

第26屆國家磐石獎

The 26th National Award of
Outstanding SMEs



JIU ZHEN NAN
TAIWAN 1890

舊振南食品股份有限公司

JIU ZHEN NAN FOODS CO., LTD.



董事長 李雄慶先生
Chairman : Mr. Eric Lee

負責人：李雄慶

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推薦單位：台灣新光商業銀行

營業項目：伴手禮、喜餅、節慶禮盒、手作烘焙課程

產品名稱：綠豆椪、鳳梨酥、太陽餅、鴛鴦餅、紅豆Q餅、漢餅、杏香酥



<http://www.jzn.com.tw>

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Recommended by :

Shin Kong Bank

Business Items :

Gifts 、Wedding Cakes 、Festival Gift Boxes 、Baking Class

Products : Taiwanese Mooncake 、Pineapple Cake 、Sun Cake 、Sesame Mochi Cake 、Almond Cake 、Azuki Mochi Cake 、Han Bing



精緻手工中式喜餅
Sophisticated handmade Wedding Cakes "Han Bing"



綠豆椪是最暢銷的伴手禮商品之一
Taiwanese Mooncakes, one of our best selling products



舊振南企業總部暨漢餅文化館
JIU ZHEN NAN's Headquarter and Han Pastry House



舊振南食品股份有限公司
JIU ZHEN NAN FOODS CO., LTD.



漢餅文化館提供中式糕餅手作體驗課程
People can enjoy the fun of handmade Taiwanese pastry
at JZN Han Pastry House



漢餅房是全台首間有座席區的門市
Pastry House is Jiu Zhen Nan's first contemporary design store

「揉麵要手工、內餡要實在、烤餅火要勻、不加防腐劑」，創立於1890年，傳承百年技藝，堅持以手工揉製最精緻的漢餅。目前全台已有18個營業據點，擁有自營的電商，在國際機場免稅商店、香港、中國也可買到舊振南的商品，更在2016年打造「舊振南漢餅文化館」，致力於推廣漢餅美學與文化，「Taste Local • Link Global」，舊振南要讓所有海內外的消費者，見識台灣味道與在地特色，朝華人第一漢餅品牌邁進。

從傳承到創新 百年老店展現新面貌

「沒有創新，就無法傳承延續」1995年李雄慶董事長接手家族製餅事業，重新定位品牌「漢餅是根本，手作是舊振南的精神所在」大刀闊斧進行改革與品牌拓展，利用精緻的包裝設計與多元通路，強化與市場溝通，融合傳統與創新，賦予傳統中式糕餅新的篇章。

在通路布局上，除門市外，舊振南還是第一間進駐百貨與高鐵設櫃的漢餅業者，同時也與國內外機場免稅商店等通路合作，讓國內外

的旅客都認識到舊振南這個品牌。目前逐步布局國際通路，透過與知名品牌通路商合作，進軍中國、香港、新加坡等華人文化圈。

對於品牌形象的經營，舊振南從禮盒包裝設計著手，以精緻典雅的包裝加強顧客視覺印象，提升品牌質感，屢獲德國IF設計傳達獎、台灣金點設計獎、紅點傳達設計大獎等國內外設計獎項。此外，舊振南善用顧客關係管理系統結合數位行銷，持續提升顧客滿意度及黏著度。

從原物料到成品 用心為食品安全把關

為適應現代人的飲食觀念，舊振南將漢餅精緻化，嚴選原物料，以奶油取代豬油，強調低糖、少油、不添加防腐劑的健康概念，並通過ISO22000及HACCP認證，供應鏈導入第三方稽核，一切依循食品安全衛生最高指導原則，2017年還開始籌劃建置小型實驗室，為產品的食品安全徹底把關。



榮獲優良品牌各式殊榮
Jiu Zhen Nan has been awarded with many prizes

為貫徹企業治理精神及與國際接軌做準備，舊振南也在2016年主動導入內控稽核制度、ERP系統，使公司營運系統化。李董事長堅定地表示：「百年以來，舊振南累積許多知識經濟，有些是顯性的，有些則是隱性的。在申請國家磐石獎的過程中，盤點並建立公司的知識經濟體系，藉由團隊共同參與，落實公司經營理念與轉型意識，未來也有助於我們不斷精進更新，調整公司的經營腳步，展現舊振南邁向永續經營的決心」。

深耕在地回饋鄰里 傳承漢餅歷史風華

為振興漢餅文化，舊振南除在口味、包裝上不斷與時俱進，亦特別打造「舊振南漢餅文

化館」，在4,421平方公尺的空間中，以三合院意象結合綠建築設計，規劃企業總部、漢餅房、手作烘焙體驗空間、食光書塔等，透過手作漢餅的五感體驗，引領民眾親身體驗漢餅文化之美。

對於傳承漢餅文化的使命感，也反應在舊振南力行企業社會責任的努力上。舊振南從在地出發，舉辦多場手作與認識漢餅的公益活動，並以親子為對象，希望讓漢餅文化可以在孩子的心中扎根。此外企業對環保的議題也相當重視，不僅文宣DM都使用FSC人造森林紙張及無毒大豆油墨印刷、產品包裝使用PLA環保材質，2016年鳳梨酥禮盒也取得碳足跡標章認證。舊振南與多所學校進行產學合作，提供學生就職前實習機會，2017年，舊振南還與中山大學合作成立「國立中山大學舊振南品牌研究中心」，希望以舊振南的品牌行銷經驗拋磚引玉，提升台灣在地品牌的視野，共創繁榮。▲



專屬的設計團隊 Design team



"Kneading shall be made with hands; filling ingredients shall be authentic; the baking fire shall be evenly spread; no preservatives shall be added."

