

全产业链 值得信赖  
WHOLE INDUSTRY CHAIN IS TRUSTWORTHY

**ZHAORI**<sup>®</sup>  
青岛朝日食品  
— SINCE 1997 —





 企业愿景  
/ VISION

技精于专 做于细, 业成于勤 守于挚  
Skills come from specialization, work with detail, success comes from diligence, and persistence comes from diligence.

 企业目标  
/ AIM

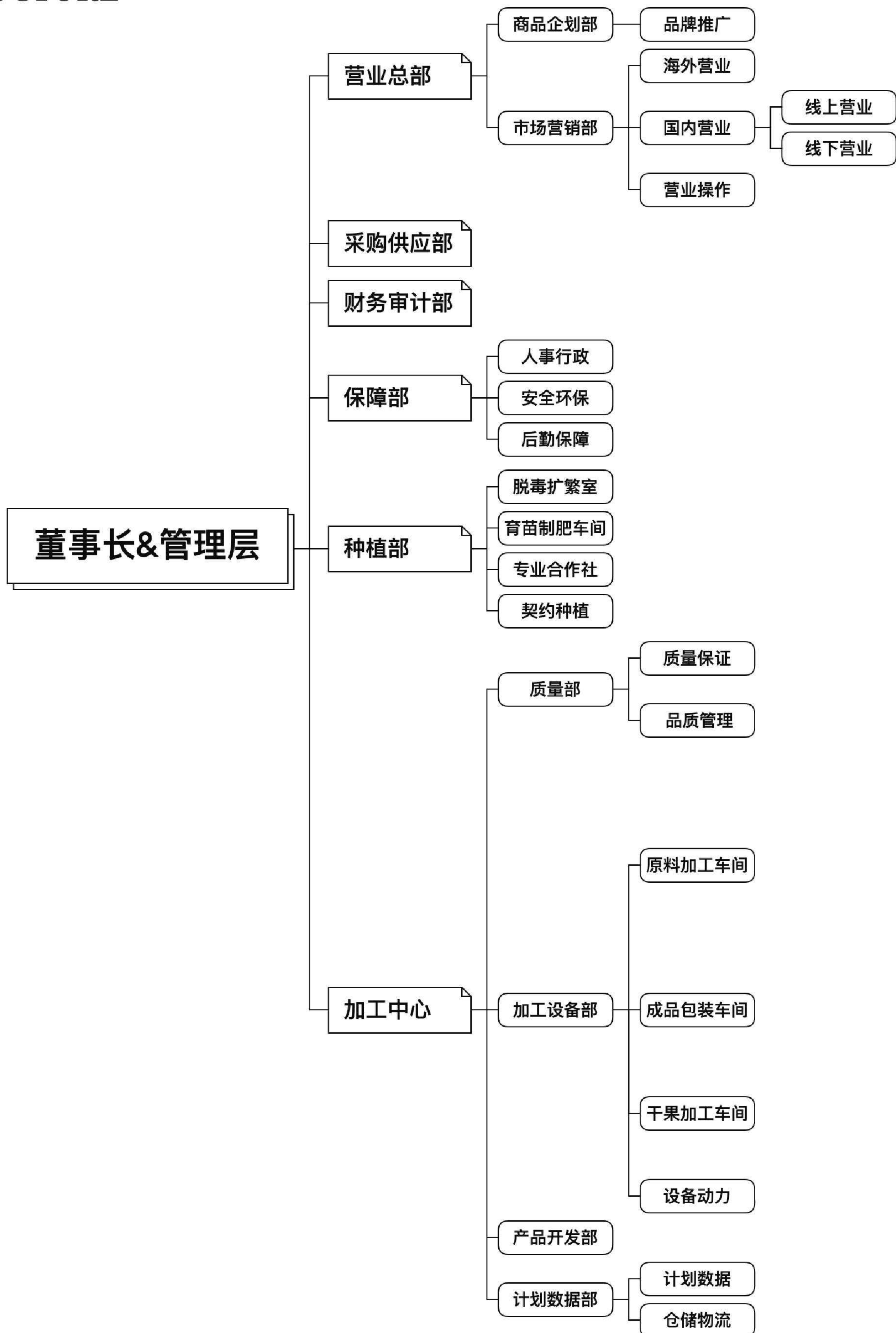
全球领先的红薯全产业链深加工龙头企业  
The world's leading enterprise in deep processing of sweet potatoes throughout the industry chain

