



**Ziyan foods**

| Stock code: 603057



Founded in



1989



Founded in 1989  
Originating in Leshan, Sichuan  
Chinese marinated food chain brand

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# 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 + Ziyan employees  
are always at your  
service

Over 5,700 + Chain  
stores

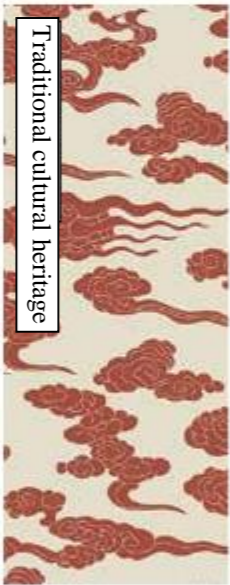
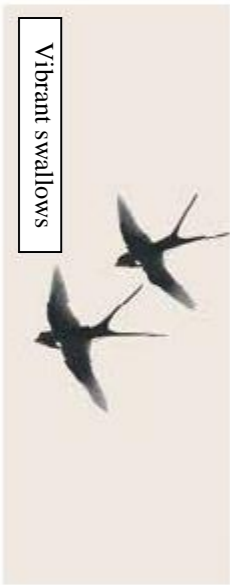
Over 200 + Cities  
covered

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 Ziyan 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 Ziyan 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



### 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.

## Corporate Culture



# Standardized Factories

## 5 key factories



紫燕食品



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### 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

1

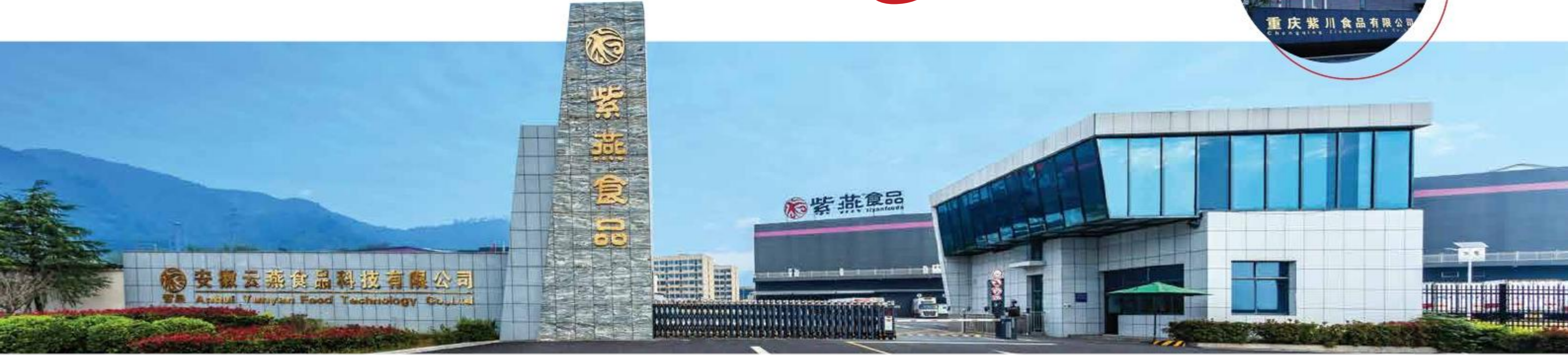
### Anhui Ningguo Factory | Ziyang Food's new generation standardized production base for East China

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.

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



1989



# Corporate History

As a leader in China's marinated food industry, "Ziyan" was named by Mr. Zhong Huaijun, 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 Huaijun, 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



Zhong Ji You Tang Ya store

## 2000

### Ziyan arrives in Shanghai

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



Ziyan's Shanghai headquarters opens in 2000

## 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



Chengdu branch opens in 2003

## 1996

### Ziyan is founded in Nanjing

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



Stores opened in Nanjing

## 2001

### Over 500 stores

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



Based in Shanghai, steady development

## 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

## 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

## 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

## 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

## 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

## 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"



Business is booming throughout the country

## 2015

### External investment institutions and A round financing

Awarded the title of "Integrity Management Demonstration Store"



Introduced external investment and completed A round financing

## 2018

### Over 2,000 stores

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



Five-star Advanced Enterprise for Three Consecutive Years

## 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"



Ziyan Foods wins numerous awards throughout the year

## 2022 and the future

Continued development of the national market, brand diversification  
Ziyan Foods listed on the main board of the Shanghai Stock Exchange



