



From Longda Roushi to Longda Meishi

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01 Enterprise Introduction

1.1 Enterprise Introduction

山东龙大美食股份有限公司 (002726, SZ), 前身创办于1996年, 公司坚持以预制菜为核心的食品主体, 以养殖和屠宰为支撑的“一体两翼”发展战略, 致力于发展成为中国领先的食品企业, 为中国人健康饮食提供高品质的系统解决方案。

公司厚植产业优势、整合市场资源, 在山东、上海、四川建有国内领先的食品研发实验室, 构建国内规模领先的生产网络体系, 打造具有世界先进水平的食品生产基地, 产品不仅畅销国内, 还与全球20多个国家和地区开展贸易合作。

目前, 龙大美食与超1000家知名企业达成战略合作, 涵盖泰森食品、荷美尔、上海盘古、永和大王、半天妖、家乐福、大润发等各类企业, 公司正以“最佳供应商”的影响力与合作方实现共赢共享。

中国制造业民营企业500强

中国预制菜行业领军品牌

中国食品饮料行业最具影响力企业TOP20

泰森食品年度优秀供应商 (5年)

百胜年度优秀供应商 (8年)

1.1 Enterprise Introduction

初期创业阶段

1996 | 公司前身
“烟台龙大肉类加工厂”成立

2003 | 通过吸收合并，
正式成立“山东龙大肉食品有限公司”

稳步成长阶段

2007 | 公司成立肉制品生食事业部
和熟食事业部,确立肉制品两大产品系。

2010 | “山东龙大肉食品股份有限公司”
正式成立,为上市做准备。

高速发展阶段

2014 | 公司在深交所上市
获得国内外资本关注。

2019 | 蓝润集团正式成为
公司控股股东,公司产值翻倍增长。

食品主体阶段

2021 | 公司提出了“以预制菜
为核心的食品为主体、以养殖和
屠宰为两翼支撑”的“一体两翼”
总体发展战略。

同时,公司名称由“龙大肉食”变
更为“龙大美食”。

1996-2004

2005-2013

2014-2020

2021-现在

1.2 Strategy & Business



已投产:
王宋一场养殖基地、王宋二场养殖基地、夏庄养殖基地、江汪庄养殖基地、杨格庄养殖基地、崔格庄养殖基地、光山养殖基地、晏峪养殖基地、小河北养殖基地

在建:
苟格庄养殖基地、东院西乔养殖基地、西刘庄养殖基地、马台石养殖基地

预制菜

肉制品

已投产:
莱阳东厂、莱阳西厂、莱阳亚细亚工厂、莱阳龙瑞工厂、莱阳熟食新工厂

在建:
海南洋浦工厂、四川巴中工厂、江苏灌云工厂

已投产:
莱阳工厂、河南工厂、潍坊工厂、莒南工厂、湖北工厂、聊城工厂、蓬莱工厂、通辽工厂、成都工厂、黑龙江工厂

在建:
四川巴中工厂、江苏灌云工厂

New strategy of "one body two wings"

food as the main body and slaughtering and breeding as the two wings.

1.3 Products Classification

预制菜肴	预制食材 (免洗免切)	猪肉类
		牛羊肉类
	预制半成品 (免洗免切免料理)	火锅系列
		中餐系列
		西餐系列
		烧烤系列
	预制成品类 (免洗免切免调理免烹饪)	即食类
		即热类
		即烹类

Redefine prefabricate food

Based on the degree of prefabrication, Divided into
Prefabricated Foods、 Prefabricated Semi-Finished Products
Prefabricated Finished Products

1.4 Core Products

131核心大单品 CORE PRODUCTS



酥肉



香酥、爽口、肥而不油腻的口感让酥肉成为消费者最喜欢的美食之一。
龙大美食酥肉产品精选高品质原料肉制作而成，外酥里嫩，香脆可口，产品形式丰富多样，满足不同客户需求。



肥肠



肥肠类产品因其独特风味及口感，日渐成为最受欢迎的食材，尤其在餐饮渠道异军突起。
龙大美食精选优质猪大肠，精心清洗，匠心调配，保留肥肠软韧肥糯的口感。



丸子



丸子饱满多汁，肉香嫩滑，且可用于多种烹饪场景，是大众消费频次较高的食品。
龙大美食精研工艺，配料考究，出品后香气浓溢，弹性劲道，鲜嫩可口，蒸煮、油炸、煲汤、红烧皆宜。

