



· ORANGE CHEESE Co. ·

EXPORTER OF AMERICA'S BEST DAIRY PRODUCTS

· 上海吉酪坊食品 ·



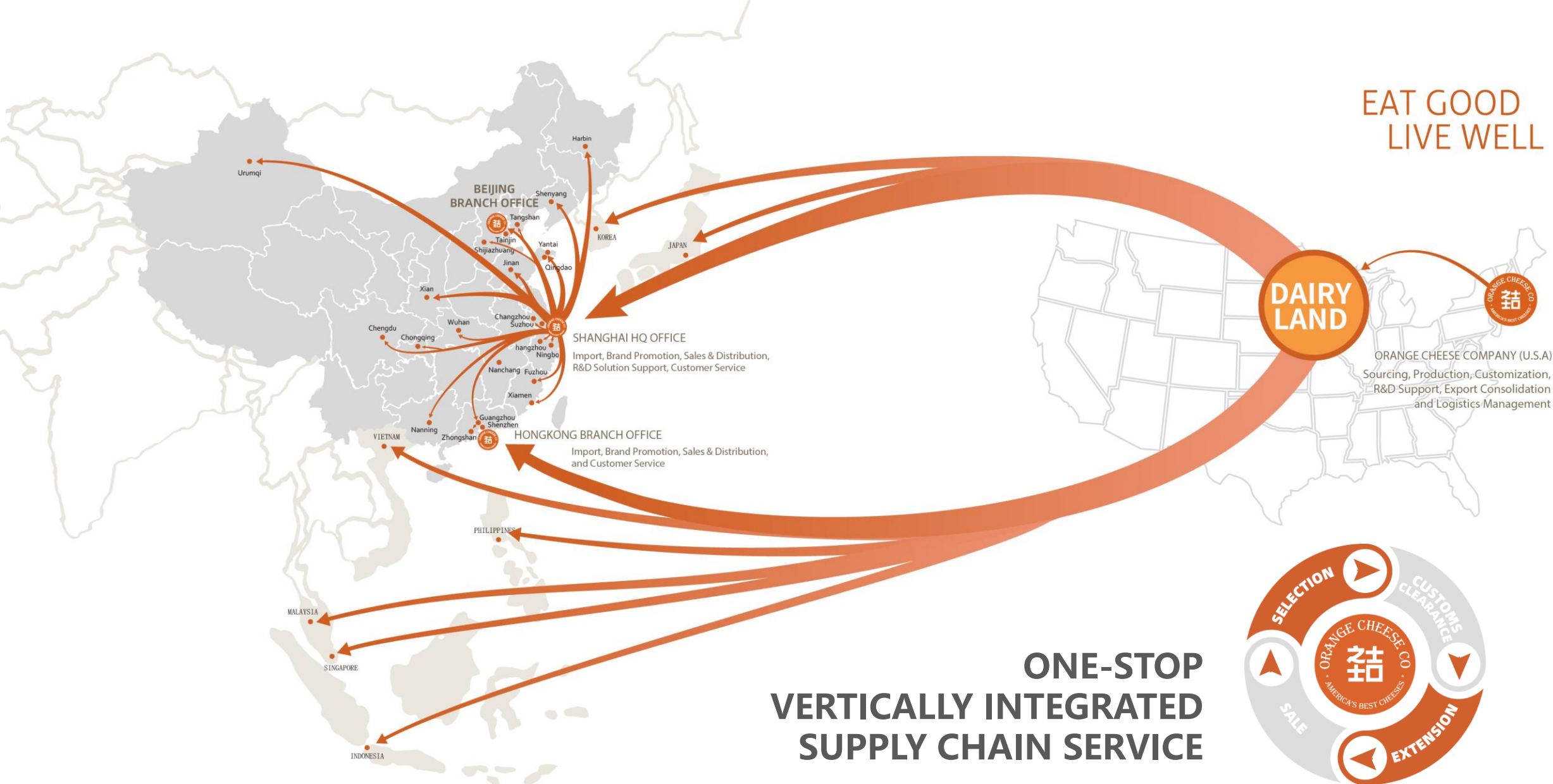


EAT GOOD
LIVE WELL

CHAMPION WINNING CHEESE SUITABLE FOR ASIAN PALATES

Founded in 2014, Orange Cheese Company is a dedicated exporter and brand partner for several American award-winning dairy brands. Headquartered in Woodbridge, CT, we have two subsidiary companies in mainland China and Hong Kong to support our export distribution in Asia. We are committed to selecting, introducing and exporting the best quality American natural, processed, and specialty cheeses to Asian markets. We offer a vertically integrated supply chain management solution from export & import logistics, shipment consolidation, to marketing & brand promotion, and in-market sales & distribution assistance, as well as cheese application R&D support for customers in retail, food service and manufacturing sectors.