 企业价值  
/ PHILOSOPHY

安全安心美味  
Safe, secure and delicious

# 组织架构

## ORGANIZATIONAL STRUCTURE



## PROFILE / 朝日简介

青岛朝日食品有限公司是一家以红薯深加工为主的外向型出口企业,主要产品包括:薯类系列制品/花生等干果制品/柿干、山楂干等果干制品,主要出口日本、美国、韩国等国家。

公司坐落于风景秀丽的黄岛区铁山街道办事处别家村西首,距离青岛港前湾码头只有35公里,距离胶东国际机场60公里,交通便利。公司成立于1997年12月31日,注册资金3000万元,截至到23年底,公司固定资产投资已过亿元,现占地面积46620平方米,车间总面积25400平方米,其中拥有10万级食品净化车间2500平米,冷库储藏能力5000吨,现有铁山和青州二处加工基地。公司拥有从日本引进的先进的花生加工设备以及各类包装生产线,同时拥有食品干燥、烤制、杀菌等国内先进的生产设备和生产设施。公司持续发展的保证是高端的产品质量和公司的信誉以及创新的企业管理水平,公司产品质量稳定,深受国内外一流大超市的信赖和认可,在消费者中已经树立了良好的品牌形象。公司先后通过BRC食品安全全球标准认证、GLOBAL GAP良好农业规范认证、中绿华夏有机食品认证、日本农林水产省有机食品认证、欧盟和加拿大(美国)有机食品认证等。公司以发展为主题,市场为导向,外拓市场,内强管理,企业规模不断壮大,企业信誉不断增强。

近几年,朝日食品大力发展红薯全产业链建设,已经拥有500平米的红薯脱毒及扩繁实验室,5000多平米的红薯育苗温室大棚,利用红薯加工的废弃物制造有机菌肥,实现农业大循环发展战略。通过大力发展种植合作社和家庭农场等,自有种植基地面积已达8000亩,确保红薯原料的质量安全。未来,公司将继续沿着红薯全产业链建设的既定方针战略,在红薯育苗、红薯种植基地建设、红薯储藏、红薯深加工等方面加大投入,早日实现在红薯深加工领域全国一流,全球领先的红薯全产业链深加工龙头企业的目标。

欢迎海内外朋友莅临指导,共同发展!

Qingdao Zhaori Foodstuffs Co., Ltd. is an export-oriented enterprise specializing in deep processing of sweet potatoes. Its main products include: potato series products/peanut and other dried fruit products/dried persimmons, dried hawthorns and other dried fruit products. It is mainly exported to Japan, the United States, South Korea, etc. nation.

The company is located at the west end of Biejia Village, the scenic Tieshan Subdistrict Office, Huangdao District. It is only 35 kilometers away from the Qianwan Terminal of Qingdao Port and 60 kilometers away from Jiaodong International Airport, with convenient transportation. The company was established on December 31, 1997 with a registered capital of 30 million yuan. By the end of 2023, the company's fixed asset investment had exceeded 100 million yuan. It now covers an area of 46,620 square meters, with a total workshop area of 25,400 square meters, including 100,000-level The food purification workshop is 2,500 square meters, the cold storage capacity is 5,000 tons, and there are two processing bases in Tieshan and Qingzhou. The company has advanced peanut processing equipment and various packaging production lines imported from Japan. It also has domestically advanced production equipment and production facilities such as food drying, roasting, sterilization. The company's sustainable development is guaranteed by high-end product quality, the company's reputation and innovative corporate management. The company's product quality is stable and deeply trusted and recognized by first-class supermarkets at home and abroad. It has established a good brand image among consumers. The company has successively passed BRC (British Retail Consortium)、GLOBAL GAP (Good Agriculture Practice)、COFCC (China Organic Food Certification Center)、JAS (Japanese Agriculture Standard)、EOS (EU) and USDA NOP organic food certification, etc. The company takes development as its theme and is market-oriented, expanding the market externally and strengthening management internally. The scale of the enterprise continues to grow, and the credibility of the enterprise continues to increase.