烤肠



龙大美食烤肠众多的种类、规格以及风味可以满足创造各式菜肴的可能。
精选高品质原料肉制作而成，食材安心，营养健康，口感细腻鲜嫩，肉感十足，劲道弹牙。



培根



培根是西式肉制品三大主要品种之一，均匀分布的油脂滑而不腻，风味十足！
龙大美食培根产品肥瘦比例适中，均衡营养与美味，肉质干爽、结实、富有弹性，烹饪损失小。

Pop Products

YUZHISHICAILEI
预制食材类



肥肠系列

免洗免切，开袋即炒，肥糯软糯
天然谷饲猪，原料更安全，品质控把关
精选猪大肠，少油少盐白净无异味
软糯脆韧，回味北方鲜辣，香醇，肉香浓郁，肥而不腻，饱满有滋味

白煮肥肠 精选大肠少脂少油，免洗免切肥糯软糯 <<<



净含量： 500g 1kg	贮藏方法： -18°C 以下冷冻	保质期： 12个月	规格： 500g/袋*10袋/箱 1kg/袋*10袋/箱
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香卤肥肠 精选大肠匠心浅卤，卤香味纯肥糯软糯 <<<



净含量： 500g	贮藏方法： -18°C 以下冷冻	保质期： 12个月	规格： 500g/袋*20袋/箱
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YUZHIBANCHENGPIN
预制半成品



酥肉类

10道核心工艺、72小时低温慢煮、5分钟轻松复热、手工制作，肉质鲜美
精选优质猪肉原料，配以龙大独有的加工工艺，香脆、味醇、肉质十足，肉感十足

YUZHIBANCHENGPIN
预制半成品



丸子类

甄选山东本地产青萝卜，色泽清绿，清香鲜美
独创工艺与配方，内裹青萝卜的清香味，食用时清香爽口，鲜嫩多汁，回味无穷
多种食用方法，蒸煎、炸煎、煲汤均可

萝卜丝肉丸 <<<

甄选萝卜清香鲜美
鲜嫩多汁外焦里嫩



净含量：150g 300g 450g	规格：150g/袋*40袋/箱 300g/袋*20袋/箱 450g/袋*20袋/箱	保质期：12个月	贮藏方法：-18°C以下冷冻
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胡萝卜肉丸 <<<

精选肉源新鲜食材
细嫩紧实风味十足



净含量：300g	规格：300g/袋*20袋/箱	保质期：12个月	贮藏方法：-18°C以下冷冻
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椒香酥肉 甄选食材匠心腌制 椒香浓郁肉感十足 <<<



净含量： 1kg	贮藏方法： -18°C 以下冷冻	保质期： 12个月	规格： 1kg/袋*10袋/箱
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椒麻小酥肉 甄选食材匠心腌制 椒麻酥脆肉感十足 <<<

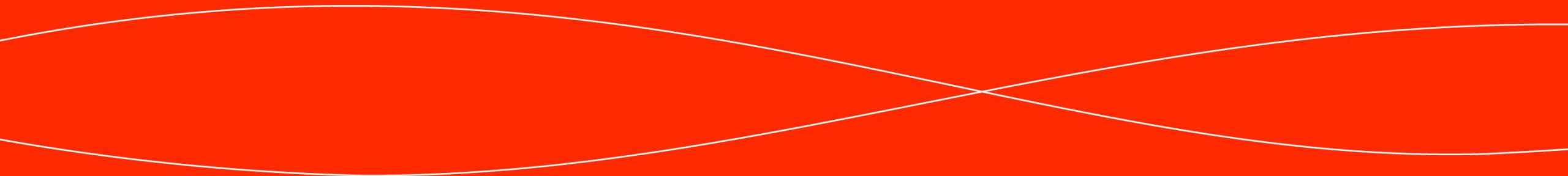


净含量： 1kg	贮藏方法： -18°C 以下冷冻	保质期： 12个月	规格： 1kg/袋*10袋/箱
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Experience Cooking Fun and Become a Chef in seconds - Water Boiled Sichuan Cuisine Series



