



二嫂餐飲集團

Ersao Inc.



ersao.com.ph

二嫂餐飲集團致力於發揚台灣的餐飲文化，創立20餘年來不段的追求產品的創新與引進各式先進食品機械設備，致力將台灣的飲食文化推廣到全菲律賓。

洞察先機 全力以赴

20年前的菲律賓百業待興，人民平均收入普遍偏低，餐飲服務業並不盛行，外食餐廳寥寥無幾，有鑑於此謝嘉卿先生看到了商機，便積極引進各式台式小吃料理，從最初的鹹酥雞，珍珠奶茶，新鮮

果汁到後來增加餐點麵食等等，將原本飲料小吃店順利的轉型為複合式餐廳。近幾年來菲律賓的經濟日趨繁榮，菲國人民收入普遍提高，消費能力也隨之增強，二嫂餐飲集團更積極的推廣冷凍食品調理包，試圖透過超市，網路電商平台等將台灣的美食文化推廣到菲律賓的各個角落。

迎合時局 不斷創新

從1998年創立之初只是家門前的一個小攤位開始，到後來的小吃店，設立中央食品工廠，成立加盟連鎖部門，珍珠粉圓製造與批發部門，以及飲品原物料批發部門，一路走來二嫂餐飲集團一向秉持著不段的創新與研發的精神。高薪聘請台灣知名廚師指導，引進台灣先進食品加工機械設備，進口台灣純正原物料，並與台灣飲品原物料供應商結盟共同開發菲律賓市場。近年來為求增加市場競爭力，二嫂餐飲集團不惜斥資於大馬尼拉市區內購地，預計於2022年完成興建12層大樓，成立大型餐飲原物料製造與批發物流中心。



台灣節目介紹 Taiwan Program Introduction

用人唯才，各司其職

公司引進ERP管理系統，從採購，製造，品管，庫存，物流，財務會計，人事等部門等皆經由此系充分達到人盡其才，物盡其用的最高原則，公司部門間經由此系統，以達到相互協助，彼此監督的高效率行政管理。

取之於社會用之於社會

公司負責人謝嘉卿先生從1990年來到菲律賓便帶領公司積極參與當地台商社團的活動，其中亦參與賑災救助等公益活動，協助並參與台灣政府舉辦各式參訪活動，公司並定期舉辦員工旅遊，在職進修，每年更提撥盈餘分發紅利給每位員工，並已購地預計興建員工宿舍。這次新冠病毒疫情肆虐，封城期間公司亦定期發放救援物資給員工及捐助口罩，防護衣，食物等給菲律賓各大機關團體，發揮人飢己飢，人溺己溺，取之社會，回饋社會的精神。



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推薦單位：駐菲律賓代表處 徐佩勇、菲律賓台灣商會聯合總會 前總會長江福龍

營業項目：中央食品工廠、加盟連鎖、冷凍食品批發、飲品原物料批發、珍珠粉圓製造與批發

產品名稱：麵條、水餃、鹽酥雞、粉圓珍珠



產品製作導覽 Product Production Tour

感恩的心 老實人的事業

負責人謝嘉卿先生一直認為不管身處何境，心中一定要常保感恩之心，一步一腳印踏踏實實地做，因為餐飲業是老實人的事業，產品絕對要真材實料，才能做出優質商品，路也才能越走越寬。

知足 惜福 感恩

從第一天在家門前賣3公斤的鹽酥雞開始，到目前公司的年營業額超過5億菲幣，一路走來謝嘉卿先生最想感謝的就是他的父親，因為父親從小就教導他做人要懂得知足、惜福與感恩。

董事長 謝嘉卿 先生
Chairman : Mr. Jack Hsieh

Owner : Jack Hsieh

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Recommended by : Taipei Economic And Cultural Office in the Philippines, Peiyung Hsu、Taiwan Association Inc, Gian Fu, Long

Business Items : Food Manufacturing, Franchising, Distribution of supermarket items and beverage raw materials, Tapioca Pearl manufacturing and distribution

Products : Noodles, Dumplings, Spicy chicken and Tapioca



生產線 Product line

Ersao Food & Beverage Corporation is committed to promoting Taiwan's food culture to the Philippines. We have been continuously pursuing product exploration and innovating to new technology with machinery and equipments for more than 20 years. It has always been our company's goal to share the art of Taiwanese food culture to the entire nation.

