



鷺島酒莊

Lulu Island Winery Ltd.



張忠楠董事長是酒莊創辦人也是製酒師
Mr. John Chang, the Founder and Winemaker of the Winery



酒莊外觀 Exterior of Lulu Island Winery

負責人 Owner : 張忠楠 John Chang

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推薦單位 Recommended by :

駐溫哥華臺北經濟文化辦事處

Taipei Economic and Cultural Office, Vancouver

營業項目 Business Items :

葡萄酒生產及銷售、葡萄酒莊品酒及觀光

Production and sales of wine & Winery facility tours

產品名稱 Main Products :

加拿大紅冰酒、白冰酒、紅葡萄酒、白葡萄酒、藍莓酒

Canadian Icewine, Varietals of red and white wine and Blueberry wine



所生產的冰酒屢獲
國際酒競賽金牌獎
Achievements and
Awards

2012年榮獲克隆賓國際酒競賽 冰酒金牌獎
Won 2012 Grand Gold Medalist of Yantai
International Wine Competition



[http:// www.luluislandwinery.com](http://www.luluislandwinery.com)



鷺島酒莊（Lulu Island Winery Ltd.）位於加拿大大溫哥華地區的列治文市，酒廠面積22,000呎，是卑詩省最大的冰酒生產商以及出口商，產量約佔省內總產量的60%，其酒類產品八成外銷國外，是卑詩省24大外銷商之一。

深耕與生根 品牌獲認同

創辦人張忠楠董事長來自臺北內湖世代務農及從商的農商家庭。自幼耳濡目染父親與大地共生共養的踏實與樸實，在農商的結合下，造就了他後來不凡的創業之路。自退伍後，他憑藉其不服輸的個性，在建築、水電工程及電子業等領域，都經營得有聲有色。1998年移民加拿大後，張忠楠再次展現創業家獨到的眼光及開拓精神，轉進釀酒業，憑其敏銳觀察力及獨到的經營魄力，成功將鷺島酒莊品牌推上國際市場。酒莊不僅擁有加拿大VQA優良酒品認證標章，更在國際大賽中屢獲金牌獎殊榮，並於2006年榮獲「卑詩省前24大出口企業獎」。張忠楠本人也分別於2010年，2015年榮獲「加拿大企業家獎」與「加拿大最傑出移民獎」，更於2012年及2014年兩度獲邀陪同加拿大總理哈珀出國訪問。他秉承其務實積極的態度及長期深耕的經營理念及夢想，致力於打造串聯加拿大東西三點一線的「葡萄酒王國」。

一條龍運營 競爭佔優勢

鷺島酒莊在葡萄酒釀製技術上嚴格執行業界最高標準，不惜斥資從法國、德國和義大利引進最先進的釀酒設備。為確保最佳釀酒品質，採用最新的不鏽鋼溫控發酵槽藉以調節酒桶溫度。在包裝方面，與專業設計團隊合作，設計專屬酒標與包裝；在行銷方面，不斷積極



先進設備釀製頂級葡萄酒
Incorporating High Tech Equipment In The Process of Winemaking

參與國際性展覽及國際葡萄酒比賽，藉由參展及比賽，提高酒莊品牌形象及市場占有率；同時提供跨國宅配優質服務，使得外銷金額逐年成長，從生產到販售，形成產業一條龍的競爭優勢。

成功企業家 專業釀酒師

鷺島酒莊創辦人張忠楠不但是位成功企業家，亦是專業釀酒師。秉持著認真嚴謹的學習態度，張忠楠虛心求教，成功在短時間裡熟悉掌握了葡萄酒的生產工藝流程。早期的電子工程背景對張忠楠影響深遠，他經常從科學邏輯的實證角度，詳細紀錄釀酒發酵過程數據並親嘗評比，嚴格把控葡萄酒的釀造過程。

張忠楠的口頭禪是「始終如一地堅持品質」。在這種理念下，鷺島酒莊的葡萄酒在國際競賽上屢獲佳績。每一次鷺島酒莊獲得金牌殊榮時，他總是對員工說：「又一次的金牌並不能保證下次還是金牌，但能保證的是，每一次的品質都在超越上次的品質。」

品牌變名牌 璀璨金招牌

在短短的幾年間，鷺島酒莊在市場上和消費者心中建立了金字的品牌。「正確的邏輯、品質管理、誠懇、勤奮」的經營理念驅動鷺島



酒莊一步步成長。不論是製酒過程或是營運管理，均堅持依照量化數據作依據而進行改善，同時也持續投入大量經費更新釀酒設備，經年累月累積許多的寶貴經驗，奠定鷺島酒莊日後成功的基礎。此外，鷺島酒莊早已體認到新興市場的成長潛力，尤其是中國經濟成長後，對於優質酒品的需求大增。鷺島酒莊不但積極參與國際性酒類比賽，且持續推出品酒行程，使品牌知名度不斷上昇。

取之社會 用之社會

鷺島酒莊多年來一直積極參與當地醫院、醫院慈善基金會、政府機構及全國非盈利機構所舉辦的慈善活動，並捐贈酒莊禮品券支持主辦單位義賣籌款。從2009到2015年，鷺島酒莊在社會公益活動上所資助的善款共\$204,508加元，約\$5,660,000元新臺幣。隨著企業的發展腳步，鷺島酒莊期望在將來繼續加倍協助支持所有回饋社會的公益活動，用實際行動展現用之社會的理念。■

Lulu Island Winery Ltd., Metro Vancouver's largest winery, is located in Richmond BC, Canada. The winery of the 22,000 square foot houses a production facility, four wine tasting rooms and retail. It is the largest Icewine producer and exporter in the Province, exporting 80% of its wine production. Most recently the winery was awarded as being recognized as one of the Top 24 Exporters in British Columbia.