02 Industry prospects



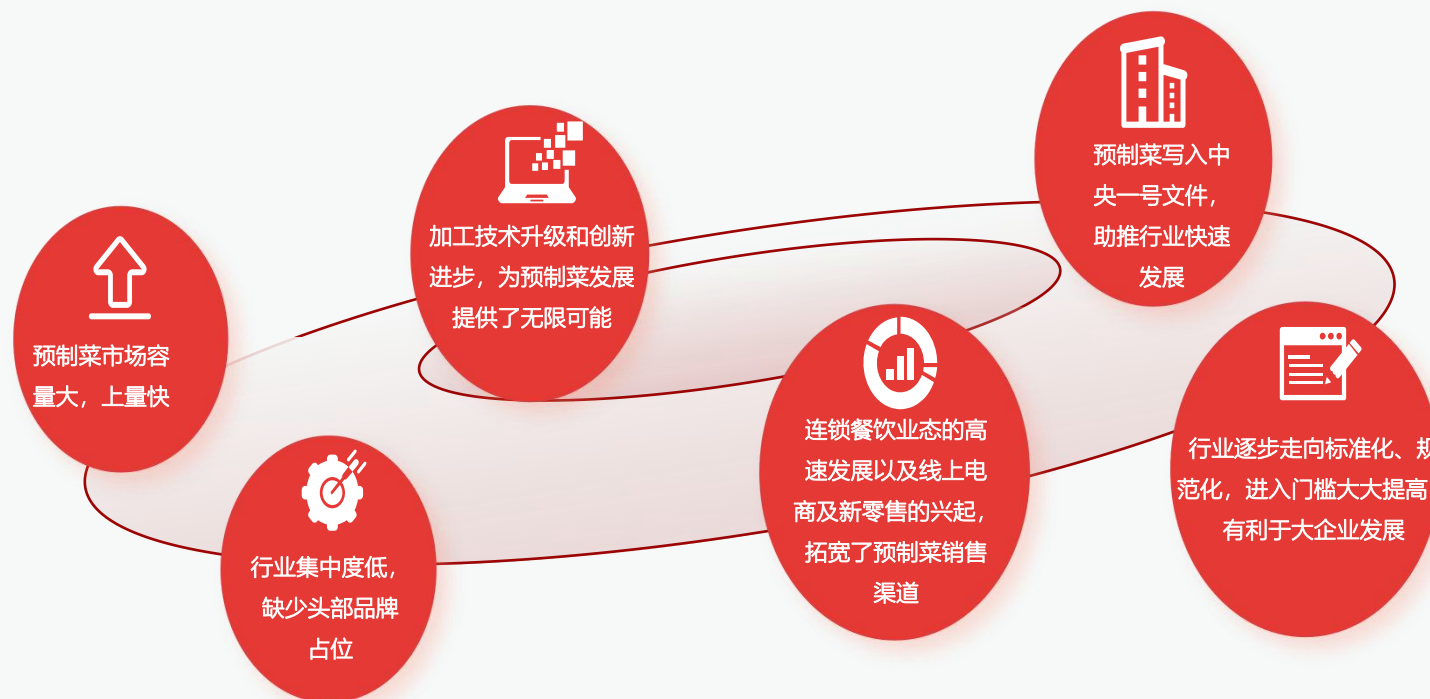
2.1 Industry opportunities

Trillion dollar market turbulence



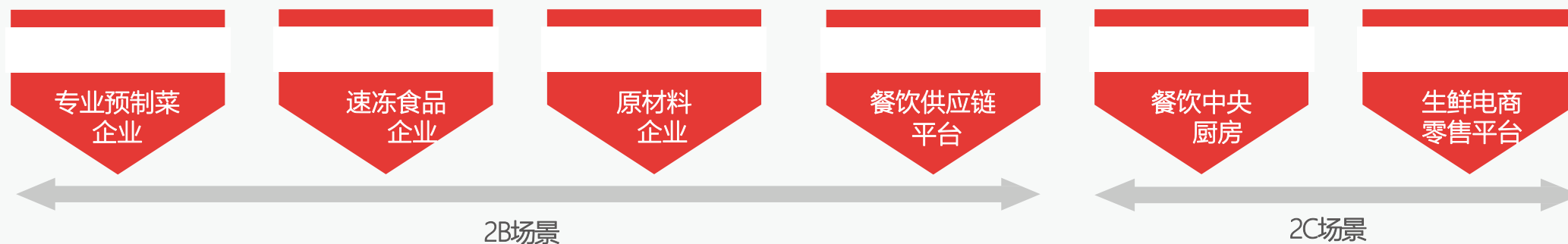
2.1 Industry opportunities

Opportunities, challenges, infinite possibilities



2.2 Current situation

Fierce competition among heroes

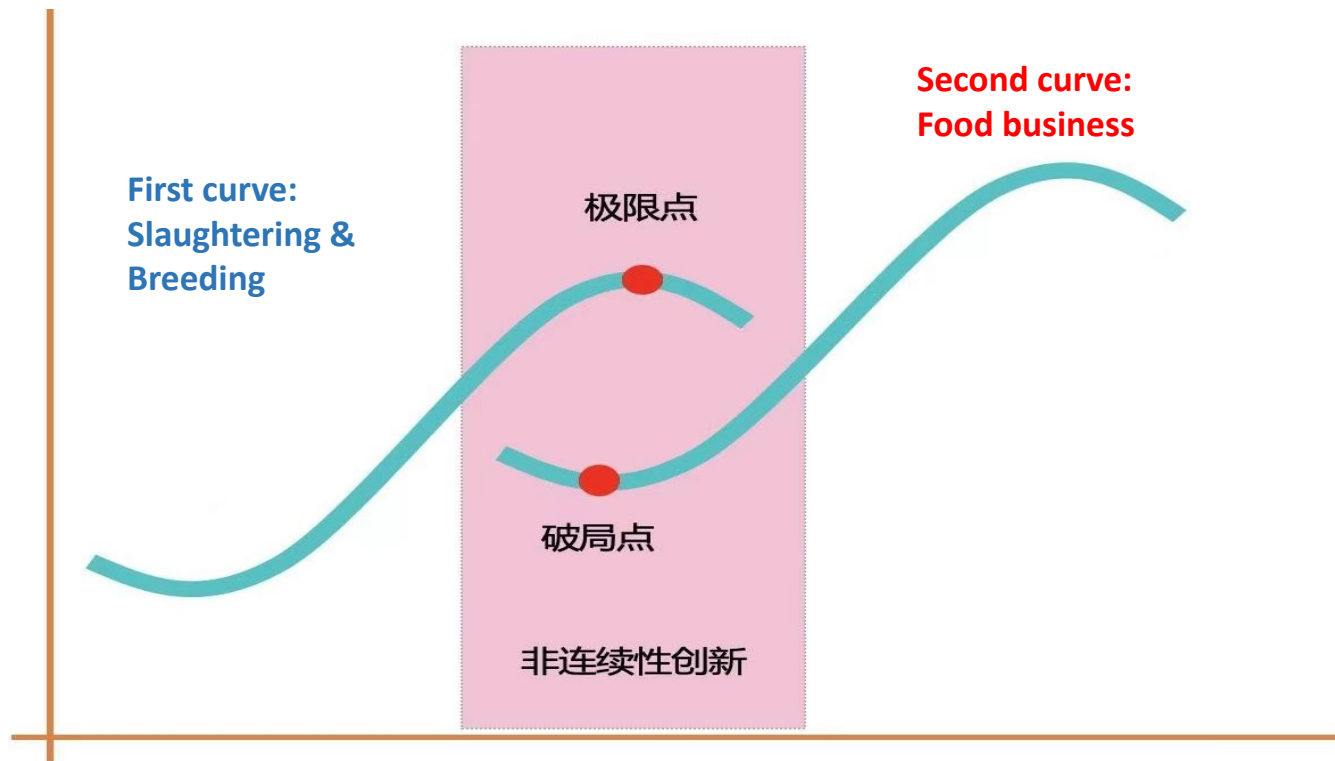


There are many participants in the industry, and in the short term, it will still maintain a dispersed situation. In the long run, core competitive barrier enterprises are expected to tap into their growth potential and form large-scale development, leading the industry.

2.3 The Pain Points of Current Prefabricated Food Enterprises and the Advantages of Longda Meishi

	The Pain Points of Current Prefabricated Food Enterprises	The Advantages of Longda Meishi
Cost	<ul style="list-style-type: none"> ➢The main raw materials for prefabricated dishes are affected by market conditions, and the prices of raw materials fluctuate greatly, which in turn affects product costs and prices. 	<ul style="list-style-type: none"> ✓Advantages of the entire industry chain - efficient coordination of breeding, slaughtering, and import trade, large-scale production, cost reduction, cost control, and creating products with ultimate cost-effectiveness.
R&D	<ul style="list-style-type: none"> ➢Prefabricated vegetable products have high requirements for color, aroma, and taste, as well as high requirements for product restoration, and have a certain technical threshold ➢There are many types and varieties of pre made dishes, covering different cuisines and scenes, and there are significant differences in the demand for regional specialty ingredients. 	<ul style="list-style-type: none"> ✓Research and development advantages - combining "production, learning, and research" to form a "three sword combination" research and development model, establishing leading domestic pre made food research and development centers in Shandong, Shanghai, and Chengdu, driven by big data and renowned chefs, to meet the research and development needs of different flavors and categories of pre made food.
