

加多寶

加多宝集团简介 JDB Group

团结 | 务实 | 创新 | 承担 | 进取

Unity | Pragmatism | Innovation | Commitment | Progress



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第一部分
Part I

走进加多宝
About JDB



加多宝集团创立于1995年，是一家集原材料种植、饮料和矿泉水生产及销售于一体的大型企业，旗下产品包括罐装、瓶装、盒装“加多宝”凉茶和“昆仑山”雪山矿泉水。

加多宝凉茶依据传统配方，采用金银花等三花三草一叶本草植物材料配制，秉承传统蒸煮工艺，经由现代科技提取本草精华、调配而成。

1996年，加多宝首创并推出了第一罐红罐凉茶。1998年，在广东省东莞市长安镇建立首个生产基地，其后为满足全国及海外市场发展的需要，又相继在全国重点省市建立了10余个自有生产基地。2012年，加多宝凉茶正式启用“加多宝”品牌。2015年推出金罐凉茶。2018年，启动二次创业战略。

集团成立20多年来，成功打造了“加多宝”、“昆仑山”两个中国知名饮料品牌，加多宝是中国凉茶品类的开创者；昆仑山是中国高端矿泉水品类的开创者。

一直以来，加多宝始终以满腔热忱，为中国打造世界级饮料品牌，弘扬中华传统养生文化，开拓创新、勇往直前，为实现加多宝“中国梦”不懈努力！

Founded in 1995, JDB Group is an enterprise comprising of planting of herb ingredients, manufacturing and sales of herbal tea and bottling and sales of snow mountain mineral water. Its products range from "JOB加多宝"herbal tea (in cans, PETs and Tetra-pak) and "Kunlun Mountains昆仑山" snow mountain mineral water.

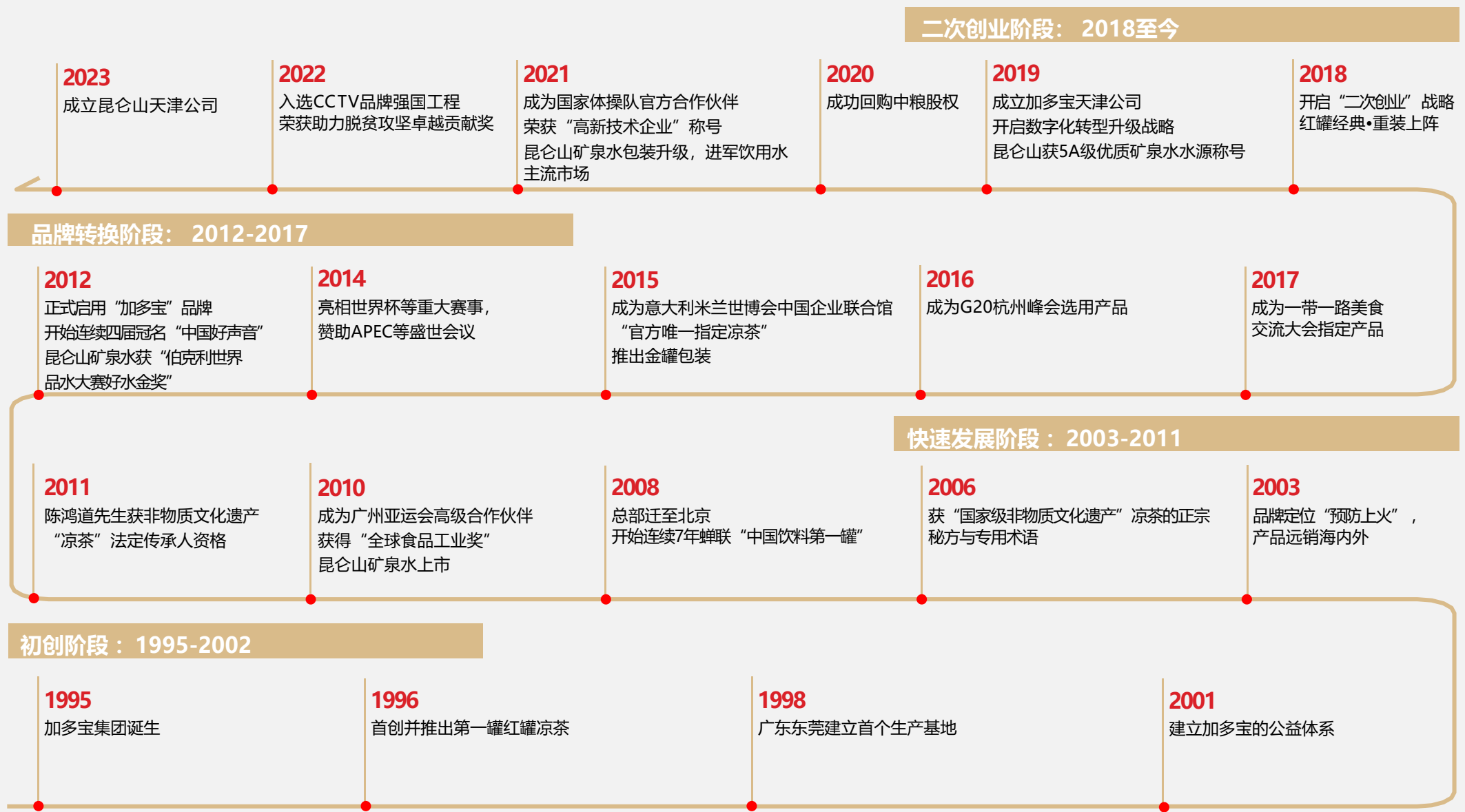
JDB herbal tea is brewed according to traditional recipe, using "three flowers, three grasses and one leaf" (all herbal ingredients) such as honeysuckle, and adhering to prescribed brewing process and extracting and blending the herbal essence by modern technology.

