



黄 / 金 / 时 / 代

# THE GOLDEN AGE OF THE RICE

DIG FOR GOLD RICE WINE TO PRY INTO A HUNDRED BILLION MARKET

掘金小米酒 撬动千亿大市场



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*Exported to all over the world,  
Drink rice wine first choose MIPOPO brand*



远销全球  
米酒就喝米波  
YUANXIAOQUANQIUMIJIUJIUHEMIPOPO



# Here is the world's best rice wine factory

这里是全球最牛米酒工厂



## Build the first Chinese rice wine stock

打造中国米酒第一股

- In 2022, the MIPOPO 5G new intelligent industrial park officially put into use  
2022年 米婆婆5G新智能化工业园正式投入使用
- In February 2019, complete the A round and will IPO within five years  
2019年2月 完成A轮 五年内IPO
- In December 2013 listed in Wuhan Equity Trading Trust Center  
2013年12月 在武汉股权交易托管中心挂牌

2004  
YEARS

great health directed  
and focusing on  
grain fermentation

2023  
YEARS

## Deeply plough the rice wine industry for 19 years

深耕米酒行业19年

- Established in September 2004  
2004年9月 成立
- National high-tech enterprise  
国家级高新技术企业
- National key leading enterprises in agricultural industrialization  
国家级农业产业化重点龙头企业

# 5G<sup>+</sup> intelligent manufac- turing industry giant

5G 智造 行业巨擘

5G cloud intelligent AGV | 5G production line intelligent monitoring | 5G machine vision | 5G intelligent office

5G云化智能AGV | 5G产线智能监控 | 5G机器视觉 | 5G智能办公

The world's first rice wine  
5G intelligent factory  
全球首个米酒5G智能化工厂

360 million yuan  
investment  
3.6亿元投资

80000 square  
meters of floor area  
80000平方占地面积

150000 t/a  
capacity  
150000吨年产能



320 tons intelligent rice silo  
PLC program control  
320吨智能米仓 PLC程序控制

5 intelligent production lines with  
an annual capacity of 150,000 tons  
5条智能生产线年产能15万吨

Screening machine and color sorter  
shall strictly control foreign matters  
in raw materials  
筛选机与色选机对原材料异物严格把关

5G real-time intelligent monitoring  
combined with AI big data and cloud  
computing technology  
5G实时智能监控结合AI大数据和云计算技术

Layer by layer with three-level  
screening to ensure the integrity  
of rice grains  
三级层层筛选保证米粒完整

Diversified and intelligent production  
equipment  
多样智能化生产设备



# Leading the world's internationally renowned

领跑全球 国际知名

It has expanded its overseas market for more than fifteen years, and its products are exported to more than 20 countries and regions such as the United States, Canada, the European Union, Australia, New Zealand, and Asia.

拓域海外市场十余载,产品远销美国、加拿大、欧盟、澳大利亚、新西兰、亚洲等20多个国家和地区。



**HACCP system certification、ISO9001 quality management system certification、FSSC22000 food safety system certification**

通过HACCP体系认证、ISO9001质量管理体系认证、FSSC22000食品安全体系认证

**拥有独立 米酒自营出口权**

**Domestic:**  
The company has set up marketing departments in Beijing, Tianjin, Shanghai, Shenzhen, Xi'an, Chengdu, Zhengzhou, Wuhan and other places, and its products are exported to many countries and regions at domestic and abroad. Agents are located in 34 provinces and cities across the country.

**Abroad:**  
It is exported to the United States, Canada, Australia, New Zealand, the Netherlands, Germany, Belgium, Portugal, Spain, Italy, Chile, Mexico, Peru, Malaysia, Singapore, Israel and other countries and regions.