Quality	<ul style="list-style-type: none"> ➢Lack of industry standards, leading categories without top brands, and some companies using inferior products as substitutes to mislead consumers into recognizing pre made dishes. 	<ul style="list-style-type: none"> ✓Quality advantage - With 26 years of excellent quality genes exported to Japan as a guarantee, we have established a complete set of scientific, rigorous, and safe production and processing control processes. Our products are fully traceable and meet international food testing standards in terms of quality.
Channel	<ul style="list-style-type: none"> ➢Prefabricated dishes have a high popularity, and many capital blindly intervene, but lack product understanding and channel awareness, and the actual effect is not obvious. ➢At present, 80% of pre made dishes are mainly produced on the B-end, and consumer education on the C-end is insufficient, resulting in high channel costs and requiring joint efforts from the same industry. 	<ul style="list-style-type: none"> ✓Leading B-end service foundation - Currently, the sales of prefabricated food channels are still mainly focused on the B-end, while the C-end is in the cultivation and growth stage. The company has many years of experience in large-scale B-end services, has established cooperation with thousands of well-known enterprises, has a strong customer service foundation, strong customer stickiness, and is familiar with customer needs.
Delivery	<ul style="list-style-type: none"> ➢Prefabricated dishes have high requirements for cold chain, and although logistics cold chain has been improved, it is not sound. The last 1km of delivery at the C-end has not been completely solved. 	<ul style="list-style-type: none"> ✓National Layout - With the support of the national layout of slaughterhouses, the storage and processing steps of raw materials in the production of prefabricated vegetables can be completed at the slaughterhouses. Each production base is equipped with a complete supply chain system, which can share logistics and channels. In the later stage, the production capacity of prefabricated vegetables can be increased around the slaughterhouses to ensure the full cold chain supply of products.