In 1996, JDB pioneered and launched the first "red canned" herbal tea in China. In 1998, JDB's first production plant was built in ChangAn, DongGuan, GuangDong Province, China. To meet the rising demand of domestic and overseas markets, JDB built more than 10 production plants in key cities across China successively throughout the years.

In 2012, the brand of "JDB加多宝"was officially launched.

Since its establishment more than 28 years ago, JDB Group has successfully created two well-known beverage brands in China, ie. "JDB加多宝"and "Kunlun Mountains昆仑山".

For all these years, JDB Group has been working relentlessly to make "JDB加多宝" a world-class beverage brand for China, to promote traditional Chinese health-preservation and benevolence culture, to innovate and ultimately to realise "Chinese Dream ".



Group Overview

2nd Start-Up Stage: 2018-now

2023

Started Kunlun Mountain Tianjin Branch Company

2022

Selected into the CCTV brand power project
Won the Outstanding Contribution Award for Helping Poverty Alleviation

2021

Become an official partner of Chinese Gymnastics Team
Won the title of "High-tech Enterprise"
Kunlun Mountain Mineral Water Packaging Upgraded, Entering the Mainstream Market of Drinking Water

2020

Successfully repurchased COFCO shares

2019

Established JDB Tianjin Company
Start the digital transformation and upgrading strategy
Kunlun Mountain won the title of 5A high-quality mineral water source

2018

Start the "Second Entrepreneurship" Strategy
Red Can Classic • Reloaded

Brand Transition Stage: 2012-2017

2012

Officially launched the "JDB" brand
Sponsoring "The Voice of China" for four consecutive years
Kunlun Mountain Mineral Water won the "Berkeley World Good Water Gold Award in Water Tasting Contest"

2014

Appearing in major events such as the World Cup,
Sponsor APEC and other grand conferences

2015

Became the Joint Pavilion of Chinese Enterprises at Expo Milano, Italy
"The only officially designated herbal tea"
Launched Gold Can Packaging

2016

Became the selected product of G20 Hangzhou Summit

2017

Become the designated product of the Belt and Road Food Exchange Conference

Boosting Stage : 2003-2011

2011

Hunto CHAN received non-material achievements
"Herbal tea" inheritor qualification

2010

Become a senior partner of the Guangzhou Asian Games
Won the "Global Food Industry Award"
Kulun Mountain mineral water listed

2008

Moved headquarters to Beijing
Started to win the "No. 1 Can of Chinese Beverage" for 7 consecutive years

2006

Authentic secret recipe and terminology of herbal tea awarded "National Intangible Cultural Heritage"

2003

Brand targeting at "reduce heatiness", JDB products are sold at home and abroad

Start-up stage : 1995-2002

1995

JDB Group was established

1996

Initiated and launched the first "red canned" herbal tea in China

1998

Established the first production base in Dongguan, Guangdong

2001

Establish JDB's public welfare system

使命 Mission:

