



品元實業股份有限公司

- 負責人：曾仁佑
- 網址：www.texturemaker.com.tw/zh-TW
- 地址：新北市淡水區中正東路2段27之8號28樓
- 電話：02-2808-3280

企業沿革

- 2003年 ● 品元實業成立
- 2004年 ● 成立產品開發單位
- 2009年 ● 於新北市八里成立食品生產廠區，通過ISO22000與HACCP品質驗證系統
- 2010年 ● 開拓東南亞市場，在新加坡、馬來西亞、印尼等設銷售據點
- 2012年 ● 建立符合清真食品生產廠區，取得HALAL食品認證
- 2013年 ● 米製麻糬Mochi甜甜圈開拓海外市場
- 2017年 ● 米製麻糬Mochi甜甜圈進軍美國本土，創下單日4,000顆佳績
- 2019年 ● 進軍歐洲市場
- 2020年 ● 產品All Purpose Cake Mix (Egg Free)獲得Monde Selection銀獎、Rice Pancake Funmix Gluten Free獲得金獎
- 2021年 ● 產品Rice Pancake Funmix Gluten Free、Mochi Donut Mix榮獲Monde Selection金獎
- 2022年 ● 榮獲Food Safety System Certification FSSC 22000 國際食品安全驗證
- 獲選為第四屆品牌金舶獎
- 產品Rice Pancake Funmix Gluten Free、Mochi Donut Mix、Millet Donut Mix Gluten Free榮獲2022 Monde Selection金獎

主要產品

食品預拌粉研發生產

企業簡介

品元實業以食品科技專業為基礎，開創各類食品原料及烘焙專用粉，以「設計思維出發，透過食品專業和創新素材，成為全球食品原料研製服務的領先品牌」為企業願景，並用最嚴謹的科學標準依循ISO22000、HACCP與FSSC22000認證的食品安全作業標準，為客戶品牌提供亮點商品的技術資源夥伴與完整解決方案。



國際競爭力

- 一、Mochi 獨特口感打進美國甜甜圈大本營：以台灣米研發新口感麻糬 Mochi 甜甜圈，在歐美為獨特新品，其 Q 彈嚼勁的口感驚豔歐美市場，2017-2021 年營收成長 25 倍。
- 二、珍奶文化為助力，奶精大量銷入美國華人市場：品元除一般原料奶精外，並開發玄米油、大豆油、椰子油及素奶精等健康成分，除提升健康價值外，也回應環保議題。
- 三、多色透明晶珠搶占市場：晶珠為品元獨創新品，可常溫保存外，比起生珍珠保存期限長、口感更 Q 彈、耐熱煮、健康，造型顏色多元，更具海外銷售競爭優勢！



營運管理

- 一、公司治理：品元人秉承 4A 之企業文化：Attractive 聚焦市場、Active 敏捷積極、Accurate 精準確實、Advanced 追求卓越。
- 二、研發管理：研發創新管理以 OGSM 界定 Objective 最終目的、Goal 具體目標、Strategy 策略、Measure 檢核，以打造高效團隊為目標，快速修正策略並反應市場，協助業務銷售。
- 三、生產與作業管理：自 2019 年啟用鼎新系統，打通庫存、財務、成本等流程，全面提升並改善各部門的管理效率；2022 年自動化生產線添加包裝機器手臂：節省人力、更安全的工作環境，精準零誤差的提升產品包裝技術與品質。
- 四、財務管理：除每月 10 日提供財務報表，即時有效提供正確、透明、完整財務報表外，預計 2023 年公開發行，自 2019 年已委由勤業眾信會計師事務所辦理簽證，且 2021 年財報已請會計師依 IFRS 編制，預計 6 月底完成。
- 五、人力資源管理：人力資源單位規劃全方面的員工關懷包括職涯發展、教育訓練、績效評估、薪酬管理、性別平等項目。



社會責任

- 一、員工權益：
 - (一) 福利：國內外員工旅遊、定期健康檢查、公司不定期聚餐尾牙或春酒活動、員工團體保險
 - (二) 性別平等工作環境：育嬰留職停薪申請、高階管理層女男性別比率 (8：7)、獨立友善哺乳室
- 二、環保與工（公）安衛：
 - (一) 雨水循環再利用
 - (二) 設置減碳天然氣設備
 - (三) 化糞池污水排放生產污水與化糞池污水統一處理後排放
 - (四) 綠能環保，廠區設置生態池及種植樹木
- 三、企業形象：地方創生
深度了解彰化縣田中鎮在地資源與機會，以地區盛產的黑米為主軸，研發專業核心技術開發產品，推動在地產業經濟永續發展，將台灣小農栽種台灣米，製成特色商品，銷售到全球市場。



綜合評語

- (1) 主要產品為食品預拌粉及飲品原料，出口至美國、荷蘭、澳洲、中國大陸及東南亞市場，具有強大研發能量，主張高價值「健康、美味、服務」，創造亮眼營收。
- (2) 獨特口感進入美國甜甜圈大本營，以臺灣珍奶文化為助力，善用品牌經營行銷，整合線上線下能量，強力競逐國際市場。
- (3) 投資千萬級實驗室，添加包裝機器手臂，節省人力取代危險工作環境，提升包裝技術與品質。

TEXTURE MAKER ENTERPRISE CO., LTD.