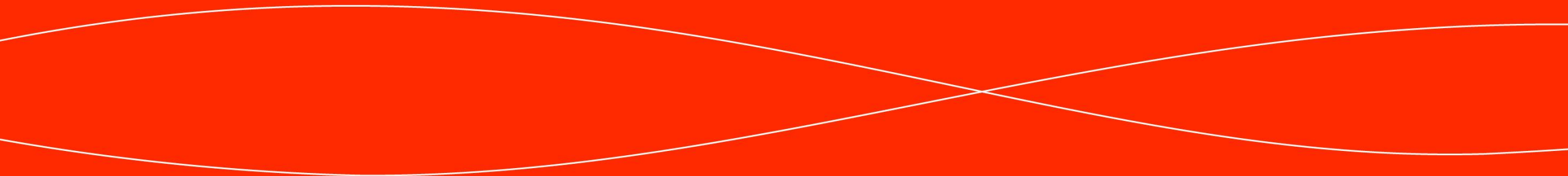
2.4 Why Choose Prefabricated Food



Open up the second growth curve

Based on the "One Body, Two Wings" development strategy, we strive to become the best supplier of Chinese pre made dishes and a leading food enterprise in China in the future.

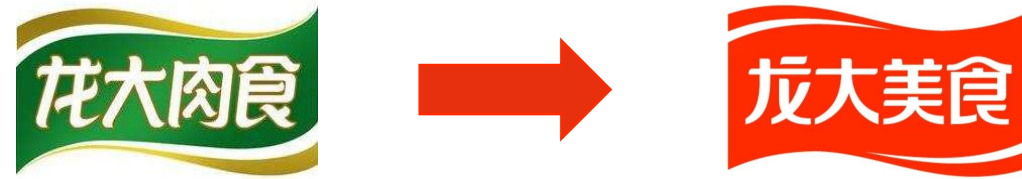
03 How to do it well



3.1 Strategic Upgrade



From "Longda Roushi" to "Longda Meishi", renaming to achieve strategic upgrading



In order to adapt to the development trend of the new era and the requirements of high-quality development in the Chinese consumer market, Longda Food actively promotes strategic upgrading in 2021, clarifying the overall development strategy of "one body, two wings" with food as the main body and breeding and slaughtering as the support. In order to better match the company name with strategic direction and business, the Chinese securities abbreviation of the company has been changed to "Longda Food", and the company's securities code remains unchanged, still "002726". In the future, the company's business focus will be on developing pre made vegetables, and breeding and slaughtering businesses will be the support and support for the growth and strength of the food business.

3.2 How to do it well



✓ National layout

✓ Strict quality control

✓ Cost Control



✓ university-industry cooperation

✓ Targeting channels

✓ Brand Renewal

✓ excellent team



3.3 National layout

◆ Industrial layout



National production capacity layout
Building advantages in supply chain integration

◆ R&D advantages



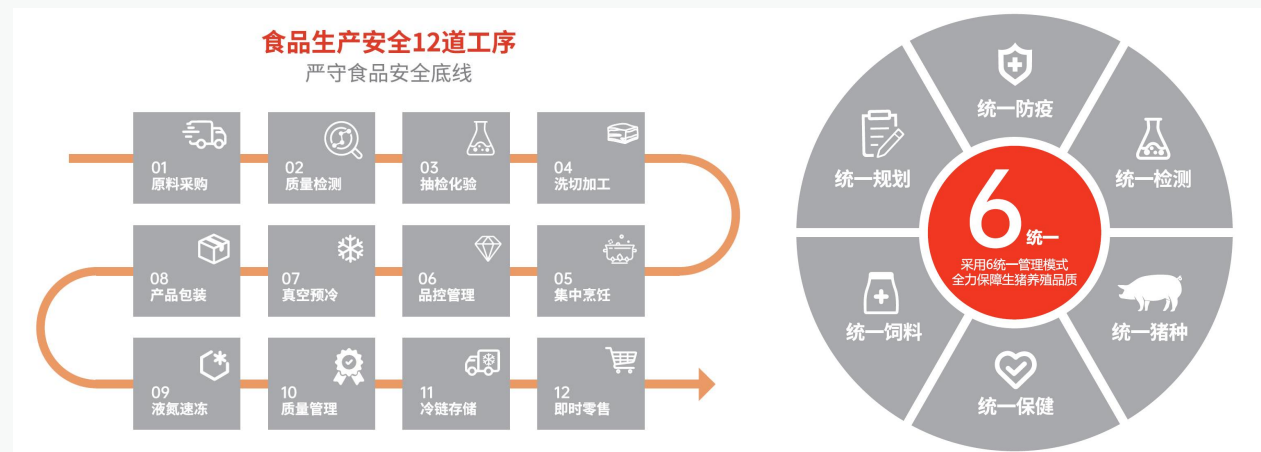
Building a "trinity" research and development system