打造世界级饮料品牌，弘扬中华传统养生文化。

Create a world-class beverage brand and promote traditional Chinese health culture

愿景 Vision:

拥有行业领先的优秀团队，
创造高效共赢的经营价值，
成为受尊重的世界知名的饮料企业。

With an industry-leading team,
Create efficient and win-win business value,
Become a world-renowned beverage company

核心价值观 Core Value:

团结、务实、创新、承担、进取。

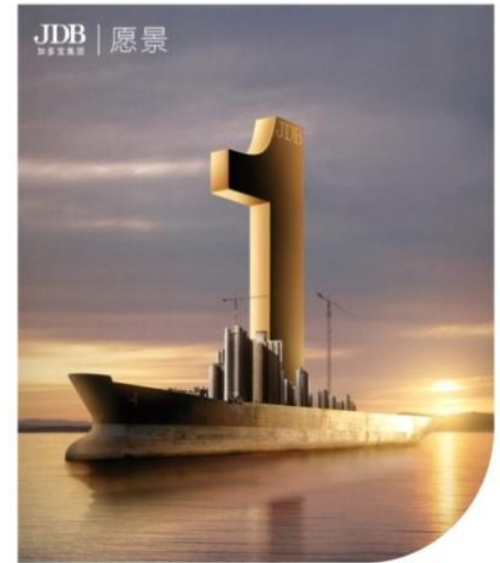
Unity, Pragmatism, Innovation, Commitment, Progress.