In 2022, Ziyan Foods is 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

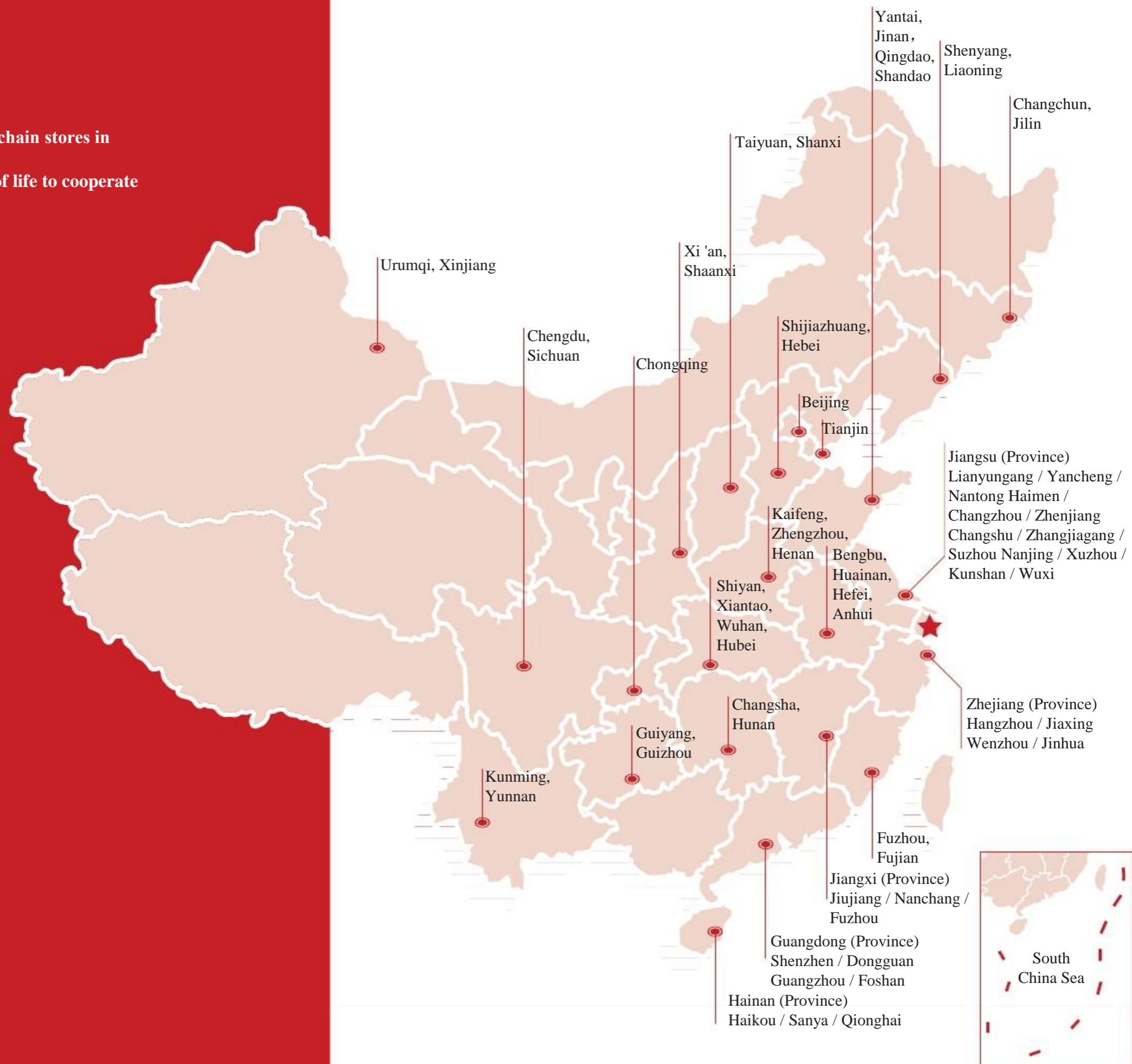
Kunming, Huaibei, Leshan, Luzhou, Guiyang, Yibin, Zigong, Xuancheng, Xiantao, Mianyang, Meishan, Nanchong, Heze, Taizhou, Huzhou, Fuzhou, Zhoushan, Xiamen, Jingmen, Quanzhou, Zhoukou, Sanming, Putian, Zhangzhou and Jinzhong