Significantly improving the conversion efficiency of the food industry

3.4 Strict quality control

Longda Meishi adheres to 12 processes in food production, as well as the "six unifications" principle of unified breeding, unified supply, unified management, unified epidemic prevention, unified recycling, and unified testing, to ensure the safety of each node, create a strict food safety guarantee system, and form a quality management department independent of the business system, which controls the entire process of raw materials, production, and products, achieving batch inspection and strict quality control Full traceability.

[图片]



3.5 Targeting channels

Longda Meishi strengthens the resource advantages of the B-end, while the C-end actively implements its brand strategy. The company continues to leverage its advantages in the big B-end market, consolidating old customers and opening up new ones, serving existing customers well while expanding new ones, and expanding and strengthening its business in the big B-end market. At the same time, we are actively exploring professional sales channels for pre made dishes, and currently have nearly 1200 new pre made dish professional distributors.

五大核心渠道

大客户业务



餐饮渠道



冻品批发市场



线下C端渠道



线上新零售渠道



3.6 Brand Renewal

- 世界肉类组织金牌会员
- 中国肉类协会副会长单位
- 中国制造业500强
- 全国农产品加工100强企业
- 中国肉食品行业最具价值品牌
- 中国肉类食品行业强势企业
- 泛长三角供应链联盟会长单位
- 山东健康肉产业联合会会长单位
- 山东省“现代高效农业产业”民营企业10强
- 泰森食品年度优秀供应商(4年)
- 百胜年度优秀供应商(5年)
- 梅林最佳战略合作伙伴

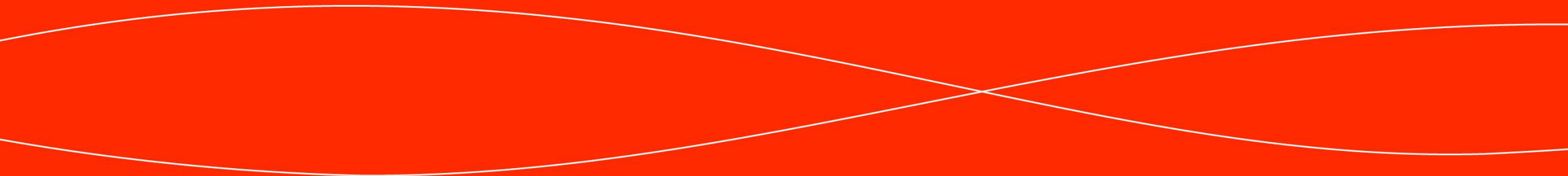
Brand Image Renewal Build Healthy Meat

Brand

The company attaches great importance to brand building and development, and is committed to becoming the "best supplier of Chinese pre made dishes"



04 Current achievements



4.2 Innovation leads the advantage of "freshness" in the production of large intestine products

➤ 鲜原料

自有屠宰供应链，从屠宰到加工车间5公里鲜半径；严格筛选，根根完整新鲜。

➤ 鲜工艺



肥肠清洗“七步曲”

➤ 鲜品质

保持15%以下的标准带油率，领鲜行业品质；速冻锁鲜技术，保留产品软韧新鲜口感。。



4.3 "Production base+processing enterprises+e-commerce sales" drive C-end growth

Longda Meishi has continuously improved its online sales capabilities, expanded its online sales channels, and formed an innovative model of "production base+processing enterprise+e-commerce sales", promoting sustained growth in online channel expansion.

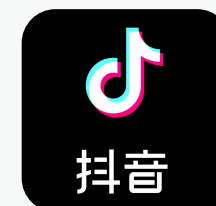
In 2022, the revenue realized on JD, Dingdong, Tiktok, Kwai and other platforms will grow by 110% year on year, of which the sales of JD platform will grow by 425% year on year, the pork category will rank first, and the sales of Dingdong will grow by 33.7% year on year.