In recent years, Zhaori Foodstuffs has vigorously developed the construction of the entire sweet potato industry chain. It already has a 500-square-meter sweet potato detoxification and propagation laboratory, and more than 5,000 square meters of sweet potato seedling greenhouses. It uses waste from sweet potato processing to make organic fertilizer and realize agricultural development. Great cycle development strategy. Through vigorous development of planting cooperatives and family farms, the area of its own planting base has reached 8,000 acres, ensuring the quality and safety of sweet potato raw materials. In the future, the company will continue to follow the established policy and strategy of building the entire sweet potato industry chain, increase investment in sweet potato seedlings, sweet potato planting base construction, sweet potato storage, sweet potato deep processing, etc., and strive to become the first-class sweet potato in the country and the world's leading sweet potato in the field of sweet potato deep processing as soon as possible. The goal of becoming a leading enterprise in deep processing of the entire industry chain.

Welcome friends at home and abroad to visit us for guidance and common development!



公司持续发展的保证是高端的产品质量和公司的信誉以及创新的企业管理水平

The guarantee of the company's sustainable development is high-end product quality, the company's reputation and innovative corporate management levels.

安全是食品企业的生命线。  
引进世界级的生产设备、严谨的生产过程、完善的质量管理和严苛的检测系统，最终都是为了给用户带来更安全，更值得信赖的好产品。



500

500平米红薯脱毒扩繁实验室  
500 square meters sweet potato detoxification  
and propagation laboratory

5000

5000平米红薯育苗温室大棚  
5000 square meters sweet potato seedling  
greenhouse

## 全产业链 值得信赖

### WHOLE INDUSTRY CHAIN TRUSTWORTHY

近几年,朝日食品大力发展红薯全产业链建设,已经拥有500平米的红薯脱毒及扩繁实验室,5000多平米的红薯育苗温室大棚,利用红薯加工的废弃物制造有机菌肥,实现农业大循环发展战略。通过大力发展种植合作社和家庭农场等,自有种植基地面积已达8000亩,确保红薯原料的质量安全。

In recent years, Zhaori Foodstuffs has vigorously developed the construction of the entire sweet potato industry chain. It already has a 500-square-meter sweet potato detoxification and propagation laboratory, and more than 5,000 square meters of sweet potato seedling greenhouses. It uses waste from sweet potato processing to make organic fertilizer and realize agricultural development. Great cycle development strategy. Through vigorous development of planting cooperatives and family farms, the area of its own planting base has reached 8,000 acres, ensuring the quality and safety of sweet potato raw materials.



从红薯脱毒原苗、扩繁到种植，再到田间管理，直到收获、储藏、加工，整个过程中不添加任何防腐剂和添加剂，每一片薯干，都代表着朝日食品对安全、安心和美味的极致追求。

## 脱毒育苗扩繁

50棵脱毒原苗经过扩繁增殖，到几百万棵脱毒种苗，只为收获更安全更健康的生产原料。

The 50 virus-free original seedlings have been multiplied and multiplied to millions of virus-free seedlings, just to harvest safer and healthier production raw materials.



## 育苗种植

在自有种植基地种植，这里远离工业污染，地下水充沛洁净。

It is grown in its own planting base, which is far away from industrial pollution and has abundant and clean groundwater.

## 收获储藏

收获后的红薯不能马上加工，必须经过自然糖化。加工前，每一批红薯都要经过实验室的糖度检测，糖度达标后才能进入生产线加工。

Sweet potatoes cannot be processed immediately after harvesting and must undergo natural saccharification. Each batch of sweet potatoes must be tested for sugar content in the laboratory before processing. Only when the sugar content reaches the standard can it enter the production line for processing.



## 原料生产

引进日本一流的生产设备、严谨的生产过程、完善的质量管理和严苛的检测系统，最终都是为了给用户带来更安全、更值得信赖的好产品。

The introduction of Japanese production equipment, rigorous production processes, perfect quality management and strict testing systems are ultimately designed to bring users safer and more trustworthy products.

