

李錦記榮獲LEED鉑金認證 工業綠色轉型成績斐然

LEE KUM KEE HONoured WITH LEED PLATINUM CERTIFICATION
REMARKABLE ACHIEVEMENT IN GREEN INDUSTRIAL TRANSITION



中水回用



光伏發電



地源熱泵



人工濕地公園

務實、誠信、永遠創業精神、思利及人

Pragmatism, Integrity, Constant Entrepreneurship, Si Li Ji Ren



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Mr. Sammy Lee Health Products Group Chairman

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前言 FOREWORD



集團主席李文達先生
Group Chairman Mr. Lee Man Tat

非常高興李錦記再一次脫穎而出奪取殊榮，成為全球首家獲美國綠色建築協會頒發「能源與環境設計先鋒」評級體系最高級別鉑金認證的發酵食品企業，彰顯李錦記新會生產基地推動「綠色工業」的驕人成就。

踏入21世紀，世界面對日益嚴峻的資源和環境問題，「綠色營運」能力已成為決定企業競爭優勢的重要因素、可持續發展的先決條件。一間成功的企業必須把環境保護觀念融入生產過程中，透過節約資源、管理污染物的排放、重視對生態環境的影響重新定位，履行企業社會責任，達到可持續發展的目標。

本著「思利及人」的營商理念，以大眾共同利益為依歸，李錦記一直以來都是綠色環保的先行者，今次喜獲國際權威機構的高度認可，更加突顯李錦記綠色醬油發酵工程的領導地位。不過，我們絕不能自滿，同事應以此榮譽鞭策，加倍努力，精益求精，令李錦記實現成為中華民族企業的典範之宏願。

李文達
李錦記集團主席

I am very glad that once again Lee Kum Kee has stood out from the crowd and been honoured as the first company in the global fermented food industry to receive the prestigious Leadership in Energy and Environmental Design (LEED) Platinum Certification by the U.S. Green Building Council, which serves as testimony to the outstanding achievement of Lee Kum Kee's Production Base in Xinhui in promoting Green Industry.

Into the 21st century, the world has been confronted by increasingly severe resource and environmental problems. The capacity in Green Operation has become a key factor in shaping the competitive edge of corporations as well as the prerequisite for their sustained development. A successful corporation must integrate the concept of environmental protection in its production process and re-position itself with due regard to its resource saving, waste management and operational impact on the ecological environment, as means to shoulder its corporate social responsibility and achieve the goal of sustainable development.

Staying firm to our business ethos of "Si Li Ji Ren" (Considering Others' Interests) with the common interests of all stakeholders in mind, Lee Kum Kee has been a forerunner in promoting Green Management over the years. The welcoming endorsement by the most renowned international authority indeed bears witness to the leadership position of Lee Kum Kee's green soy sauce fermentation process. There is, however, no room for complacency. Colleagues should take this honour as a propellant for enhancing effort to scale new heights and to realise our vision to be a model for Chinese ethnic enterprises.

Lee Man Tat
Lee Kum Kee Group Chairman



李錦記榮獲 LEED 鉑金認證 工業綠色轉型成績斐然

Lee Kum Kee Honoured with LEED Platinum Certification
Remarkable Achievement in Green Industrial Transition

李錦記一向重視可持續發展，不遺餘力投資於工業綠色轉型，推動綠色建築及建設，致力成為綠色製造的先進企業，因而屢獲社會認可。自2015年起，李錦記連續五年獲香港工業總會及中國銀行（香港）頒發「中銀香港企業環保領先大獎—環保優秀企業」認證；在2017年獲頒「中銀香港企業環保領先大獎2016—製造業銀獎」，肯定集團在可持續發展方面的承諾及推動節能減排的努力；在2018年，李錦記更獲中華人民共和國工業和信息化部頒發「國家綠色工廠」稱號，表彰集團在環境保護和綠色生產的卓越貢獻，是江門市首家獲得此榮譽的企業。

能源與環境設計先鋒 (LEED) Leadership in Energy and Environmental Design (LEED)

今年2月，李錦記再獲殊榮，新會生產基地獲美國綠色建築協會頒發「能源與環境設計先鋒(LEED)」認證體系的最高認證鉑金級別，為目前全球發酵食品行業中第一個LEED鉑金認證。李錦記新會生產基地首度入選LEED認證便取得最高級別，彰顯李錦記在綠色轉型走在行業最前端。

Lee Kum Kee has long placed strong emphasis on sustainable development and has been relentlessly committed in its transition to green industrial practices over the years. Since 2015 Lee Kum Kee has been accoladed with the "BOCHK Corporate Environmental Leadership Awards – EcoChallenger" by the Federation of Hong Kong Industries and Bank of China (Hong Kong) Limited for five years in a row. In 2017, Lee Kum Kee received the Silver Award of the "BOCHK Corporate Environmental Leadership Awards 2016 (Manufacturing Sector)" in validation of the Group's pledge to sustainable development and dedication towards energy conservation and emission reduction. In 2018, the Group was lauded with the distinguished accreditation of "National Green Factory" by the Ministry of Industry and Information Technology of the People's Republic of China for its outstanding contribution on environmental protection and green production, making it the first enterprise in Jiangmen City to receive such honour.

In February this year, Lee Kum Kee Xinhui Production Base further propelled the Group to global recognition as the first enterprise in the fermented food industry in the world to be honoured with the Leadership in Energy and Environmental Design (LEED) Platinum certification by the U.S. Green Building Council (USGBC). It is a landmark achievement for Lee Kum Kee to attain the highest honour of Platinum status on its first entry to the LEED certification. This prestigious award goes to show that Lee Kum Kee is at the frontier in Green Industrial Transition.



第一期地源熱泵
Geothermal Heat Pump System Phase I

天然氣鍋爐
Natural Gas Boilers

第一期污水處理
Wastewater Treatment System Phase I

新會生產基地的工業綠色轉型設施分佈

Distribution of Green Industrial Transition Facilities in Xinhui Production Base



第一期太陽能光伏發電
Solar Photovoltaic Power
Generation System Phase I

第二期污水處理
Wastewater Treatment System Phase II

人工濕地公園
Man-made Wetland Park

天然氣鍋爐
Natural Gas Boilers

第二期太陽能光伏發電
Solar Photovoltaic Power
Generation System Phase II

第二期地源熱泵
Geothermal Heat Pump System Phase II

李錦記



▲ 第一期地源熱泵系統 Geothermal Heat Pump System Phase I

利用恆溫的地熱能源作調節，蒸發器和冷凝器能為醬油發酵提供熱水和冷水。

With the consistent temperature deep underground, hot and cold water can be provided for soy sauce fermentation processes via the heat exchangers and condensers.

LEED由美國綠色建築協會設立，主要評估建築物的績效是否符合永續性，乃全球公認卓越綠色建築的象徵。LEED認證被譽為「綠色建築界的奧斯卡」，是國際上最完善、最具影響力的綠色建築評估體系之一，其認證從「能源與大氣」、「建築節水」、「可持續場地」、「選址與交通」、「材料與資源」、「室內環境品質」多方面綜合評估項目的可持續性。項目經過評分後會得到相應的認證級別，分別是鉑金級、金級、銀級及認證級，其中鉑金級需取得80分或以上。

綠色醬油發酵工程獲最高榮譽

Green Soy Sauce Fermentation Project Wins Top Award

近年，李錦記在新會生產基地致力推動綠色醬油發酵工程，追求達至環保建築的最高標準，最終憑此工程在LEED評審中脫穎而出獲得鉑金認證，印證集團成功在建築設計、生產和運作等方面多管齊下，實現工業綠色轉型的堅持與決心。

Established by the USGBC, LEED primarily evaluates green buildings on their sustainability adaptation and eco-efficiency levels. LEED certification is an authoritative global symbol of exceptional excellence for green buildings and widely regarded as the "Oscar of the green building sector" for being one of the most influential and fully fledged green building rating systems in the world. Its extensive certification framework comprises a complete matrix of **sustainability benchmarks, including "energy and atmosphere", "water efficiency", "sustainable sites", "location and transportation", "materials and resources" and "indoor environmental quality"**. Registered projects will be accredited with LEED certification of Platinum, Gold, Silver or Certified using a points-based rating system. Projects aspiring to Platinum certification are required to attain 80 points or more based on this rigorous framework.

In recent years, Lee Kum Kee set off to implement the Green Soy Sauce Fermentation Project at its Xinhui Production Base, pursuing the highest standard of green buildings. Indeed, it is the result of the high performance green attributes of this project that Lee Kum Kee has been awarded the LEED Platinum certification, further underscoring the Group's commitment towards advancing green industrial transition efforts in building design, manufacturing and operation.

細看LEED的評估標準，「能源與大氣」是主要考慮因素，針對參選者是否能降低建築的能源消耗、提高系統使用能源的效率以及使用可再生能源。李錦記一直致力提高能源利用率，新會生產基地引入多項可再生能源設施，走在行業前端。早於2014年，李錦記已是全中國首家啟用光伏項目的調味品企業，透過利用新會生產基地充沛的太陽能資源，在倉庫頂部設置太陽能板，將光能直接轉變為電能。在2015年，李錦記安裝第一期地源熱泵系統，成為世界上第一家在生產過程中採用地熱能源的醬油生產商。



▲ 第二期太陽能光伏發電系統 Solar Photovoltaic Power Generation System Phase II

A review of the LEED assessment shows that **"energy and atmosphere"** is a key criterion for consideration. Registered projects must show initiatives in reducing energy consumption, bolstering systemic eco-efficiency levels and increasing use of renewable energy in their building designs. Endeavouring to improve energy efficiencies, Lee Kum Kee has introduced multiple cutting-edge technologies to draw on renewable energy at its Xinhui Production Base - an initiative that places it at the forefront of the industry. As early as 2014, Lee Kum Kee was the first condiment enterprise in China to adopt solar photovoltaic technology by installing solar photovoltaic power generation panels on warehouse roofs to convert solar energy into electricity for powering the plant, which enabled the Group to tap on the ample solar resources in Xinhui Production Base. In 2015, Lee Kum Kee installed the first phase of the Geothermal Heat Pump System and became the first soy sauce manufacturer globally to power its production lines with geothermal energy.



▲ 第一期太陽能光伏發電系統 Solar Photovoltaic Power Generation System Phase I

在倉庫頂部設置太陽能板，將光能直接轉變為電能。

Solar photovoltaic power generation panels were installed on warehouse roofs to convert solar energy into electricity for powering the plant.

在綠色醬油發酵工程中，李錦記進一步擴大可再生能源設施的應用，包括在新建的醬油生產綫廠房頂部設置第二期光伏發電系統，令太陽能板覆蓋新會生產基地約5萬平方米的廠房及倉庫頂部，精確地對能源的運用進行分析，大大節約傳統電力及天然氣能源的使用。同時，位於廠房地下的地源熱泵系統第二期工程亦已於2019年投入運作，利用恆溫的地熱能源作調節，根據醬油發酵製麴需冷需熱的工藝特點，蒸發器和冷凝器為醬油發酵提供熱水和冷水，從而減少溫室氣體排放、水和電的消耗。光伏發電系統及地源熱泵系統這兩項重要的節能措施，令李錦記在LEED認證評分中講求節能的「能源與大氣」一項獨佔鰲頭獲得滿分。



▲ 第二期地源熱泵
Geothermal Heat Pump System Phase II

With the new Green Soy Sauce Fermentation Project, Lee Kum Kee sought to broaden its use of renewable energy, including installing the second phase of the Solar Photovoltaic Power Generation System on the roofs of the new soy sauce plant. With approximately 50,000 m² of solar-panelled rooftops, the Production Base now enjoys efficient renewable energy and greatly reduces overall reliance on conventional energy sources and natural gas consumption. Concurrently, the second phase of the Geothermal Heat Pump System was put into operation in 2019. Designed to provide both hot and cold water necessary for traditional Koji making, the temperature-controlled geothermal system processes the water via heat exchangers and condensers, thereby reducing greenhouse gas emissions and consumption of water and electricity. The Solar Photovoltaic Power Generation System and Geothermal Heat Pump System are two notable energy-saving measures installed by Lee Kum Kee which stood out to earn the Group full marks in the criterion of "energy and atmosphere" for LEED certification.



在建築上如何**提高用水效率、污水處理與排放**是LEED另一重要考慮標準。新會生產基地設有污水處理設施、中水回用系統及高效節水器具，可以最大程度節約用水。為了進一步淨化在廠房排放的污水，李錦記正在新會生產基地興建佔地約16,000平方米的人工濕地公園，目前濕地公園的整體結構已大致完成，現正進行植物的培植及系統調試，預計於明年1月正式投入運作。通過在人工濕地種植特定的植物以減少污水中的氮化物，每日的污水處理量達4,000立方米。

除了淨化工廠排放的污水，保持廠區的生態環境外，人工濕地公園亦增加廠房的綠化指標，有效紓緩熱島效應，令**生產基地保持可持續發展**。

The incorporation of **efficient water usage, wastewater treatment and discharge** is another core factor taken into

consideration for the LEED accreditation assessment. Xinhui Production Base is well-equipped with wastewater treatment facilities, a greywater recycling system and highly efficient water-saving facilities to maximise water conservation. To further enhance the Production Base's existing capacity on wastewater treatment, Lee Kum Kee is constructing a wetland park covering 16,000 m² in gross area. With the structural landscape and open-space framework mostly completed, the wetland park has entered into final stages of plant cultivation works and system testing and is expected to be fully operational by January next year. By cultivating specific plants that can remove nitrogen compounds from wastewater, the man-made wetland park is estimated to be capable of treating 4,000 cubic metres of wastewater on a daily basis.

On top of wastewater purification and maintaining a healthy ecological environment, the man-made wetland park will also boost greenery density of the Plant and effectively mitigate urban heat island effects to render the Production Base a **sustainable site**.

▼ **人工濕地公園**改善排水水質，增加綠化

Man-made Wetland Park to improve drainage water quality and boost greenery



▲ **中水回用系統**處理污水可再用

Greywater Recycling system to recycle treated wastewater





▲ 天然氣鍋爐提供生產能源
Power supplied by natural gas boilers

新會廠房在「選址與交通」、「綠色建材」及「室內環境品質」方面亦全部滿足LEED認證中的要求，採用了透光率良好的低輻射玻璃建材、使用較節能的LED燈、太陽能路燈等，加上新會廠員工在日常工作中實踐「環保3R」的原則，包括在廠房內以騎單車替代汽車、員工接駁巴士採用清潔能源及鼓勵員工循環使用紙張等；在一點一滴的細節中實行減少使用(Reduce)、物盡其用(Reuse)和循環再造(Recycle)，實現節能環保。

以上一系列的措施令李錦記綠色醬油發酵工程在可持續發展、節能、節水、環保健康等綠色技術方面具有卓越表現。一般而言，醬油製麴工藝使用的能源佔整個廠房的80%至90%，其他方面如通風、照明、配套辦公建築等能耗佔比很小。透過傳統醬油生產工藝和可再生能源設施互相配合，令整個項目較其他同類型的工程節能50%、節水55%。最終李錦記得以成功實踐可持續發展的理念，獲得鉑金級的最高認證。

Lee Kum Kee Xinhui Production Base also fulfils stringent requirements of LEED certification, in respect of "**location and transportation**", "**green building materials**" and "**indoor environmental quality**". The construction of the Production Base made use of low-emissivity glass, energy-efficient LED bulbs and solar-powered street lamps. Additionally, our staff adopt the "3Rs Strategy" of Reduce, Reuse and Recycle in their daily lives. Actions include replacing vehicular travel with eco-friendly cycling within site premises, fuelling staff shuttle buses with clean energy and encouraging the use of recyclable paper amongst staff, thus instilling green habits in everyday life at the Production Base.

As a consequence of the foregoing initiatives, the Lee Kum Kee Green Soy Sauce Fermentation Project has culminated in exceptional end results in various aspects of green technologies, including sustainable development, energy and water conservation, environmental protection and promotion of a healthy work environment. Typically, the Koji making process accounts for 80 to 90% of energy usage for a soy sauce production facility, while other aspects such as ventilation, lighting and allocated office buildings take up a far less proportion of the total energy consumption. By complementing the traditional art of soy sauce production with facilities fuelled by renewable energy, Lee Kum Kee is able to shave off 50% and 55% on energy and water consumption respectively, compared with similar projects. It is the remarkable execution of such green industrial practices to support its corporate vision of sustainable development which has earned Lee Kum Kee the highest recognition of Platinum certification under the LEED rating system.