+425%



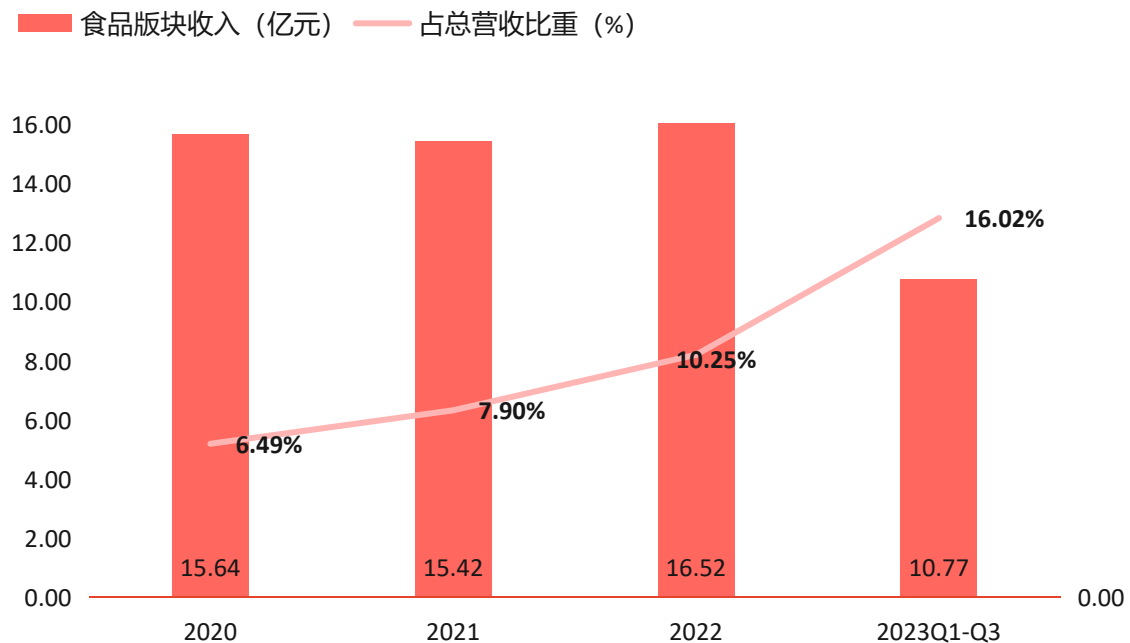
+33.7%



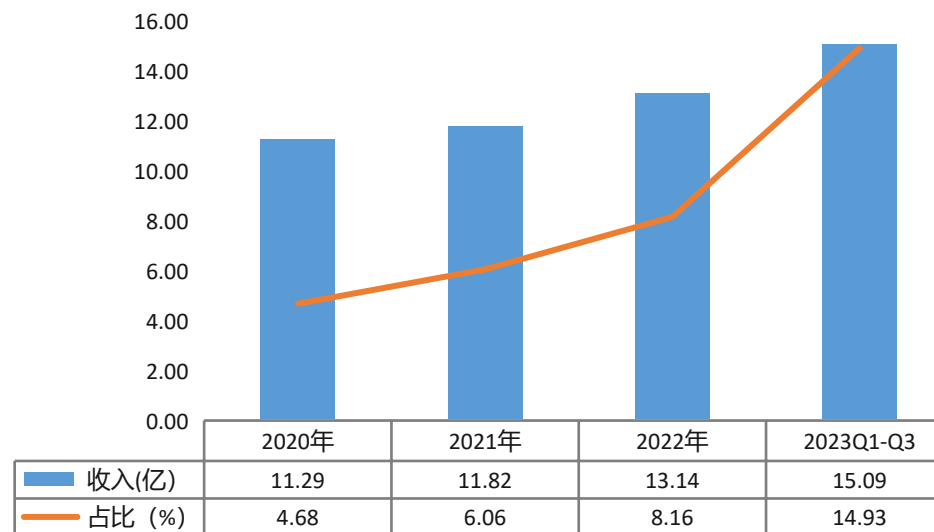
+110%

4.4 The proportion of revenue from the food and pre made dishes sector continues to increase

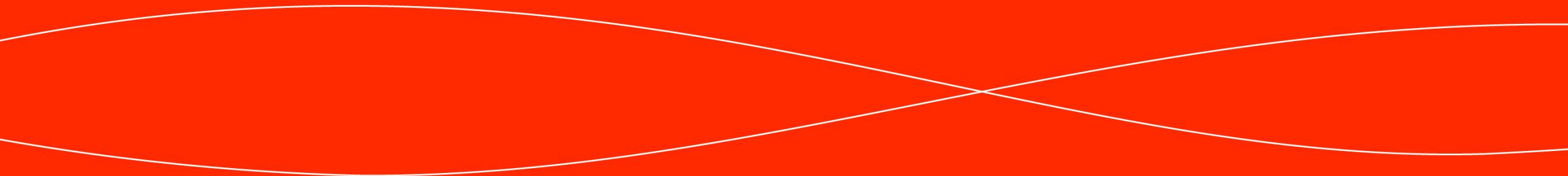
The revenue and proportion of the food sector continue to increase