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ORANGE CHEESE MILESTONES

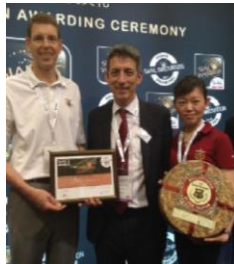
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2014 EXHIBITED AT FHC IN CHINA



Since then, OCC has been exhibiting at both SIAL and FHC shows in China every year. Along with the trade shows, OCC conducts various cheese promotion events including road shows, tastings, education seminars, and cheese application campaigns in the markets.

2015 LAUNCHED SARTORI BRAND IN CHINA



OCC launched Sartori brand at City'Super, which is the most influential upscale gourmet retail chain in China, and entered other major supermarket chains since then.



2018 WON ATO CARE AWARD

OCC China was proudly awarded Care Award by ATO Shanghai as the only dairy importer for American Cheese into China.

2017



RECOGNIZED BY FORMER U.S. SECRETARY OF AGRICULTURE MR. PERDUE

Mr. Perdue visited one of the retail stores where we promoted Wisconsin cheese and praised our special cheese display.



2019 INTRODUCED AMPI DINNER BELL BRAND

We supplied Dinner Bell Creamery's Award-winning American Cheese Slices to Shake Shack China.

2020-2021

MULTI-CHANNEL OPERATION

During COVID, OCC continued our mission to promote American's best cheese at both online and offline retail channels.



2023 PRIVATE BRAND ORALIFE® SIAL CHINA WINS AWARD

Utilizing the advantages of U.S. resources and combining the needs of the Chinese market Oralife® brand.



2022 OPENED SOUTHEAST ASIAN MARKETS

Following exporting to Korea, we made our very first shipment into Singapore market. OCC U.S. team is actively developing Southeast Asian markets.

DAIRY INDUSTRY ASSOCIATIONS

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- Orange Cheese Closely Collaborates with U.S. Agricultural Trade Offices, Various Trade Associations, and Dairy Industries Organizations to Actively Promote U.S. Cheese.

OUR MAIN CHEESE TYPES

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Italian Classics

意式传统
奶酪

Parmesan
Romano
Asiago
Fontina
Gorgonzola
Mascarpone
Provolone
Mozzarella
Ricotta



American Styles

美式天然
奶酪

Cheddar
Colby
Colby-Jack
Monterey
Jack
Muenster
Cheese
String
Cheese
Snow Feta



American Processed

美式再制
奶酪

Yellow SoS
White SoS
Am. Swiss
EZ-Melt
Am. Loaf
60%
Cheese
Product
30%
Cheese
Product



Cream Cheese

奶油芝士

Cream
Cheese

Neufchatel
Cheese

C.C.
spread

C.C. Batter



Specialty Cheeses

特种芝士

American
Originals

Artisanal
Cheeses

Plant-based

SOLUTION PARTNER

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R & D

- Collaborate with nationally renowned chefs and culinary organizations to research & development creative recipes suitable for customers in Asian markets; and optimize the unique characteristics of dairy products we represent in Asia.



SOLUTION PARTNER

COOKING DEMO & APPLICATION

- We position ourselves as cheese application solution partner and work closely with our customers' R&D team to develop seasonal LTO or menus items.

We also collaborate with our business partners offering cooking demonstration of cheese application. Our goals are to demonstrate the unique value of the brands we present.



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OUR BRAND PROMOTION

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- Every year, OCC Team participates in national & regional trade shows as exhibitors to provide pre-sales services for potential clients and continues to reach out to clients and provide post-sales services as needed. commercial promotion activities also opens up business opportunities for partners and provide value-added services to end clients.



SALES SUPPORT & SERVICE ASSIGNMENT



OUR SERVICE

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DAIRY FARMS & FACTORY VISIT

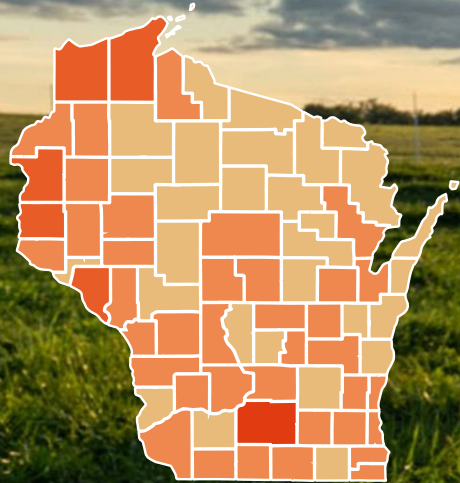
- Every year, our team members will visit factories in Wisconsin and other states in the United States. Communicate with our factory partners and visit dairy farms to select the best quality cheese products.

