

让世界人人爱上中国味
Let the world fall in love with taste of china

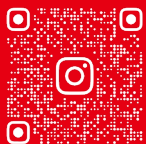


WEILONG
DELICIOUS

STOCK CODE:09985.HK

海外产品手册

OVERSEAS PRODUCT BROCHURE



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公司简介 About Us

卫龙美味创办于1999年，是集研发、生产、加工和销售为一体的现代化休闲食品企业。总公司位于河南省漯河市，目前已在全国各地建有多个产业园区和分公司。

一直以来，卫龙美味坚守“让世界人人爱上中国味”的使命，不懈努力实现“传统美食娱乐化、休闲化、便捷化、亲民化、数智化，乐活123年的生态平台”的美好愿景，以传统美食为载体，将中国博大精深的饮食文化向世界传播，将健康的生活方式向世界分享。

2022年12月15日，卫龙美味全球控股有限公司，正式在港交所主板挂牌上市，股票代码09985.HK。港股主板的顺利登陆，也昭示着卫龙向“让世界人人爱上中国味”的品牌使命更进一步！

Weilong Delicious Global Holdings Ltd founded in 1999, Located in Luohe City, Henan Province, is a modern spicy snack food enterprise which engaged in R&D, production, processing and sales. As of today, it has set up several industrial parks and many branch companies across China.

Weilong Delicious always adhere to its mission of “Let the world fall in love with Chinese flavors” and unremittingly strives to achieve the promising vision of “Making authentic Chinese gourmet more entertaining, casual, convenient and affordable, and embrace digital-intelligentization

and ultimately build a great business that brings joy and happiness to people for 123 years.” With traditional delicious food as the carrier, the company is committed to spreading profound Chinese culture on delicious food to the whole world and sharing healthy lifestyle with it.

On December 15, 2022, Weilong Delicious Global Holdings listed on Hong Kong Stock, with stock code of 09985.HK. The successful listing indicating Weilong takes one step closer to the brand mission of “Let the world fall in love with Chinese flavors”



企业优势

Strength

作为中国辣味零食行业的领导者和先行者，卫龙立足于“6大领先”优势，坚持履行“让世界人人爱上中国味”的使命。

As the leader also the pioneer of China's spicy snack industry, Weilong takes the advantages of , "6 leading" and fulfill the mission of "Let the world fall in love with Chinese flavors "

6大领先优势

6 Leading Advantages



01

原料领先
Ingredients Leading

精选黄金区小麦，中粮一级大豆油

Selected wheat, COFCO grade soybean oil



02

工艺领先
Technology Leading

坚持非油炸工艺
Applying non-frying process



03

生产领先
Productions Leading

全自动化生产设备
Automated production equipment



04

研发领先
R&D Leading

成立卫龙研究院，合作资深工程院士
Established Weilong Research Institute, cooperating with experienced experts



05

渠道领先
Distribution Channel Leading

经销商遍布全球 30 多个国家
Distributors are located in more than 30 countries around the world



06

销量领先
Sales Leading

卫龙全系列产品一年可卖出 100 多亿包

The full range of Weilong product lines sell over 10 billion packs a year

品质保证 Quality Assurance

卫龙食品所有原料质量均符合国家标准，并配以从原材料到成品的可追溯系统。多个自营工厂保证生产能力的同时，确保产品按时交付。

The quality of all raw materials meet national standards, are paired with a traceability system from raw materials to finish products. Several owned factories are in place to ensure production capacity and deliver products in a timely manner.



海外业务 Overseas Business

卫龙食品立足中国放眼国际，始终以企业使命“让世界人人爱上中国味”为前进方向。卫龙海外业务遍及全球，下属四个大区分别为：亚太区、美洲区、欧俄区、中东非区。截止目前，卫龙食品已出口至 30 多个地区和国家，源源不断为当地消费者带来中国风味辣味零食。

Based in China and with an international perspective, Weilong Food has always taken the corporate mission "to make the world love the taste of China" as its way forward. Weilong's overseas business spans the globe, with four regions: Asia Pacific, America, Europe and Russia, and Middle East Africa. Up to now, Weilong has exported to more than 30 regions and countries, bringing a steady stream of Chinese spicy snacks to local consumers.