**国内:**  
公司在北京、天津、上海、深圳、西安、成都、郑州、武汉等地设有营销部,产品远销国内外多个国家和地区。代理商遍布全国34个省市。

**国外:**  
远销美国、加拿大、澳大利亚、新西兰、荷兰、德国、比利时、葡萄牙、西班牙、意大利、智利、墨西哥、秘鲁、马来西亚、新加坡、以色列等国家和地区。

# Honor and precipitation brand

荣誉披身 沉淀品牌

**1**个中国驰名商标  
One Chinese well-known trademark

**19**年深耕米酒行业  
Deeply cultivated in the rice wine industry for 19 years

**300**多项知识产权  
For more than 300 intellectual property rights



# Layout of 100 billion level track

布局千亿级赛道

Liquid flavoring  
液态调味

snack  
休闲零食

health drink  
健康饮品

low-alcohol  
fermented wine  
低度发酵酒

The estimated market size of the four tracks is 100 billion+

四大赛道的预估市场规模, 均在1,000亿+



Take grain fermentation as the core

以谷物发酵为核心

# 1000亿+

# 900亿+

# 800亿+

Super single products can not only represent the category and transform into brand value, but also have strong derivative ability, which can help enterprises expand the product lineup, drive the sales of other products, form product clusters, broaden the moat, and resist the challenge of imitators or followers.

超级单品不仅能代表品类, 转化为品牌价值, 还拥有强大的衍生能力, 能帮助企业扩大产品阵容, 带动其他产品销售, 形成产品集群, 拓宽护城河, 抵御模仿者或跟风者的挑战。米婆婆以谷物发酵为核心, 以甜香酒酿为超级单品, 布局四大千亿级赛道, 瞄准市场趋势与需求, 开发新产品, 开拓新品类、新市场, 具有其他品牌所无可比拟的优势。

# Star products

明星单品



Liquid flavoring  
液态调味



snack  
休闲零食



health drink  
健康饮品



low-alcohol  
fermented wine  
低度发酵酒



# Fermented Glutinous Rice

Best seller for 19 years

**100000000 bottles sold in total**  
累计热销100000000瓶

900G | 870G | 500G | 400G | 250G

**Pure and sweet taste**

色正味醇 清甜软糯

pearl glutinous rice select from north latitude 31.92°  
Fermented with traditional honeycomb yeast.  
Natural without any addition, 0% fat, 0% sucrose.  
the taste is sweet and mellow.  
It has a variety of specifications.  
It sells well in more than 20 countries and regions around the world.

甜香酒酿甄选北纬31.92°珍珠糯米和传统蜂窝酒曲酿造。  
天然无任何添加, 0%脂肪, 0%蔗糖。色正味醇, 清甜软糯。  
拥有多种规格。畅销全球20多个国家和地区。



**Liquid flavoring**  
**米婆婆甜香酒酿**  
持续畅销19年 网红本红



# Zhishi Rice Drink

Capture the younger generation with beauty and taste

**Low-degree Fermented Wine**  
**知食花果米露**  
用颜值和味道 虏获年轻一代

**0.5% vol knows more about Ta's wine**  
0.5%vol 更懂Ta的小酒

White peach flavor | litchi flavor | osmanthus flavor | original flavor  
白桃味 | 荔枝味 | 桂花味 | 原味  
360ml/708ml >0.5%vol

**Flower and fruit into wine interactive bottle**  
花果入酒 互动瓶身

Early C late A" is becoming the norm of contemporary young people, With the rise of "her economy", female consumers in the alcohol market. The number of people is gradually increasing, and the low-alcohol race track is widening. The market size is growing. Zhishi Rice Drink, a kind of flower and fruit rice drink specially made for young lady, With rice wine as the base wine, mixed with flower and fruit juice, taste sweet and smooth, little drink not drunk, the unique interactive bottle design, Be loved by young lady.

