

达利食品

DALI FOODS

2021年3月-4月

经营情况月报

Monthly update-March to April 2021

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3月-4月月报

Monthly update-March to April 2021

植优家:

Flogurt

植物酸奶植优家发力品牌推广及线下推广，市场热度快速上升

Plant-based Yogurt 'Flogurt' Launched All-dimensional Marketing Campaigns and Received Enthusiastic Market Responses

植优家作为国内首款常温植物基酸奶，自推出以来在线上销售火爆。作为引领健康和时尚风潮的全新品类，植物酸奶具有高速增长的潜能。

As China's first room-temperature plant-based yogurt, Flogurt's sales accelerated rapidly since its launch online. Plant-based yogurt has great growth potential as a pioneer to lead healthy diet and fashion trend.

目前植优家处于新品培育阶段，集团围绕目标群体制定立体式营销策略，多种方式进行消费者沟通。例如，通过小红书种草、天猫站内种草等，进行品类教育；在热播剧和热播综艺中进行植入，提升品牌效应。立体式营销策略消费者覆盖面广、曝光持续性强，为线下推广做好了全面铺垫。

Currently, Flogurt is focused on consumer education and has implemented a comprehensive consumer-oriented branding strategy. For example, it carried out consumer education on Xiaohongshu and Tmall; launched advertisements on popular TV shows and performance shows to enhance branding. Flogurt is ready for nationwide expansion through a wide-range of consumer coverage and marketing exposure.



植优家已在各个区域举办产品上市发布会，重点发力现代渠道。目前产品铺货、店内形象设计均在稳步推进中。

Flogurt has launched product release events and focused on penetration in modern channels. Product distribution and in-store presentation are carried out as scheduled.



豆本豆:

Doubendou

豆本豆强化电商销售，扩大粉丝群体

Doubendou Strengthened E-commerce Sales and Enlarged Fan Community

得益于多层次的宣传体系，豆本豆在电商渠道的销售持续高速增长。

Thanks to multi-layered marketing, Doubendou enjoyed exponential online sales.

一季度，豆本豆保持跟头部主播的月度长期合作，通过头部主播打开市场，带动与中腰部主播的合作。

In the first quarter, Doubendou continued the monthly cooperation with leading KOLs, through which it enlarged sales and promoted cooperation with mid-tier KOLs.

在品牌宣传上，豆本豆借助代言人王源强大的号召力，塑造豆本豆高品质品牌形象，沉淀品牌自有粉丝群体。同时与小红书KOL合作，一季度小红书媒体总曝光超过4889万次，互动量达到161万，点击率达到3.29%。

In term of branding, Doubendou strengthened its premium brand image and expanded fan community by leveraging on strong resources of brand ambassador Mr. Yuan Wang. Doubendou cooperated with KOLs on Xiaohongshu, and achieved over 48.89 million exposures, 1.61 million consumer interactions and a 3.29% hit ratio for the first quarter.

豆本豆还通过创新方式扩大粉丝群体。三月份，豆本豆与化妆品品牌在天猫上进行联合推广，从化妆品群体中获取精准用户，多维度扩大品牌影响力。

Doubendou also enlarged fan community by using innovative approaches. In March, Doubendou cooperated with a well-known cosmetics brand on Tmall, and captured targeted consumers from cosmetic brands and enhanced brand power effectively.



新品:

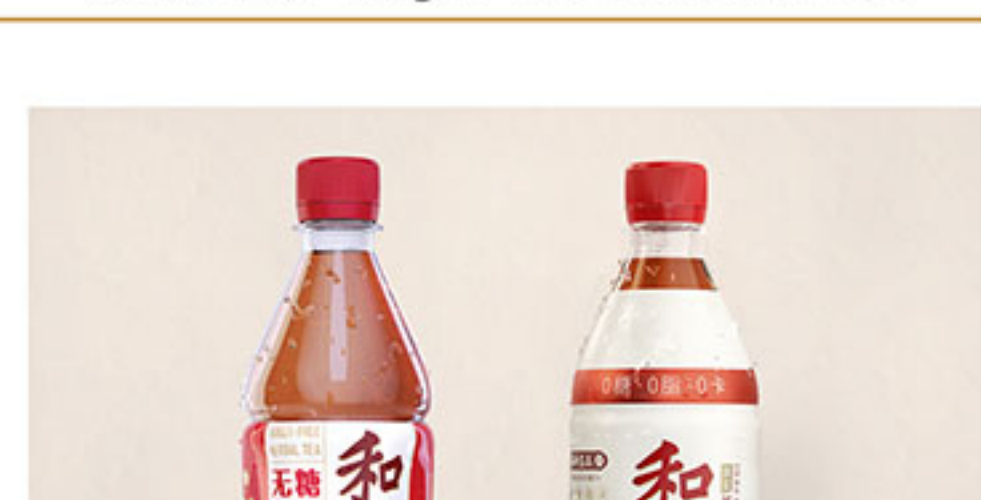
New Products

把握健康消费趋势，推出苏打水及无糖凉茶

Dali Launched Soda Water and Sugar-free Herbal Tea to Capture Healthy Consumption Trend

苏打水 Soda Water

无糖凉茶 Sugar-free Herbal Tea



随着消费者健康意识的持续提高，消费者对水的需求逐渐从饮用需求扩展到功能需求，苏打水市场快速扩大。

Background With the rising awareness of healthy lifestyle and increasing demand for functional water, soda water market has expanded rapidly.

糖分摄入量已成为消费者日益关注的问题，随着健康意识的提高，无糖产品已经进入高速发展期。

Excessive sugar intake has been an increasing concern for consumers. As a result, sugar-free product market has entered into a significant growth stage.

集团把握市场趋势，推出弱碱性苏打水饮料，并提供三种流行口味选择。目前产品已在现代渠道及流通渠道全面铺开。

Competitiveness We launched alkaline soda water and offered three popular flavors to capture the market opportunity. Currently, the product is sold in modern channels and traditional channels.

集团顺应无糖化趋势，在传统健康茶饮的基础上，推出无糖凉茶，突出产品0糖、0卡路里、0脂肪的特质，满足消费者对凉茶的新需求。

We launched sugar-free herbal tea which is calorie-free and fat-free to cater for demand for new type of herbal tea.