



KING CAR GROUP



Pioneering FMCG Innovations, from Taiwan to the World



Chairman Tien-Tsai Lee / CEO Yu-Ting Lee

Our Mission and Vision

At King Car Group, we are committed to enhancing the quality of life for everyone. With our unwavering focus on quality and safety, we fulfill our promise to create better and happier lives. Innovation is also at the heart of our business. Through the pursuit of innovations and excellence, we continuously deliver exceptional experiences to consumers at home and abroad.

A Pioneer of Innovation

As a company, we stay attuned to global trends and conduct extensive researches to provide distinctive products for consumers. We innovate our products with a focus on enhancing consumers' well-being and our environment. Our strategy ensures we deliver consistent and sustainable success on a global level, embodying our vision of making a positive impact worldwide.

Social and Community Impact

At King Car Group, we believe that education is the key to a better future. Guided by our deep commitment to making positive impacts through education, we founded the King Car Cultural and Educational Foundation in 1980. With a strong focus on improving social welfare, education, and literacy, the purpose of the foundation is to empower the underprivileged youngsters, fostering their curiosity to unlock their full potential for a brighter tomorrow.

About Us

Company Name	King Car Group
Year of Establishment	1956
Headquarters	Taipei, Taiwan
Capital	USD 127 million
Revenue	USD 488 million
Global Operations	Taiwan: headquarters, 6 subsidiaries, 4 manufacturing plants, 2 research centers Overseas: 11 subsidiaries, 1 manufacturing plant
Number of Employees	2,100 (December 2022)
Product Categories	Coffee beverages, tea beverages, food, beer, RTD cocktails, whisky, gin, household necessities, orchids, aquaculture products, dietary supplements
Brands	Mr. Brown Coffee (exported to over 35 countries) Kavalan Whisky (exported to over 60 countries) Buckskin Beer (officially launched in June 2018)



Milestones

1956

Chu Chen Co., Ltd. was founded. The main products include: insecticides, cleaning supplies, detergents and personal care products.

1979

King Car Food Industrial Co., Ltd. was established and began beverage production at its first manufacturing plant in Zhongli, Taoyuan County (King Car Zhongli Plant). Main products include coffee beverages, functional beverages, carbonated beverages, tea beverages, yogurt drinks and malt beverages.

1988

King Car Biotechnology Co., Ltd. was established, with a focus on gardening and agriculture business.

1992

A new manufacturing plant was set up in Pingzhen, Taoyuan County (King Car Pingzhen Plant), in charge of a new range of products (frozen foods, instant porridge, instant coffees, drip coffee bags and dietary supplements).

1996

The group expanded production from Western to Eastern Taiwan, establishing a new manufacturing site, King Car Yuanshan Plant, in Yilan County, well-known for its clean water source. The plant produces Green Time Natural Drinking Water, yogurt drinks and tea beverages.

2005

King Car Kavalan Distillery was established. It stands as Taiwan's first whisky distillery, specializing in the production of Kavalan Whisky.

2016

King Car Group set up its first manufacturing plant in Southeast Asia (King Car Vietnam Plant), focusing on the production of coffee and milk tea beverages.

2018

King Car Buckskin Beer Brewery was established. The beer production strictly follows "Reinheitsgebot," the unique "German purity law," to recreate authentic German beers.



King Car Group Headquarters

Taiwan Headquarters, 6 subsidiaries, 4 manufacturing plants and 2 research centers



Kaohsiung Plant



Zhongli Plant



Pingzhen Plant



Yuanshan Plant



Kavalan Distillery



Buckskin Beer Brewery

Global Operations

11 Subsidiaries

China: Beijing / Hangzhou / Nanjing / Xiamen / Chengdu / Shanghai / Wuhan / Guangzhou