The revenue and proportion of prefabricate food continue to increase



05 Drive Factors of Future Performance

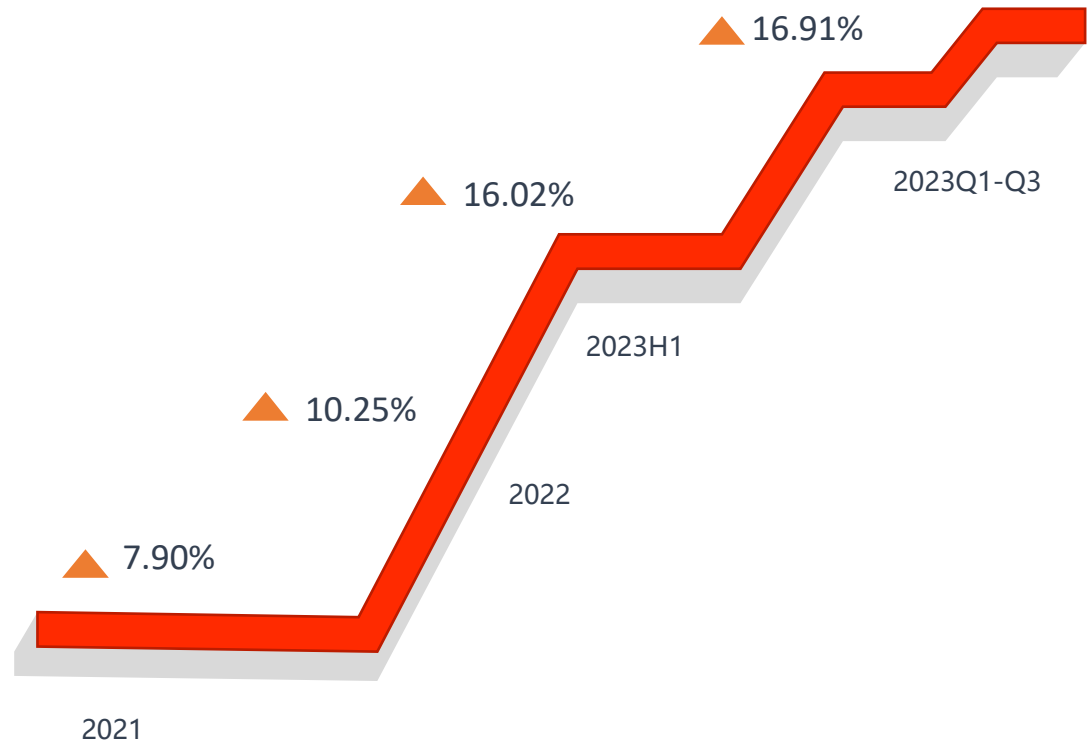


5.1 Short Term: Fast market breakthrough in food sector business

**Strengthen the resource advantage of B-end,
and actively implement brand strategy on C-end**

Make every effort to create targeted development of large items that meet regional characteristics

Expand professional sales channels for pre made dishes and strengthen customized services



5.1 Short Term: Fast market breakthrough in food sector business

大单品策略

聚焦市场容量大，消费者接受度高的产品作为主推，**确立大单品实施路径，打造爆款大单品**。以B端为主，C端为辅，实现全渠道覆盖。突出产业协同，结合原料优势和生产条件，确保产品性价比和竞争力。

产能保障

目前，**食品产能达到15.5万吨/年**，目前在建及待建项目投产后，产能将达到33万吨/年，实现华东、华北、华南、西南、华中等区域食品工厂产能全覆盖，**完成产能全国化布局**。

渠道拓展

渠道策略上，**聚焦核心区域**，以西南、华东为突破点，集中火力打造样板市场，以点带面进行全局突破；**构建流通经销商网络**，加大冻品市场开发，提高中小B餐饮覆盖率；**策略性引爆C端市场**，加大线上直播、电商新零售、社群团购及优质生鲜超市运作，扩大品牌露出。

管理机制

完善顶层架构设计，股份公司层面设立市场创新副总裁，统筹市场、研发、销售、品牌等资源，聚力预制菜推进；**成立预制菜公司**，组建专业团队，聚焦重点区域、重点渠道、重点产品进行推广，快速实现市场突破；**加强激励和考核**，生食、熟食以及预制菜专职团队收入与业绩挂钩，进一步驱动团队的落地推进速度。

Prefabricated dishes create increment and rapidly expand

5.2 Medium and Long Term: Food sector business drives the upgrading of slaughtering and breeding sector

Strengthen the basic advantages of slaughtering sector

As the raw material supply of the food business, the precision processing sector will continue to carry out R&D of new products and new processes to provide more product support for the food sector; At the same time, consolidate the basic advantages of the original slaughtering and processing plate.

Dynamic allocation of production capacity of breeding sector

The development strategy of our company's breeding sector is to strengthen epidemic prevention and health protection, improve efficiency and reduce costs, control the scale and stabilize development. It is positioned to control the cost of raw materials for the food business, meet the product needs of key customers, develop the breeding sector prudently, allocate the breeding capacity according to the needs of key customers; After the food business is increased, the industrial sector will be planned and developed according to the actual product demand of the food business.



THANK YOU