产品历程

Product Development



卫龙成立

公司在漯河成立

Weilong Founded

Company established in Luohe



“亲嘴”系列

开创“亲嘴”系列，新增豆制品类，并开始在地建设生产基地，不断提升卫龙生产力

Kiss Collection

Weilong launched the Kiss Collection. Added a new category of soy products and began to build production bases in various areas to improve Weilong's productivity



“魔芋爽”发布

第一家通过工业生产将魔芋休闲零食化—魔芋爽（素毛肚），自创魔芋毛肚切花花型

Konjac Shuang Launched

Konjac Shuang (vegetarian tripe) is the first industrial production of konjac snack food, with similar cut pattern of tripe

1999年

2010年

2014年

2000年

“辣条”发布

以牛筋面为基础开发出卫龙经典产品—大面筋

Latiao Launched

Weilong's classic product, big latiao, developed based on wheat



2019年

“风吃海带”发布

电商孵化型新品—风吃海带扩大销售，由代工转自产，线下开始售卖

Fengchi Kelp Launched

Expanded sales of new e-commerce incubator, Fengchi Kelp, from OEM to in-house production and offline sales



大面筋

BIG LATIAO

辣条由小麦制成的辣味植物基零食

Latiao spicy plant-based snacks made from wheat



精选优质小麦，一级大豆油
Selected high quality wheat,
first grade soybean oil



甜辣风味，弹韧有嚼劲
Sweet and spicy with a
chewy texture



挤压熟制，非油炸
Extruded and cooked, non-
fried



风靡 20 年，地道好味道
Popular for 20 years,
authentic and good taste



小面筋

MINI LATIAO

辣条由小麦制成的辣味植物基零食

Latiao spicy plant-based snacks made from wheat



精选优质小麦，一级大豆油
Selected high quality wheat,
first grade soybean oil



挤压熟制，非油炸
Extruded and cooked, non-
fried



甜辣可口，丝丝更入味
Sweet and spicy, even more
flavorful



风靡 20 年，地道好味道
Popular for 20 years,
authentic and good taste



大辣棒

BIG HOT STICK

大辣棒由小麦制成的辣味植物基零食

Big Hot Stick spicy plant-based snacks made from wheat



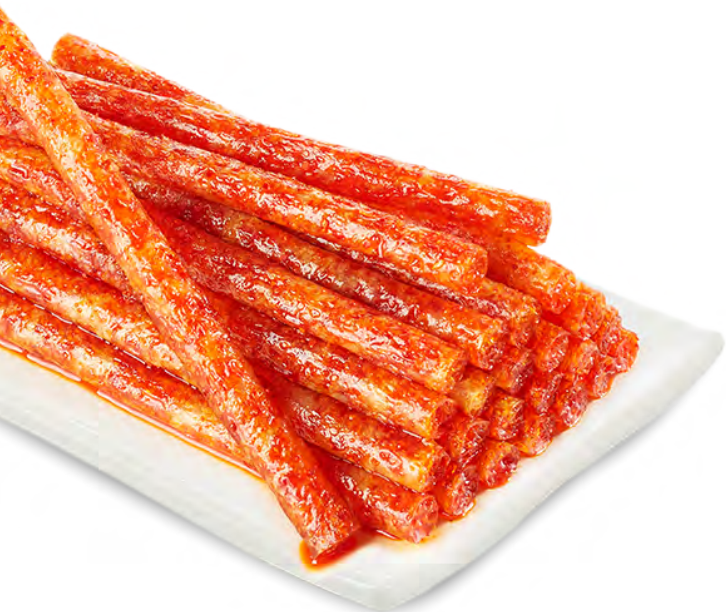
精选优质小麦，一级大豆油
Selected high quality wheat,
first grade soybean oil



