr. Zhong decided to change the brand name and market positioning in the hope of making the brand more competitive by establishing a unique image. His grandfather was a salt merchant from his hometown in Sichuan, and Mr. Zhong grew up under his grandfather's care. Out of gratitude, he decided to choose the two characters "Ziyan" from the couplet "Ceramic pots and salt both bring good luck, while purple swallows (Ziyan in Chinese) and orioles both like music" written at the entrance of his ancestral home. On the one hand, it expresses his gratitude for his grandfather's upbringing and imparting of wisdom; on the other hand, Ziyan also symbolizes vitality and vigorous development.

1989

Opening of "Zhong Ji You Tang Ya" in Xuzhou

A marinated food restaurant named "Zhong Ji" opens in Xuzhou



2000

Ziyan arrives in Shanghai

Shanghai stores expand the market and further enhance the brand's influence



2003

Ziyan Foods enters Central China

Expansion into Central China, new strategy of growing from coastal to inland areas. We set out to develop nationwide



1996

Ziyan is founded in Nanjing

"Zhong Ji" enters the Nanjing market and repositions itself to create "Ziyan Baiwei Chicken"



2001

Over 500 stores

Development strategy centered on Shanghai and radiating outwards to all regions in East China



2008

Over 1,000 stores

Fifth generation of stores introduces full cold chain delivery

First phase of nationwide chain layout is completed

Chain stores are located in more than ten cities



Fifth generation of Ziyan Baiwei Chicken stores



Business is booming throughout the country

2014

Official entrance to the e-commerce platform

Official Ziyan flagship store opened on Tmall, No.1, and Jingdong.



Tmall flagship store for Ziyan Baiwei Chicken



Business is booming throughout the country

2017

Foundation stone laid at Ningguo factory, the largest production base for the brand

Honours: National demonstration enterprise for staple food processing, "Famous Brand in Shanghai", "3.15 Reassuring Consumer Integrity Member Enterprise", "Famous Trademark in Shanghai", "Integrity Management Demonstration Enterprise", "Cold Chain Management Demonstration Enterprise", "Excellent Food in Shanghai", "Top Ten Best-selling Brands", "Five-star Advanced Enterprise" and franchise business AAA grade enterprise system



Ningguo Factory



Business is booming throughout the country

2019

Over 3,000 stores

Further external investment and completed B round financing

Awards and Recognition: "China Excellent Franchised Brand Award" and "Satisfactory Enterprise of the 3·15 Honesty System", "Golden Basket Brand", "Demonstration Enterprise for Cold Chain Management" and "Five-star Advanced Enterprise for four consecutive years"



Shanghai B round financing completed



Business is booming throughout the country

2021

More than 5,000 stores in Xinjiang, Northeast China and Hainan

Awarded "2020 Top 100 Enterprises", "2020 Social Responsibility Award" and "2020 Best Growth" award by the Shenzhuang Industrial Zone



Nationwide layout completed



Business is booming throughout the country

2022 and the future

2012

National Strategy

Focused on developing markets in cities such as Xi'an, Jinan, and Tianjin to the north, and Nanchang and Guangzhou to the south. Solid steps are made to extend our reach to northern and southern markets and achieve the strategic goal of a nationwide network.

Awarded the title of "Best-selling Brand in the Shanghai Meat Market" and "Outstanding Contribution Enterprise in the Shanghai Meat Industry"

2018

Over 2,000 stores

Awarded honorary titles of "Top Ten Best-selling Brand" and "Five-star Advanced Enterprise for Three Consecutive Years"



Business is booming throughout the country

2020

Over 4,000 stores

Our shareholding system is restructured and undergoes IPO advice

Awarded "2020 China's Best Influential Catering Brand" and "Excellent Enterprise of the 3·15 Honesty System"



Business is booming throughout the country

2022 and the future

Continued development of the national market, brand diversification

Ziyan Foods listed on the main board of the Shanghai Stock Exchange



Great listing and long-lasting stock

Listing

On September 26, 2022, Shanghai Ziyan Foods Co., Ltd. publicly issued shares and was listed on the main board of the Shanghai Stock Exchange. Stock name: Ziyan Foods, stock code: 603057. Representatives from the district committee leadership, securities institutions, and Ziyan senior management attended the listing ceremony to witness this important milestone.



Corporate History

We have opened over 5,700 “Ziyan Baiwei Chicken” chain stores in more than 200 cities across the country.
We sincerely invite interested parties from all walks of life to cooperate and work together for a better food industry!