使命

MISSION

打造世界级饮料品牌
弘扬中华传统养生文化

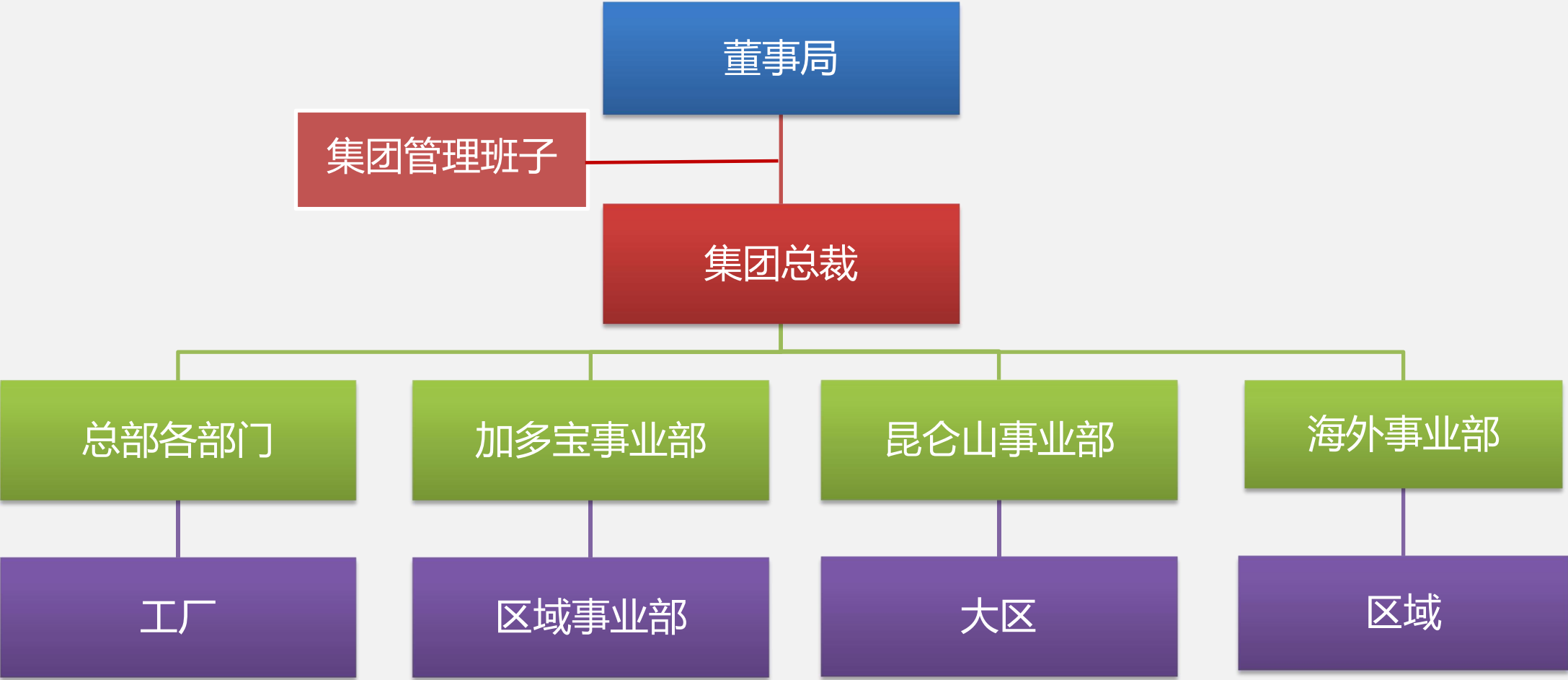


愿景

CORPORATION VISION

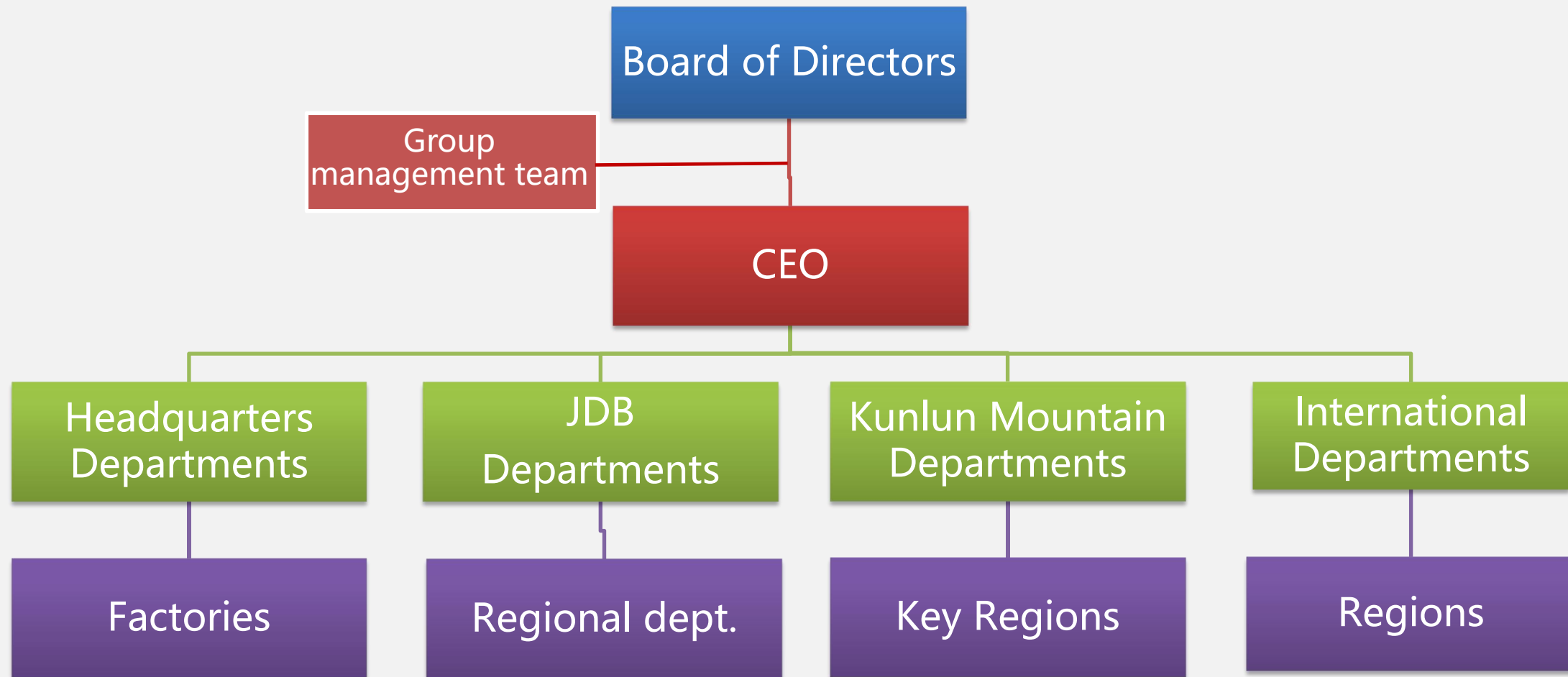
拥有行业领先的优秀团队
创造高效共赢的经营价值
成为受尊重的世界知名的饮料企业

集团管理架构



Organization Chart

Group Management Structure



第二部分
PART II

产业布局

Production Profile





加多宝（中国）饮料有限公司
JDB (CHINA) BEVERAGE CO.,LTD



清远加多宝草本植物科技有限公司
Qingyuan JDB Herb Technology Co., Ltd.