**2019 OUR CHINA TEAM VISITING FACTORIES
& DAIRY FARMS IN WISCONSIN**



AMAZING NATURAL CHEESE

in the Heart of Wisconsin



FOCUS ON AMERICAN
CHAMPIONSHIP WINNER CHEESE
SUITABLE FOR ASIAN TASTES

OUR BRANDS

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Exclusive Partner for Asia-Pacific Markets

- Orange Cheese Company is a dedicated business partner with extensive experience in promoting U.S. cheese brands in Asia. With a comprehensive portfolio of high-quality cheeses, a broad sale network and presence in all major mainland China cities.



PREMIUM



COMMODITY

US CHAMPIONSHIP CHEESE SERIES

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■ Italian Heritage & American Innovation

Sartori is a fourth-generation, family-owned Wisconsin cheese producer. Their premium artisan cheese has won over 400 of the most prestigious domestic and international awards. With all their delicious varieties and innovations, Sartori is truly a world-class and international well-known brand with exporting to over 50 countries worldwide.



■ Championship Cream Cheese Winner

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives operating in the Midwest and the South. Elements of the cooperative include more than 700 farm families, 7,000 team members, 47 manufacturing plants, over 100 distribution facilities, and annual sales of over \$3.6 billion. Prairie Farms is a nationally recognized leader in the dairy industry known for setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products.



■ Largest U.S. Cheese Co-op

Associated Milk Producers Inc. (AMPI) is the largest cheese cooperative in the United States. More than 1,400 dairy farm families own eight manufacturing plants throughout the Upper Midwest and market about 5.9 billion pounds of milk per year. The co-op runs one of the largest butter packaging plants in the country. The cooperative's award-winning cheese including American Pasteurized Slices, Cheddar and Jack cheese lines, butter and powdered dairy products are marketed to foodservice, retail and food ingredient customers.



■ Swiss Style with American Innovation

Emmi Roth, a subsidiary of Switzerland-based Emmi Group, is a leading provider of specialty cheeses. With four production facilities in Wisconsin, Emmi Roth source milk within a 60-mile radius of all their creameries. Their expansive portfolio displays a unique marriage of cheeses from two different worlds with very similar traditions and local values – from handcrafted award-winning Roth cheeses from Wisconsin to Emmi's full range of traditional varieties imported from Switzerland.

OUR BRANDS

EAT GOOD
LIVE WELL

ORA
Life®

RETAIL

ORA
Chef®

FOOD
SERVICE

ORA
Dairy®

INGREDIENTS



PRIVATE BRANDS

- Utilizing the advantages of U.S. resources and combining the needs of the Chinese market Oralife® brand.



FOOD SERVICE CHANNEL

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FOOD SERVICE & INGREDIENTS CHANNELS SUPPORT

- With trained chefs on staff, we help our food service clients raise their customers' dining experience regardless of whether they are casual dining restaurant chains, QSR, or luxury hotel executive lounge. We offer a wide range of food service cheese and innovative recipe development solution support.



FOOD SERVICE CHANNEL

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Cooking Demos & Chef Training Events

FOOD SERVICE CHANNEL

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Sponsored “Dinner Bell Creamery Pizza Contest” in China, Nov 2022

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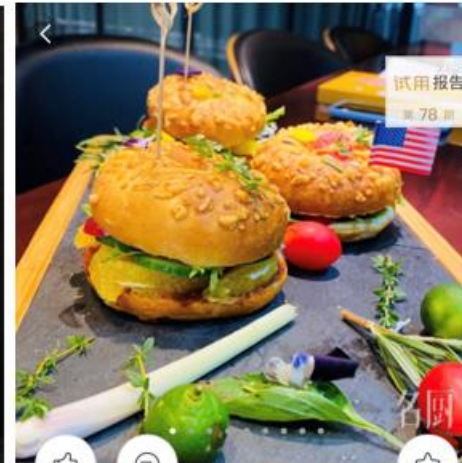