◀ 健康醬油系列
Healthy soy sauce series



• 屋頂光伏發電系統
Photovoltaic power generation system on rooftop

• 自然採光 Natural light

• 牆身防潮隔熱 Low heat transmission moisture-proof wall

製麩廠房節能設計亮點 Energy Saving Features of Koji Making Plant

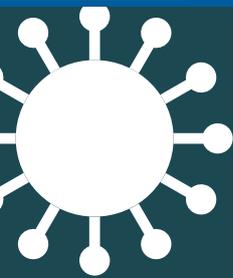
持續綠色營運 Sustained Green Operation

李錦記亦在多方面推動「綠色營運」理念和模式，不單止局限於產品製造流程，在原材料、包裝設計、運輸、使用感受等方面持續更新及升級，致力減低對環境的影響，推動可持續發展模式，從而做到真正的「綠色生產」。新會生產基地自2019年全面改用天然氣，透過天然氣鍋爐的蒸氣管道輸送至連續蒸煮設備，以高壓蒸煮黃豆。天然氣排放較少二氧化碳，令整個醬油的生產過程更潔淨。在原材料供應鏈方面，李錦記致力推動「綠色管理」，堅持「從農田到餐桌」，遵循嚴謹的原材料採購策略，以獲取穩定的原材料供應，確保最佳產品質素；同時，透過鼓勵原材料供應商取得「良好農業規範認證」，向他們提供適當的資源和技術支援，以降低產品對健康的危害和安全風險。在產品包裝方面，李錦記堅持實行「環保3R」，大幅減少製造廢物，例如減輕玻璃瓶重量、改良紙箱的結構設計及增加使用軟包裝及大包裝，達致減廢並提升產品包裝的可持續性，減少碳足印；重用膠桶和膠卡板等運載來回各廠房的原材料，減少運輸過程中能耗；進一步在產品中使用易撕膠蓋，使樽蓋和玻璃樽更易分開，方便回收。

展望將來，李錦記將沿用LEED的綠色建築標準，並在現有的綠色生產及營運基礎上，不斷尋求新技術及發展新項目，將生產工藝與綠色環保相結合，推動綠色環保建設，拓展綠色銷售以應顧客所需，從上而下地積極履行企業社會責任，推動「工業綠色轉型」，繼續引領行業的可持續發展。

Indeed, the brand has adopted the **"Green Operation"** concept and business model across the spectrum, in addition to the manufacturing process. The Group continues to improve and upgrade its raw materials, packaging design, transportation logistics and user experiences and endeavours to minimise impact on the environment in its drive for a sustainable mode of development, so as to truly achieve the goal of **"Green Production"**. In 2019, Xinhui Production Base switched to the use of natural gas completely. Natural gas is transferred through pipelines from the boilers to the Continuous Steam Cooking System for soybean cooking. With lower carbon dioxide emissions, natural gas makes the soy sauce production process cleaner. In terms of raw material supply chain management, Lee Kum Kee is firmly rooted in **"Green Management"** and adheres to a stringent "From Farm to Fork" procurement strategy in which priority goes to securing stable supplies of raw materials to ensure the utmost product quality. At the same time, the Group seeks to lower health hazards and safety risks on its products by encouraging its raw material suppliers to attain the "Good Agricultural Practice" certification, through rendering them appropriate resources and technological support. For product packaging, Lee Kum Kee follows the "3Rs Strategy" to reduce manufacturing wastes including reducing the weight of glass bottles, improving structural designs for carton boxes and increasing the use of flexible and bulk packaging to minimise wastage and enhance sustainability of product packaging, ultimately reducing our carbon footprint. Furthermore, Lee Kum Kee also reuses plastic crates and pallets to ferry raw materials between factories and production lines, keeping logistics to a minimum in a bid to reduce energy consumption. The use of detachable plastic caps in product design also makes it easier to separate bottle caps from glass bottles, hence enhancing recycling convenience.

Looking ahead, Lee Kum Kee will adhere to the LEED standards on green buildings. Moreover, building on its solid foundation of Green Production and Green Management, the Group will pursue new know-how and develop new projects to further advance the seamless integration of manufacturing technologies with eco-friendly practices; continue to advocate the construction of green facilities; extend green marketing to best meet customer needs; and vigorously discharge corporate social responsibilities via a top-down approach to champion Green Industrial Transition, thereby continuing to lead the industry towards the path of sustainable development.



李錦記與眾同行 助力抗疫

Lee Kum Kee Combatting COVID-19 with the Community

新型冠狀病毒肺炎肆虐全球，為社會帶來多方面的衝擊。自疫情發生後，李錦記醬料集團及健康產品集團旗下的無限極迅速反應，一方面加強預防措施，確保產品供應穩定，另一方面盡己所能向前線醫護、社會大眾予以援助。

2月，醬料業務團隊在全球各市場透過捐款、醬料捐贈及向餐飲業界提供支援等，與各界攜手合力抗疫。同時，無限極繼2月初捐贈物資為前線醫護打氣後，亦制定一系列措施保障員工及業務夥伴的安全，減低疫情對業務及生產的影響。

The global pandemic of COVID-19 disease has seriously impacted upon communities worldwide in multiple ways. Since the virus outbreak, Lee Kum Kee Sauce Group and Infinitus of LKKHPG have quickly reacted to the situation by strengthening internal preventive measures and ensuring stable product supply, while providing support to the frontline medical workers and the public.

Since February the Sauce Group has stepped up its efforts to support the fight against the disease on a global scale, including cash and sauces donations, as well as help to the catering industry. On the other hand, Infinitus, apart from making cash and material donations to support frontline medical staff in February, has strengthened measures to ensure the safety of its employees and business partners, while minimising the impact on business and production.



醬料集團全球抗疫支援

Sauce Group Helps Combat Disease Globally

中國 China

自2月起，醬料集團先後在廣東、湖北、四川等地展開共五輪的捐助，累計現金及物資捐贈超過500萬元人民幣，多方面支持醫護抗疫，為他們打氣。

醬料集團率先通過廣東省江門市慈善會向江門市中心醫院捐款人民幣200萬元，用於購置防疫醫療物資以及相關醫療設施的建設，支援堅守在一線的醫護人員。

The Sauce Group has donated cash and made material contributions with a total worth of over RMB five million to Guangdong, Hubei, Sichuan since February, in a bid to boost the morale of frontline medical workers fighting the disease.

Sauce Group first donated RMB two million to Jiangmen Central Hospital through the Jiangmen Charity Federation for purchase of protective medical supplies and reinforcement of medical facilities.



▲▲▲ 向廣東江門各醫院捐贈醬料
Sauce donations delivered to hospitals in Jiangmen, Guangdong





▲ 向四川省人民醫院醫護致以深切慰問
Donations to medical staff at Sichuan Provincial People's Hospital

鑒於醋具有殺菌消炎、預防流行性感冒與呼吸道疾病之功效，醬料集團更隨即啟動第二輪捐助，向廣東江門新會紅十字會捐贈白醋2,360箱，支援冬春交替引起的呼吸道疾病預防工作，以減輕醫護的壓力。

3月，醬料集團啟動第三及第四輪抗疫捐助行動，向江門市的多間醫院、醫護人員、社區防疫人員及前線醫護家屬捐贈超過14,000份醬料產品，向他們致敬。又積極協調湖北當地主要經銷商，向武漢大學人民醫院、湖北省中醫院和武漢大學中南醫院捐贈醬料，感謝武漢最前線的醫護人員的艱辛付出。捐贈的小包裝產品直接送到前線醫護手中，可供他們開瓶直接佐餐，而大包裝的捐贈產品則供醫院飯堂使用，讓來自五湖四海支援武漢的抗疫人員通過李錦記調味品更好地感受到楚菜的魅力。

▼ 向武漢大學中南醫院捐贈醬料產品
Donations sent to Zhongnan Hospital of Wuhan University



Vinegar has antiseptic and anti-inflammatory properties and is effective in preventing influenza and respiratory tract infections. The Sauce Group therefore offered 2,360 cartons of white vinegar as the second round of donation to the Jiangmen Branch of the Red Cross Society of China to bolster the preventive measures before the arrival of the flu season.

In March, the Sauce Group continued with its third and fourth donations. By providing more than 14,000 sauces and condiments to hospitals, frontline healthcare workers and their family members in Jiangmen, the Group hoped to convey care and affection to the medical heroes during the outbreak. Furthermore, the Group actively cooperated with local distributors in Hubei and donated sauces and condiments. The donations went to Renmin Hospital of Wuhan University, Hubei Provincial Hospital of Traditional Chinese Medicine and Zhongnan Hospital of Wuhan University to demonstrate our gratitude towards the healthcare professionals fighting on the frontline. The donated products comprised retail packages for the frontline medical staff to go with their meals, as well as large size products for the use of hospital canteens, offering a taste of Hubei cuisine made with Lee Kum Kee sauces to healthcare personnel coming from all over the country.

▼ 向湖北省中醫院捐贈調味品
Donations to Hubei Provincial Hospital of Traditional Chinese Medicine





向四川省人民醫院捐贈 2,000 多箱醬料
Over 2,000 cartons of sauces donated to Sichuan Provincial People's Hospital

4月，醬料集團透過成都市慈善總會向四川省人民醫院捐贈 2,000多箱醬料，向赴武漢支援的醫療隊伍及留守四川的醫護人員表達敬意，當中包括蒸魚豉油、薄鹽生抽、香辣醬以及千島風味沙拉汁等產品，為醫護提供多元化的口味。

除了關懷前線醫護及關注弱勢社群外，有見於疫情為餐飲業帶來前所未有的挑戰，李錦記亦積極為業界提供支援；其中，通過武漢市慈善總會向湖北省烹飪酒店行業協會捐贈醬料，支持當地餐飲企業。醬料團隊又走訪江門地區餐廳，向超過500家餐館送上醬料套裝，與飲食業共渡時艱。

李錦記在抗疫一戰中不遺餘力，獲江門市紅十字會在「5·8世界紅十字日—新冠肺炎疫情防控愛心單位表彰暨醫療設備捐贈儀式」活動中頒發「博愛金獎」，肯定其在對抗疫情方面的貢獻。

In April, the Sauce Group donated over 2,000 cartons of sauces and condiments to Sichuan Provincial People's Hospital through the Chengdu Charity Federation to pay tribute to medical team dispatched earlier to Wuhan to help contain the spread of the virus on the frontline as well as those who remained in Sichuan. The donated products comprised Seasoned Soy Sauce for Seafood, Salt Reduced Soy Sauce, Spicy Chilli Sauce as well as Thousand Island Dressing, offering a versatile taste profile to the healthcare personnel.

Apart from showing care to the frontline medical workers and the deprived minorities of the society, Lee Kum Kee also actively supported the foodservice providers amid the unprecedented challenges faced by the industry. The Sauce Group has donated sauces and condiments to the Hubei Cuisine and Hotel Industry Association through the Wuhan Charity Federation in support of local restaurants and also visited over 500 restaurants in Jiangmen to present them sauces and condiments.

In recognition of its relentless effort in support of combatting the pandemic, Lee Kum Kee was awarded the "Philanthropy Gold Award" by the Jiangmen Red Cross in the "5·8 World Red Cross Day – COVID-19 Prevention and Control Organisations' Recognition cum Medical Equipment Donation Ceremony", as affirmation of its tremendous contribution.



▲ 掃描觀看李錦記支援武漢抗疫影片
Scan to watch video of Lee Kum Kee supporting the pandemic relief in Wuhan, China



美國 America



▲向美國加州聖荷西區域醫療中心醫護人員派發飯盒
Meal boxes donated to health professionals at the Regional Medical Center of San Jose, California

由於美國多間醫院飯堂因應疫情暫時關閉，美國團隊在4月至5月間與餐飲企業夥伴合作，利用李錦記捐贈的醬料製作成美味健康的餐點，供應予醫治新冠肺炎的重點醫院，為醫護補充營養、增強體力。

其中，李錦記與美國最大型的亞洲餐飲企業熊貓快餐合作，利用李錦記捐贈的醬料，提供超過1,000份飯盒給多間洛杉磯的醫院前線醫護人員。同時又向紐約、灣區及洛杉磯等地區的餐飲夥伴包括福牛堂、抹茶屯、鮑呷台客以及君子食堂等免費供應醬料，支持它們為前線醫護人員提供熱食，以慰勞辛勤抗疫的醫護人員，受惠的醫療機構包括加州聖荷西區域醫療中心。

此外，李錦記亦向當地五個非牟利組織包括Shepherd's Pantry、救世軍貝爾庇護中心、憐憫之家、美國饅頭基金會及洛杉磯使命捐贈共322箱醬料產品，為社區內的低收入家庭和露宿者提供熱餐，在疫情中不忘關懷弱勢社群。

With the closures of cafeterias in hospitals in the U.S. to prevent the spread of the disease, the America team joined hands with several restaurant partners in April and May, by using Lee Kum Kee sauces to prepare delicious and healthy meals for the frontline health workers in hospitals where COVID-19 patients were treated. The donations served to support healthcare staff with a warm and energising meal.

Among these, Lee Kum Kee partnered with the largest Chinese restaurant chain in the U.S., Panda Express, to prepare over 1,000 meal boxes for the healthcare staff on the frontline of hospitals treating COVID-19 patients in Los Angeles. We proactively engaged in social events by donating sauces to local restaurant partners in New York, the Bay Area and Los Angeles, such as Noodle Talk, Macha Village, Monja Taiker, and JUNZI Kitchen. These partners prepared free hot meals for frontline healthcare workers, including those serving at the Regional Medical Center of San Jose in California.

Furthermore, a total of 322 cartons of Lee Kum Kee sauces were donated to a number of non-profit organisations in Los Angeles, including Shepherd's Pantry, The Salvation Army Bell Shelter, Mercy House, Care Mission USA, and Los Angeles Mission to provide hot meals to the low-income and the homeless, as expression of care to those in need amid the pandemic.



▲與當地餐廳合作為醫護準備熱食
Partnering with local restaurants to prepare hot meals for frontline healthcare staff



◀與熊貓快餐合作，支持
醫護人員

Partnering with Panda Express to support healthcare personnel

加拿大 Canada

在溫哥華，李錦記支持由當地華人食肆發起的「溫哥華華人食肆捐贈醫護餐膳計劃 — #ChopstickstoHeroes」活動。李錦記與30間食肆合作，透過捐贈熊貓牌蠔油、醬油、海鮮醬及泰式甜辣醬等多種產品，向溫哥華綜合醫院前線醫護送上 1,500 份包含素菜選擇的午膳便當，以表達對醫護人員深切的敬意和關心。

在多倫多，李錦記響應加拿大中餐及酒店管理協會主辦的「疫路同行 — 餐飲義賣捐助」籌款活動，捐贈醬料以製作便當進行義賣，將所得收益用於購買個人防護面罩，供應予當地醫院Scarborough Health Network的前線醫護人員。

此外，李錦記還參與「加拿大外賣日」，鼓勵全國各地的加拿大人點餐外賣，以支持當地餐飲業渡過艱難時期。

In Vancouver, Lee Kum Kee participated in the "#ChopstickstoHeroes" Campaign, initiated by local Chinese restaurants. Lee Kum Kee donated various sauce products such as Panda Brand Oyster Flavored Sauce, Soy Sauce, Hoisin Sauce and Thai Sweet Chilli Sauce and cooperated with 30 local Chinese restaurants to prepare and deliver 1,500 meals to frontline healthcare workers at Vancouver General Hospital to show our gratitude and care.

In Toronto, Lee Kum Kee donated sauces to the Chinese Cuisine and Hospitality Association of Canada in support of their charity sale. The sauces were used to prepare lunchboxes that were sold to raise funds for purchasing face shields for the healthcare workers of Scarborough Health Network.

These apart, Lee Kum Kee responded to the "Canada Takeout Day" campaign to encourage Canadians across the country to order takeaway to show support for the local restaurants during the pandemic.