早C晚A"正成为当代年轻人的常态, 随着“她经济”的崛起, 酒类市场女性消费者人数逐渐增加, 低度酒赛道正不断拓宽, 市场规模正不断增长。  
知食米露, 为年轻女性专门打造的一款花果米露, 以米酒为基酒, 融入花果汁, 香甜柔滑, 小喝不醉, 独特的互动瓶设计, 受到年轻女性的喜爱。



原浆发酵 真酿造不勾兑 不添加色素 无防腐剂 可撕互动瓶 更有趣

**Real fermentation of raw milk, no blending, no pigment, no preservatives, tearable interactive bottle, more interesting**

精选北纬31.92°湿地珍珠糯米

**Pearl glutinous rice select from north latitude 31.92°**





# Fermented Sauce Osmanthus Flavor

A sauce brewing characteristic flower  
jam with osmanthus

**The real cassia has a good flavor**

真丹桂做酱 真材实料风味佳

Osmanthus Flavor 410G/bottle  
丹桂味 410G /瓶

**The taste is strong enough to match different drink**

味浓量足 随心百搭

Select honey refined cinnamon, and each bottle of cinnamon contains about 70g. Add the whole osmanthus, the flavor is fragrant and the appetite is full. It can be directly used for food and mixing. You can mix a cup of good drink with the sauce at ease. Simple and easy to use, quick to drink. The fragrance of rice grains is full, and the fragrance of osmanthus is pure and taste last long. Fresh and clear sweet, even if you drink it empty. The taste is soft and sweet, lingering on the tongue for a long time.

甄选蜜炼丹桂，每瓶丹桂含量约为70g，加入整朵桂花，气息幽香浓郁，食欲满满。可直接涂抹食用、冲调，一勺顶三勺。随意搭配任意饮料，就能调一杯佳酿，简单好上手，出杯快，自带厨神光芒属性。米粒清香饱满，桂花清香纯正悠长，新鲜清澈的甜，就算空口喝也不觉得腻。口感柔滑，回甘久久萦绕舌尖。

liquid flavouring  
丹桂米酿酱

一款融入丹桂的酒酿特色  
花果酱



浓稠饱满味香浓 品质上乘更可口 吃法多样超百搭

Sweet taste and high quality with variety of eating methods

# YIZHENGZHI oriental grain fermented rice drink

liquid flavouring  
壹整支东方谷物  
发酵米酿

滋补加微醺 喝好睡更好

Nourishing and slightly drunk,  
better sleep

**Whole ginseng brewing pure oriental tonic**

整参酿酒 纯正东方滋补

300ml/bottle > 0.5%vol

300ml/瓶 酒精度 > 0.5%vol

**Ginseng wine is sweet, nourishing and healthy**

参浓酒甜 滋补养生

Different from the traditional folk formula of ginseng+Baijiu, ginseng+tea brands that are common in the market and have low nutritional value, A whole branch of original ginseng+rice drink new products, For health care customers who are not good at drinking and prefer low alcohol, It has created a pure oriental tonic and low-grade health drink, On the basis of separating out more ginseng nutrition and retaining the pleasant feeling of alcohol, It is better and easier to drink without astringent and dizzy.

区别于民间传统的、高度数的人参+白酒配方，和市场常见的、营养价值不高的人参+茶饮品牌，壹整支独创人参+米酿新品类，为不善饮酒、偏好低度酒的养生客群，打造了一款纯正东方滋补、低度健康养生的饮品，在析出更多人参营养、保留酒精愉悦感的基础上，不涩口、不上头，更好喝、更易饮。



96小时古法发酵米酒汁 一整支人参恒温炖煮 0%蔗糖0%脂肪 配方极简更健康

96-hour fermented rice wine juice, a whole ginseng stewed at constant temperature, 0% sucrose, 0% fat formula, the ingredient is simple and healthy.



# ZHENXIAN nature glutinous rice cooking wine Liquid flavoring

A type of cooking wine with special blue bottle and 0 food additives.

臻鲜本味糯米料酒  
一款“敢素颜”的料酒 0添加才更鲜

## "Clean" cooking wine

真正意义上“干净”的料酒

500ml/瓶 12%vol  
500ml/bottle 12%vol

0% monosodium glutamate

0% 味精

0% spices

0% 香辛料

0% pigment

0% 色素

0% preservative

0% 防腐剂

0% edible alcohol

0% 食用酒精



Looking at the domestic cooking wine industry, additives are popular. It also contains more market opportunities. Young consumers are more concerned about the cleanliness of the ingredient list.

