



佳福股份有限公司

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主要產品

佳福公司生產一系列魚漿煉製品，依產品的特性分為五大類商品：

- 一、包餡商品：墨汁墨魚包、芝心包、幸福袋、靚湯餃、蟹粉蟹子包、海鮮濃湯包、麻辣包、海味墨魚包、海膽包。
- 二、蒸煮商品：蟹球、翠玉龍珠、芋仔番薯球、魚翅球、龍蝦球、飛卵冰蛋、彩色球、翡翠蝦球。
- 三、油炸商品：千代鱈腐、櫻花蝦片、花枝貝、芝士蛋、北海金貝、九香花枝、飛龍棒、金吉棒、珍珠丸、花枝炸、北海金赤、黃金魚蛋、青蔥鱈腐。
- 四、和風商品：圓蝦球、翠玉蝦球、海龍珠、鳳蝦球、月太郎、小蝦、魚卵卷、起司松阪、日式蝦球、龍蝦棒、大蝦、玉金香。
- 五、鱈蟹商品：超級鱈蟹柳、飛卵鱈蟹柳。

企業沿革

1987年

佳福冷凍食品廠、製冰廠創立，由李田塗擔任董事長，么子李金星擔任總經理。主要營運項目為漁獲處理、分裝及提供罐頭廠加工魚類產品，並製作冰塊供給南方澳漁港的船隻。

1988年

日福圍網船隊成立。

1989年

首批取得國產【CAS優良冷凍食品】認證。

1990年

「佳家福」、冷凍調理食品國內上市，生產雞塊、魚排以及一系列的微波爐調理食品。

1991年

正式外銷日本市場，產品有「生魚片級花枝」及「100%純花枝丸」在1994年設立的裹粉裹漿生產線，開始供應冷凍蝦堡、雞塊供應國際連鎖集團溫蒂漢堡、卜蜂企業等。

1996年

「川見」品牌魚漿煉製品國產上市和原有「魚鄉」品牌界定了市場區隔。

1998年

「川見」品牌魚漿煉製品在香港、菲律賓(2003年)、中國大陸(2006年)上市。

2008年

由老董事長李田塗長子李金龍擔任董事長。

2009年

「魚鄉」品牌魚漿煉製品，也在中國大陸推出。

2011年

榮獲「台灣第一品牌獎」、「台灣優良品質金牌獎」。

2014年

建立川見企業識別系統，使川見品牌再次定義。

2015年

設立「鱈蟹柳生產線」及德國高速「熱成型真空包裝生產線」。

2017年

推出全台第一支開袋即食的冷藏魚漿煉製品一鱈蟹柳產品，在“全家”連鎖量販通路銷售。





Cheer Foods Co., Ltd.

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副董事長 李金星

Products and Solutions

Cheer Foods Co. is a leading producer of Surimi-based (fish paste) products, which can be categorized under five attributes:

- I. Stuffed products – Ink Fish Bun, Cheese Fish Bun, Happiness Bun, Dumping Fish Bun, Roe Fish Bun, Seafood Chowder Fish Bun, Spicy Fish Bun, Cuttle Fish Bun, and Sea Urchin Bun.
- II. Steamed products–Crab Fish Ball, Jade Fish Ball, Yam & Taro Fish Ball, Fish Fin Fish Ball, Lobster Fish Ball, Flying-Fish Roe Ball, Minced Fish Ball, and Seaweed & Shrimp Fish Ball.
- III. Gently fried products -hiyo Tofu, Sakura Shrimp Tempura, Squid Fish Cake, Fried Cheddar Fish Ball, Scallop Tempura, Basil Squid Tempura, Dragon Fish Stick, Golden Roe Stick, Pearl Fish Ball, Squid Tempura, Fin Tempura, Golden Fish Ball, and Scallion Chiyo Tofu.
- IV. Japanese-style products–Shrimp Fish Ball, Jade Shrimp Fish Ball, Sea Dragon Pearl, Phoenix Shrimp Ball, Moon Roll, Shrimp, Fish Roe Roll, Cheese Square, Prawn Fish Roll, Shrimp Nugget, Prawn Fish Stick, Prawn, and Golden Flower Fish Ball.
- V. Snowcrab products–Super Snowcrab, and Flyingfish Roe Super snowcrab.