▲▼ 參與加拿大中餐及酒店管理協會主辦的籌款活動
Participated in charity sale hosted by the Chinese Cuisine and Hospitality Association of Canada



泰國 Thailand



◀ 向泰國醫學研究所醫護人員贈送醬料
Donations to Chakri Naruebodindra
Medical Institute



4月，李錦記醬料集團與泰國市場代理Pan Food Co. Ltd. 攜手合作，向廚師慈善協會捐贈特鮮生抽及熊貓牌蠔油，為協會向泰國醫學研究所Chakri Naruebodindra Medical Institute醫護人員準備的飯菜增添美味。該研究所是泰國政府重點檢測及治療新型冠狀病毒的醫院，廚師慈善協會的廚師義務為研究所日夜奮力抗疫的醫療人員，每日預備三餐，共3,000道菜，以支援並感謝一眾前線醫護人員。

In April, Lee Kum Kee Sauce Group joined hands with its Thailand distributor, Pan Food Co. Ltd., to donate Premium Soy Sauce and Panda Brand Flavoured Oyster Sauce to the Chef Charity Association. The sauces were featured in meals cooked for the frontline medical workers of the Chakri Naruebodindra Medical Institute (CNMI), one of the main public health institutions in Thailand responsible for testing and treating COVID-19. Chefs from the Association volunteered to prepare three meals, around 3,000 dishes every day for the healthcare staff of the Institute working hard to contain the spread of COVID-19.

馬來西亞 Malaysia

6月，李錦記瑪蘇麗團隊與亞洲航空旗下品牌Ikhlas.com合作，經當地非牟利組織Malaysian Icon Women Club，捐贈Mahsuri辣椒豉油、Mahsuri蠔油等醬料及生活必需品予吉打／浮羅交怡、吉蘭丹州、登嘉樓三個備受新冠肺炎打擊的州份，惠及當地超過600個家庭。

In June, Lee Kum Kee's Mahsuri team joined hands with Ikhlas.com, a brand under Airasia.com, to donate sauces including Mahsuri Hot Sweet Soy Sauce and Mahsuri Oyster Flavoured Sauce and other daily necessities to Kedah / Langkawi, Kelantan and Terengganu, the three states hit hardest by the pandemic. The essential packs were distributed to over 600 families.



防疫之戰 無限極安全復產穩市場

Infinitus : Battle for safe return to workplace and stable sales market

新型冠狀病毒肺炎疫情衝擊下，無限極统一部署，行政員工與業務夥伴秉持「客企一體」的理念，攜手應對疫戰之餘，亦上下齊心為無限極的安全復產努力。

無限極於疫情期間即時成立「疫後專項小組」，制定疫情防控及生產經營等安排。除了保障員工及業務夥伴的安全外，亦推出一系列措施以減低疫情對業務及生產的影響。

As COVID-19 swept the world in the past months, Infinitus took the lead to ensure that administrative staff and sales partners of the company worked closely in the spirit of "Customer and Company as One" to combat with the pandemic for a safe return to the workplace and production base.

A taskforce was set up correspondingly at product lines to take charge of epidemic prevention and control as well as stabilise production and operation to handle the aftermath of the outbreak. Along with safety measures provided to employees and sales partners, steps were taken to reduce the impact on business and production.

安全保障 Safety Guarantee

員工的健康安全是無限極的首要考量，故此於疫情期間，公司除了向員工發放各類疫情防控訊息，並提供防疫物資及發放特殊時期的員工福利。另外，在給予員工關懷和安全保障的同時，公司善用各種線上溝通工具實行遠程辦公，確保各地業務維持有效運作，降低疫情對營運的影響。

為守護員工及專賣店的復工安全，公司推出彈性上下班及分批工作等措施，亦向專賣店派發80萬個「復工防疫包」，協助專賣店穩定、有序地恢復經營。

Infinitus regards employee health and safety as its priority. During the outbreak, the company constantly updates its staff with information on epidemic prevention and control. Epidemic prevention supplies and contingency benefits are also provided. With all kinds of online communication tools and platforms, telecommuting has been adopted to maintain communication and support operations effectively to lessen the impact on the same.

To facilitate the resumption of business operation in a steady and orderly manner, flexible work arrangements have been introduced, while franchised stores are provided with 800,000 "epidemic prevention kits".



◀ 為員工進行體溫檢測
Checking employee's temperature



復工防疫包
Epidemic Prevention Kits

生產保障 Production Guarantee

隨著物流配送服務陸續恢復，新會及營口生產基地相繼於2月復產，各地客服中心、物流倉庫等也陸續恢復正常運作。為提升安全復工復產的透明度，無限極通過線上直播方式，讓大眾以及業務夥伴親自瞭解復工復產的現場情況，印證了無限極尤其在艱難情況下，對品質監控更具嚴格要求，恪守「100-I=0」的質量理念。

With logistics and delivery services gradually resumed, Xinhui and Yingkou production bases successively recommenced their productions in February, so did the customer service centres and warehouses across the country. To enhance transparency, Infinitus livestreamed its safe resumption of work and production for the community and sales partners to witness the situation on the ground. Indeed, its stringent quality control measures were strengthened, as testament of Infinitus honouring its "100-I=0" quality control philosophy under whatever difficult situations.



◀ 線上直播無限極復工復產的現場情況

Infinitus's livestream of the safe resumption of work and production



◀ 掃描觀看「雲參觀」視頻
Scan to watch the Work Resumption video



穩定市場 Market Stabilisation

同時，無限極以「五五發展計劃」及業務發展策略為核心，制定「穩市場、穩增長」的各項線上舉措，包括加強線上零售，舉辦各類促銷主題活動，及強化線上運作，為業務夥伴提供一系列網上課程等，有助提升業務。另外，無限極與多個優質線上平台合作，持續提升品牌形象。

Various online measures stemmed from Infnitus' Fifth Five-Year Plan and business development strategies, including online retail enhancement and sales promotion schemes, were rolled out to stabilise sales market and sales growth. Online training sessions were provided to sales partners to boost their work efficiency and drive business development. Infnitus also leveraged several quality online platforms to increase its brand awareness in the digital world.



▲ 無限極廠房物流服務復工情況
Logistics services resumed at Infnitus Production Bases

「疫」境同行 Combatting the Pandemic Together

新冠肺炎病毒的影響尚未完全消退，猶幸在無情的疫症中，見證社會各界主動向受疫情影響人士伸出援手，盡顯愛心與關懷。作為百年民族企業，李錦記集團將繼續充份發揮「思利及人」、「造福社會」的核心價值，積極實踐企業社會責任，在「疫」境中與眾同行，共渡時艱。

The impact of COVID-19 has not fully subsided; fortunately, all walks of life in the community have taken the initiative to reach out and show their love and care to those affected by the epidemic. By upholding the core values of "Si Li Ji Ren (Considering Others' Interests)" and "Benefitting the Community", the Lee Kum Kee Group will continue to monitor the development of COVID-19 and reassure that we are in this together with the community and are committed to fulfilling our social responsibility amid the COVID-19 pandemic.



李錦記於政協積極進言獻策

Lee Kum Kee Weighs in: Offering Constructive Proposals at CPPCC

李錦記董事作為政協委員，在2020年政協會議就家族企業傳承及川菜發展等議題積極提案，備受媒體關注及各界高度評價。

As CPPCC committee members, Directors of Lee Kum Kee actively tendered proposals on various current issues including the sustainable development of family businesses and the industrialisation of Sichuan cuisine at the 2020 CPPCC, which received extensive media coverage and high acclaim from the public.

全國政協會議 National CPPCC Session

5月，全國政協會議於北京開幕。李惠森先生於會上提交《關於進一步推廣中醫藥健康文化的建議》和《關於推動中國家族企業有序傳承的建議》兩份提案。

中醫藥不單是源遠流長的中華文化瑰寶，其價值更在應對新冠疫情期間獲得國際社會的關注。為進一步向社會大眾推廣中醫藥健康文化，李惠森先生提倡加強中醫藥普及教育，以培育年青一代對中醫藥的認識，並就中醫藥健康文化宣傳進行規範化的監管，以增加大眾對中醫藥的信心。

在關注提高全民健康意識的同時，李惠森先生亦致力推動中國家族企業群體的發展，他建議在政府的帶領下，可進一步向社會宣傳家族企業傳承的重要意義，並落實相關政策，以便保障民營企業的有序傳承。



At the National CPPCC session held in Beijing in May, Mr. Sammy Lee presented two proposals, namely, "Suggestions on Further Popularising the Health Culture of Traditional Chinese Medicine (TCM)" and "Suggestions on Promoting the Orderly Inheritance of Chinese Family Business" during the meeting.

TCM is not only the heritage of Chinese culture, its use for treating COVID-19 has also drawn foreign attention on its contribution. To further publicise the use of TCM, Mr. Sammy Lee called for strengthening the universal education of Chinese medicine among the next generation to better developing their knowledge on TCM. He also advocated that the promotion of TCM must be well-regulated in order to enhance public confidence in Chinese medicine.

In addition to call for raising health awareness among the general public, Mr. Sammy Lee continued to pursue his course on promoting the collective development of family businesses in China. He appealed to the government to take the lead in propagating the importance of family business succession and implementing policies to ensure the orderly inheritance of private enterprises.

四川省政協會議 Sichuan CPPCC Session

5月，四川省政協會議在成都召開。李惠中先生於會上提交《關於創意川菜良性發展的建議》和《關於助推家族企業傳承與發展的建議》兩份提案。

李錦記秉承發揚中華優秀飲食文化的使命，一直關注川菜產業的發展。李惠中先生提出，創意川菜的良性發展，關係到川菜行業的繁榮、與時俱進。因此，他建議制訂川菜創新標準，加大對人才的培養，發展創意川菜，開展創新川菜調味品研究，充分發揮川菜的潛力。

作為李錦記家族的第四代，李惠中先生亦十分關注四川省家族企業的傳承與發展。他在提案中建議政府發揮引導作用，幫助家族企業建立健全教育培訓體系及家族治理制度，為年輕一代企業家營造良好的社會環境。

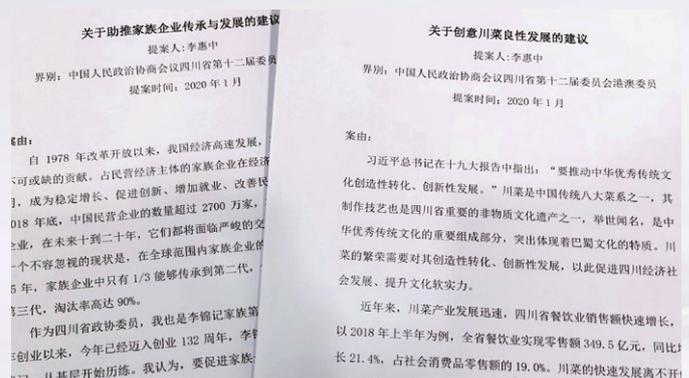


▲ 作為四川省政協委員，李惠中先生一直關注川菜的發展。
As a Sichuan CPPCC committee member, Mr. Charlie Lee has paid attention to the development of Sichuan cuisine.

In the Sichuan CPPCC session held in Chengdu in May, Mr. Charlie Lee presented two proposals, namely "Suggestions on Positive Developments for Innovating Sichuan Cuisine" and "Suggestions on Promoting the Inheritance and Development of Family Enterprises".

In keeping with Lee Kum Kee's corporate mission of Promoting Chinese Culinary Culture Worldwide, the Sauce Group has a special interest in the development of Sichuan cuisine. Mr. Lee expressed that the healthy development of creative Sichuan cuisine and its readiness to advance with times will impact on the prosperity of the industry. Accordingly, he suggested formulating a set of new standards and grooming the right talents, aimed at innovating the traditional Sichuan cuisine and inspiring creative twists to present-day recipes, so as to maximise the potential of Sichuan cuisine.

As the fourth-generation of the family business, Mr. Charlie Lee was keen on promoting the inheritance and development of family enterprises in Sichuan. In his proposals, Mr. Lee suggested that the government should play a leading role to assist family businesses to establish a comprehensive training system and a family governance structure, thereby creating a social environment conducive to nurturing the next generation of young entrepreneurs.



遼寧省政協會議 Liaoning CPPCC Session

1月，遼寧省政協會議在瀋陽開幕，李惠雄先生提交《關於助推家族企業傳承與發展的建議》的提案。現時，家族式企業佔全國民營企業的八成，對中國經濟的高速發展發揮著重要作用。他認為，家族企業對年輕一代的培育，直接關係到企業生命的延續，因此建議國家主管部門完善對家族企業年輕一代的教育與培訓，為他們建立溝通的平台，同時透過加強對年輕一代企業家的表彰，致力培養領導型人才。

In January, the Liaoning CPPCC session was convened in Shenyang where Mr. David Lee presented "Suggestions on Promoting the Inheritance and Development of Family Enterprises". Currently, up to 80% of private enterprises in China are family-owned. These corporations play a significant role in driving China's rapid economic growth. Mr. Lee viewed the right approach to grooming leaders in the younger generation directly correlates with the success of family businesses. As such, he proposed that the relevant authorities should enhance education and training for the young generation of family businesses; build a platform for communication and concurrently, through appropriate incentivising measures to recognise entrepreneurship, nurture potential leaders in the younger entrepreneurs.



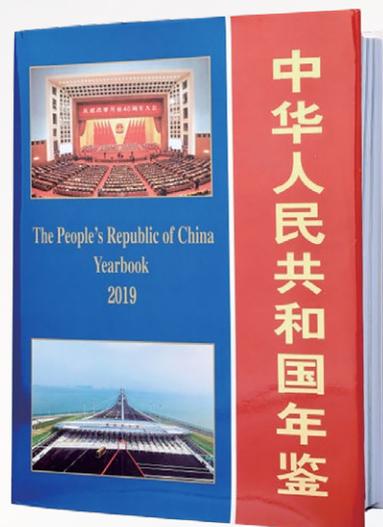
李錦記入編《中華人民共和國年鑒》

Lee Kum Kee Featured in *The People's Republic of China Yearbook 2019*

1月，由新華社主辦、中華人民共和國年鑒社編輯的2019年《中華人民共和國年鑒》正式出版。李錦記作為新華社民族品牌工程入選企業，旗下醬料集團及健康產品集團的無限極亦獲編錄在內。

《中華人民共和國年鑒》於1981年創刊，是經國務院辦公廳及國家新聞出版署認可的中國唯一綜合性國家年鑒，當中輯錄了國家發展以來的歷史進程及各種具歷史價值的資料，是一本致力讓海內外人士了解中國的權威刊物，極具收藏價值。是次入編有助提升其品牌影響力，並進一步擴大品牌在國內外的認受性。

In January, *The People's Republic of China Yearbook 2019*, edited by The Yearbook Publisher of the People's Republic of China, was officially published by Xinhua News Agency. The Sauce Group of Lee Kum Kee and Infinitus of LKKHPG are among the selected enterprises of Xinhua News Agency's National Brands Project featured in the Yearbook.



Published since 1981, *The People's Republic of China Yearbook* is the only national Yearbook recognised by the General Office of the State Council and the National Press and Publication Administration in China. The Yearbook is a valuable collection publication as it records the development of China with comprehensive information of historical significance for better understanding of the country. Being featured in the Yearbook can further enhance brand recognition and reinforce brand influence around the world.





上海徐匯區委
Shanghai Xuhui District Committee



▼上海徐匯區委書記
鮑炳章先生
Mr. Bao Bingzhang,
Secretary for
the Shanghai Xuhui
District Committee

徐匯區領導訪問李錦記中銷總部

Xuhui District Delegates Visit Lee Kum Kee China Trading Headquarters

在3月及4月，上海徐匯區委及徐匯海外聯誼會領導先後到訪上海李錦記中銷總部，表揚李錦記於疫情期間的物資捐贈及防控工作，以及其迅速響應國家市場監督管理總局「保價格、保質量、保供應」的號召，保障市場供給，加強消費者信心。

上海徐匯區委書記鮑炳章先生向李錦記介紹市、區兩級疫情防控重點工作，希望透過是次探訪深入了解企業的現狀與需求，做好復工安排。徐匯海外聯誼會會長姜勇先生則表示將繼續對企業提供支持，同時計劃待疫情穩定後，逐步開展滬港青年交流、食育科普等相關活動。

In March and April, delegates from the Shanghai Xuhui District Committee and Shanghai Xuhui Chinese Overseas Friendship Association visited Lee Kum Kee China Trading Headquarters in Shanghai respectively. They commended Lee Kum Kee for the outstanding epidemic controls put in place and significant donations made by the Group during the COVID-19 outbreak, as well as its swift response to the State Administration for Market Regulation's call for "Stabilising Prices, Quality and Supply" to help stabilise market supply and bolster consumer confidence.