挤压熟制，非油炸
Extruded and cooked, non-
fried



口感松软，麻辣够味
fluffy texture, spicy enough



亲嘴烧

KISS BURN

亲嘴烧由小麦制成的辣味植物基零食

Kiss Burn stick spicy plant-based snacks made from wheat



精选优质小麦，一级大豆油
Selected high quality wheat,
first grade soybean oil



挤压熟制，非油炸
Extruded and cooked, non-
fried



厚实耐嚼，甜辣弹牙
Thick and chewy, sweet and
spicy



精致小包装，便携易分享
Small packaging, portable
and easy to share



魔芋爽

KONJAC SHUANG

魔芋爽由魔芋制成的辣味植物基零食
Konjac Shuang spicy plant-based snacks made from konjac



每小包热量仅约 10 卡路里 (以 50g 内小袋为例)
per serving only 10kcal (50g packaging)



100g 满足每日所需 22% 膳食纤维
100g meets 22% of daily dietary fibre requirement



香辣嫩爽，口感媲美涮毛肚
Spicy, tender and tasty, comparable to tripe



24 道工序，独特切花工艺
24-step process, unique cutting process



风吃海带

FENGCHI KELP

风吃海带由海带制成的辣味植物基零食
Fengchi Kelp spicy plant-based snacks made from kelp



只取 25% 优质中段海带，肥厚爽脆
Take only 25% optimal mid-section kelp , thick and crisp



净 - 3 次气泡清洗，去盐去砂去杂质
Net-3 times bubble cleaning, desalination, sand removal impurities



鲜 - 巴氏杀菌，减少营养流失，宛如现拌
Fresh-pasteurized, reducing nutrient loss, like fresh mixing



脆 - 漂烫工艺，去腥增脆
Brittle - blanching process, to remove fishy and increase brittleness



爽 - 海南灯笼椒，香辣不刺激
Cool- Hainan yellow lantern chili, spicy but not irritating



产品目录

PRODUCT CATALOG



小面筋 MINI LATIAO

PKG 30g x 20bags x 10bags
Gross Weight 9.3kg
CTN SIZE 500*295*340mm
20'GP FCL 558CTNS
Shelf Life 7months
香辣味 HOT&SPICY



小面筋 MINI LATIAO

PKG 360g x 12bags
Gross Weight 5.8kg
CTN SIZE 650*440*300mm
20'GP FCL 326CTNS
Shelf Life 7months
香辣味 HOT&SPICY



小面筋 MINI LATIAO

PKG 60g x 10bags x 12bags
Gross Weight 9.3kg
CTN SIZE 500*295*340mm
20'GP FCL 558CTNS
Shelf Life 7months
香辣味 HOT&SPICY



大面筋 BIG LATIAO

PKG 28g x 20bags x 8bags
Gross Weight 7.4kg
CTN SIZE 465*290*420mm
20'GP FCL 696CTNS
Shelf Life 7months
香辣味 HOT&SPICY



大面筋 BIG LATIAO

PKG 106g x 10bags x 6bags
Gross Weight 7.7kg
CTN SIZE 500*295*240mm
20'GP FCL 791CTNS
Shelf Life 7months
香辣味 HOT&SPICY



大面筋 BIG LATIAO

PKG 400g x 12bags
Gross Weight 6.3kg
CTN SIZE 450*380*360mm
20'GP FCL 454CTNS
Shelf Life 7months
香辣味 HOT&SPICY



大辣棒 BIG HOT STICK

PKG 300g x 10bags x 6bags
Gross Weight 5.7kg
CTN SIZE 500*295*240mm
20'GP FCL 791CTNS
Shelf Life 7months
麻辣味 SZECHWAN TASTE



经典大面筋 BIG LATIAO

PKG 102g x 10bags x 9bags
Gross Weight 10.9kg
CTN SIZE 470*315*295mm
20'GP FCL 641CTNS
Shelf Life 7months
香辣味 HOT&SPICY



大辣棒 BIG HOT STICK

PKG 70g x 10bags x 6bags
Gross Weight 5.7kg
CTN SIZE 500*295*240mm
20'GP FCL 791CTNS
Shelf Life 7months
麻辣味 SZECHWAN TASTE