- Owner : JEN-YOU TSENG
- Website : www.texturemaker.com.tw
- Address : 28F., No.27-8, Sec. 2, Zhongzheng E. Rd., Tamsui Dist., New Taipei City 251401, Taiwan (R.O.C.)
- Tel : +886-2-2808-3280

Business Items

Food Premix Manufacturing and Formula developing service



History

- 2003** ● Texture Maker Established
- 2004** ● In-house Research & Development Center set-up.
- 2009** ● Food production facility established in Bali district, New Taipei City, then got approved by the ISO22000 and HACCP quality certification system.
- 2010** ● Started south east Asia markets, selling points in Malaysia, Singapore and Indonesia.
- 2012** ● Facility with HALAL certification was approved.
- 2013** ● The rice-contained Mochi donut was sold overseas accordingly.
- 2017** ● Rice contained Mochi donut mix distributed to the mainland US market. A historical big hits of 4,000 donuts per day was achieved.
- 2019** ● Product launched in the European markets.
- 2020** ● All Purpose Cake Mix (Egg Free) won the Silver Metal award from the Monde Selection while the Gold Metal dedicated to the Rice Pancake Funmix (Gluten Free).
- 2021** ● Both Rice Pancake Funmix (Gluten Free) and Mochi Donut Mix won the Golden Metal award from the Monde Selection.
- 2022** ● Certified by Food Safety System Certification FSSC 22000 and Winner of the 4th Golden Boat award.

Introduction

Texture Maker is a leading and preferred brand as a premier manufacturer of innovative food ingredients for food service and industrial customers. We are always be the best partnership of our customers by offering key ingredients solution blending the latest emerging food trends and manufacturing technologies. What's more, following the most strictly and highest scientific standards of ISO22000, HACCP and FSSC22000 certificates, Texture Maker provides total solutions under the full cover of the food-safety operational standards.



Export Competitiveness

- I. Mochi donut brought itself into the US donut market with its unique texture:
The new texture of Mochi donut was developed using Taiwanese rice. This is a “Neo Unicorn” to both EU and US markets. The surprisingly chewy mouthfeel promising 25 times revenue from 2017 to 2021.
- II. The non-dairy creamer sold tremendously amount in the US by means of the popular boba tea culture, Besides ordinary non-dairy creamer, Texture Maker also developed innovative creamer based on rice oil, soybean oil and coconut oil as the major ingredient, and vegan based as well. These would not only elevate the healthy value but also in response to the ECO agenda.
- III. Colorful crystal boba shinning on the market.
Texture Maker’s new innovative product “Crystal Boba”: This healthy, colorful, chewy, and heat-durable crystal boba promises more competitive advantages for the overseas sales.

第25屆 小巨人獎
出口績優中小企業
The 25th Rising Star Award



Operation Management

Texture Maker’s 4A culture: Attractive, Active, Accurate and Advanced.

- I. R&D Management: Based on the OGSM principle: Objective, Goal, Strategy and Measure.
To build the high-performance team by setting the goal of fast strategy adjusting and response to the market.
- II. Production Management: Texture Maker installed the DIGIWIN ERP system since 2022. This could integrate all processing flows of inventory, financial and cost. Then elevated and improved the managing efficiency from all departments. Besides a production line with the implanting of the robot arm which could save the labor consumption and improve the accuracy of the product packing technique and quality.
- III. Financial Management: A monthly financial report was released on 10th day every month, presenting the live, valid, accurate, transparent and complete financial report on monthly basis. A certified public accountant Deloitte & Touche was appointed to perform the compliant audit since 2019..
- IV. Human Resource Management: Texture Maker strived to plan a whole scope of the employee-caring program, including career development, training & education, performance assessments, salary management and gender equality developments, etc.

Social Responsibility

- I. Employees’ Benefits:
 1. Benefits: Employee travel trip, health check once a year, gathering party, year-end party and insurance.
 2. Gender-Equality working environment: Pay-suspension leaves for new born caring, 8:7 ratio between female and male at high-level management and breastfeeding room.
- II. Environment friendly, Workmanship and Public Health
 1. Recycle and reuse the rain
 2. The setting up of the natural gas facility which can reduce the carbon generating
 3. Sewage disposal system establishment.
 4. ECO friendly acts: An ECO system pond set up and trees planting around the production facility.
- III. Regional Revitalization
Developing the regional resources and opportunities in central Taiwan, using the core technology based on the signature crop: Black Rice is to promote the economics and sustainable developments.

