

# 达利食品

## DALI FOODS

### 2021年5月-6月

### 经营情况月报

Monthly update-May to June 2021

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## 5月-6月月报

Monthly update-May to June 2021

### 电商:

E-commerce

#### 6月电商节期间集团再创佳绩，新兴平台布局快速扩张

Online Sales Hit Record High during June E-commerce Shopping Festival, and Emerging Platform Penetration Expanded Rapidly

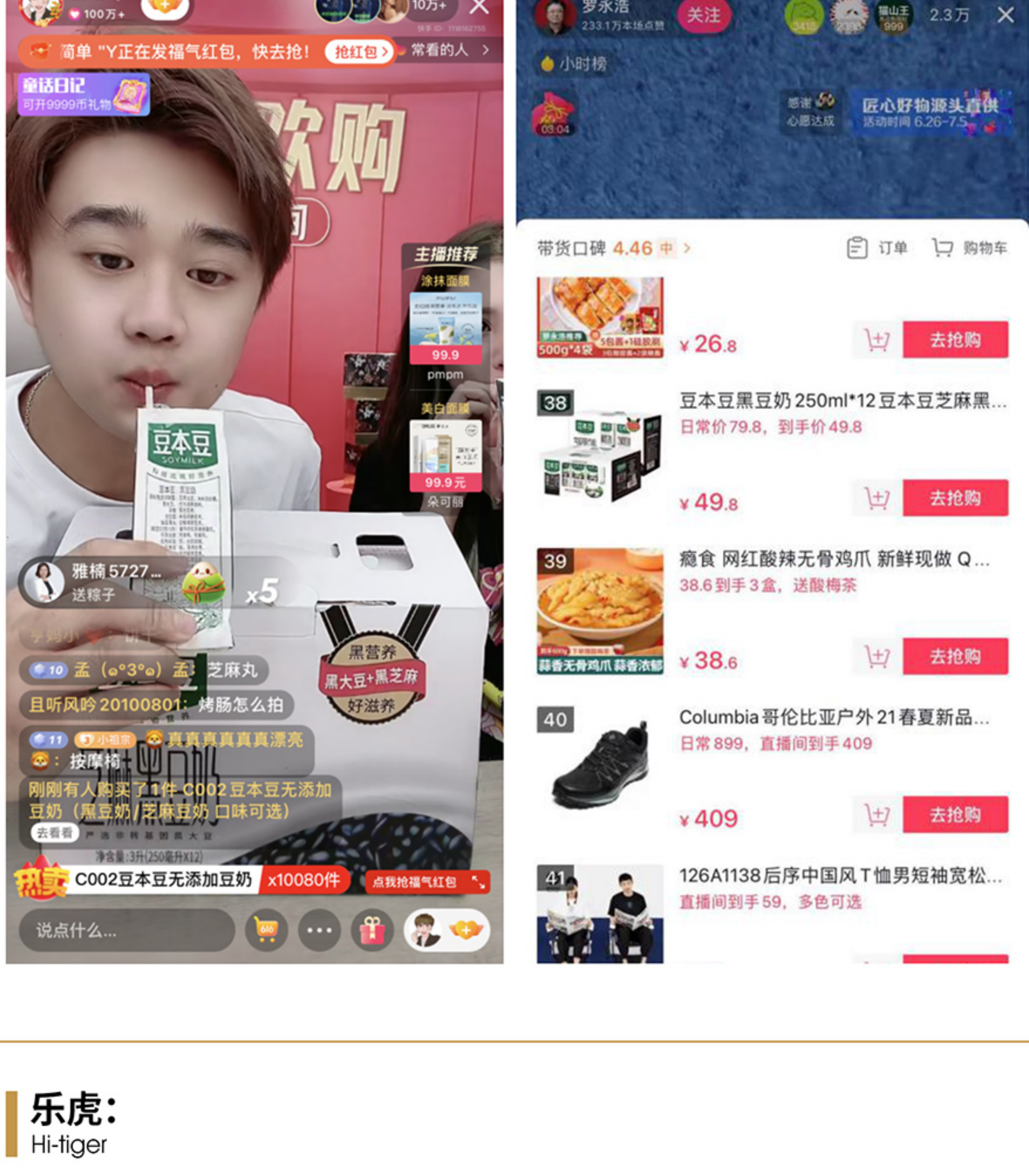
电商节期间，集团实施针对性营销策略，整体和单品销售均有亮点，定制款唯甄原味豆奶表现优异，6月16日至6月18日三天单品销售突破千万。

During e-commerce shopping festival, the Group achieved record online sales with good performance on both overall sales and single product thanks to the targeted marketing strategy. Weizhen Original Soy Milk, which is tailor-made for Tmall Supermarket registered a record sale of over RMB10 million within three days during June 16th and June 18th.