亲嘴烧 KISS BURN

PKG 90g x 10bags x 9bags
Gross Weight 11.6kg
CTN SIZE 500*350*250mm
20'GP FCL 640CTNS
Shelf Life 7months
红烧牛肉味 BRAISED BEEF FLAVOR



亲嘴烧 KISS BURN

PKG 90g x 10bags x 9bags
Gross Weight 11.6kg
CTN SIZE 500*350*250mm
20'GP FCL 640CTNS
Shelf Life 7months
麦辣鸡汁味 SPICY CHICKEN FLAVOR



亲嘴烧 KISS BURN

PKG 260g x 10bags x 9bags
Gross Weight 6.7kg
CTN SIZE 400*280*260mm
20'GP FCL 960CTNS
Shelf Life 7months
麦辣鸡汁味 SPICY CHICKEN FLAVOR



魔芋爽 KONJAC SHUANG

PKG 50g x 10bags x 6bags
Gross Weight 5.2kg
CTN SIZE 325*250*200mm
20'GP FCL 1720CTNS
Shelf Life 12 months
酸辣味 SOUR&HOT



魔芋爽 KONJAC SHUANG

PKG 252g x20bags
Gross Weight 6.54kg
CTN SIZE 400*280*230mm
20'GP FCL 1086CTNS
Shelf Life 12months
酸辣味 SOUR&HOT



亲嘴烧 KISS BURN

PKG 260g x 10bags x 9bags
Gross Weight 6.7kg
CTN SIZE 400*280*260mm
20'GP FCL 960CTNS
Shelf Life 7months
红烧牛肉味 BRAISED BEEF FLAVOR



魔芋爽 KONJAC SHUANG

PKG 50g x 10bags x 6bags
Gross Weight 5.2kg
CTN SIZE 325*250*200mm
20'GP FCL 1720CTNS
Shelf Life 12months
香辣味 HOT&SPICY



魔芋爽 KONJAC SHUANG

PKG 360g x18boxes
Gross Weight 9.2kg
CTN SIZE 500*215*310mm
20'GP FCL 840CTNS
Shelf Life 12months
酸辣味 SOUR&HOT



魔芋爽 KONJAC SHUANG

PKG 50g x 10bags x 6bags
Gross Weight 5.2kg
CTN SIZE 325*250*200mm
20'GP FCL 1720CTNS
Shelf Life 12months
麻辣味 SZECHWAN TASTE



魔芋爽 KONJAC SHUANG

PKG 252g x20bags
Gross Weight 6.54kg
CTN SIZE 400*280*230mm
20'GP FCL 1086CTNS
Shelf Life 12months
香辣味 HOT&SPICY



魔芋爽 KONJAC SHUANG

PKG 360g x18boxes
Gross Weight 9.2kg
CTN SIZE 500*215*310mm
20'GP FCL 840CTNS
Shelf Life 12 months
香辣味 HOT&SPICY



魔芋爽 KONJAC SHUANG

PKG 252g x20bags
Gross Weight 6.54kg
CTN SIZE 400*280*230mm
20'GP FCL 1086CTNS
Shelf Life 12months
麻辣味 SZECHWAN TASTE



魔芋爽 KONJAC SHUANG

PKG 360g x18boxes
Gross Weight 9.2kg
CTN SIZE 500*215*310mm
20'GP FCL 840CTNS
Shelf Life 12months
麻辣味 SZECHWAN TASTE



风吃海带 FENGCHI KELP

PKG 50g x 10bags x 6bags
Gross Weight 5.4kg
CTN SIZE 325*250*200mm
20'GP FCL 1720CTNS
Shelf Life 9months
香辣味 HOT&SPICY



风吃海带 FENGCHI KELP

PKG 252g x 20bags
Gross Weight 6.54kg
CTN SIZE 400*280*230mm
20'GP FCL 1086CTNS
Shelf Life 9months
香辣味 HOT&SPICY



风吃海带 FENGCHI KELP

PKG 400g x 18boxes
Gross Weight 10.4kg
CTN SIZE 500*215*310mm
20'GP FCL 840CTNS
Shelf Life 9months
香辣味 HOT&SPICY