广东加多宝饮料食品有限公司
Guangdong JDB Beverage Food



浙江加多宝饮料有限公司
Zhejiang Jiaduobao Beverage Co., Ltd.



福建加多宝饮料有限公司
Fujian JDB Beverage Co.,Ltd



武汉加多宝饮料有限公司
Wuhan JDB Beverage Co.,Ltd



杭州加多宝饮料有限公司
Hangzhou JDB Beverage Co.,Ltd



清远加多宝饮料有限公司
Qingyuan JDB Beverage Co.,Ltd



四川加多宝饮料有限公司
Sichuan JDB Beverage Co.,Ltd



仙桃加多宝饮料有限公司
Xiantao JDB Beverage Co.,Ltd



杭州冠亚饮料有限公司
Hangzhou Guanya Beverage Co.,Ltd



昆仑山矿泉水有限公司
KunLun Mountains Mineral Water Co., Ltd.



- 加多宝产品遍布全国，远销海内外70多个国家和地区
JDB products are sold in over 70 countries and regions
- 累计销售额超2000亿
JDB has reached cumulative sales of RMB200 billions

第三部分
PART III

产品介绍

Product Information



加多宝凉茶 JDB Herbal Tea

传承王泽邦创于清朝道光年间的凉茶配方
Inheriting the herbal tea formula created
by Wang Zebang during the Daoguang
period of the Qing Dynasty

民族品牌



世界共享

凉茶起源： 源于上古 成于东晋 兴于道光 盛于当代

凉茶文化： 凉茶是岭南人民在长期疾病预防与保健过程中，以中医养生理论为指导，食用总结出的一种具有预防上火、祛湿、清热解毒等作用的饮料，体现了传统中医药“上医治未病”的理论精髓，在强身健体、抗击疫病等方面具有重要作用。



Origin of herbal tea

The origin of herbal tea:: originated in ancient times, formed in the Eastern Jin Dynasty, flourished in Daoguang, flourished in the present

Herbal tea culture:: Herbal tea is a drink that has the functions of reducing heatiness, removing dampness and detoxification. It is popularized by the people of Lingnan region for sustainable disease prevention and health care. It is a guidance of traditional Chinese medicine health preservation and it embodies the essence of "seeing doctor to prevent disease" which plays an important role in improving health and fighting epidemics.





现代科学研究表明：加多宝凉茶所使用的原料含有植物黄酮等天然成分，能预防上火，有益身体健康。
Modern scientific research shows that raw materials used in JDB herbal tea contain natural ingredients such as plant flavonoids, which can reduce inner heat and benefit our health.

加多宝凉茶因其原料预防上火作用和天然健康的特点越来越得到消费者青睐。
 JDB herbal tea has become more and more popular among consumers because of its functions of heatiness reducing and strengthening natural health.



加多宝凉茶，**独家传承**王泽邦创于清朝道光年间已逾百年历史，被认定为**首批国家级非物质文化遗产**的凉茶秘方，优选本草植物原料，秉承传统水提工艺，通过现代科技创新，开创**“集中提取、分散灌装”**生产模式，实现了凉茶工业现代化突破，充分保证了加多宝凉茶生产的标准化和产品品质的一致性。



JDB herbal tea, **exclusive inheritance** of Wang Zebang, was created by him during the Daoguang period of the Qing Dynasty for more than a hundred years. It has been recognized as the first batch of **national intangible cultural heritage** herbal tea recipes. The production mode of "**centralized extraction and decentralized filling**" has achieved a breakthrough in the modernization of the herbal tea industry and fully guaranteed the standardization of Jiaduobao herbal tea production and the consistency of product quality.