Mr. Bao Bingzhang, Secretary for the Shanghai Xuhui District Committee, delved into details pertaining to epidemic control measures at city and district levels, and displayed keen interest in understanding the brand's current situation on preparation for work resumption. Mr. Jiang Yong, President of the Shanghai Xuhui Chinese Overseas Friendship Association, reaffirmed the Association's continued support for corporations and shared plans on gradually resuming activities, such as the Hong Kong-Shanghai Youth Exchange and programmes on food education, once the pandemic came under control.



▲ 徐匯海外聯誼會會長姜勇先生
Mr. Jiang Yong, President of the Shanghai Xuhui Chinese
Overseas Friendship Association



▲ 徐匯海外聯誼會
Shanghai Xuhui Chinese Overseas Friendship Association



「疫」境中推廣「居家自煮」

Promotion of "Home Cooking" during Pandemic

2月至5月期間，在新冠肺炎疫情影響下，世界多地實施居家隔離，掀起「宅家經濟」熱潮。有見及此，李錦記團隊迅速應變，利用社交媒體推出不同的推廣活動，啟發大家在家中抗疫時，也可用李錦記產品烹調美味佳餚。團隊又透過電子通訊等方式與客戶保持聯繫，為他們提供有關李錦記產品的最新資訊。

From various times between February and May, different countries have imposed lockdown arrangements to require or encourage people to stay at home as a measure to combat the COVID-19 pandemic. Lee Kum Kee teams quickly responded to the acute circumstances and leveraged various social media platforms to launch different marketing campaigns, inspiring consumers to cook at home using Lee Kum Kee sauces while homebound. In addition, markets effectively made use of e-newsletters and online classes to keep contact with clientele, providing them with updates on applications of products.

中銷 China Trading

「宅家抗疫變廚神」活動

"Stay Home Recipes: Cook like a Masterchef" Campaign

中銷團隊以「宅家抗疫變廚神」為主題，為消費者提供「每日菜譜」，結合短片、主題文章，錄得約12.5萬點閱率。為了增加與消費者互動，品牌善用「買家秀」等功能，滿足消費者「曬圖秀作品」的成就感，大大提高粉絲活躍度，提升品牌形象及影響力。

The China Trading team provided easy recipes for daily home cooking under the theme "Stay Home Recipes: Cook like a Masterchef" and amassed around 125,000 views for its video clips and culinary features. To further enhance consumer engagement, the team encouraged consumers to post photos of their "culinary masterpiece". This greatly boosted fan participation and elevated the brand image and influence.

團隊又於天貓旗艦店和京東超市等網上平台開展店舖日常直播，以產品搭配菜譜教學的軟性內容，教育消費者使用李錦記產品，累計有7,300人在線觀看。又與網紅主播合作直播，錄得1,900萬人在線觀看，3萬套產品於同日搶購一空。憑藉一系列有效的宣傳策略，天貓旗艦店成功獲得天貓官方「微淘優選品牌」認證。

The e-commerce team also conducted daily livestreaming on its flagship stores with major e-commerce sites like Tmall and JD.com, to offer enriching contents such as online cooking classes, attracting a cumulative total of 7,300 live viewers. Some of the livestreaming featured popular social media influencers, garnering an astounding viewership of 19 million hits with some 30,000 special bundle deals snapped up within the same day of the broadcast. With a series of focussed and effective online marketing strategies, the Lee Kum Kee Tmall flagship store was duly accorded the "Top Recommended Brand" by Tmall.



馬來西亞 Malaysia

「居家自『煮』—餐餐陪伴您」比賽 "LKK Just Cook At Home" Contest

馬來西亞實施行動管制令後，李錦記於4月在社交媒體舉辦「居家自『煮』—餐餐陪伴您」活動，鼓勵大眾留在家中自行煮食。參加者須將以李錦記醬料炮製的住家菜照片上載至社交平台，當中100名參賽者贏得豐富的李錦記醬料禮盒。活動成功吸引大批消費者參與，成功提高李錦記產品的親和力。



After the Malaysian government had imposed the Movement Control Order, Lee Kum Kee launched the "LKK Just Cook At Home" Contest in April, encouraging people to make their own meals at home. Contestants were required to upload photos of their home-cooked meals made with Lee Kum Kee sauces on social media. 100 winners were awarded with Lee Kum Kee Gourmet Hampers. The contest received overwhelming response from consumers, driving an increase in our brand affinity.



歐洲 Europe

推出「隔離期間美味指南」

"Wok Along with Lee Kum Kee - A Delicious Guide for Home Cooking" Campaign



歐洲推出「隔離期間美味指南」活動，在各大社交平台、電子通訊和李錦記網站分享健康飲食及家中烹飪小貼士，又上載適合親子一同製作及利用家中剩餘食材炮製料理的簡單食譜。同時，李錦記舉辦網上烹飪比賽，參賽者只要上載自家製菜餚照片，就有機會贏取李錦記禮品和超市現金券，從而鼓勵消費者使用李錦記醬料製作居家美食。

此外，為保持與各歐洲客戶夥伴的緊密聯繫，歐洲團隊定期發放李錦記零售電子通訊，介紹新產品、傳遞產品資訊以及食譜等推廣資料，加強與零售商之間的聯繫。



In Europe, the "Wok Along with Lee Kum Kee - A Delicious Guide for Home Cooking" Campaign was launched. The Guide provided healthy eating and cooking tips, kid-friendly recipes, and tips on how to make dishes out of leftover ingredients. It could be found on multiple Lee Kum Kee social media platforms, consumer e-newsletters and our websites. An online cooking competition was also held to encourage consumers to stay home and cook using Lee Kum Kee sauces. Consumers were invited to upload photos of their homemade dishes for a chance to win Lee Kum Kee hampers and supermarket vouchers.

In order to stay connected with the trade customers, the Europe team sent out regular e-newsletters to retailers sharing our new products, featured product information and recipes support for the purpose of strengthening relationships.



掃描瀏覽「隔離期間美味指南」▲
Scan to browse "A Delicious Guide for Home Cooking"

美國 America

「每日一菜」社交媒體宣傳 "One Recipe per Day" Social Media Campaign

美國大部分地區自三月中旬起實施「居家令」。因應市場變化，李錦記團隊在各大社交媒體發起「每日一菜」宣傳活動，為留在家中的消費者提供在家抗疫的煮食靈感。

活動期間，李錦記在官方微信、Facebook及Instagram等平台總共上載了31道家常菜食譜，讓消費者可運用簡單而常見的食材製作美味的餸菜。此外，團隊關注到大眾對宅配的需求急速增長，遂與大型電商平台密切合作，同時透過這些平台推廣食譜及李錦記產品。

Most places across the United States have been under the shelter-in-place order since mid-March. Lee Kum Kee was quick to launch the "One Recipe per Day" Campaign on various social media platforms. The campaign aimed to provide daily cooking inspiration for people that stayed home.

A total of 31 recipes were created for the campaign and were uploaded daily on Lee Kum Kee's WeChat, Facebook, and Instagram. The recipes focussed on teaching consumers to make quick and easy dishes using common ingredients. In view of the surging demand for grocery delivery, the team worked closely with E-Commerce partners for product delivery and leveraged their online platforms to help promote our recipes and products.





居家令下的線上廚師演示

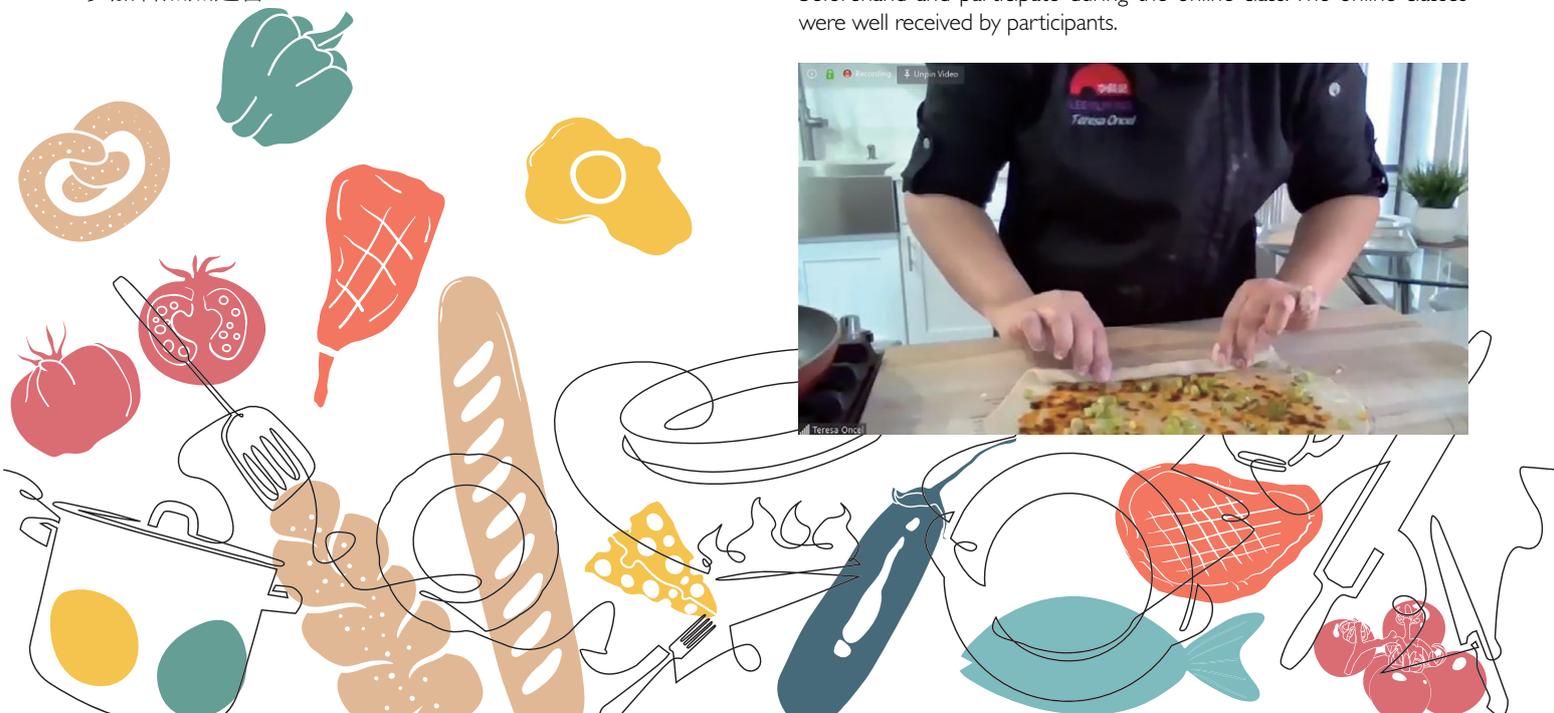
Virtual Culinary Classes under the Shelter-in-Place Order

5月，美洲團隊首次利用線上會議平台向主要餐飲客戶進行菜式演示，廚師使用李錦記醬料製作不同菜式，參與的客戶包括美國知名連鎖餐廳Applebee's。例如大廚在演示中巧妙地利用了XO醬、潮州辣椒油、無麩質醬油和純正芝麻油示範三款不同口味的中式經典小吃蔥油餅。

醬料和食譜於網上課程開始前提供予客戶，方便他們預先準備食材，並於課程期間同步製作。這些網上課程均獲得參加者熱烈迴響。

In May, Lee Kum Kee Americas team hosted a number of virtual culinary classes for the first time for key foodservice customers via online video conferencing platform to demonstrate the versatile use of our sauces. Popular restaurant chain Applebee's was among the participants. For instance, one of the classes demonstrated the making of scallion pancake based on three different recipes, by using Lee Kum Kee's XO Sauce, Chiu Chow Chilli Oil, Gluten Free Soy Sauce, and Pure Sesame Oil.

Sauces to be used were sent to customers along with recipes prior to the scheduled class so that viewers could prepare the ingredients beforehand and participate during the online class. The online classes were well received by participants.



參與「中國品牌日」活動

Participates in "China Brand Day"

自2017年起，每年的5月10日被定為「中國品牌日」，旨在加強品牌建設，以提高中國品牌的影響力和認知度。

作為家喻戶曉的醬料品牌，李錦記於今年的「中國品牌日」成為人民日報旗下的「中國品牌博物館」入選品牌，並獲「食品品質信賴」的企業稱號，同時又被中國新聞社旗下中新經緯稱為「行業領軍品牌」，充分肯定李錦記在發揚中華優秀飲食文化的努力及成果，鞏固其作為國際知名醬料企業的地位。

李錦記又參與各大平台的「中國品牌日」活動，包括在新華社民族品牌工程發起的「510中國品牌日消費節」直播活動中展示李錦記產品、參與中央電視台（CCTV-1）《大國品牌》發起的「甚麼是大品牌」微博分享活動，以及中國食品工業協會組織發起的「抗擊疫情 點讚中國食品品牌」公益活動，成功提高品牌認知度。

In order to fortify brand development and increase widespread influence and recognition for Chinese brands, 10 May has been officially designated as "China Brand Day" since 2017.

On the "China Brand Day" this year, Lee Kum Kee, as a household name in the sauce and condiment industry, was selected as a celebrated brand for the "China Brands Museum" and recognised as "Food Quality Assurance" enterprise by the *People's Daily*. In addition, the brand was acclaimed as "Industry Leading Brand" by *Economic View*, subsidiary of China News Service. These recognitions affirmed Lee Kum Kee's efforts and achievements in promoting Chinese culinary culture worldwide and further cemented its international status as the eminent sauce and condiment enterprise.

Lee Kum Kee also participated in various "China Brand Day" promotional events hosted on key media platforms. These included a Lee Kum Kee product showcase on the "510 China Brand Day Shopping Festival" livestreaming event, an initiative spearheaded by the National Brands Project of Xinhua News Agency; the "What Makes a Top Brand?" Weibo microblog sharing campaign held by the popular CCTV-1 series "The Growing of the Great Brand"; and the philanthropy event under the "Battling COVID-19: Kudos to Chinese Food Brands" campaign organised by the China National Food Industry Association, all of which greatly boosted brand recognition for Lee Kum Kee.



響應江門「樂購僑都」消費活動

Support for Consumption-boosting Campaign in Jiangmen

5月，為推動江門市消費服務業在疫情後全面復甦，江門市政府展開「樂購僑都 約惠江門」促進消費主題活動，向當地居民派發消費券以鼓勵消費。

李錦記積極響應市政府呼籲，與江門地區兩大連鎖超市大昌超市及永利超市聯手合作，推出一系列優惠回饋消費者。李錦記更派出60多名員工到兩大超市的門店向消費者介紹產品，加深消費者對品牌的認識。

In May, the Jiangmen Municipal People's Government launched the "Happy Spending in Jiangmen" campaign to boost post-pandemic consumption as businesses in consumer services resumed full operation. In a bid to spur consumption, the campaign offered vouchers and coupons to local residents.

To support this government-led initiative, Lee Kum Kee partnered with two of the largest supermarket chains in Jiangmen, *Dachang Supermarket* and *Yongli Supermarket*, to roll out a series of attractive rebates for grocery shoppers. The brand deployed over 60 employees to the supermarkets to introduce Lee Kum Kee products to consumers to enhance consumer understanding on the brand.