- Single store cooperation
- Single city cooperation
- Single brand cooperation

2020

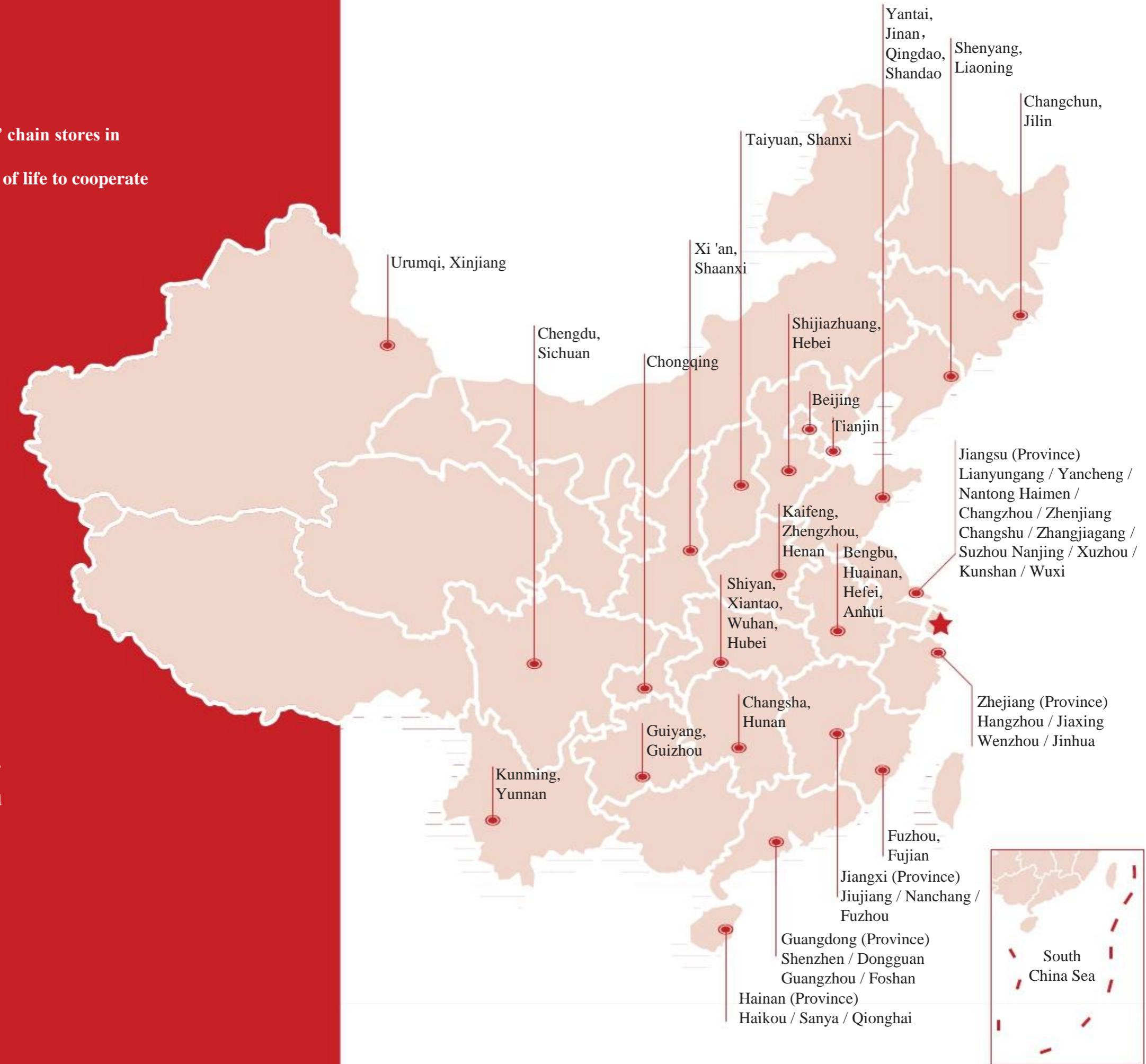
Kunming, Huaibei, Leshan, Luzhou, Guiyang, Yibin, Zigong, Xuancheng, Xiantao, Mianyang, Meishan, Nanchong, Heze, Taizhou, Huzhou, Fuzhou, Zhoushan, Xiamen, Jingmen, Quanzhou, Zhoukou, Sanming, Putian, Zhangzhou and Jinzhong

2021

Shenyang, Sanya, Qionghai, Haikou, Hohhot, Shuozhou, Urumqi, Rizhao, Zhuzhou, Zhongshan, Ziyang, Huizhou, Ningde, Zunyi, Huangshan, Luoyang, Guangyuan, Jingzhou, Shiyan, Ezhou, Nanping, Suizhou, Dazhou and Zhuhai

2022

Lanzhou, Loudi, Guang 'an...