种植基地

加多宝集团率先在全国多个省份建立了本草原料种植基地，采用“**公司+基地+农户**”合作种植和定向采购的模式，参照“**三花三草一叶**”的地道性及种植传统与生长特性，根据GAP（良好农业规范）的要求在本草原料主产区选择土壤、水质、环境、大气等均符合要求的地区，并严格按照GAP的要求进行规范化种植和管理，配备专业人员进行全过程质量监督管理。



Planting Farm

JDB Group took the lead in establishing herbal raw material planting bases in many provinces across China. We adopt "**company + base + farmer**" cooperative planting and directional procurement model, referring to authenticity of "**three flowers, three herbs and one leaf**" and planting tradition and growth Characteristics. According to requirements of GAP (Good Agricultural Practice), select areas that meet its requirements of soil, water quality, environment, atmosphere, etc. We carry out standardized planting and management in strict accordance with requirements of GAP, and equip professionals to carry out the whole process Quality supervision and management.



品牌定位：预防上火的饮料

加多宝由“三花三草一叶” 本草植物材料精制而成，所选原料具有预防上火的功能。

品牌slogan：怕上火 喝加多宝

通过“怕上火” 聚焦饮食上火、熬夜上火、情绪上火、季节上火、户外上火等五大生活上火类场景，强化品牌定位与大众消费者生活的关联性。

品牌愿景：将“加多宝” 打造成“凉茶” 代名词

加多宝作为凉茶品类开创者和凉茶行业领导品牌，旨在将凉茶这一蕴含中国传统文化的饮料品类推向全世界。



Brand Positioning

Brand Positioning: **Reducing heatiness**

JDB is refined from "three flowers, three herbs and one leaf" herbal plant materials. Our raw materials have function of reducing inner heatiness.

Brand slogan: **Drinking JDB if you wanna get rid of your inner heatiness**

Through "getting rid of inner heatiness", focus on five life-related scenarios of reducing heatiness from eating, staying up late, emotion & season changing, and prolonged-staying outdoors. It strengthen correlation between brand positioning and lives of mass consumers.

Brand vision: **"JDB" synonymous with "herbal tea"**

As TOP brand in herbal tea industry, JDB aims to promote herbal tea, a beverage category that contains traditional Chinese culture, across the world.



**凉茶是中华传统养生文化的瑰宝，是
唯一能代表中国民族品牌走向世界的饮品，
具有巨大发展潜力和前景！**

Herbal tea is a treasure of traditional Chinese health-preserving culture. It is the only Chinese drink that can represent national brand to be sold worldwide, with great development potential and prospects.

昆仑山矿泉水

Kunlun Mountains Mineral Water

来自海拔6000米昆仑雪山

From Kunlun Snow Mountains at an altitude of 6000 meters

坚守唯一水源地，坚持原产地灌装

Adhere to the only water source and insist on filling in the place of origin



Looking for water sources over 10 years

为了让更多中国人喝上品质卓越的好水，从1997年开始，加多宝人历经十年艰苦探寻，走遍大江南北数百处水源地，最终在有 **“万山之祖” “三江之源” “中华水塔”** 之称的昆仑山发现了水质卓越的稀有矿泉。水源地位于海拔6000米**昆仑山玉珠峰**，地处北纬36°-46°**世界黄金水源带**。

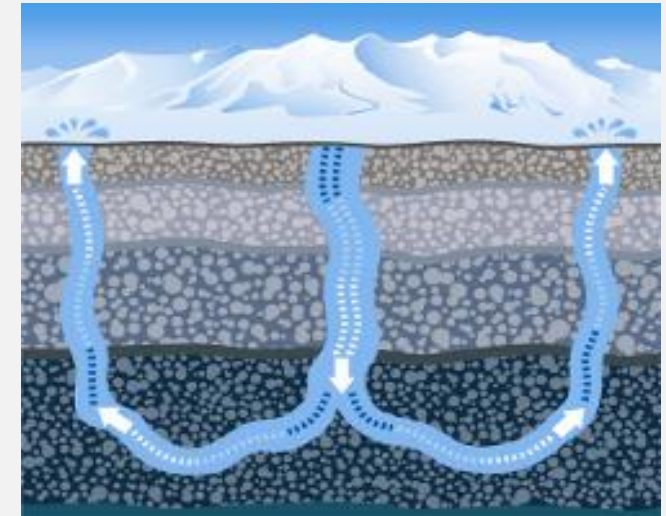
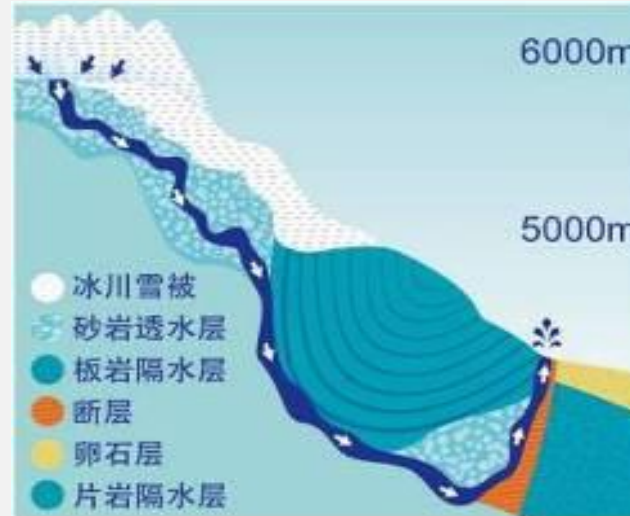
For more Chinese can drink high-quality water, JDB have explored hundreds of water sources across China since 1997. Rare mineral springs with excellent water quality have been discovered in Kunlun Mountains, known as the **“Motherland of all mountains” , “Source of three rivers” and “China Water Tower”**. The water source is located at 6,000 meters above sea level on Mount Yuzhu in Kunlun Mountains, in the world's golden water source zone at 36°-46° North Latitude