「李錦記煮出真味道出愛」 母親節活動

"Gift Your Mum with the Taste of Love"
Mother's Day Campaign



不是每位母親都是烹飪大師，但是每位母親的菜都是只此一家，別無分店。母親可能亦是一位深知你心的廚師，她的拿手好菜或不多，但恰好是你最愛吃的那幾道菜式。當你尋遍大街小巷、嚐盡人間百味後，卻發現你心心念念追求的味道，只能在家中的餐桌上尋獲。

母親的菜無法複製，因為她的愛透過菜式、透過味道傳達到我們的心。在今年母親節期間，李錦記全球市場團隊推出主題為「煮出真味道出愛」的全球母親節宣傳活動，希望帶動各個市場的消費者對母親節的重視，鼓勵他們以李錦記美味又方便的醬料，於家中做出簡易溫暖人心的美食，與母親一起慶祝這個特別的節日，表達謝意。

因應新冠肺炎疫情，各市場團隊盡量利用社交媒體渠道進行宣傳，並加強線上線下連動，成功帶起話題，不但增強消費者對李錦記品牌的認知，更進一步加深李錦記品牌與母親節的聯繫。

Not every mother is a master chef, but all of her dishes are unique. Your mother is probably the chef who knows your taste best of all and, although she may not have many signature dishes, they always turn out to be your favourite. After trying all kinds of flavours in different restaurants across the land, at the end of the day, you will realise that the taste you are pursuing can only be found at home.

Dishes made by our mother are not replicable because her love is conveyed through taste into our heart. For the event of Mother's Day this year, Lee Kum Kee Global Marketing team rolled out a worldwide campaign themed "Gift Your Mum with the Taste of Love". The campaign strived to raise the awareness of customers in different markets on the importance of Mother's Day, encouraging them to make use of the delicious but easy-to-use Lee Kum Kee sauces to cook a simple yet warm-hearted meal to express gratitude to our mothers as all celebrate this special day together.

In view of the COVID-19 situation, each market tried to use social media channels and combine with offline activities to promote the campaign and successfully cascaded the message far and wide. Through this campaign, not only did we enhance brand awareness, but we also further strengthened the connection between Lee Kum Kee brand and Mother's Day.

中銷 China Trading



中國內地各大網上平台隆重推出「媽媽喜歡的味道，你（李）謹（錦）記」宣傳影片，引發大家思考「你知道媽媽喜歡吃甚麼嗎？」，並鼓勵大家在這個特別的節日走進廚房為媽媽下廚，與李錦記一起「煮出真味 道出愛」。影片成功引起消費者共鳴，在微博播放量高達389萬次，話題討論量超過2,422萬，並獲各大媒體轉載，接觸超過1,524萬人次。不少消費者紛紛響應李錦記的呼籲，轉發微博並寫下自己對媽媽的菜的感恩之情，甚至坐言起行為媽媽下廚。

中銷團隊趁勢推出「為媽媽做喜歡的菜，買給她捨不得買的好醬料」活動，又在天貓旗艦店推出母親節限定「寵媽三件套」組合（李錦記舊庄特級蠔油、XO醬及原釀本味鮮醬油），成功提高品牌認知度。

Lee Kum Kee launched the Mother's Day promotional video "Mom's Favourite Dish" on multiple platforms in Mainland China, where people were asked if they knew about their mothers' favourite dishes, and encouraged them to cook for their mothers on this day to "Gift Your Mum with the Taste of Love". The video stimulated heated discussions and recorded over 3.89 million views on Weibo. The post reached 24.22 million engagement rate and was reposted by multiple media platforms, reaching over 15.24 million views. Many consumers responded to our appeal by forwarding our Weibo post, writing down their gratitude for their mothers' dishes and cooking for their mothers.

The team also invited consumers to join the "Cook for your mom and buy her the good sauces she deserves" Campaign. Along with the "Mother's Day Special Set" on Tmall flagship store, which comprised Lee Kum Kee Premium Oyster Sauce, XO Sauce and Additive Free Soy Sauce, the campaign successfully enhanced the brand awareness.



▲ 掃碼觀看「媽媽喜歡的味道，你謹記」影片
Scan to watch the "Mom's Favourite Dish" video

香港 Hong Kong

李錦記香港市場推出連串活動，與消費者一同慶祝母親節，包括在社交平台發佈一系列「母親節養顏食譜」，鼓勵消費者親自下廚。食譜簡單易明，即使是下廚新手，亦可使用李錦記醬料輕鬆煮出一頓美味的愛心大餐，以答謝母親。同時，品牌在Facebook舉辦「李錦記煮出真味道出愛」有獎遊戲，讓子女向母親表達心意。另外，香港市場推出【買李錦記產品 送按摩用品給媽咪】推廣活動，送出多款按摩用品，鼓勵消費者於母親節以李錦記醬料下廚，為母親製造驚喜。

The Hong Kong market launched a series of Mother's Day campaigns in honour of all mothers. A set of "Beauty Recipes" was released on social media to encourage consumers to make dinner for their mothers to show their gratitude. The recipes were so easy to follow that even a novice would be able to serve up a love-filled meal with the use of Lee Kum Kee sauces. Consumers were also invited to share their memorable home cooking experiences in the "Gift Your Mum with the Taste of Love" competition on Facebook. In addition, the team launched a consumer promotion drive in supermarkets, where customers would win free massage products to surprise their mothers by preparing a delicious meal with the Lee Kum Kee sauces purchased.



▲ 掃瞄下載母親節養顏食譜
Scan to download our Mother's Day Beauty Recipes

澳洲 Australia

在澳洲，李錦記於Facebook及Instagram舉辦有獎遊戲，邀請消費者分享與母親下廚的溫馨回憶，成功收集不少動人的小故事。透過與消費者互動，提升李錦記於當地的品牌親和力。

此外，李錦記亦響應澳洲政府留在家中的呼籲，精心設計了母親節食譜電子書，在澳紐官方網站供消費者免費下載，鼓勵消費者於疫症期間留在家中，為母親烹調美味菜餚，減少外出受感染風險之餘，亦可向母親表達心意。

In Australia, Lee Kum Kee launched Facebook and Instagram competitions for participants to share their favourite memories cooking with their mothers. Participants indeed shared many touching stories as they expressed their affection for their mothers. The consumer-engaging activities further enhanced Lee Kum Kee's brand affinity.

Furthermore, in response to the Australian government's appeal, Lee Kum Kee launched a Mother's Day Recipe eBook on its Australia & New Zealand official website for free downloads, encouraging consumers to stay home and cook for their mothers so as to reduce the risk of infection while expressing love to them.



◀ 掃瞄下載母親節食譜電子書
Scan to download our Mother's Day Recipe e-Book

馬來西亞 Malaysia

每年馬來西亞均在5至6月慶祝雙親節，讓子女向父母表達謝意。李錦記自4月中旬便在當地推出「煮出真味道出愛」的主題活動，為雙親節展開序幕。

李錦記以方便易煮的烹飪視頻，讓消費者在雙親節期間為父母親下廚。同時，配合與網絡紅人合作宣傳，引出一眾廚藝高手分享美食照，又以獎品豐富的遊戲吸引消費者購買產品。透過一系列吸引的線上線下推廣活動，增加品牌與不同年齡層的消費者的互動及與雙親節的聯繫，進一步建立品牌忠誠度。

Malaysia celebrates Parents' Day in May and June for children to express their gratitude to parents during the festive time. Since mid-April, Lee Kum Kee launched the campaign under the theme "Gift Your Parents with the Taste of Love" in Malaysia as a prelude to the festivity.

Lee Kum Kee provided easy-to-cook videos to help consumers show their cooking skills to their parents. At the same time, the market collaborated with influencers to enlist a group of culinary masters to share gourmet photos, while prize-awarding games were rolled out to promote product sales. Through a series of eye-catching online and offline promotions, not only did Lee Kum Kee increase interaction between the brand and consumers of different ages, it also strengthened the connection of the brand with the festivals and reinforced brand loyalty.

美國 America



美國華人市場推出一系列線上線下互動推廣活動，從線上推廣簡單易煮的食譜以至各大華人超市的店內陳列品宣傳，李錦記向消費者展示產品的多元化，並帶出李錦記幫助子女以美食表達對母親的謝意。

A series of online and offline interactive promotional activities was launched in the American Chinese market. From online promotion of simple and easy-to-cook recipes to the promotion of in-store display items in large Chinese supermarkets, Lee Kum Kee demonstrated the diversity of its products as well as brought out the message that it is keen to help children express their gratitude towards their mothers through cooking them a tasty meal.



支持2020植物基食品創新大賽

Supports 2020 Plant-Based Food Innovation Contest

6月，由上海市食品學會聯合普羅維植國際植物性飲食協會主辦，且與李錦記等知名食品企業聯合舉辦的「2020植物基食品創新大賽」正式啟動，吸引來自華東理工大學、上海交通大學、上海海洋大學、上海應用技術大學與上海商學院等各高校過百名學生參賽。

為配合「健康中國2030」規劃綱要與全球健康飲食的趨勢，本屆大賽以「植物基食品」為主題，希望透過比賽推廣植物基飲食，同時為食品專業學生提供食品研發與交流的平台，鼓勵他們發揮創意，藉此為行業培育人才。植物基食品指以植物為主食的飲食習慣，例如各種蔬菜類、籽類、豆科類、水果類等，減少或避免進食肉類、蛋等動物性食物，有助預防心臟病、糖尿病等疾病，增強心血管健康。

李錦記積極支持食品科技發展，致力提倡健康飲食，時刻關注市場的最新趨勢。是次合作下，參賽團隊可運用李錦記一款或多款產品，設計並研發一款植物基方便醬料包，符合植物基飲食的新風尚外，更滿足年輕一代快捷的烹飪需求。

Co-organised by the Shanghai Society of Food Science (SSFS) and ProVeg International, the "2020 Plant-Based Food Innovation Contest" was kicked off in June. Lee Kum Kee was among the collaborating companies. The competition attracted over 100 students from leading tertiary education institutes in Shanghai including East China University of Science and Technology, Shanghai Jiao Tong University, Shanghai Ocean University, Shanghai Institute of Technology and Shanghai Business School.

In support of the "Healthy China 2030" Initiative and the growing health consciousness, the contest was themed "Plant-based Food" to promote plant-based diet. The contest also provided a platform of communication and creativity for food science students and served to cultivate talents for the industry. A plant-based diet consists mainly or entirely of food derived from plants, including vegetables, seeds, beans and fruits, with few or no animal products such as meat and dairy. Studies have shown that adopting a plant-based diet can help reduce the risk of chronic diseases including heart disease and diabetes, while improving cardiovascular health.

As a keen supporter of the development of food technology and an advocate of healthy diet, Lee Kum Kee stays ahead of the plant-based diet trend. In the contest, participants were invited to design and develop a plant-based instant sauce pack using one or more Lee Kum Kee products, combining the plant-based diet trend with the easy cooking needs of the younger generation.





2020李錦記盃學生創新大賽「雲」啟動

Lee Kum Kee Cup Student Innovation Competition 2020 Kicks Off Virtually

5月，食品界專家、企業代表及高校師生齊聚網絡，為「2020李錦記盃學生創新大賽」舉行「雲」啟動儀式。

由中國食品科學技術學會與李錦記合辦，李錦記盃學生創新大賽今年已迎來第十屆。比賽旨在為學生提供一個專業實踐和科研創新平台，鼓勵食品科學及相關專業學生開展傳統中式調味品的創新研究，並與社會各界人士共同促進食品研發的人才培育。

今年的比賽以「素味謀面 醬新有李」為題，鼓勵參賽團隊以李錦記產品設計和研發出一款以植物為基底的方便醬料包，並與相關學科合作，為創新作品製作宣傳海報。活動吸引哈爾濱商業大學、大連工業大學、中國農業大學、上海海洋大學、浙江工商大學、華南農業大學、福州大學、四川農業大學及長沙理工大學等多所學校參賽。

In May, food industry experts and corporate representatives along with teachers and students from various high schools convened online as the Lee Kum Kee Cup Student Innovation Competition 2020 kicked off virtually.

Co-organised by the Chinese Institute of Food Science and Technology and Lee Kum Kee, 2020 marked the 10th anniversary of the Lee Kum Kee Cup Student Innovation Competition. Designed to provide students with a platform for gaining experience through professional practice and catalysing innovation through scientific research, the competition served to encourage food science students to develop creativity in traditional Chinese seasoning and condiments as well as to enlist the cooperation of the community at large to nurture R&D talents for the food industry.

This year, the competition took on the theme of "Innovating Artisanal Sauces: the Lee Kum Kee Spirit". Participating teams were asked to design and develop a plant-based convenient seasoning sachet using Lee Kum Kee products. In addition, participants had to collaborate with students from relevant fields of study to create promotional posters for their work. The competition attracted students from a number of tertiary education institutes across the country, including Harbin University of Commerce, Dalian Polytechnic University, China Agricultural University, Shanghai Ocean University, Zhejiang Gongshang University, South China Agricultural University, Fuzhou University, Sichuan Agricultural University and Changsha University of Science and Technology.



▲ 中國食品科學技術學會副理事長邵薇（左）為大賽致辭
Ms. Shao Wei, Vice President of Chinese Institute of Food Science and Technology (left), delivered a speech for the competition



▲ 醬料集團企業事務執行副總裁孔君道先生寄語參賽學生
Mr. Dodie Hung, Executive Vice President - Corporate Affairs of Lee Kum Kee Sauce Group, sent his message to the participants



中銷健康醬油主題活動

Healthy Soy Sauce Campaign in China

一直以來，李錦記以健康醬油系列迎合追求健康的現代都市人，引領中國調味品行業的發展。

4至6月期間，李錦記以「減鹽不減鮮，美味更健康」為主題，在全國149個城市的2,000多家超市及商店舉行大型主題陳列活動，向消費者宣傳薄鹽系列主打產品如薄鹽生抽、薄鹽味極鮮及薄鹽醇味鮮等，成功為疫情後銷量造勢，推廣健康飲食理念。

Lee Kum Kee has long been a pioneer and leader in the sauce and condiment industry for championing wellness for the health-conscious modern cosmopolitan with its range of healthy soy sauce products.

Revolving around the theme of "Less Sodium to a Healthier; Delectable Life", the Sauce Group launched a campaign with events extending over 2,000 grocery stores and supermarkets hosted across 149 cities nationwide between April and June, which effectively paved the road to post-pandemic sales promotion. The campaign shone a spotlight on Lee Kum Kee's Salt Reduced Soy Sauce series including the Salt Reduced Light Soy Sauce and variations of the Salt Reduced Seasoned Soy Sauce to promote a revolutionary concept of gourmet cooking complementary to healthy lifestyle.



—— 李錦記豉油 ——

香港銷量NO.1*
鮮至係第一

不加防腐劑



*李錦記豉油連續2年全港連鎖超級市場及便利店豉油銷售額及銷量冠軍 (2018年1月 - 2019年12月)

根據尼爾森公司2018年1月 - 2019年12月全港連鎖超級市場及便利店醬料市場零售調查報告 (©2020 尼爾森公司版權所有)

李錦記豉油蟬聯香港銷量第一

Lee Kum Kee Soy Sauce Continues to Rank No.1 in Sales in Hong Kong

繼2019年蟬聯香港銷量第一豉油品牌後，在本年3月至4月，李錦記推出以「鮮至係第一」為主題的豉油推廣活動，帶出李錦記全線豉油不加防腐劑，令饌菜「鮮」味滿分的訊息，鞏固其領導地位。

是次宣傳廣泛應用多個電子媒體，務求令消費者足不出戶都可以接收到品牌資訊。團隊製作了手機彈出式全螢幕廣告並連結至李錦記網站上有關各款豉油的介紹和用法，增強產品曝光率。同時，在李錦記網站及其他媒體上發佈如何揀選優質豉油及妥善存放等實用資訊，從而優化搜尋引擎及提高產品認受性。為答謝顧客支持，團隊更與知名電器品牌合作，送贈新派廚房小家電予消費者，活動反應熱烈，有助加強品牌親和力。



◀ 掃瞄了解李錦記豉油系列
Scan to learn more about the Lee Kum Kee Soy Sauce range

To leverage on our achieving No.1 in sales of soy sauce in Hong Kong for the second consecutive year in 2019, Lee Kum Kee launched the "No.1 in Sales in Hong Kong No.1 in Taste" campaign in March and April this year; to convey the message that the full Lee Kum Kee Soy Sauce range contains no preservatives and only umami, reiterating our position as the leading soy sauce brand.

