



豐盟企業股份有限公司

HONG MING ENTERPRISE CO., LTD.

負責人：郭信宏
地址：717台南市仁德區中洲里中洲306-2號
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推薦單位：台南市糕餅商業同業公會、燦和食品工業股份
營業項目：有限公司
產品名稱：麵粉、麩皮、粉頭、小麥胚芽
B&W高級專用麵粉、御金香牌麵粉、冠軍牌
麵粉、豐盟牌麵粉、金獅牌麵粉



董事長 郭信宏先生
Chairman : Mr. Hsin Hong Kuo

Owner : Hsin Hong Kuo
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Recommended by : Tainan Bakery Association、Tsan-Ho Food Industrial Co., Ltd.
Business Items : wheat flour、wheat bran、pollard、wheat germ
Products : B&W series high class flour、Tulip Permuim series flour、Champion series flour、Hong Ming series flour、Gold Lion series flour



www.hmflour.com.tw



● 公司大門



● 各式產品 Variety of products





● 週會 weekly meeting



● 經營團隊互動與決策模式 Teamwork and Decision mode

豐盟麵粉用心熱愛台灣這片土地，在地深耕長達70餘年。成立於1949年是由郭朝智先生所創立「豐成麵粉廠」。在1973年遷廠至台南市仁德區，更名為豐盟麵粉。處處用心，成就麵食的精采，讓每一口美味都是感動，豐盟麵粉所創造的麵粉，不只成功扮演最重要的角色，更能發揮麵食的賞味價值，主導麵食料理美味的靈魂，讓台灣麵食譽滿天下，成為食品界最具附加價值的公司，華人市場的標竿企業。

創新技術 引領同業

唯有不斷的創新才是企業生存之道。做為專業的“豐盟麵粉廠”的全體員工秉持「正、誠、勤、儉」的企業精神，投入更多的精力與心血。就是為了要提供客戶及廣大消費者，使用天然、健康安心、更優質、更多樣化的麵粉製品。

2010年不惜巨資建購新產線，在2011年正式投產台灣最專業的世界級高科技麵粉廠。從原料的精選、製粉、配粉到包裝完成，使用瑞士頂級BUHLER原廠最新全自動化製粉設備及

WisCosR2 電腦製程控制系統。獨特的配粉技術及採用日本長流程製粉技術，將生產線分為三線，軟、硬麥分線專磨，日研磨麥量增至830公噸，把台灣麵粉製造技術提昇為世界級水準。

客製化產品 為食安把關

研發團隊以M.I.T.的精神，專注於產品品質提升，精益求精、精進製程，提供最佳的麵粉產品及客製化100餘種麵粉。董事長郭信宏表示，公司持續大額投資引進世界級的生產設備，且製程嚴謹，為了替客戶與消費者層層把關食品安全，讓消費者品嚐到最好的麵粉製品。豐盟麵粉更通過了食品安全系統ISO 22000/HACCP、清真認證等多項認證。利用日本長流程製造技術，可去除重金屬、雜質等多項食品危險因素，小麥磨粉前經過此過程，會變得非常乾淨。配合品保部門嚴格的品檢，生產出顆粒均勻細緻、品質穩定且操作性佳、產品保濕度高、老化速度慢，且具天然小麥香的麵粉。

行銷策略 海外布局

從追求品質到創造幸福，厚植台灣麵食軟

實力，創造美味藝術的無限可能。豐盟以多品牌經營，產品策略具獨特優勢，每個品牌均聚焦於獨特而有利的定位。繼續維持既有品牌，更創新研發出例如：要做法國麵包、可頌、吐司麵包、蛋糕、鳳梨酥，以「B&W系列」是第一首選；豐盟系列則有特選高筋粉、精緻中筋粉、高級低筋粉、速食麵專用粉、麵條專用粉、關廟麵專用粉，北中南舉辦之烘焙講習會、或是菠蘿麵包創意比賽大會指定用粉都是「豐盟高、中、低筋麵粉」。並以最實惠的價格，滿足客戶享有與進口粉同等級的高規格麵粉，深獲國內外食品大廠的青睞及滿足客戶最嚴苛的品質要求。