Superior raw materials
+ well-designed processes
= high-quality products

02

Product Introduction

Sliced Beef and Ox Tongue in Chilli Sauce

Sichuan cuisine with a variety of ingredients and a distinctive mixed flavor

Sichuan flavor, fresh and spicy, tender meat, refreshing aftertaste



Signature Products

Baiwei Chicken

The signature ‘hundred flavor’ marinated food that tastes even better than it sounds

Golden all over, rich braised aroma, with plenty of succulent, delicious meat

Signature Products



Pepper Chicken

Awarded “Best-selling Star Dish” for many years running

Smooth soup, tender chicken, crisp and refreshing, chewy and spicy

Signature Products



Ziyan Goose

Delicious marinated food through time and experience

Fragrant and delicious, tender meat, rich braised flavor, delicate and succulent

Signature Products



Tiger Skin Chicken Feet

Boneless in a single bite, crispy on the outside and tender on the inside

Crispy skin, tender bone, flavorful sauce, delicate and sweet

Special Foods



Cold dish--

Sour Soup with Beef

Spicy and refreshing, full of meaty flavor; deliciousness in a single bite

Freshly mixed cold dish, fatty beef, thick meaty texture, satisfyingly sour and spicy

Brand new



Pepper Duck

A truly fragrant treasure that is satisfying to tear off, bite and chew

Firm and tender, fresh and spicy, savory and sweet, delicate and comforting

Brand new



Crispy Duck

Freshly braised, sauced, fried and mixed

One-stop cold dish, freshly marinated at Ziyan Baiwei for guaranteed freshness

Fresh hot
marinated food



Hot and Sour Kelp

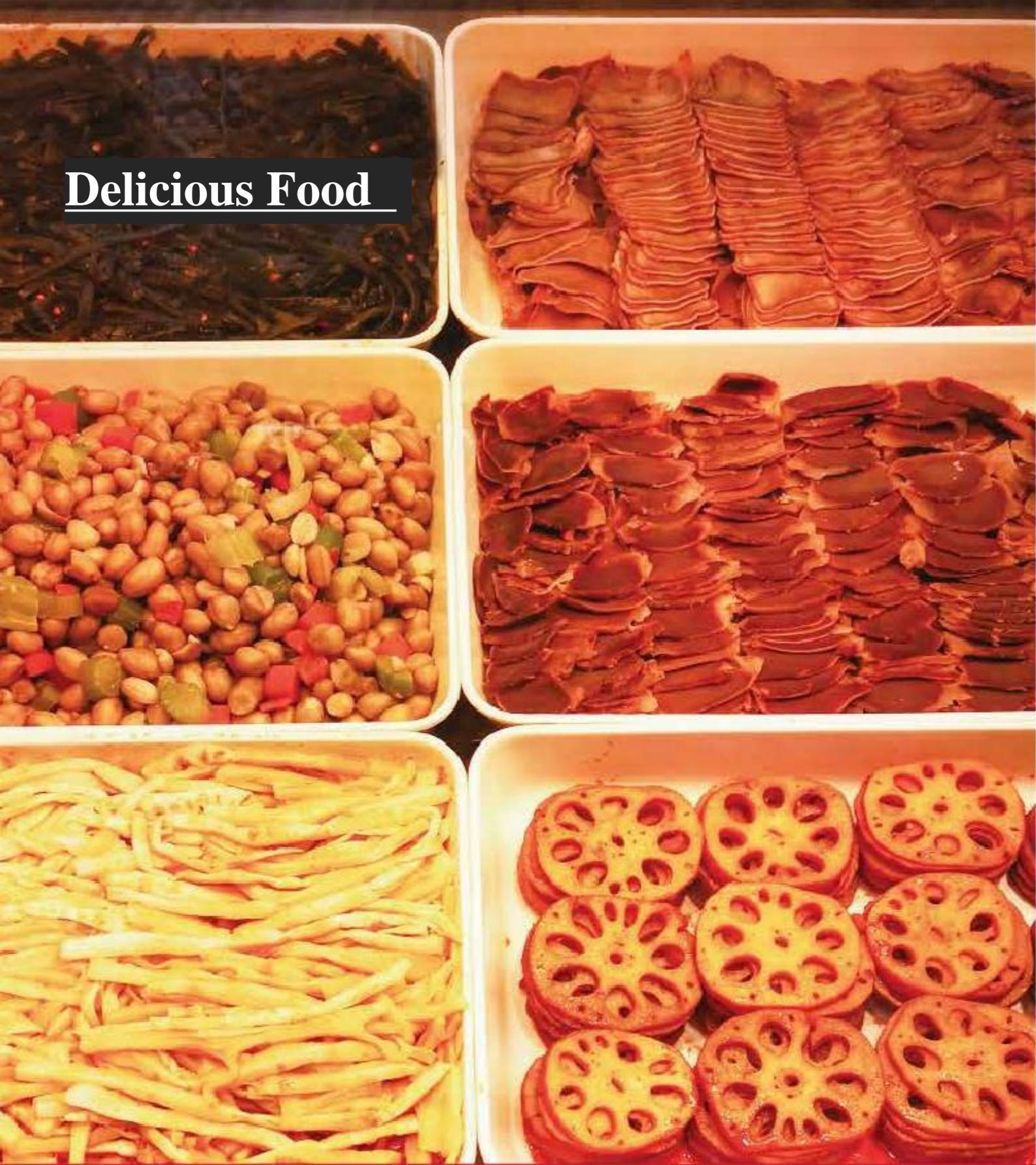
Sour, sweet and spicy, perfect with rice