History

1987	Company grounds completed and ready to begin operation, with Mr. Lee Tian Tu at the helm as Chairman, his youngest son, Lee Chin Hsin as CEO. Main operational focus being seafood processing, packaging, and ice manufacturing for commercial fishing ships.
1988	Establishes commercial fishing fleet in the picturesque harbor of Nan Fang Ao, Taiwan.
1989	Receives 【CAS High Quality Frozen Foods】 designation.
1990	Crowd pleasing frozen foods bearing the Cheer Foods trademark are introduced to the Taiwanese market. Products such as chicken nuggets and fish fillets are adored by adults and kids like.
1991	Cheer Foods enters the Japanese market and quickly establishes strong presence with quality products such as sashimi-grade squid products and 100% Squid based surimi products.
1994	Cheer Foods secures contract with Wendy's and CP Corporation to provide its respective restaurants with frozen shrimp patties and chicken nuggets. New production line was created to cater to the rising demand.
1996	The 「Chuan-Jian」 brand is born with much fanfare, alongside the original 「Yu-Xiang」 brand catering to various levels of Taiwanese markets.
1998	The successful launch of 「Chuan-Jian」 led to the brand's subsequent introduction to the Hong Kong market, followed by the Philippines in 2003, and China in 2006.
2008	Chairman Mr. Lee Tian Tu retires and passes the baton to the next generation. His eldest son, Mr. Lee Ching Lung becomes Chairman.
2009	「Yu-Xiang」 product line launches in China.
2011	Cheer Foods Co. Ltd. receives prestigious Taiwanese awards – [No.1 Brand] and [Excellence in Quality Gold Medal].
2014	Re-establishes Corporate Identity System and further solidifies the 「Chuan-Jian」 presence.
2015	The snowcrab production line is born out of vigorous research & development and innovation. Concurrently, a thermoforming vacuum seal packaging production line is created based on German technology.
2017	Super snowcrab product launches and can be found across Taiwan in Family Mart convenience stores, further extending the reach of Cheer Foods' products.
2018	Successfully obtained ISO 22000 and HACCP Food Hygiene Safety Management System Verification.

企業簡介

佳福公司創立於 1986 年，深耕經營迄今已 30 年餘，所在地於漁產富饒、景緻宜人、台灣三大漁港之一的“南方澳”漁港。因地利之便，採用最新鮮水產原料，經現代化製程管制，專業生產多種魚漿煉製品、火鍋料。經營以來，秉持著嚴格的品質控管要求，以先進的生產技術，提供市場最安全、最美味的產品，一直是業界產品風向的領導者。依產品的特性分為五大類產品：有包餡類、蒸煮類、油炸類、和風類及鱈蟹類等。

原料選用野生海洋魚肉，利用高速真空乳化機下做出完美的材料融合，結合完美的皮餡比及現代感十足的可愛形狀，以高溫蒸煮三溫暖，逼出食材香氣兼具殺菌安全的效果，散熱冷卻，去除水氣附著，更確保產品品質與衛生安全，以攝氏 -35°C 急速凍結，快速通過最大冰晶生成帶，產品的冰晶微化細小，食用時如同現做現食般的美味產品。



國際競爭力

- 一、在不斷的創新與研發下，川見系列產品擁有數十種不同形態與口味的產品，分別適合不同的消費市場需求，如：高級飯店、連鎖火鍋餐廳、海鮮酒樓、燒烤店等。川見品牌魚漿煉製品、川見火鍋料。佳福公司一向以台灣的自有品牌“川見”在市場上行銷。除台灣市場銷售外，並年銷2000噸以上至中、港、澳、東南亞、北美等國際市場。
- 二、為精進技術，於 2014 年底從日本引進自動化【鱈蟹 - 生產線】2015 年 5 月從德國進口高速【熱成型真空包裝生產線】開發新產品與新包裝商品，提供既衛生又安全的鱈蟹柳新產品。

營運管理

- 一、公司積極投入研發新產品，已開發出數十種不同形態與口味的產品，分別適合不同的消費市場需求，供應各通路及各階層高檔火鍋和冷凍即食產品。
- 二、從採購原物料開始，經加工、製造、殺菌、包裝至最終產品，評估並分析所有食品製程中各種危害發生的可能性。並且強調事先預防勝於事後檢驗，落實食品製程中清潔與消毒的處理、交互污染的預防、環境因子的管制，並定期檢查自動生產線，記錄各種檢驗數據，以利未來產品追蹤和追溯。
- 三、於 2014 年底從日本引進自動化【鱈蟹 - 生產線】2015 年 5 月從德國進口高速【熱成型真空包裝生產線】開發新產品與新包裝商品，提供既衛生又安全的鱈蟹柳新產品。為此建立食品安全衛生管理系統。

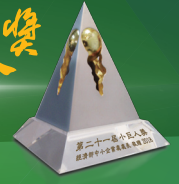
社會責任

- 一、重視食品安全：把提供客戶與消費者一份安心擺在絕對的優先。於1991年首批獲得台灣優良食品CAS認證，對於原物料的堅持、生產的管理、衛生安全的檢測，皆對應ISO 22000與HACCP食品安全衛生管制系統的運作。
- 二、友善的職場環境：
 - (一) 重視員工福利：國內外旅遊、三節獎金、教育訓練公費、員工健康檢查、員工聚餐等。
 - (二) 兩性平等及外籍移工的工作環境：重視性別工作平等制定員工工作守則、提供產假、陪產假...等善待女性員工的福利措施及外籍勞工管理作業宣導等措施。保障國內勞工及外籍移工的相關權益。
- 三、回饋校園及社會：每年定期捐款也積極參與校園及慈善機構的活動，贊助國小獎助學金與社福團體，為國家社會盡一份心力。