「台灣生產製造、行銷全世界」隨著食品加工業者的產品行銷全世界，豐盟麵粉配合下游食品加工業者海外設廠，供應海外工廠麵粉需求。並積極拓展海外麵粉市場需求，除了已經拓展的港澳市場、未來開發新海外市場有菲律賓、馬來西亞、新加坡…及拓展政府積極的南向的海外市場等地區。

企業持續投資佈局

以經營台灣糧倉為目標，小麥麵粉已經成為台灣人的主食每人年耗用量56公斤，遠遠超過稻米每人年耗用的45公斤。豐盟麵粉2011年投產工廠的生產量均已經滿載，考量規模經濟理念及閒置資產活化，投資佈局擴廠計畫勢在必行，相信透過擴廠布局，引進自動化生產機械設備，將產量提高發揮最大經濟效益，因應日趨競爭之市場，克敵制勝達成永續經營的企業目標。

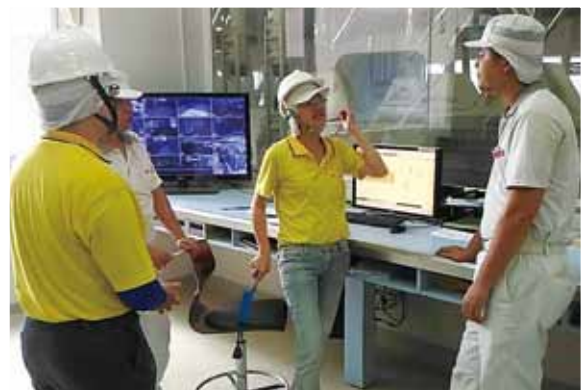
強化競爭力 追求百年長青

不論外部環境如何巨變，經營體質的堅實與隨時靈活應變的能力，絕對是因應全球化快速變動的基本條件。

在地深耕70餘年成就品牌堅強的實力，未來更將延續這一份專注食品安全達人精神，成為豐盟人引以為傲的企業。打造出在全球產業界獨一無二的品牌價值，站穩世界級大廠的地位。期使企業朝向與時俱進之升級及轉型，追求企業的百年長青。▲



● 中式食品 – 產品說明會 Regular wheat flour promotion



● 固定每日交接班會議 Daily shift handover meeting



● 客戶服務 – 技術服務 Technical Service



● 台南市糕餅公會-波羅麵包比賽贊助 Sponsored Tainan Bakery Association Baking Competition

Hong Ming Flour Mill has established business in Tainan, Taiwan for more than 70 years with true passion to love Taiwan. In 1949, Mr. Chao -Tzu Kuo founded the “Hong Cheng Flour Mill”. In 1973, he relocated the mill to Render District, Tainan City and renamed it the “Hong Ming Flour Mill”. With enormous dedication and effort, the noodles, breads and foods made of our flour became extraordinarily delicious; our flour plays the most crucial role in the industry, so it has become a major factor in these tasty noodles, breads and foods. With excellent characteristics, Hong Ming’s flour makes Taiwan’s noodles, breads and foods well-known all over the world. Hong Ming Flour Mill has become the most value-added mill in the noodle, bakery and food industry and also a leading enterprise in the Chinese market.

Innovative Technology Leads the Industry

In order to stay competitive in the industry, we continue to improve our products and innovate with the latest technology. All employees in the “Hong Ming Flour Mill” are committed to the enterprise spirit of “Upright, Honest, Diligent, and Efficient”, and are willing to devote more energy and effort in providing clients and customers’ needs with natural, healthy, safe, better, and more diverse flour products.

In 2010, we made a major investment in building a new production line.