放眼国内料酒界，添加剂大行其道，也蕴藏着更多的市场机遇，年轻消费者更在意配料表的干净与否。

Zhenxian nature cooking wine is a real "pure" cooking wine. Not only does it not add monosodium glutamate, pigments, preservatives and edible alcohol, there are no spices, so we don't grab the fresh ingredients. It is more in line with the consumption trend of the new generation.

臻鲜本味料酒是一款真正意义上“纯”的料酒，不仅不添加味精、色素、防腐剂、食用酒精这些，连香辛料也没有，因此不抢食材本鲜，更符合新一代的消费倾向。



# Shake flavor rice drink

New hot snacks hit workers

snack

摇摇风味米酿

新晋热门零食 击中打工人

## Small and portable with four flavors

小巧便携 四种口味随便选

nature flavor | passionfruit flavor | white peach flavor | snow pear flavor

原味 | 百香果味 | 白桃味 | 雪梨味

12袋/桶 4种口味

12 bags/barrel 4 flavors

0% fat

0% 脂肪

0% sucrose

0% 蔗糖

A new generation of consumers are eager to pursue 0 sugar, 0 fat and 0 calorie. They like snacks and prefer healthy snacks. Pay attention to the taste, beauty, calories, health and other factors of snacks. MIPOPO shake rice drink, 0 fat 0 sucrose, small and portable. Four popular flavors, easy to eat. Go outing and enjoy delicious rice drink anytime and anywhere.

新一代消费者，热衷于追求0糖0脂0卡。他们喜欢零食，更喜欢健康的零食，在意零食的味道、颜值、热量、健康等因素。米婆婆摇摇风味米酿，0脂肪0蔗糖，小巧便携，四种流行口味，通勤路上，宅家追剧，外出郊游，随时随地享受美味。



多种口味随便选 上班出行好伴侣 办公室茶歇新选择

Choose a variety of tastes to go to work, travel, and have a new choice of office tea break