The campaign made use of multiple digital platforms, where information was accessible to all in the comfort of their homes. The team created a mobile pop-up full screen advertisement, which would re-direct to our official website, providing information on the applications and product features of different Lee Kum Kee soy sauce, in order to enhance product exposure. At the same time, useful tips on selecting high-quality soy sauce and ways to properly store it were publicised on our website and other media platforms. By providing consumers with comprehensive information, it helped achieve search engine optimisation and led to higher product recognition. To extend gratitude to our supporters, we cooperated with a well-known electronics brand on a kitchenware giveaway to reinforce brand affinity.



海鮮頭抽推廣 「爆炒海鮮 鮮香惹味」

Savoury Seafood
Soy Sauce Campaign
"Perfect for Stir-frying Seafood
by Enriching the Taste Delicately"

今年首季，香港以「爆炒海鮮 鮮香惹味」為主題，以不同渠道投放廣告宣傳新上市的海鮮頭抽，提升產品曝光率。

李錦記海鮮頭抽以頭道豉油釀造，添加了鮑魚精華，適合用於烹調各類海鮮，尤其用作如香辣汁炒東風螺、海鮮小炒王等爆炒海鮮菜式，特別能帶出海鮮的鮮甜味道，令食材鮮上加鮮。

除了店內陳列及Facebook宣傳外，廣告同時廣見於各大社交平台 and 全港多達110個巴士站燈箱廣告。香港市場亦與多間餐廳及零售店舖合作，透過送贈試用裝，讓消費者體驗海鮮頭抽的滋味，即使安在家中都可以隨時吃到惹味海鮮大餐。



◀ 掃瞄發掘更多海鮮頭抽「煮」意
Scan to learn more about the Savoury Seafood Soy Sauce

In the first quarter this year, Lee Kum Kee launched a promotion campaign with the theme "Perfect for Stir-frying Seafood by Enriching the Taste Delicately" in different channels to promote the new Savoury Seafood Soy Sauce so as to enhance product exposure.

With abalone extract added to the first extract of soy sauce, Lee Kum Kee Savoury Seafood Soy Sauce gives a slight taste of sweetness and brings out the umami of seafood, which pairs well with any seafood dishes, especially stir-fried dishes such as Sea Snail in Spicy Chilli Sauce and Stir-fried Seafood in Soy Sauce.

In addition to in-store display and promotion on Facebook, advertisements could be seen on various social platforms and websites as well as over 110 bus stops in the city. Hong Kong market also partnered with restaurants and retail stores to give out product samples, attracting consumers to try out the product at home.



雙璜頭抽系列推廣

「真正安心 雙倍鮮味」

Double Deluxe Soy Sauce Series Campaign
"Enjoy Delectable Soy Aroma that You Can Trust"

雙璜醇釀。
無添加。



*李錦記雙璜醇釀頭抽絕無使用添加劑，
包括防腐劑、增味劑及人造色素



4至5月，李錦記以「真正安心 雙倍鮮味」為主題，在香港市場進行雙璜頭抽系列推廣活動。是次推廣以兩大皇牌產品雙璜醇釀頭抽及雙璜蒸魚頭抽為主打，宣傳此系列「雙璜醇釀 無添加」的特點，以吸引注重健康同時追求味覺享受的消費者。

為加強大眾對「雙璜醇釀」的認識，團隊透過店內陳列、巴士椅背廣告接觸廣大消費者，並以電子平面廣告及廣告短片介紹產品。李錦記Facebook專頁更設置小遊戲，透過與客戶互動，教育消費者產品特點，成功從不同渠道滲透產品訊息給不同消費群。

In April and May, Lee Kum Kee launched a Double Deluxe Soy Sauce Series Campaign themed "Enjoy Delectable Soy Aroma that You Can Trust" in Hong Kong, Highlighting Double Deluxe Soy Sauce and Double Deluxe Seasoned Soy Sauce, the series served to attract customers who value both health and taste as it is made from double fermentation and naturally brewed to perfection with zero additives.

To deepen public understanding of the Double Deluxe Soy Sauce Series, Lee Kum Kee advertised in supermarkets and on seat backs of buses to reach a larger customer base. Other than the digital banners and videos introducing the product features, customers could also participate in a fun mini game on our Facebook. Through customer engagement, we successfully conveyed the campaign message to different customer bases.



◀ 掃瞄瀏覽雙璜醇釀頭抽食譜
Scan to browse Double Deluxe Soy Sauce recipes



◀ 掃瞄瀏覽雙璜蒸魚頭抽食譜
Scan to browse Double Deluxe Seasoned Soy Sauce recipes



「李錦記蠔油 醃肉一支到味」推廣活動

"Lee Kum Kee Oyster Sauce – The Perfect Marinade with All Flavours in a Bottle" Campaign

承接去年的「李錦記蠔油 醃肉一支到味」推廣，李錦記於2至3月在香港市場推出第二輪的全方位推廣活動，進一步向消費者展示以李錦記蠔油醃肉「快、靚、正」的特點。

除巴士車身廣告及店內陳列外，主題廣告亦廣見於著名食譜網站，將訊息帶給一眾烹飪愛好者。李錦記網站及社交平台亦發佈一系列短片，示範以蠔油醃肉，較使用一般調味料如生粉、糖、鹽等更加入味，食材更有光澤，令簡單餸菜變得色香味俱全。

是次推廣活動成功接觸超過87萬人次，一方面有效教育及鼓勵消費者使用李錦記蠔油醃肉，另一方面加強李錦記蠔油全線零售裝「不加防腐劑」的訊息，帶領整個蠔油市場的增長。

Following last year's "Lee Kum Kee Oyster Sauce – The Perfect Marinade with All Flavours in a Bottle" Campaign, the second wave of the oyster sauce campaign was launched in February and March, further enhancing the message that oyster sauce is the "quicker, simpler and better" marinade.

Apart from advertising on buses and massive in-store displays, the thematic advertisement could be found on popular cooking websites, targeting the cooking enthusiasts. A series of videos was also posted on our website and social media demonstrating that using Lee Kum Kee Oyster Sauce as marinade would get better flavour and give the food better lustre, comparing with the use of the usual seasonings such as flour, sugar and salt.

The promotion campaign, reaching over 870,000 views, reinforced the message that Lee Kum Kee Oyster Sauce range does not contain any preservatives. It successfully educated consumers on the benefits of using Lee Kum Kee Oyster Sauce as a meat marinade, prompting the growth of the oyster sauce market as a whole.



◀ 掃瞄觀看「李錦記蠔油醃肉大比拼」短片
Scan to watch "Lee Kum Kee Oyster Sauce Marinade Challenge"

「濃得掛麵 嘆得方便」推廣活動

"Thick to Stick on, Quick to Move on!" Campaign

李錦記濃湯系列自推出以來銷售反應熱烈，並於去年12月推出全新口味「沙爹濃湯」。3至5月，香港市場乘勢以「濃得掛麵 嘆得方便」為主題，進一步向年輕人推廣濃湯系列產品。

為了更有效接觸目標客戶群，除店舖陳列外，團隊更採用數碼營銷推廣策略，於社交平台發佈一系列以心理測驗為主題的帖文，配合在各Facebook專頁及音樂串流手機程式投放廣告，以李錦記濃湯系列產品濃稠得足以掛上麵條為賣點，加強產品在年輕客戶層的滲透及推廣新口味沙爹濃湯。

Since its launch, Lee Kum Kee Thick Soup range has quickly become a customer favourite. Following the latest addition of the new flavour "Satay Thick Soup" in last December, the Hong Kong market launched a campaign under the theme "Thick to Stick on, Quick to Move on!" during March to May in order to capture the market share of the younger generation.

In addition to in-store display, the campaign focussed on online advertising. A series of advertisements in the form of psychological test was uploaded on social media, coupled with digital advertisements on other Facebook pages and music streaming mobile app, to promote the "thickness" of Lee Kum Kee Thick Soup range. The campaign successfully resonated with young customers in marketing the new Satay flavour.



◀ 掃瞄了解李錦記濃湯系列
Scan to learn more about Lee Kum Kee Thick Soup range

「不加味精」特鮮菇粉推廣 No MSG Added – Premium Mushroom Powder Campaign

隨著港人日益重視健康飲食，一直緊貼市場趨勢的李錦記再次以「雙菇合璧 鮮甜味力」為主題，於4至5月推出李錦記特鮮菇粉的推廣活動，旨在介紹李錦記特鮮菇粉不加味精、具「取代鹽糖 一罐搞掂」的產品特色。

是次推廣中，李錦記在各大超市及穿梭港九新界的巴士車身投放廣告，同時在Facebook重點介紹特鮮菇粉的產品特色及應用，讓顧客煮出安心滋味。李錦記又與其他社交媒體合作推出合時令又輕盈的食譜，並送出試用裝產品，有助強化產品用途廣泛的特色，成功拓展消費群。

Seeing the trend of growing health consciousness in Hong Kong, Lee Kum Kee launched yet another Premium Mushroom Powder campaign in April and May. Marketed under the theme "Sweetness and Umami Double up with Double Mushrooms", the campaign promoted our "no MSG added" Premium Mushroom Powder which can be used as a replacement for salt and sugar. One can of Lee Kum Kee Premium Mushroom Powder can meet the basic cooking needs of consumers.

Thematic advertisements were displayed in supermarkets and buses across Hong Kong. The team also highlighted the product features and applications of the Premium Mushroom Powder on Facebook. By collaborating with other social media platforms in developing new recipes and giving out product samples, the campaign successfully reinforced the broad usage of the products and expanded our consumer base.

掃描查看更多特鮮菇粉食譜 ▶

Scan to view more Premium Mushroom Powder recipes



韓國推出直立唧唧裝新產品 New Cheer Packs Launched in Korea

隨著韓國單身人口持續增長，對小包裝產品的需求亦相應增加。

2月，李錦記於韓國市場推出直立「唧唧裝」熊貓蠔油和海鮮醬。該包裝設計易用，有效減省存放空間，為消費者提供更方便的選擇。除雜誌廣告和店內陳列外，李錦記更在社交平台上載簡單烹飪教學短片，以各種產品體驗活動及邀請網紅發帖等方式加以宣傳，成功吸引消費者。

With the growing number of singleton households in Korea, there is a growing demand for small package products.

In February, Lee Kum Kee rolled out the Cheer Pack Panda Brand Oyster Sauce and Hoisin Sauce. The easy-to-"squeeze" design and handy storage packaging provide customers with a convenient option. In addition to printed advertising and in-store displays, short cooking videos, sample giveaways and blog postings on social media were launched to attract more customers.



◀ 掃描觀看烹飪教學短片

Scan to watch short cooking videos

香港餐飲市場推出新產品

New Products Launched in Hong Kong Foodservice

李錦記長久積極發揮「永遠創業」精神，在產品上積極創新，務求為客戶帶來更方便、更多樣化醬料調味品。今年上半年，香港餐飲市場推出多款新產品，包括酸辣濃湯醬、點心醬皇及喇沙濃湯醬。

In the spirit of "Constant Entrepreneurship", Lee Kum Kee persistently pursues product innovation to bring convenience and new flavours to consumers. In the first half of the year, Lee Kum Kee rolled out various new products in Hong Kong Foodservice market, including Sour & Spicy Soup Paste, Seasoning Paste for Dim Sum and Laksa Paste.

酸辣濃湯醬

Sour & Spicy Soup Paste

有見川式菜系於香港興起，香港餐飲市場乘勢推出酸辣濃湯醬，令餐飲產品的品類更豐富。酸辣濃湯醬酸味濃郁獨特，配以精選鹽醃青辣椒製成，可用作湯底、小炒及涼拌，為廚師提供簡單而快捷的酸辣醬料，減省準備的時間。

In view of the popularity of Sichuan cuisine, the Hong Kong market launched Sour & Spicy Soup Paste to enrich our product portfolio. Made from a careful blend of salted green chilli peppers with a strong vinegary sour taste, the product can be used as soup base, in stir-fry and cold dishes, serving as an easy option for chefs to prepare any sour and spicy dishes.



▲ 掃描查看更多酸辣濃湯醬食譜
Scan to view Sour & Spicy Soup Paste recipes



點心醬皇

Seasoning Paste for Dim Sum

點心醬皇按照點心師傅的食譜精心研製，味道豐富而濃郁，富正宗港式風味。這款醬料的用途多元化，不單適用於醃製點心、肉類如豬肋排及T骨牛扒，更可用作小炒。

The brand new Dim Sum Sauce is developed on the secret recipe of traditional dim sum chefs with authentic Hong Kong flavour. The full-bodied flavour and paste-like texture are best for marinating dim sum, meat such as pork ribs and T-bone and stir-fried dishes. The multi-functional product is a great addition to the kitchen.



▲ 掃描查看更多點心醬皇食譜
Scan to view Seasoning Paste for Dim Sum recipes

喇沙濃湯醬

Laksa Paste

為迎合市場對不同菜式的需求，李錦記積極擴展湯底系列產品，提供更多選擇。新推出的喇沙濃湯醬用法簡單，只需用水兌開，即可成為一碗美味的椰香喇沙濃湯，同時可選擇加入花生醬及香茅等材料令湯底口感更豐富。除了用作湯底，亦可用於小炒等不同菜式。

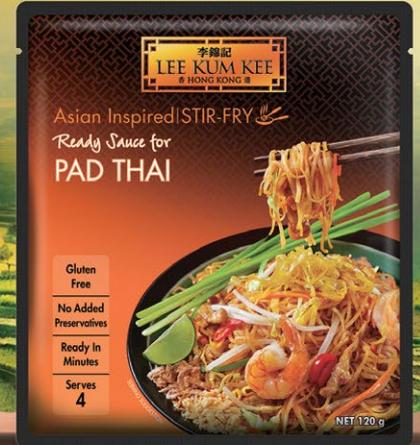
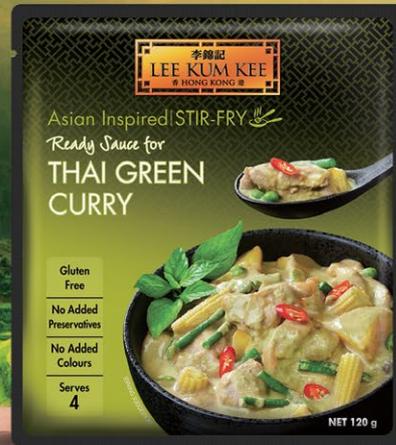
To keep up with the growing variety of cuisines, Laksa Paste is launched to enhance our soup base product range. Authentic Southeast Asian flavour can be served with ease by simply adding water to this Laksa Paste product. Chefs also have the choice to add in some peanut sauce and lemongrass to enrich the taste even more, or use the paste for any stir-fried dishes.



▲ 掃描查看更多喇沙濃湯醬食譜
Scan to view Laksa Paste recipes

泰式風味方便醬料包 紐西蘭全新登場

New Thai Flavoured
Ready Sauces Launched
in New Zealand



3月，李錦記在紐西蘭市場推出兩款泰式風味方便醬料包——泰式青咖喱醬及泰式炒河粉醬。兩款新口味的研發靈感源自於亞洲街頭小食，味道完美地融合了泰式獨有芳香及香辣風味，令消費者輕鬆在家中也能煮出正宗泰式風味小菜。

面對流感疫情，紐西蘭市場善用線上及社交平台進行一系列新產品推廣，在各大網絡平台上載一系列簡易且清新的煮食影片，教育消費者使用新產品，從而鼓勵大眾留在家中煮食。推廣活動得到廣泛好評，進一步提升李錦記新產品於當地的關注度。

In March, Lee Kum Kee rolled out two new Ready Sauce flavours in New Zealand – Thai Green Curry Sauce and Pad Thai Sauce. Inspired by Southeast Asian street food, the two new flavours are a perfect blend of aromas and spices unique to the region. Consumers can easily make authentic Thai food in the comfort of their homes.

With the onslaught of the COVID-19 pandemic, the New Zealand market made use of online and social media channels to promote the new products. A series of simple yet inspiring cooking videos was uploaded and broadcasted across multiple on-demand channels to educate consumers on the use of the new products. The step-by-step tutorial encouraged consumers to stay home and cook for themselves. Well-received among locals, the campaign further enhanced Lee Kum Kee's brand awareness.