In 2011, we officially had the most professional

world-class high-tech flour mill commissioned in Taiwan. From cleaning, milling and mixing to packaging, we use the latest fully automated milling equipment and WisCosR2 computer process control system from Switzerland’s Buhler Group. With our unique mixing technology and the use of Japan’s long process milling technology, the production line is divided into three lines, soft wheat and hard wheat with a daily milling capacity up to 830 metric tons. This raises Taiwan’s flour manufacturing technology to world-class level.

Customised Product Maintains Food Safety

With the spirit of M.I.T. (Made In Taiwan), our R&D team focuses on improvement in product quality, manufacturing process, and provides the best flour products with more than 100 customised flours. Our chairman,

Hsin – Hong Kuo states that the company will continue to invest heavily in world-class production equipment; with precise manufacturing processes, we ensure food safety for clients and consumers so that they can taste the best flour products. Hong Ming Enterprise has passed many certifications such as Food Safety System ISO 22000 / HACCP, Halal Certification. Using Japan’s long process milling technology, it removes multiple food risk factors such as heavy metals and impurities; wheat also becomes very clean after this process before milling. With strict inspection from the quality assurance department, we produce flour with fine particles, high

quality, good operability, high moisture retention, slow aging and natural wheat scent.

Marketing Strategy Invests Overseas

From pursuing quality to creating happiness, we have established a good reputation for Taiwan noodles, breads and foods. Hong Ming operates multiple brands using a unique and advantageous product strategy; each brand is well positioned. On top of existing brands, we continue innovating new products such as “B&W series”, the best choice for French bread (Baguette), croissant, toast, cake, and pineapple cake. The Hong Ming series also have special high gluten flour, all-purpose flour, low gluten flour, flour for instant noodles, flour for noodles, flour for Guan Miao noodles and flour for special purposes. Both the baking workshop and pineapple bun creative competition uses “Hong Ming’s high gluten, all purpose, low gluten flour” as their designated flour. At the most cost effective price, we can offer customers with high-grade flour of the same grade as imported flour; we have won our reputation from domestic and global food manufacturers and can satisfy customers with the highest quality requirements.

“Made in Taiwan, Marketing World-wide”. As products in the food processing industry are sold and selling all over the world, Hong Ming flour cooperates with the downstream food processing industry to build up factories overseas to supply flour demand for overseas factories. We actively expand the overseas flour market demand; in addition to the already expanded Hong Kong and Macao market, the future development of new overseas markets include

the Philippines, Malaysia, Singapore, and other Southbound overseas markets.

Enterprise continues global investment placement

With the goal of operating Taiwan’s granary, wheat flour has become the staple food of the Taiwanese people with an annual consumption of 56 kilograms, far exceeding the annual consumption of 45 kilograms of rice per person. In 2011, the production capacity of Hong Ming flour’s factories has been fully loaded. Considering the concept of economies of scale and the activation of idle assets, it is imperative to invest in the expansion of factories. We believe that through the expansion of factories and the introduction of automatic production machinery and equipment, it will maximise the economic benefits of production, accommodate the increasingly competitive market, and sustain long-lasting development.

Strengthening Competitiveness pursues long-lasting development

No matter how the external environment changes, the ability to stay robust and adapt to the environment is absolutely fundamental to staying competitive due to rapid changes in globalisation.

With more than 70 years in Taiwan, we have achieved a good reputation in our own brand. In the future, with the spirit of “focusing on food safety”, we will continue building the company into a unique brand-name and also a world-class manufacturer. We will also continue to upgrade our products and transform the company into a leading sustainable business. ▲



擁有健全的食品加工製造程序，工廠制度與安全規範完整。採用與日本知名麵粉廠同步製作技術，將台灣麵粉製造技術提升為世界級水準，致力經營「台灣糧倉」目標，並秉持專注品質的職人精神，打造自我品牌價值，值得肯定。

Hong Ming has complete food processing procedures, factory systems and safety standards. Introduces the same manufacturing technology with the famous Japan flour mill to upgrade the flour milling technology in Taiwan to world class. Hong Ming should be recognized for its commitment to achieve the “Taiwan granary” goal and focus on the craftsmanship emphasizing quality to create value for its private brand.