Gain insight and go all out

Two decades ago, most industries in the Philippines still awaits to prosper. The average income of the people were low.

Food catering and service industry were not common on the street and restaurants are few to count. In that time, Mr Hsieh Chia Chin visioned out a business opportunities and successfully introduced various Taiwanese dishes. The Taiwanese chicken popcorn, pearl milk tea, fresh fruit smoothies, and later on an addition of authentic noodle dishes, etc. He started with a small stall serving quick bites and milk tea drinks, then it gradually transformed into a multi-category restaurant with an empire of franchises nationwide. In recent years, the economy has become more prosperous and better in the Philippines. The average income and spending power have also taken off. Ersao Food and Beverage Corporation strives for broader service and is now promoting frozen food packages distributing to supermarkets and online e-commerce platforms. Actively making Taiwanese food culture reaching out to all corners of the country.



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1. 2019台灣教育展 2019 Taiwan Education Fair

2.3. 教學 Teaching

Accept, Adapt, and innovate

From the beginning of its establishment in 1998, it was just a small stall in front of Mr Hsieh's house. Next, it became a snack shop, then a central food factory was established, and later branched into departments such as the franchising department, Tapioca boba mass production department, and beverage ingredients wholesale department. All the milestones was made through the consistency in insisting to innovation and research development. Investing on collaboration with Taiwanese food experts, bringing Taiwanese food technology and machinery, utilizing Taiwanese originated raw materials and collaboration with



生產線 Product line

Taiwan based companies to open more Philippines markets. This years, we are in preparation to increase our market competitiveness by investing in Metro's real estate and establishments. And it is expected in year 2022 to complete a twelve story building of a massive scaled food manufacturing, wholesale and logistics services center.

Ersao started in 1998 as a small stall in front of Mr. Hsieh's house and because of the potential it holds Mr. Hsieh decided to open a snack shop which later on embarks to a central food factory due to the market demand. As the popularity increased, franchising became Ersao's new journey. On the later years, Ersao also successfully stepped into distribution of beverage ingredients and manufacturing of tapioca pearls.

Qualified workers with Quality work

Introduced to the ERP management system the company can now connect to purchasing, manufacturing, quality control, inventory, logistics, financial accounting, human resource and other departments to fully achieve the principle of achieving all talents and knowledges into a higher efficiency on the departments mutual assistance and mutual supervision for the whole management.

Mutual Benefit with the Society

As the head of the company, Mr. Hsieh Chia Chin, is leading the company in giving back good will to the community by actively participate in the activities and events of local Taiwanese business associations. He also participated in disaster relief



交流活動 Exchange Activities

and other charity activities, and assisted in various event organized by the government of Taiwan. As for the fellow employees, the company regularly organized employee team building tours, On-the-job training, and year end incentives to each member of the company. Employee dormitories is also part of the companies investment to explore more benefits of the employees. During the COVID-19 pandemic, the company also regularly distributes relief supplies, donated masks, protective clothing, and food to various government agencies, frontlines and medical teams as an act of giving back.

A grateful heart and truthful career

Mr. Hsieh believes in doing things step by step and must always be grateful. Honesty is the best value in the food service industry because good products are made with high quality ingredients and it is also the only way to bring prosperity.

Contentment, happiness and gratitude

From the beginning of selling 3 kg of chicken popcorn in front of my house, now the company's annual turnover has exceeded five hundred million in Philippine currency. The person Mr. Hsieh will always be thankful for is his father, who taught him the values of Contentment, Treasure and Gratitude.



旗艦店開幕 Flagship store opening



1. 旗艦店 Flagship store
2. 台灣小吃 Taiwanese Food
3. 珍珠 Tapioca
4. 產品展示櫃 Product Showcase

綜合評語 Commentary

企業深耕菲律賓，透過超商、網路電商平台將台灣美食深入當地生活，發揚台灣餐飲文化。董事長率領員工積極參與當地台商社團，投入社會公益，賑災捐款，回饋社會的精神，足為國民外交典範。

A business that cultivates the Filipino market by blending Taiwanese gourmet foods with the local daily life through convenience store chains and e-commerce to disseminate Taiwan's dietary culture. Its chairperson even leads employees to actively participate in associations formed by local Taiwanese businesses, engage in social welfare, and make donations for disaster relief, setting an example for civilian diplomacy through social contribution.