◀ 掃瞄觀看泰式青咖喱方便醬料包食譜影片
Scan to view Ready Sauce for Thai Green Curry recipe video



◀ 掃瞄觀看泰式炒河粉方便醬料包食譜影片
Scan to view Ready Sauce for Pad Thai recipe video



馬來西亞「李錦記餐餐陪伴您」活動

"Delicious Moments with Lee Kum Kee" Campaign in Malaysia

1月，李錦記在馬來西亞展開了新年「李錦記餐餐陪伴您」推廣活動。

針對零售和餐飲渠道，李錦記推出新年特別促銷套裝，主要推廣品類包括蠔油、醬油、麻油及方便醬料。團隊除了在全國店舖進行大型產品陳列，更利用電台廣告和有獎競賽等形式，以「李錦記餐餐陪伴您」為主題進行推廣，務求讓消費者將李錦記與桌上的每一頓飯聯繫起來。活動加強消費者對品牌的認知，有效推動新年銷量。

In January, Lee Kum Kee kicked off its "Delicious Moments with Lee Kum Kee" campaign in Malaysia in celebration of Chinese New Year.

Targeting both retail and foodservice channels, Lee Kum Kee rolled out the Holiday Promotional Pack and offered special promotions on our Oyster Sauce, Soy Sauce, Sesame Oil and selected convenience sauce. Other than the nationwide in-store displays, the team invested in Call-To-Action radio advertisements and held Chinese-New-Year-themed contests with the slogan "Delicious Moments with Lee Kum Kee", strengthening the connection between everyday meal and the brand. The campaign successfully enhanced our brand recognition and drove sales.



歐洲各地舉行培訓與廚藝交流會

Foodservice Training and Chef Seminars in Europe

2月，李錦記與當地分銷商及荷蘭中飲公會合作，在歐洲各地舉辦不同的廚藝培訓與交流活動，吸引約250名食品行業批發商、餐廳業者、廚師和學生參加，合共進行超過30小時的培訓。李錦記希望透過這些活動，把中餐飲食文化的技藝與當地餐飲業界分享，並展示以中式醬料烹調地道菜式，介紹李錦記品牌和產品的應用。

In February, Lee Kum Kee partnered with local distributors and Vereniging Chinese-Aziatische Horeca Ondernemers to host several workshops and chef seminars in different countries in Europe, providing over 30 hours of training to around 250 local foodservice wholesalers, food industry professionals, restaurant owners and managers, chefs and students. The training aimed to share with participants the Chinese culinary culture and technical skills and demonstrate the use of Chinese sauces in making local specialties, thereby effectively introducing the Lee Kum Kee brand and sauces to the mainstream market.

希臘 Greece



李錦記在希臘首都雅典的米芝蓮星級餐廳Varoulko Seaside舉辦食品行業交流會，向當地廚師展示多款以李錦記醬料烹調的當地特色菜餚，當中以蠔油奶油意大利麵和地中海醬串燒尤其受歡迎。活動成功向當地廚師展示李錦記醬料在不同菜式的用法，為當地廚藝界帶來更多烹飪知識及「新煮意」，成功推動當地業務發展。活動結束後，李錦記更獲邀為羅德島主流餐廳的50位廚師舉辦類似的交流活動。

Lee Kum Kee hosted a foodservice workshop at Varoulko Seaside, a Michelin-starred restaurant in the Greek capital Athens for local chefs. During the event, the use of Lee Kum Kee sauces was demonstrated in preparing local specialties. Spaghetti with Butter and Oyster Sauce and Mediterranean Style Meat Skewers were particularly appealing to patrons. By showcasing the versatility of our sauces, the event broadened the culinary knowledge and instilled inspiration in the local food industry, and successfully drove the growth of our business. After the event, Lee Kum Kee was invited to hold another training session for 50 chefs from restaurants in Rhodes Island.



荷蘭 Netherlands



在荷蘭Nova廚藝技術學院，李錦記以「餃子」為主題，為當地青年廚師及學生舉辦中餐烹飪課。在活動中，李錦記除了介紹醬料的應用和搭配知識外，更即場示範餃子的不同烹飪方法。荷蘭Nova學院的專業廚房裡本來已應用多種李錦記醬料，可見李錦記醬料已滲透至歐洲主流市場。是次課程進一步為學生示範李錦記醬料的實際用法，向他們分享傳統的中餐飲食文化。

Lee Kum Kee offered a fun-filled Chinese cooking session with the theme "Dumplings" for students at Nova College in the Netherlands. During the session, in addition to introducing different applications of Lee Kum Kee sauces, the team also gave a live demonstration on various ways to make dumpling dishes. A wide selection of Lee Kum Kee sauces was already being used at the professional kitchen of Nova College, indicating that the Lee Kum Kee brand had taken root in the mainstream market in Europe. The workshop served as further demonstration of the application of Lee Kum Kee sauces and an introduction to traditional Chinese culinary culture to participants.

烏克蘭 Ukraine

李錦記邀請了倫敦著名中餐館主廚到烏克蘭的四個城市，舉辦專業廚師中餐廚藝培訓交流會，向當地餐飲業同仁分享專業廚藝知識。活動吸引了超過100名來自當地主流餐廳的主廚參加，展示了十多道經典菜及融合菜，為他們在菜式設計上提供靈感。出席交流會的廚師對李錦記醬料的多功能感到驚喜，認為活動為他們提供創意與新資訊，有助啟發他們在更多的菜色上使用李錦記醬料，提升他們日後的業務發展或廚藝，希望李錦記日後會舉辦更多類似的交流活動。

Lee Kum Kee hosted a series of Chinese culinary seminars for professional chefs in four cities in Ukraine, with chefs from famous Chinese restaurants in London sharing their insights. Over 100 chefs from local restaurants took part in these seminars, where a number of classic and fusion dishes were presented to stimulate innovation in their menu planning. Chefs who participated in the seminars were impressed by the versatility of Lee Kum Kee sauces, the inspiration instilled on their application in menu design as well as the impact on their career development and culinary knowledge. As such, the chefs left the seminars with the hope that more such future events would be staged by Lee Kum Kee.





為Sainsbury's團隊提供中餐體驗 Chinese Culinary Adventure for Sainsbury's Team

年初，李錦記為英國主流連鎖超級市場Sainsbury's舉辦兩場中餐體驗交流活動。

1月，李錦記獲邀到Sainsbury's倫敦總部舉辦新年午餐分享會，為Sainsbury's團隊展示李錦記醬料的口味變化。作為首個獲邀到Sainsbury's總部舉辦活動的品牌，可見Sainsbury's對與李錦記業務合作的重視。在活動中，李錦記使用主要醬料系列及去年底在Sainsbury's上架的七款新產品製作出地道的中菜及混合菜，以加深Sainsbury's團隊對李錦記產品的認識。

2月，李錦記邀請Sainsbury's團隊前往倫敦市中心的中菜館岷江餐廳和唐茶苑，品嚐以李錦記醬料製作的傳統中式小菜和新派廣東點心，並在席間介紹醬料在不同菜色的應用與配搭。

該等活動除了成功令主流超市合作夥伴對中餐文化有更深的認識外，更進一步加強他們對李錦記品牌的信心。

Earlier this year, Lee Kum Kee hosted two Chinese culinary events for Sainsbury's, one of the major supermarket chains in the UK.

In January, Lee Kum Kee held a Chinese New Year special lunch menu experience at Sainsbury's headquarters in London. As the first brand to hold an event at Sainsbury's headquarters, it demonstrated the key partnership between Lee Kum Kee and the supermarket giant. During the event, the core range of Lee Kum Kee sauces and seven newly listed products at the end of 2019 were used to make both Chinese cuisines and fusion dishes, and successfully enhanced the knowledge of Sainsbury's team towards the brand.

To further provide a better understanding of Chinese cuisines, Lee Kum Kee invited the Sainsbury's team to a culinary expedition at Chinese restaurants Min Jiang and Yauatcha in Central London in February. While sampling a wide range of Chinese dishes and dim sum made with Lee Kum Kee sauces, Sainsbury's team was introduced to a wider application of our products in dish preparation.

These events successfully raised consumer awareness in Chinese cuisines and enhanced Lee Kum Kee's position as a key partner of the mainstream supermarket.



與英國人氣社交媒體 Tasty與SORTEDFood合作

Collaboration with UK Popular Social Media Tasty and SORTEDFood



農曆新年期間，李錦記與英國人氣社交媒體Tasty及SORTEDFood合作，拍攝一系列烹飪視頻，向消費者推廣品牌及產品。這些視頻皆獲得超過百萬瀏覽量，反應熱烈。

其中，Tasty為李錦記製作兩段食譜視頻，教導消費者烹調地道的中式佳餚，影片在各大社交媒體及其專頁上載，傳播率達至600萬。

同時，李錦記向歐洲食品界知名YouTube頻道SORTEDFood發起任務挑戰，兩名主持人以李錦記醬料製作中菜進行比賽，並由網民擔任裁判。比賽視頻發佈首周便在YouTube獲得超過450萬瀏覽量，成功與消費者進行互動。

該等活動成功帶出新的烹飪靈感，並透過接觸年輕觀眾，促進品牌年輕化。



During Chinese New Year, Lee Kum Kee collaborated with popular social media channels Tasty and SORTEDFood to produce a number of cooking videos which received over millions of views. The videos served well to facilitate the promotion of our brand and products.

Tasty created two recipe videos for Lee Kum Kee, teaching consumers to make authentic Chinese food. The two videos were posted on multiple social media platforms and our own page, receiving over 6 million views.

Lee Kum Kee also initiated a cooking challenge with SORTEDFood where the two hosts were to make Chinese food using Lee Kum Kee sauces and let the audience be the judge. The video received over 4.5 million views on YouTube within the first week of its launch, while enhancing engagement with consumers.

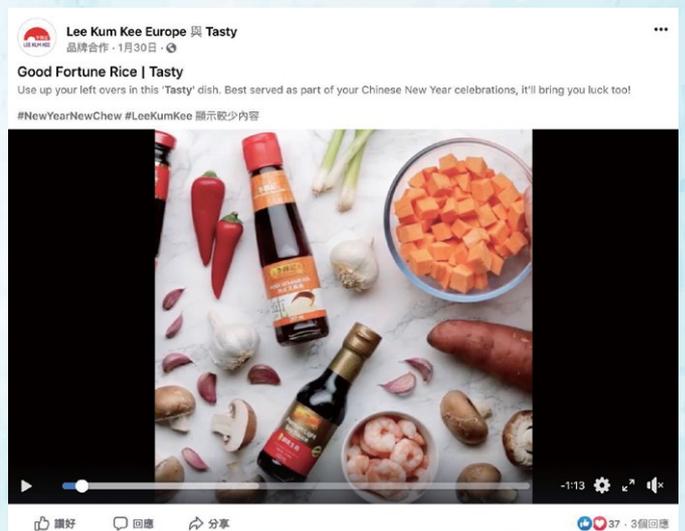
These campaigns successfully generated new cooking inspirations and rejuvenated the brand through appealing to the younger audience.



◀ 掃描觀看 Tasty 食譜視頻
Scan to watch Tasty's recipes



◀ 掃描觀看 SORTEDFood 農曆
新年任務挑戰
Scan to watch SORTEDFood's
Chinese New Year Challenge





全面開啓創新「直銷×社交電商」模式 Kicks Off New "Direct Selling x Social E-commerce" Business Model

2月，為推動數碼化轉型，無限極積極開展創新的「直銷×社交電商」模式。其中，無限極活用線上平台提升業務，透過多場直播活動帶動營銷，同時建立關鍵意見消費者團隊，分享其親身消費體驗，拓展「粉絲經濟」商業模式，實現網上與實體互相融合，帶動直銷業務開展新章節。

In order to ride on the digitalisation wave, Infinitus kicked off the new "Direct Selling × Social E-commerce" business model in February. Infinitus has been actively utilising online platforms to uplift sales via various livestreaming events. A team of Key Opinion Consumers was formed to share their own consumer experience, hence developing the model of "fan economy". With the integration of online and offline commerce, Infinitus is heading the way to thrive in the digital revolution.



無限極新產品上市

Infinitus New Product Launch

新冠肺炎疫情在全球肆虐令日常防疫變得尤其重要。為配合疫情需要，無限極於2月推出可隨身攜帶的「免洗抑菌潔手液」，滿足大眾隨時隨地潔淨雙手的需求。

除了加強個人衛生，普羅大眾亦應注意增強自身的免疫力。秉承「養生固本 健康人生」的獨特健康理念，無限極推出「養固健」中藥材養生系列，包括即食阿膠糕、即食花膠、滋養凍乾紅棗枸杞銀耳湯等，方便都市人滋補養生的同時抵抗病毒。首批產品已於電商上市。

With the COVID-19 epidemic rampaging worldwide, daily protection becomes utmost important. In February, in response to the public needs, Infinitus launched the handy "Anti-bacterial Hand Sanitiser" for people to keep their hands clean and sanitised anytime and anywhere.

Apart from enhancing personal hygiene, it is also important for the public to boost their immunity. Adhering to the unique health concept of "Nourish from Within for a Healthy Life", Infinitus introduced the immunity building series "OriHerb" with quality Chinese herbal nourishments, including Instant Donkey-hide Jelly, Instant Fish Maw, and Freeze-dried White Fungus Soup with Jujube and Goji, offering convenient ways for urbanites to stay strong and healthy. The first batch of products is now available online.

一片片 吃出美味与营养

每一次品尝 只为满足你的味蕾

舌尖上的阿膠糕

养固健
DONKEY-HIDE GELATIN CAKE
阿膠糕
净含量: 40g (6片)

6款本月新上线养固健产品

即食花膠 (三碗装) 即食花膠 (单碗装)

阿膠糕

冻干榴蓮

冻干银耳汤

冻干龙眼榴蓮

全民战“疫”，“手”护全家

免洗抑菌洁手液

99.9% 抑菌率 免洗便携 清新舒润



根据第三方权威检测机构在实验条件下检测报告：该产品对大肠杆菌、金黄色葡萄球菌、白色念珠菌的抑菌率均达到99.9%。

零售价 ¥19/瓶 现价 **¥15/瓶** 2组(6瓶)以上 包邮

2月14日 14:00—2月19日 13:59 数量有限，先购先得

新品预售平台：无限极商城



各地積極防疫 推動安全復工

Response to Facilitate Work Resumption During the Pandemic

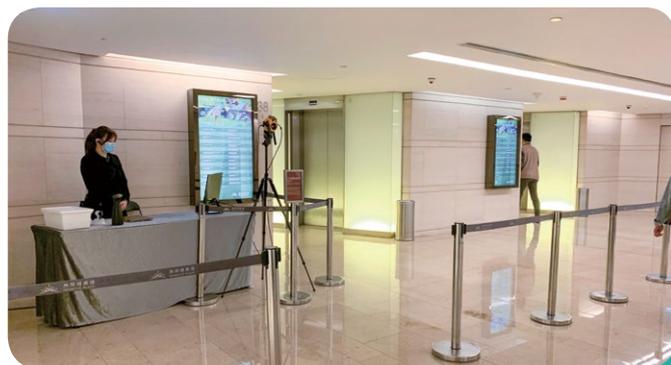
在1月至5月的疫情期間，無限極物業投資旗下物業採取各項防疫措施，確保環境清潔以保障租戶健康及安全，有效加快復工進度。

During the COVID-19 outbreak from January to May, properties under the Infinitus Property Investment adopted various precautionary measures to ensure hygiene of the buildings and protect the health of tenants, so as to help speed up work resumption.

香港 Hong Kong

香港無限極廣場於大堂設置紅外線探熱器，所有進入大廈的租戶和訪客需進行體溫監測。同時引入智能清潔機器人消毒地面，及使用光觸媒技術消毒大廈升降機，有效殺菌及淨化空間。物業團隊亦為租戶送上水果及酒精搓手液，互相打氣及鼓勵。

Infrared thermometers were placed at the lobby of Hong Kong Infinitus Plaza to measure the body temperature of tenants and visitors before entering the office tower. Smart AI cleaning robots for floor disinfection and elevator sterilisation with photocatalysis technology were introduced to ensure effective disinfection. Fruits and hand sanitisers were given out to tenants to heighten the spirit and awareness in the fight against the epidemic.