Since it was established in 1890, Jiu Zhen Nan (JZN) has insisted on using the centennial handcraft to produce the most exquisite Han Bing. Jiu Zhen Nan currently has 18 stores throughout the country and their products are also available in duty-free shops in international airports, as well as in Hong Kong and China. In 2016, JZN launched the Jiu Zhen Nan Pastry House, which is dedicated to promoting the aesthetics and culture of Han Bing. Upholding the ideal of "Taste Local, Link Global", JZN aims to share Taiwanese flavors and local features with our customers in Taiwan and abroad, and establishes our status as the best brand of Han Bing in the Chinese world.

From Legacy to Innovation, a New Image of the Centennial Brand

"Without innovation, there is no continuation of legacy." When the present chairman, Eric Lee, took over the family enterprise in 1995, he began the mission of re-positioning the brand: "Han Bing is the foundation, and making Han Bing by hand represents the spirit of Jiu Zhen Nan." Therefore, the chairman bravely revolutionized and expanded the brand, using exquisite packaging designs and diversified channels to strengthen our communication with the market. Through such strategies, JZN is able to integrate tradition and innovation, turning over a new page for traditional Chinese pastry.

In terms of channel strategies, JZN not only has its own stores, but is also the first Han Bing brand to set up stores in department stores and High-Speed Rail stations. Meanwhile, JZN has collaborated with various channels, such as duty-free shops in international and domestic airports, creating an opportunity for foreign and domestic travelers to get to know the brand. At the moment, JZN is also actively creating a network of international channels, collaborating with well-known channel brands to venture into Chinese cultural circles in China, Hong Kong and Singapore.



製作喜餅禮盒中的漢餅 Making Wedding Cakes "Han Bing"

As for crafting the brand identity, JZN begins with the packaging design of gift boxes, hoping to use delicate and elegant designs to enhance customers' visual impression and increase the brand's sense of value. Jiu Zhen Nan's packaging designs of gift boxes have won various prestigious international and domestic design awards, including Germany's iF Design Award and Red Dot Design Award, as well as Taiwan's Golden Pin Design Award. Moreover, JZN has efficiently combined the customer relation management system with digital marketing, and continues to increase customer satisfaction and loyalty.

From Materials to Products, the Full Dedication to Ensure Food Security

Adapting to modern dietary concepts, JZN has been refining the making of Han Bing through strictly selecting ingredients and materials, replacing lard with butter, using less sugar, oil and zero preservatives. JZN has passed ISO22000 and HACCP certifications and introduced the system of third party auditors into its chain of production to ensure the highest standards of food safety. In 2017, JZN has been planning to create a small-scale laboratory to take its commitment for food safety to the next level.

To fully realize the spirit of corporate governance and prepare for the connection between the brand and the global network, JZN has implemented the system for internal control and auditing, as well as the ERP system, to systematize the operation of the company. "In over a century, Jiu

Zhen Nan has accumulated much know-how for the knowledge-based economy; part of it being explicit while the other being implicit. Through the process of applying for the National Award of Outstanding SMEs, we have organized and built up the company's knowledge system, and realized the ideal of corporate management and transformation through collaborative participation of our teams. These efforts will also help us to consistently improve ourselves and adjust the management of the company, demonstrating Jiu Zhen Nan's determination for sustainable operation," according to Chairman Lee.

Cultivating and Reciprocating Local Community, Inheriting the Glorious Legacy of Han Bing

In order to promote the culture of Han Bing, JZN has kept pace with the times in terms of flavors and packaging, and specifically launched the JZN Pastry House. In the space of 4,421 square meters, the image of a traditional three-section compound is combined with green architectural design and houses the corporate headquarters, JZN Story Pavilion, Pastry House, JZN Cooking Lab and small Library. Through the comprehensive experience of the five senses offered by handmade Han Bing, the JZN Pastry House guides visitors to be immersed in the beauty of the Han Bing culture.

The sense of commitment to continue the culture of Han Bing is also reflected in Jiu Zhen Nan's efforts in carrying out corporate social responsibility. Building a strong relationship with local communities, JZN has organized many charitable events featuring DIY workshops and knowledge about Han Bing. These events focus on parents and children, hoping that the culture of Han Bing can take root in children's minds. In addition, JZN has placed much importance on environmental issues. JZN uses FSC-certified paper and environmental-friendly soy ink to print DMs and PLA eco-friendly materials for packaging. In 2016, Jiu Zhen Nan's Pineapple Cake products also received the carbon footprint certification. Furthermore, JZN engages in industry-academy cooperation projects with many schools, offering students internships before they start working.



因品牌不斷創新求變，吸引許多大學新鮮人，為老品牌注入新活力
Through brand innovation and creativity, we attract many fresh graduates to join the Jiu Zhen Nan family.

In 2017, JZN collaborated with National Sun-Yat-sen University and launched the "National Sun Yat-sen University Jiu Zhen Nan Branding Research Center," hoping to use our brand marketing experience as an example to broaden the vision of Taiwanese brands for collective prosperity. ▴

綜合評語 Commentary

產品朝向精巧化，以3D列印技術開發新模具，並導入顧客關係管理系統O2O提供線上預約，線下試吃，服務創新且市場定位明確。同時也打造漢餅文化館，並與節能減碳結合，以綠建築勾勒出喜餅歷史典故，寓教於樂以深耕企業經營與產業，可做為糕餅傳統產業之學習模範。

Products of this company are getting increasingly exquisite with 3D printing technology in the development of new molds and O2O CRM system for online reservation and offline tasting. Service is innovative and marketing positioning is proper. It has also created a JZN Pastry House for mingling with energy saving and carbon reduction. The green structure of the house characterized the legend of wedding cakes. The operation is running alongside education and pleasure that makes it a model in the traditional pastry industry.