今年，新兴电商平台抖音及快手首次启动电商销售，集团快速跟进布局，通过公司自播与机构代播模式相结合，快速扩大品牌曝光度和渗透率。同时，集团保持与头部主播的长期合作，借助主播流量及粉丝号召力，沉淀粉丝群体。通过全方位销售模式渗透，新兴电商平台发展迅猛，销售贡献已初具规模。

The Group penetrated into the emerging platform Tik Tok and Kuaisou immediately as they launched e-commerce business this year. Group promoted brand awareness and penetration rapidly with a combination of both in-house and third-party broadcasting. Meanwhile, the Group continued long-term co-operation with leading KOLs and acquired fans by leveraging on their strong resources. Thanks to the all-dimensional marketing, emerging e-commerce platforms developed rapidly and achieved sizable sales.



### 乐虎:

Hi-tiger

#### 乐虎进行欧洲杯赛事广告投放，强化品牌专业形象

Hi-tiger Carried Out Campaigns during UEFA European Championship and Enhanced Professional Brand Image

6月份，欧洲杯火热开幕，作为疫情之后最大规模的比赛，球迷们观赛热情高涨，赛况成为各大社交平台的热门话题。

As the largest sports contest after the pandemic, UEFA European Championship kicked off in June. It received overwhelming responses from sports fans and created massive audience interactions across mainstream social media platforms.

熬夜观赛人数的急剧增加，为功能饮料创造大量需求。乐虎把握这一时机，在视频转播平台中进行积极投放，通过多种宣传方式实现品牌的持续曝光，塑造乐虎专业功能饮料的品牌形象。投放将持续至7月欧洲杯赛事结束。

The rising number of people staying up late to watch games created surging demand for energy drinks. To capture this market opportunity, Hi-tiger carried out proactive advertisement in video broadcast platforms and achieved excellent brand awareness as a professional energy drink brand. The campaigns will continue till end of the European Championship.



### 植优家:

Flogurt

#### 植物酸奶植优家持续发力品牌营销，展开与消费者的深度沟通

Plant-based Yogurt Flogurt Invested in Brand Marketing and Deepened Consumer Engagement

在电商平台上市以来，植优家植物酸奶受到消费者的广泛好评。品牌营销是今年植优家的运营重点，推出后植优家持续进行热播剧及热播综艺投放，同时积极拓展新营销方式。5月份，植优家与健康速食品牌超级零进行联名合作，推出联名礼盒，在电商平台合作直播，活动期间粉丝数量持续上涨。同时在微博、抖音、小红书、微信平台展开全方位宣传曝光，获得曝光量超过4,800万。

Plant-based yogurt Flogurt has received great recognition since its launch on e-commerce platforms. Marketing is a key focus this year. On top of continued sponsorship in popular TV shows and performance shows, Flogurt explored innovative digital marketing. In May, Flogurt partnered with healthy meal replacement brand Super Zero to launch gift boxes and broadcast on social media. During the campaign, Flogurt accumulated fans rapidly. It also recorded over 48 million exposures through all-dimensional marketing on social media platforms such as Weibo, Tik Tok, Xiaohongshu and Weixin.

目前植物酸奶已在线下渠道铺开，线下品牌推广也正大力推进中。6月份，植优家在全国范围内开展场景营销，打造以零负担、轻生活为主题的体验空间，通过游戏互动和产品试饮与消费者展开深度沟通，提升消费者对产品及品牌的认知，传递健康、活力的品牌形象。活动将在全国44个城市的核心系统展开，包括家乐福、欧亚、华联、华润万家、新世纪、物美、中百、苏果等。

Currently, Flogurt has extended marketing campaigns offline and launched sales in modern channels. In June, Flogurt carried out themed marketing Burden Free and Comfortable Life to deliver healthy and energetic brand image through consumer engagement activities such as games and tasting. Campaigns will be carried out in major KA systems in 44 cities nationwide including Carrefour, Ouya, Hualian, China Resources Vanguard, New Century, Wumart, Zhongbai and Sugu.



### 美焙辰:

Meibeichen

#### 美焙辰产品矩阵持续优化，场景营销打造爆品

Meibeichen Continued Product Portfolio Optimization and Built Star Products through Themed Marketing

美焙辰自推出以来，高度重视产品力打造，通过持续推出创新产品，赢得消费者认可。目前，美焙辰SKU数量已经远超行业平均水平。

Meibeichen has prioritized brand building and product innovation since its launch, and has won massive consumer recognition. Currently, its SKU number has far exceeded industry average level.

5月起，美焙辰针对销售势头良好的创新产品，投放资源进行线下推广活动。大葡叮作为热门单品，在多区域的社区生鲜、校园、连锁便利系统等渠道开展场景营销，大幅提高产品在全国范围内的铺市率和销售占比。通过渠道推广活动，美焙辰持续提升创新产品的销售和货架占比，推动新品成为爆品。

In May, Meibeichen invested offline promotion activities highlighting innovative and popular products. For example, the hot product Dapuding carried out featured marketing on various channels such as grocery stores, schools and chained convenient stores in multiple regions. It greatly increased market penetration and sales nationwide. Meibeichen continued to expand innovative products and shelf space, with an aim to develop products going viral.