## 包装物流

朝日拥有10万级食品净化车间，保证产品的微生物标准大大低于国家标准。

完全工厂化生产，洁净车间更安心。

Zhaori Foodstuffs has a 100,000-level food purification workshop to ensure that the microbiological standards of products are well below national standards. Completely factory-based production, clean workshop provides more peace of mind.



## 循环农业

利用生产环节中产生的原料残余，再加工成有机肥料，保证土壤肥沃，不受污染，提升资源再利用率。

Utilize the residual raw materials generated in the production process to process them into organic fertilizers, ensuring that the soil is fertile and not contaminated. Improve resource reuse efficiency.

## 实力认证

### STRENGTH CERTIFICATION

凭借严苛的品质把控, 青岛朝日食品先后通过BRC食品安全全球标准认证、GLOBAL GAP良好农业规范认证、中绿华夏有机食品认证、日本农林水产省有机食品认证、欧盟和加拿大(美国)有机食品认证等。公司以发展为主题, 市场为导向, 外拓市场, 内强管理, 企业规模不断壮大, 企业信誉不断增强。

With strict quality control, Qingdao Zhaori Foodstuffs has successively passed BRC food safety global standard certification, GLOBAL GAP good agricultural practice certification, China Green China organic food certification, Japanese Ministry of Agriculture, Forestry and Fisheries organic food certification, EU and Canadian (U.S.) organic food Certification etc. The company takes development as its theme and is market-oriented, expanding the market externally and strengthening management internally. The scale of the enterprise continues to grow and the credibility of the enterprise continues to increase.



BRC证书  
British Retail Consortium



有机JAS(日本)证书  
Japanese Agriculture Standard



有机EU(欧盟)证书  
Organic EOS (EU) Certificate



有机NOP(美国)证书  
Organic NOP (USA) Certificate



GAP证书  
Good Agriculture Practice



中绿华夏有机认证证书(COFCC)  
China Organic Food Certification Center





British Retail Consortium

### BRC证书 (2008年取得)



Japanese Agriculture Standard

### 有机JAS(日本)证书 (2003年取得)



Organic EOS (EU) Certificate

### 有机EU(欧盟)证书 (2003年取得)



Organic NOP (USA) Certificate

### 有机NOP(美国)证书 (2003年取得)



Good Agriculture Practice

### GAP证书 (2008年取得)



China Organic Food Certification Center

### 中绿华夏有机认证证书(COFCC) (2003年取得)

## BRC证书

英国零售商协会 (British Retail Consortium) 认证。

BRC食品技术标准是国际公认的食品规范,用以评估零售商自有品牌食品的安全性,许多国家在选择供货商时会通过BRC认证作为条件之一。

## 有机JAS(日本)证书

JAS (Japanese Agriculture Standard) 译为“日本有机农业标准”,有机JAS是日本农林水产省对食品农产品最高级别的认证,即农产品有机认证。

## 有机EU(欧盟)证书

欧盟有机认证是欧洲对有机产品的检验及认证,具有鉴定有机产品是否达到欧洲、日本及美国的标准资格。

该有机证书标志是全球现今最具权威的有机认证许可证明之一,于国际市场极具公信力。

## 有机NOP(美国)证书

美国有机标准是全球要求最严格的有机标准之一,所有农产品的种植和处理必须符合规定。

## GAP证书

GAP (Good Agriculture Practice) 良好农业规范认证。应用现代农业知识,科学规范农业生产的各个环节,在保证农产品质量安全的同时,促进环境、经济和社会可持续发展。

## 中绿华夏有机认证证书(COFCC)

中绿华夏有机食品认证中心(简称COFCC)是中国农业部推动有机农业运动发展和从事有机食品认证、管理的专门机构,也是中国国家认证认可监督管理委员会(CNCA)批准设立的国内第一家有机食品认证机构(批准号CNCA-R-2002-100),并获得中国合格评定国家认可委员会(CNAS)的认可(注册号CNAS C115-0),是目前国内最具权威的有机认证机构之一。

## 青岛朝日食品有限公司

QINGDAO ZHAORI FOODSTUFFS CO.,LTD



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企业微信



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