綜合評語

- 一、以魚漿煉製品外銷至中國大陸、香港、菲律賓等市場，並積極創新、提高價值、拓展國內外新市場，為臺灣最大出口魚漿加工產品商。
- 二、以自有品牌「川見」成功經營，致力於產品研發，突破生產技術，為魚漿煉製品的領先者，具高度國際競爭力。
- 三、營造友善職場、重視兩性平等工作環境、員工職涯發展，建立公司企業形象及永續經營。



Introduction

Cheer Foods is one of Asia's leading producers of Surimi-based products, and a trusted brand with 30 years of expertise in frozen foods innovation and distribution. Established in 1986, Cheer Foods has been creating original products against the backdrop of Nan Fang Ao, a picturesque natural harbor in Taiwan that flourishes with abundant sea life and maritime culture. Taking full advantage of our unsurpassed natural surroundings, we emphasize on food safety and nutritional quality, using only the freshest and wild-caught seafood ingredients.

Through continuous research and development efforts, Cheer Foods offers a wide range of diverse products with various textures and flavors. Our products cater to the Pan-Asian palate while maintaining the core and traditional essence of Surimi flavor. In addition to our presence in the Taiwanese market, we annually export over 2,000 tons of products to China, Hong Kong, Macau, and other Southeast Asian countries including the Philippines. Our products can also be found across supermarkets in Australia and North America.

At Cheer Foods, we continue to strive for persistent innovation and continuous improvements, while ensuring customer satisfaction always remains our top priority. These principles have contributed to our success today, and we pride ourselves in knowing the company is strategically positioned to meet future demands of our customers around the world.

Export Competitiveness

- I. In addition to distribution within Taiwanese markets, Cheer Foods annually exports over 2000 tons of products to China, Hong Kong, Macau, Southeast Asia and North American markets. Through continuous innovation and research & development, Cheer Foods offers products with satisfying flavor combinations that cater to different settings, such as high end hotels, chain and independent restaurants specializing in hot pot, sea food, and charming izakayas.
- II. Always looking to incorporate advanced technology into its operations, Cheer Foods consulted Japanese and German expertise in introducing an automated production line to launch its successful snowcrab product in 2014. Soon after, a thermoforming vacuum seal packaging production line was also added, leading to modern and attractive packaging, as well as contributes to the company's ability to deliver flavorful and safely handled products.

Operation Management

- I. With continuous innovation and research & development, Cheer Foods offers Surimi-based products in varying styles, shapes and flavor combinations, effectively catering to different settings, such as high end hotels, restaurants specializing in hot pot, seafood, as well as charming izakayas.
- II. Starting from the purchasing of ingredients, to processing, manufacturing, sterilizing, and packaging the final product, Cheer Foods is dedicated to ensuring the highest quality, and to promptly identify and eliminate all possible points of errors that could lead to contamination. Quality control is of the upmost importance to us, with the goal to proactively implement preventative measures over reactive measures. These measures include, overall staff and food handling hygiene, guidelines on maintaining a sterilized workspace, routine inspection of machinery and production lines, maintain records of said inspection to aid with future needs of product tracing.
- III. In 2014, the snowcrab production line is born out of vigorous research & development and innovation. Soon after in 2015, a thermoforming vacuum seal packaging production line is added and regularly utilized to ensure the utmost quality of our products and thus establishes the Food Hygiene Safety Management System.

Social Responsibility

- I. Emphasis on quality and safety of food products: the company's priority is to ensure that customers can purchase and consume our products with peace of mind. Cheer Foods has obtained the CAS High Quality Frozen Foods designation since 1991, dedicating itself to use the freshest ingredients, employ industry-leading quality control guidelines to ensure all products pass safety inspection. The recently obtained ISO 22000 and HACCP Food Hygiene Safety Management System Verification demonstrates Cheer Foods' continued dedication in bringing the highest quality of products to its customers.
- II. Provide a friendly work environment:
 - Staff benefits – annual staff trips within Taiwan or abroad, merit-based reward program, education funding support, regular health checks, and social activities at no cost to our employees.
 - Gender equality – respectful workplace policies and education, maternity leaves, paternity leaves.
- III. Giving back to the community and preserving our "roots": annual donations to local schools and charitable organizations, as well as frequent participation in charity events, sponsoring of social programs and scholarships for school-aged kids.