Spicy, sour and sweet, piquant yet refreshing; easy to digest, perfect with rice

Refreshing
vegetable dish



Delicious Food



Modified Atmosphere Packaging

● Sliced Beef and Ox Tongue in Chilli Sauce



● Pepper Chicken



● Baiwei Chicken



● Ziyan Goose



● Tiger Skin Chicken Feet



● King Duck's Neck



● Cumin Clavicle



● Hot and Sour Kelp



● Spicy Dried Tofu



Purchase by Weight

✓ Fresh and delicious
Choose something
different every day

✓ New choices
Affordable and
eco-friendly

✓ Cold chain delivery / fresh sales
Wide selection / mix and match

Keeping fresh 24hX7

✓ Modified atmosphere
freshness for 4-7 days

✓ Delicious and
reassuring quality

✓ Clean and hygienic, easy to carry

Vacuum Packed Products



Gift Box Packaging



Vacuum packed

✓ Easy to carry
Convenient

✓ Double packed
Reassuring quality

✓ Simple and delicious / easy to carry /
reassuring quality

Gift Box

✓ Love in a gift box
Deliver the taste of
happiness

✓ Bringing deliciousness
home
Bringing joy to your
family

✓ Visiting relatives and friends / holiday
gifts / company benefits

03

Store Renderings



Brand Neighborhood Store

In 2019, the brand image for Ziyan Baiwei Chicken stores was upgraded with a unified new look and service offering. At each store, a monitoring system was set up with 2 high-definition cameras and 1 multi-media intercom terminal to ensure real-time monitoring of standardized service and staff operations, creating a very secure shopping experience with the highest quality standards and peace of mind for customers.



Upgraded Store

Founded in



- The newly upgraded store now includes a new hot marinated selection that includes fresh marinated foods, sauces, frying, and mixing to further enhance the customer experience.

Marinated Fresh marinade, fresh sauces, foods fried and mixed on site

Special Channel Brand Store

Founded in 1989
紫燕



Supermarket Brand Store

Founded in 1989
紫燕



● The stores in high-speed rail stations and airports satisfy travelers' dining needs and further optimize their service experience. Stores currently operate at Beijing Fengtai High-speed Railway Station, Chengdu Shuangliu Airport, Guangzhou Baiyun Airport and other large domestic transportation hubs. Products include marinated foods with a fresh-locked modified flavor: delicious, convenient and easy.

● The supermarket store is positioned in the young, fashionable food category, and is committed to meeting the diverse needs of consumers, empowering leisure and entertainment and providing a fast, convenient dining experience. Compared to the neighborhood stores, the supermarket stores look even more bright and trendy. Products sold feature fresh-locked packaging, along with Sichuan flavor cold pot skewers.

Sub-brands



- A real intangible cultural heritage -- Leshan flavor with traditional values and a zest for life



- Cold pot skewers - trendy with a Sichuan flavor



- An innovative claw snack brand focusing on the concept of “Light Nourishment and Healthy Fruit Bubbles”



- A creative snack brand specializing in “fresh marinated foods, sauces, frying, and mixing”



- Committed to understanding the Chinese hot pot business and redefining healthy spicy foods



Take Ziyan home for dinner!



Follow us on
Wechat



Tmall flagship
store

400-888-6517

Contact number for global service

Website of Ziyan Foods: <http://www.ziyanfoods.com>

Ziyan Foods flagship store: <http://ziyanshop.tmall.com>

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