From cultivating to growing, from brand to recognition

The founder and President of Lulu Island Winery, John Chang, originated from Neihu, Taipei. Born in a family with both an agriculture and business background combined with being influenced by his father's diligence and simplicity, Chang started his extraordinary entrepreneurial journey with combining his love of agriculture and commerce. After leaving the army, he successfully ran his business in architecture, hydropower and electronics. In 1998, John and his family immigrated to Canada. By this time, Chang showed his entrepreneurial talent and spirit in Canada's wine industry. With his keen observations and unique management style, Lulu Island Winery has now become a shining star and a well-known brand on the international market.

Wines produced are all VQA (Vintners Quality Alliance) certified. In addition, Lulu Island Winery walked away with awards and accolades as winner

of the BC's Top 24 Exporters in 2006 and the New Canadian Entrepreneur Awards in 2010. This year, Mr. Chang was a proud recipient of the annual RBC Top 25 Canadian Immigrant Awards. In both 2012 and 2014, Chang was invited by Prime Minister Stephen Harper's delegation visit to China. Because of his pragmatic and positive attitude, as well as his business acumen Mr. Chang is growing his presence and contribution to Canada's wine industry with his recent acquisition of Lailey Winery, located in Niagara-on-the-Lake, Ontario. The company is also expanding with the opening of Grizzli Winery, in Kelowna, British Columbia.

Competitive advantage: One-stop operation

Lulu Island Winery boasts latest equipment in boasts the latest the art of wine making. Tanks are from Germany and are custom built to include a temperature controlled process in order to ensure the best quality of the wine. The winery is also equipped with the latest European bottling and labeling machinery. Bottling is conducted in a completely sterile environment, and corked under a vacuum, which allows for long storage periods which enhances aging of the wine. The company has worked with professional design teams to present exclusive labeling and packaging. Lulu Island Winery has been attending a number of international exhibitions and



wine competitions, whereby raising brand image and opportunities to expand and grow market share. By offering delivery services to China, Taiwan, and Japan, Lulu Island Winery has witnessed a dramatic increase in both production and sales, thanks to their one-stop operation from production, fermentation center, bottling and distribution.

A successful entrepreneur, an experienced winemaker

The founder, John Chang, is not only a successful entrepreneur, but a professional and experienced winemaker. Chang started to master his wine crafting skills, humbly, combining Chinese traditional wine methods he learned with modern Western technology and equipment. For years, Chang was in the business of researching wine varieties to gain a greater understanding of defining the wines he enjoyed the most and why. Early experience in electronics industry had a far-reaching influence on him, giving him logical thinking, great attention to data and details in the wine making process, and strict control on wine quality standards.

“Adhere to quality” is what Mr. Chang always says. Because of his belief, Lulu Island Winery’s wine exemplifies quality and typicity. “One gold medal cannot guarantee another gold medal next time, but what can be guaranteed is we go beyond ourselves to achieve better quality”.

Gold brand, gold quality

In recent years, Lulu Island Winery has become a gold brand in the market and in the customer’s mind. “Logical thinking, quality control, integrity and diligence” is the optimum mission statement that drives Lulu Island’s growth. The improvements are based on research and statistics, no matter if it is for wine making or operations. Since the rise of China’s economy, Lulu Island Winery identified, early on, the potential of this market growth and demand. Entering international and domestic wine competitions, providing facility wine tasting and winery tours all benefit and help position Lulu Island Winery’s brand awareness.



加拿大外交部部長參訪鷺島酒莊
Minister of Foreign Affairs visiting Lulu Island Winery

Taking from the community, reporting back to the society

Over the years, Lulu Island Winery has been participating in local charity organizations and supporting events held by local hospitals, charity foundations, government organizations and non-profit organizations over the country. From 2009 to 2015, the donation value Lulu Island Winery has contributed to social benefits reportedly was valued at CAD\$204,508, approximately NT \$5,660,000. With the growth and expansion, Lulu Island Winery is expecting to make larger contributions to non-profit organizations for the betterment of programming and for our communities.



綜合評語 Commentary

- 該公司結合旅遊觀光提升品牌認知，並藉由各項參展及比賽提高酒莊品牌形象及市占率等行銷策略，成功地由單一釀酒商轉型為觀光酒莊，成為溫哥華地區最大規模酒莊。
- 企業積極參與全國非營利機構、當地醫院、政府機構所舉辦之慈善活動，幫助弱勢團體外，亦協助教育發展性質的公益活動。
- Tourism is one of the key economic drivers for Canada. The winery continues to play a role, on the international arena, in tourism and in wine events which contributes to the winery's status of being the largest winery (as measured by visitations) in Vancouver, Canada.
- Apart from pro-actively participating in pro bono activities organized by national NPOs, local hospitals and local government organizations to help disadvantaged groups, the owner spares no effort in assisting pro bono activities for educational development.