# Strong brand promotion

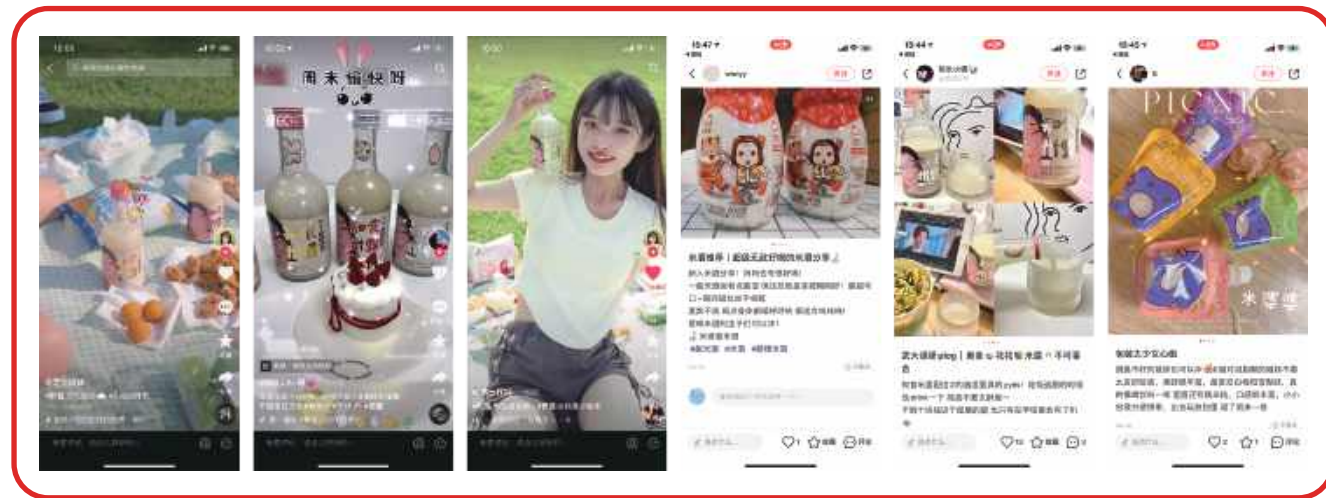
强势品牌宣传

## Give publicity throughout the network

全网内容种草

The products of MIPOPO family have strong interactivity and topicality on the whole network, with the content planting as the core. The product brand is frequently exposed on platforms such as Tiktok, Xiaohongshu, Quick hand, Weibo, Zhihu, and is loved and concerned by young consumers.

米婆婆家的产品在全网具备较强的互动性和话题性，以内容种草为核心，产品品牌在抖音小红书快手微博知乎等平台频繁大量露出，受到年轻消费者的喜爱和关注。



## Make friends with big stars

和大咖交朋友

李佳琦、林依轮、罗永浩、蜜蜂惊喜社、马可、薛之谦、小贝饿了、胡可、汪涵、叶一茜、马可、烈儿宝贝、陈洁KK等諸多头部腰部达人直播背书



# Offline channel development

Its products cover more than 50000 offline retail stores across the country, attracting attention in Hema, Wal Mart, Ole', Wumart and other channels.

线下渠道开拓：旗下产品覆盖全国50000+线下零售门店，在盒马、沃尔玛、Ole'、物美等渠道备受瞩目



## Some partners

部分合作伙伴





# Enabling industry Giant supply chain

赋能行业 巨头供应链

Relying on mature rice wine production experience, MIPOPO has established a first-class, mature and stable supply chain system in the industry.

The self-owned brand "MIPOPO" series of rice wine sells well all over the world. At the same time, it supplies raw materials for many well-known fast consumer brands in China and provides OEM services for low-alcohol liquor brands.

米婆婆依托成熟的米酒生产经验，建立了行业一流、成熟稳定的供应链体系。  
自有品牌“米婆婆”系列米酒畅销全球，同时为国内诸多知名快消品牌供应原料，为低度酒品牌提供代工服务。



## OEM full-process solution

### Process, standardization and customization

OEM全流程解决方案 流程化、标准化、定制化

#### Meet the demand of brand customization production

Market data project initiation, R&D, customized product demand, optimization of production line Food grade quality management, higher stability

##### 满足品牌定制生产需求

市场数据立项研发、定制产品需求、优化产线、食品级质量管理，更高的稳定性，食品级质量管理，更高的稳定性

#### Long-term product iteration

Dedicated personnel operate and provide services to jointly analyze the market. Replay data and iteration are to help the brand. Constantly optimize better products

##### 长期产品迭代

专人运营并提供服务，共同分析市场，复盘数据，迭代是为了帮助品牌，不断优化更出色的产品

#### More standard customization process

Market research suggestions, product configuration, product proofing, sample public testing Full-process service to create more suitable branded products

##### 更标准的定制流程

市场调研建议、产品配置、产品打样、小样众测、全流程服务打造更合适的品牌方的产品

#### Faster and more accurate all-round service

Analysis of industry, product segment and sales channel construction. Customer demand analysis and consumption scenario analysis

##### 更快更准的全方位服务

行业、产品细分市场、销售渠道建设分析、客群需求分析、消费场景分析

# Raw material supply and OEM Brand case

原料供应与代工品牌案例



钟薛高米酒玫瑰雪糕



肯德基仙酿梨花白



星巴克桃花如意拿铁



鲜活果汁酒酿果冻



仲景牛肉酱



星巴克桃花酿



肯德基紫米蛋挞



味全桂花酒酿风味酸奶



RIO 桃花酿



布鲁大师预调鸡尾酒



恭候多时清米酒



花田巷子清米酒





Certificate such as: HACCP / ISO9001 / FSSC22000



Food Safety System  
Certification FSSC22000  
v5.1, Food Manufacturing

在一起  
创未来  
get together to  
create the future