十年寻水，圆梦昆仑

Realizing dream at Kunlun Mountain by 10 years of water searching

独一无二的水源地 Unique water origin



昆仑山矿泉水唯一水源地终年冰雪覆盖，冰川积雪慢慢融化，渗入岩层，经过50年以上的天然矿化过滤，形成珍贵的昆仑山雪山矿泉水。

2011年4月，水源地荣获“黄金水源地”荣誉称号，这是国内首个获得该称号的水源地。同时，也被评为**“中国优质矿泉水源”**、**“5A水源地”**。

The only water source of Kunlun Mountain mineral water is covered with ice and snow all year round. The glacial snow slowly melts and seeps into the rock formations. After more than 50 years of natural mineralization and filtration, the precious Kunlun Mountain Kunlun Mountain Mineral Water is formed.

In April 2011, the water source was awarded the honorary title of "Golden Water Source", which is the first water source in China to receive this title. At the same time, it has also been rated as "China's high-quality mineral water source" and "5A water source".

四大黄金品质塑造昆仑山矿泉水珍贵内涵 成就“一级”“世界好水”

净

海拔6000米
终年冰雪覆盖
水质天然纯净
——天然净化

矿

历经50年以上天然矿化过滤
矿物质元素多样均衡
——天然矿化

小

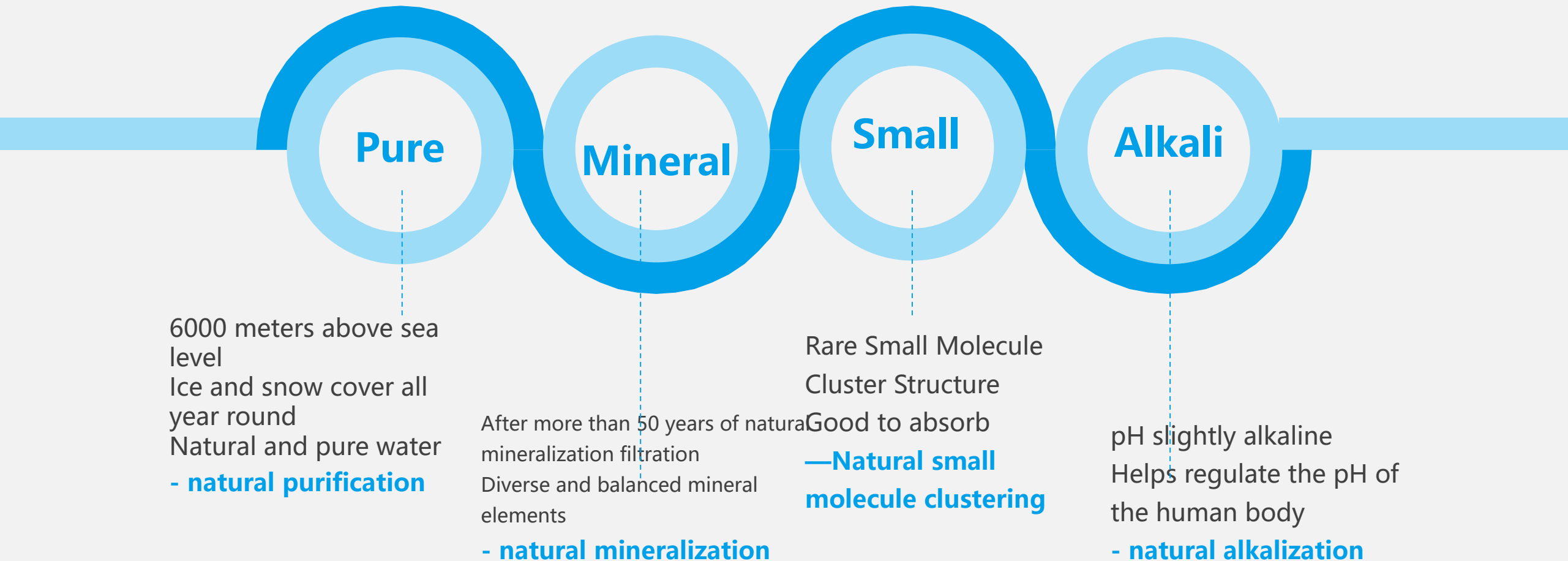
稀有小分子团簇结构
利于人体吸收
——天然小分子团化

碱

pH值弱碱性
有利调节人体内环境酸碱度
——天然碱化

The best water - four golden qualities

Four golden qualities of Kunlun Mountain mineral water,
achieving "first-class" and "world-class water"



品牌定位：世界最好的水

致力以高端、匠心品质为中国打造世界知名饮用水品牌，引领饮用水升级，守护人民美好生活。

品牌slogan：来自海拔6000米昆仑山

昆仑山有“万山之祖”“三江之源”“中华水塔”之称，地处北纬36°-46°世界黄金水源带。每一瓶昆仑山矿泉水都来自海拔6000米的昆仑山玉珠峰，滴滴珍贵。

品牌愿景：成为中国包装水第一品牌、世界级包装水品牌

引领天然矿泉水成为包装水市场主流

将昆仑山矿泉水打造成“好水”的代名词



Brand Positioning

Brand Positioning: **The best water in the world**

Committed to building a world-renowned drinking water brand for China with high-end and premium quality, leading the upgrade of drinking water, and promoting the people's better life.

Brand slogan: **From the Kunlun Mountains at an altitude of 6000 meters**

Kunlun Mountain is known as "the ancestor of ten thousand mountains", "the source of three rivers" and "the Chinese water tower". It is located in the world's golden water source belt at 36°-46° north latitude. Every bottle of Kunlun Mountain mineral water comes from the 6,000-meter-high Kunlun Mountain Jade Everest, which is precious.

Brand Vision: **To become the first Chinese and a world-class brand of packaged water**

Leading natural mineral water to become the mainstream of the packaged water market

Kunlun Mountain mineral water synonymous with "Good Water"



随着消费不断升级，高端水品类发展迅速，作为高端矿泉水领导品牌的昆仑山，引领饮用水升级，满足消费者对高品质生活的需求。

As consumption upgrading, high-end water categories are developing rapidly. As a leading brand of high-end mineral water, Kunlun Mountain is a pioneer in drinking water market to reach the demands of high-quality life of consumers.



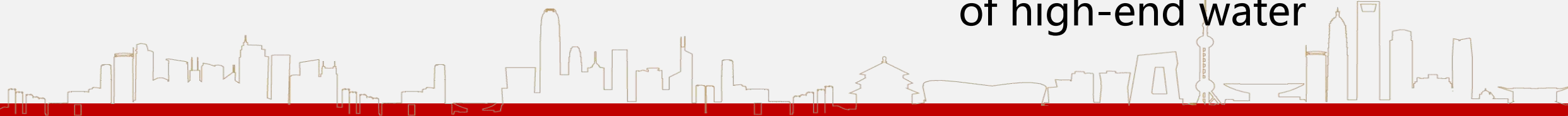
加多宝中国梦 China Dream from JDB

把加多宝凉茶打造成国际知名的
饮料品牌;

Branding JDB herbal tea as
popular beverage brand
worldwide

把昆仑山雪山矿泉水打造成高端
水第一品牌

Forging Kunlun Mountain
Mineral Water as Top 1 brand
of high-end water



Willa ZHANG

Overseas Sales Manager

Email: zhangyahong@jdbchina.com



加多寶



+861823230959



stillwilla