上海 Shanghai

上海無限極大廈自疫情爆發初期便向租戶們派發防疫物資，並及時制定疫情防控措施。團隊特別開發「無限極薈線上點餐小程序」，利用線上平台及透過外送，一方面既可解決寫字樓租戶的就餐問題，另一方面又可刺激商場餐飲租戶的營銷，充分體現出團隊與客戶共渡時艱的「思利及人」企業精神。

At Shanghai Infinitus Tower, protective gears had been distributed to tenants since the beginning of the outbreak and an Epidemic Prevention and Control Plan was also established swiftly. An online food ordering app was developed by the property management team, which promoted takeaway and delivery service through online ordering. This not only facilitated office tenants' meal arrangements, but also supported sales for the food and beverage tenants. This fully demonstrates the spirit of "Si Li Ji Ren" (Considering Others' Interests) in surviving through the tough time together.



廣州 Guangzhou

廣州無限極廣場成立疫情防控應急小組，即時制定一系列疫情防控工作，當中包括防疫安全教育、安排實名認證通道、體溫檢測、佩戴口罩等，以確保工作環境安全及員工健康。

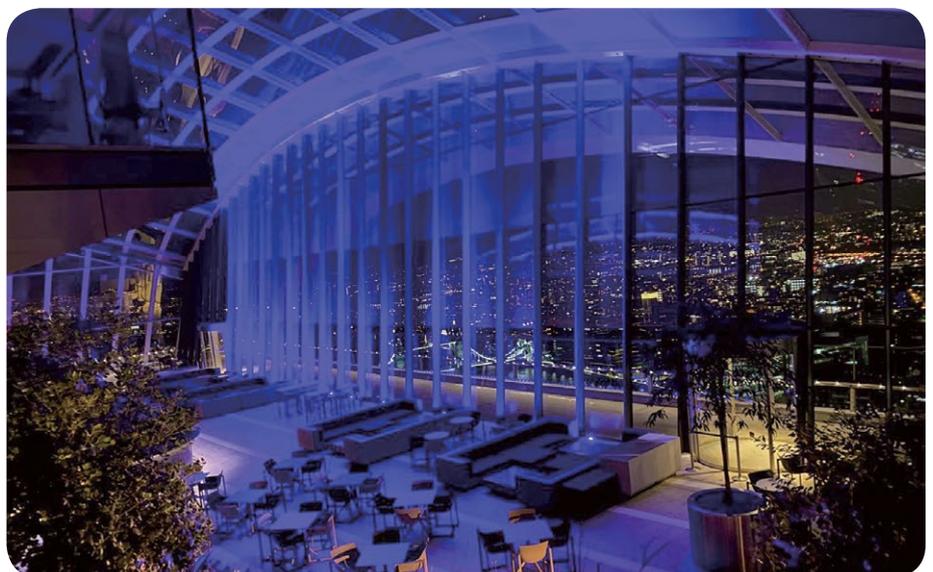
A task force on disease prevention and control was formed at Guangzhou Infinitus Plaza to formulate a comprehensive responsive plan. Precautionary measures such as epidemic prevention education, authentication passage, temperature screening and facial masks were adopted to ensure workplace safety, hence safeguarding the health of tenants and workers.



倫敦 London

為感謝醫護人員在這段時間的辛勞，倫敦「對講機」大廈參與當地地標建築群每逢週四晚亮起藍光的致敬活動。此外，大廈內張貼了衛生提示及增置消毒洗手液，加強員工與租戶的防疫意識。

London "Walkie Talkie" Tower participated in the city-wide healthcare worker tribute campaign, through which landmarks were lit up in blue every Thursday night to express appreciation and gratitude to the healthcare workers during the COVID-19 pandemic. Besides, hygiene-related posters were displayed and hand sanitisers were provided in the building to raise awareness of office hygiene.





無限極物業投資（香港）連續兩年獲頒 「開心企業」標誌

Infinitus Property Investment (Hong Kong) Named as
"Happy Company" for Two Consecutive Years

3月，無限極物業投資（香港）連續兩年獲香港提升快樂指數基金和香港生產力促進局頒發「開心企業」標誌，肯定其提升員工「爽指數」的努力。除了關注員工身心健康、為員工創造舒適的工作環境外，公司亦鼓勵員工積極參與社區義工服務，推動員工的心靈滿足，建立愉快工作團隊。

In March, Infinitus Property Investment (Hong Kong) was awarded as "Happy Company" for two consecutive years by Hong Kong Promoting Happiness Index Foundation and the Hong Kong Productivity Council in recognition of its effort in raising the happiness index among employees. In addition to caring for employees' physical and mental health and promoting a joyful workplace, the Company also encouraged them to join volunteer services in order to gain self-contentment and contribute to building a cheerful work team.



HAPPY 開心企業
COMPANY

廣州無限極廣場榮獲 「2019年度廣州市建築施工 質量安全示範工地」獎項

**Guangzhou Infinitus Plaza Honoured as
"Quality and Safety Model Construction Site of Guangzhou 2019"**

1月，廣州無限極廣場獲廣州市住房和城鄉建設局評為「2019年度廣州市建築施工質量安全示範工地」，成為12個安全示範工地之一。評選準則包括建築市場行為、質量安全管理、建設單位履約及其他管理行為。該獎項展現物業投資團隊在建築業監督、項目管理和招標投標上具有一定優勢，在業界工程建設方面備受認同。

In January, the Guangzhou Infinitus Plaza was among the 12 model sites in Guangzhou being named as "Quality and Safety Model Construction Site of Guangzhou 2019" by the Guangzhou Municipal Housing and Urban-Rural Development Bureau. The selection criteria included construction market behaviour, quality safety management, compliance of construction unit and other management practices. The award was a testimony to the property investment team's distinctive performance in construction supervision, property management and tendering.



希望廚師動向

Updates on Hope as Chef Programme

響應「世界讀書日」線上好書共讀

Cultivates Love for Reading Online on "World Book Day"

為響應「世界讀書日」，李錦記在4月聯同四川省成都市財貿職業高級中學校舉行了「廚藝改變生活，閱讀改變人生」主題活動，鼓勵一眾希望廚師養成良好的讀書習慣。多位業界前輩包括成都華爾道夫酒店人力資源總監、香格里拉酒店行政總廚、《舌尖上的中國》第三季顧問及其他優秀希望廚師畢業生等共同為在校希望廚師列出了全方位的推薦書單，透過閱讀提高文化修養。



▲ 2019年成都班希望廚師於畢業典禮獲贈圖書
Students of 2019 Hope as Chef Chengdu Class received books at their graduation ceremony

In support of "World Book Day", Lee Kum Kee held an event themed "Changing Lifestyles with Culinary Skills, Changing Lives with Reading" in partnership with Sichuan Province Chengdu Finance and Trade Vocational School in April. The event endeavoured to encourage students on cultivating good reading habits. Renowned representatives from the industry, including the Director of Human Resources from Waldorf Astoria Chengdu, Executive Chef for Shangri-La Hotel, Expert Consultant for Season Three of the popular documentary *A Bite of China* and distinguished Hope as Chef graduates, participated in the event along with outstanding graduates from the Lee Kum Kee Hope as Chef Programme by offering their personal lists of recommended readings for current students, for the purpose of inspiring them to enhance their cultural sophistication through reading.



在疫情中閃耀的「希望之星」

A Starry Beam of "Hope" in the Pandemic

李錦記多年來用心栽培的希望廚師畢業生及在學學員發揮「思利及人」的精神，紛紛透過自己的行動為抗疫出力：不少希望廚師堅守在受疫情影響的城市，每天為居民配送糧食；有的成為志願者，協助測量體溫；有的堅守在餐飲前線，與餐飲業共渡難關；有的無懼艱苦環境，繼續努力學習，以知識創造力量。



In an impressive display of "Si Li Ji Ren" (Considering Others' Interests), graduates and current cohorts of the Lee Kum Kee Hope as Chef Programme stepped up effort to contribute in whichever ways they could to combat the spread of the COVID-19 pandemic. Many stayed in cities that were impacted by the pandemic and distributed food to residents on a daily basis, while others volunteered to assist with temperature screenings; some braved the crisis by staying on the foodservice frontline and the catering industry, still others persisted in continuing education despite challenging circumstances in the firm belief that the acquired knowledge would strengthen the foundation for their future development.





「李錦記盃 — 生活即課堂」主題烹飪藝術比賽 "Lee Kum Kee Cup - School of Life" Cooking Competition

5月，李錦記希望廚師在疫情稍緩後重返校園。希望廚師成都班學生在老師的指導下舉辦了「李錦記盃 — 生活即課堂 — 同心抗疫，愛國力行」主題烹飪藝術比賽，以迎接新一學期。一眾希望廚師以平凡的食材 — 土豆，炮製出多道別緻可口的佳餚，希望向各行各業正在抗擊新冠疫情的人士表達感恩之情。

In May, Lee Kum Kee Hope as Chef students returned to school while the COVID-19 pandemic was steadily under control. Under the guidance of their teachers, the Hope as Chef Chengdu Class students kick started their new term with a stimulating "Lee Kum Kee Cup - School of Life: Fighting COVID-19 as One" Competition. Paying tribute to everyday food, the students whipped up an enticing array of palatable dishes using potatoes, a seemingly ordinary but staple ingredient, in salute to the frontlines from all professions and industries who were battling it out through the COVID-19 pandemic.



▲ 火山造型的土豆泥
Volcano-shaped mashed potato



▲ 以土豆製成的「磨菇」
"Mushroom" made with potatoes

希望廚師項目2020年招生啟動 Recruitment for Hope as Chef 2020 Cohort Begins

5月，新一屆的希望廚師項目招生工作正式啟動。項目今年首次新增廣州班，課程增至北京市勁松職業高中、四川省成都市財貿職業高級中學校及廣州市旅遊商務職業學校全國三所學校。應屆希望廚師將在國內招募135名符合條件的有志青年學廚圓夢，為更多家庭帶來希望。

In May, recruitment for the new cohort of Hope as Chef Programme officially kicked off. For the first time, the programme will be launched in Guangzhou, extending the training course to three schools in the country, namely, Beijing Jinsong Vocational School, Sichuan Province Chengdu Finance and Trade Vocational School and Guangzhou Vocational School of Tourism and Business. This year, 135 places are planned for eligible youths with dreams of becoming a chef, bringing hope to many families for alleviating poverty.





響應「中國學生營養日」

In Support of "National Student Nutrition Day"



5月20日是「中國學生營養日」，李錦記積極響應公益組織「免費午餐」的號召，召集李錦記希望廚師、李錦記粵菜師傅班及李錦記企業獎學金的學生參與挑戰。參加者需要以20元人民幣製作五人份量的餐膳，拍攝其製作過程並上載到短視頻平台，藉此呼籲大眾共同關注學生膳食的營養，守護學生健康成長。透過參與這次「中國學生營養日」的活動，學生們不僅展示了對烹飪專業的熱愛及卓越的廚藝技能，同時大家踴躍參與、熱心公益，展示了強烈的社會責任感，充分體現「思利及人」的精神。

On 20 May, also known as the National Student Nutrition Day, Lee Kum Kee actively organised students of Lee Kum Kee Hope as Chef Programme, Lee Kum Kee Cantonese Cuisine Masterclass and Lee Kum Kee Corporate Scholarship in response to the call of the non-profit organisation "Free Lunch for Children" to participate in a thematic challenge event. Participants were asked to make a five-person meal at a cost of RMB 20, film the process and upload it onto the short-video platform, aiming to raise public attention to students' nutrition in their meals and ensuring the wellness of students. Through this event, the students demonstrated not only their passion for the culinary profession and outstanding cooking skills, but also their enthusiasm towards community welfare and strong sense of social responsibility in the full spirit of "Si Li Ji Ren" (Considering Others' Interests).





「無限極2020童夢點亮計劃」發佈

"Infinitus 2020 Children's Sparkling Dream" Project Launch

4月，無限極攜手新浪廣東桔子公益，在「世界讀書日」啟動「無限極2020童夢點亮計劃」，向廣州郊區的有需要兒童捐贈共200套科普讀物，幫助拓闊孩子視野，宣揚閱讀樂趣。

無限極一直關注兒童教育，早於2015年成立了「無限極童夢閱讀空間」項目，積極推廣閱讀文化，透過書本啟發學童潛能。未來，無限極將繼續舉辦更多兒童公益活動，為孩子們開拓多姿多彩的世界。

In April, Infinitus joined hands with the Tangerine Charity of Sina Guangdong to launch the "Infinitus 2020 Children's Sparkling Dream" project in support of the "World Book Day". 200 sets of popular science books were donated to children in need in rural areas in Guangzhou, aiming to broaden their horizons and promote the joy of reading.

Infinitus has always been committed to supporting children education. It established the "Infinitus Children's Dream Reading Space" Project in 2015 to encourage children to develop the good habit of reading and unleash their potential. Infinitus will continue to organise more charitable activities for children to help create a better future for younger generations.





「對講機大廈垂直馬拉松2020」
 “Walkie Talkie Tower Climb 2020”



2月，「對講機大廈垂直馬拉松2020」連續第四年舉辦，為大奧蒙德街醫院兒童慈善基金籌款。逾700名參加者攀登超過800級樓梯，成功抵達位於頂層的空中花園，合共籌得超過16萬英鎊（約153萬港元），打破去年紀錄。善款將用於住院兒童的福利及醫療研發。

The "Walkie Talkie Tower Climb 2020" was held in February to raise fund for Great Ormond Street Hospital Children's Charity for the fourth consecutive year. Some 700 participants took part in climbing up over 800 staircases to reach the Sky Garden on the top floor. The charity run raised over £160,000 (approximately HK\$1.53 million), surpassing last year's record. The donation would be used for child care and medical research for the hospitalised children.





香港無限極廣場舉辦「世界地球日」50周年活動

Hong Kong Infinitus Plaza Celebrates the 50th Anniversary of Earth Day

4月，為慶祝「世界地球日」50周年，香港無限極廣場舉辦了一項別具心思的環保活動，以提升租戶及顧客的環保意識，許下對環境保護的承諾。

參加者只需上傳為環保作出貢獻的照片，並寫下保護地球的舉動，承諾今年會持之以恆，即可獲得禮品一份，最具創意的10位參賽者更獲得驚喜大獎。團隊希望透過活動鼓勵大眾愛惜地球，為環保出一分力。

地球需要我們
THE EARTH NEEDS US NOW MORE THAN EVER

What will you do for the Earth today?

今天起立即行動 — 愛護地球

50 years ago, millions took to the streets for the future of our planet. Today, the earth needs us more than ever. Let's work together to help transform the world for a healthier, happier and more sustainable future for all.

50年前，數以萬計市民走上街頭，為地球的未來而努力。今天，這個地方比任何時刻更需要我們，立即行動，讓我們攜手建立一個更健康、更快樂、更可持續享用的將來。

Complete the following tasks and win a Prize!
只需完成以下項目，即可獲獎當禮品：

- (1) Submit a photo of what you did for the planet today**
上星期或為保護地球，你今天作出了甚麼行動的照片
- (2) Make a pledge of what are you going to do this year**
寫下你為保護地球，今年會堅持之承諾或承諾

Grand Prizes (valued over HK\$ 5,000):
最具創意的10張照片或行動承諾可獲大獎 (獎金總值超過 HK\$ 5,000)

Surprises: every 10th participant to join will each get a SURPRISE!
凡第10位10倍數、第20、第30位如此類者參加者，均可獲特別獎。

Join now!
立即參加

截止日期: 23:59 3/31/2020

50th Earth Day 無限極廣場 INFINITUS PLAZA



In April, Hong Kong Infinitus Plaza organised a green event to celebrate the 50th anniversary of Earth Day. It aimed to raise the environmental awareness of its tenants and customers by taking a sustainability pledge for our planet.

Participants were awarded a prize upon uploading a photo of eco-friendly actions they had taken and writing down their commitments to protect the planet this year. 10 participants with the most creative ideas would be presented with the Grand Prize. It is hoped to encourage the public to protect the planet together and play their part in environmental protection.



鴻福堂集團
Hung Fook Tong Group



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