Dinner Bell Creamery's Best Burger Competition

Date: May 19th – June 6th, 2021

Location: Nationwide, China

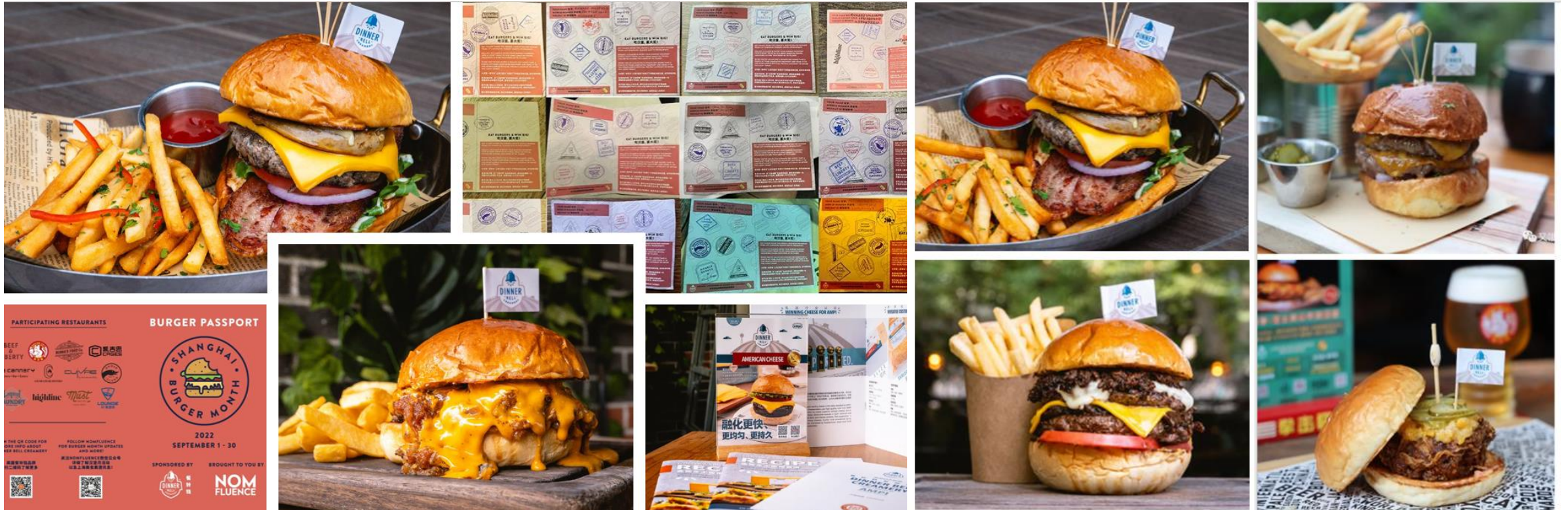
Total **850,000** people were reached through this contest via partnering with Ming Chu (Famous Chef) platform; **34,426** followers, **577** applicants, **102** semi-finalists, **30** professional chefs entered final contest; **3** finalists were awarded.



Sponsored “Dinner Bell Creamery Best Burger Competition” in China May-June 2021

FOOD SERVICE CHANNEL

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Sponsored “Dinner Bell Creamery American Cheeseburger Month” in Shanghai., Sept. 2022

ORANGE CHEESE COMPANY
Exporter of American's Best Dairy Products

RETAIL CHANNEL

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RETAIL CHANNEL SOLUTION

- We are proud to be present in majority of leading retail chains in China. Throughout the year, our retail promotional teams in different regions tirelessly hold tastings, in-store classes, road shows and other retail store promotion events.



RETAIL CHANNEL

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Olé Supermarket is the
largest premium retail chain
in China.



RETAIL CHANNEL

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LIVE WELL



RETAIL CHANNEL

EAT GOOD
LIVE WELL



Special Display during Sam's Club China's New Store Opening

YUMC – PIZZA HUT HIGHLIGHTS

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Sartori & Nasonville Cheese Application with YUMC

- Launched Sartori two new SKUs (Blackpepper & OP) with YUMC in 2021
- Pizza Hut China featured the Wisconsin cheeses provided by OCC China at YUMC's bi-annual investor meeting;



Super Supreme
featuring Sartori Overnable
Parmesan



Championship Pizza
featuring Sartori
BellaVitano Blackpeper



Snow Pizza
featuring Nasonville Feta
Cheese and Sartori's
Overnable Parmesan

YUMC – PIZZA HUT HIGHLIGHTS

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Sartori Cheese Application with YUMC