Germany: King Car Germany GmbH

Czech Republic: King Car Czech S.R.O

Vietnam: King Car Trading Co., Ltd

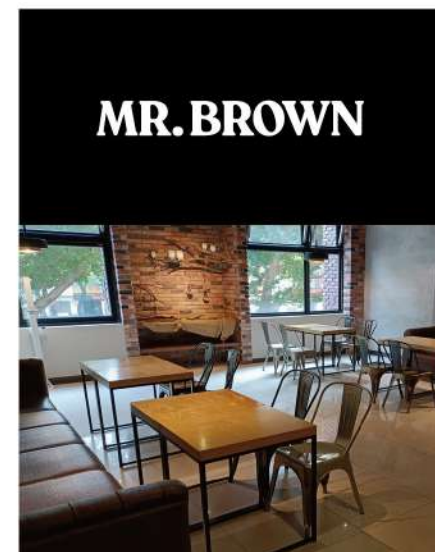
Manufacturing Plant

Vietnam Plant



Vietnam Plant

Affiliated Businesses



MR. BROWN

Mr. Brown Café

14 stores



KA
VA
LAN
SINGLE MALT
WHISKY

Kavalan Whisky Showroom

49 stores



KA
VA
LAN
WHISKY BAR

Kavalan Whisky Bar

1 store



柏克金
Buckskin
BEERHOUSE

Buckskin Beerhouse

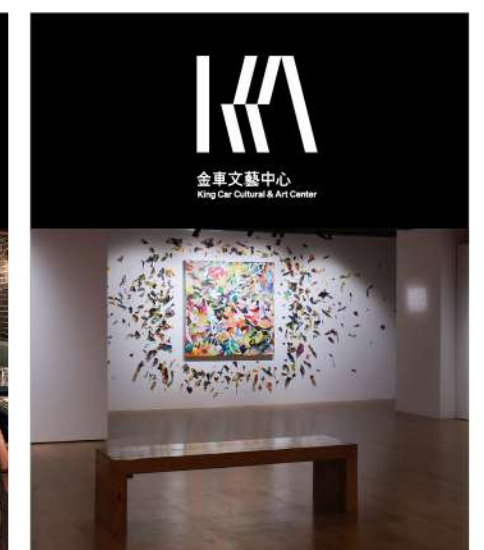
1 store



Buckskin
焼肉屋

Buckskin Yakiniku

1 store



KA
金車文藝中心
King Car Cultural & Art Center

King Car Cultural & Art Center

2 locations

Brands



KING CAR

Food & Beverage



金車 柏克金
Buckskin



波爾茶
GreenTime



礦沛氣泡水
CRYSTAL VALLEY
SPARKLING WATER

奧利多
mini-Oligo



金車
VITA DAILY



滿鮮
Easy Cook



Nature House
金車補給園



Household Necessities



噴效



滅飛
Mieh Fei

黑貓



衣研
Simple White



Corporate Social Responsibility

A pioneer not only in the Taiwanese FMCG industry, King Car is also a trailblazer in developing nationwide social and community initiatives. With the motto of “from society, for society,” King Car has prioritized the education of Taiwanese youths and the development of under-resourced communities since the company’s founding. In 1980, King Car further scaled its community efforts by establishing the King Car Cultural & Education Foundation.



Nurturing Global Citizens

Besides improving the quality of education in under-resourced communities, the foundation aims to raise Taiwanese youths into global citizens, hosting symposiums, workshops, study abroad programs, and scholarships to help local adolescents develop global perspectives. In 2003, the foundation launched the Schweitzer English Teaching Program to scale efforts to an international level, inviting volunteers across the world to teach English and cultural studies in Taiwan’s rural, under-resourced public schools.

Promoting the Aesthetic Life

With “supporting emerging artists” as one of its core values, the foundation aims to enrich the nation’s artistic and cultural endowment through its 2 art centers, campus workshops, panel events, film screenings, and annual art awards. Beyond visual arts, the foundation is also committed to the development of literature and performing arts, frequently hosting and sponsoring concerts, dance recitals, theater performances, and literary awards.

Preserving Local Cultures

With 16 government-recognized indigenous ethnic groups, Taiwan houses a rich cultural history dating back to 3000 BC. Through symposiums, exhibitions, performances, and exchange programs, the King Car Foundation hopes to preserve Taiwan’s indigenous arts and cultures. Additionally, Taiwan’s architecture, neighborhoods, and historical sites are records of the global cultures that have converged in Taiwan throughout its history. As such, the foundation frequently hosts cultural treks, expert panels, and scavenger hunts to educate Taiwanese youths about their hometown’s historical connection to the world.

Conserving Taiwan's environment and biodiversity

Although Taiwan accounts for only 0.02% of the world’s landmass, it is home to 3.8% of the world’s species — 150 times the world average. Hence, since the foundation’s establishment, King Car has developed various nationwide conservation and sustainability initiatives, including ecological treks, beach-cleaning campaigns, and carbon neutral challenges. Most noticeably, the foundation launched its afforestation project in 1999, an 84-hectare piece of land which has since been recognized as the King Car Afforestation Park.



SDG



Cultural Heritage



Youth Forum



King Car Cultural & Educational Foundation



kingcar.org.tw