## 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



# 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



# Pepper Chicken

Awarded "Best-selling Star Dish" for many years running

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



# Ziyan Goose

Delicious marinated food through time and experience

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



# 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



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

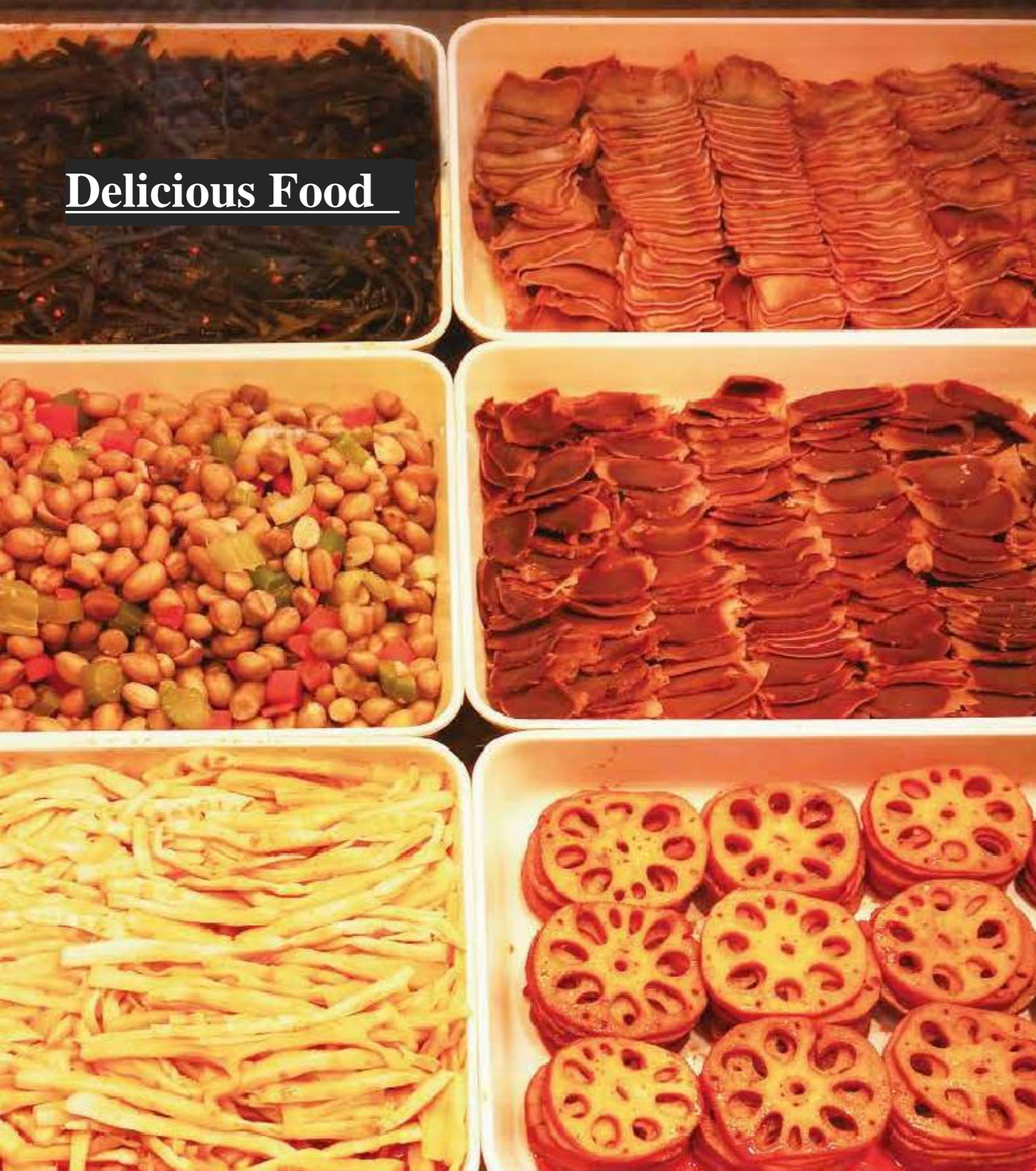
**Sour, sweet and spicy, perfect with rice**

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

● Double Pepper Clavicle



● Five-spice Chicken Feet



● Double Pepper Duck Wings



● Double Pepper Duck Necks



● Crispy Boneless Duck Feet



● Boneless Chicken Feet (garlic flavor)



● Boneless Duck Feet (pepper flavor)



● Boneless Chicken Feet (lemon flavor)



● Baiwei Chicken



● Crispy Duck



● Saltwater Duck



● Pepper-flavored Crispy Meat



## Gift Box Packaging

● Take home gift box



● Celebration gift box



● Family harmony gift box



● Taking home the flavor gift box



● 30 Years of Home Flavor gift box



● Greetings gift box



## Vacuum packed



Easy to carry  
Convenient



Double packed  
Reassuring quality



Simple and delicious / easy to carry /  
reassuring quality



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

## Gift Box



# 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 1989



- 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 foods**      **Fresh marinade, fresh sauces, fried and mixed on site**

## Special Channel Brand Store

Founded in



1989



○ 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.

## Supermarket Brand Store

Founded in



1989



○ 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



Website of Ziyan Foods: <http://www.ziyanfoods.com>  
Ziyan Foods flagship store <http://ziyanshipin.tmall.com>

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