



# LONTRUE

—— 美好生活源自朗源 ——

THE HAPPY LIFE COMES FROM LONTRUE



## 企业概况

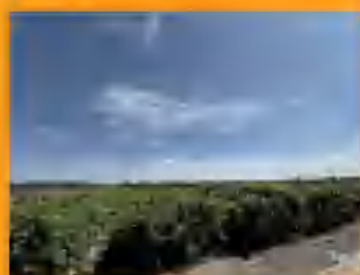
### About Us

公司成立于2002年3月，前身为烟台广源果蔬有限公司，2009年5月进行改制设立股份有限公司。2011年2月15日公司在深圳证券交易所成功上市（股票简称：朗源股份，股票代码300175），成为山东省首家农业行业创业板上市公司。截至目前，公司已有厂区4处，并拥有仓储量8万多吨的仓储中心和8万多亩的水果基地。

公司是集进出口、生产加工、销售为一体的食品及原料生产商和供应商，致力于为广大用户提供安全、放心的顶级干果和坚果等食品。公司产品线丰富，主要产品有：葡萄干、南瓜子仁、核桃仁、松子仁等，其中葡萄干业务在国际国内市场首屈一指。公司采用多元化、立体化经营模式，以最大限度的满足广大客户需求为服务理念。

The company was established in March 2002, formerly known as Yantai Guangyuan Fruit and Vegetable CO., LTD. which was restructured into corporation in May 2009. On the February 15th, 2011, it was successfully listed on the Shenzhen Stock Exchange. (Stock Abbreviation: Lontrue CO., LTD. and Stock Code: 300175) and became the first GEM listed company in agriculture industry of Shandong province. So far, the company has 4 factory districts, a warehouse with over 80 thousand tons and fruit base covering over 80 thousand mu.

The company is a food and raw materials manufacturers and suppliers integrated with import and export, production and processing and sales, which devoted itself into providing the safe top dried fruit and nuts for all the users. The company's product line is abundant in the main products including raisins, pumpkin seeds, walnut kernels, pine nuts and so on, of which the raisin business ranked on the top in the international and domestic market. The company has adopted the diversified and three-dimensional business model with the service concept of maximum satisfying the needs of customers.



葡萄种植 GRAPES PLANTING

## 战略方向

### Strategic Direction

公司利用多年累积的供应链优势和标准化管理及生产模式，保证了原料供应的稳定性和持续性，加上先进的干鲜冷链共享技术，更加保障了产品品质。公司依托国内外市场客户对公司产品质量、安全性、稳定性及标准化等方面的认可，已成为部分知名休闲餐饮品牌和国内烘焙行业龙头企业的稳定供应商，如洽洽食品、三只松鼠、青岛沃隆、桃李面包、天虹果仁、星巴克、Costa咖啡、知味轩、盼盼食品、徐福记、美珍香、湖南大麦、海底捞等。

公司的战略发展方向如下：

- 1、大宗交易：通过有效引入重要的战略投资人和产业方，以进一步扩大现有大宗交易，为公司打开更广阔的市场。
- 2、渠道拓展：抓住新零售的机遇，积极拓展产品品类和销售渠道，目前公司已与各大商超及供销社集团、四川金控等进行了深度洽谈，根据市场需求进行拓展，将公司打造成为综合性食品供应平台，以进一步提高市场占有率。
- 3、产业整合：通过渠道或品牌方的合作，全面打通上、中、下游产业链，通过纵横双向整合相关产业和资本，以实现公司更深、更远的发展。

Lonture Co., Ltd. leverages years of accumulated supply chain advantages and standardized management and production models to ensure the stability and sustainability of raw material supply. Combined with advanced shared dry and fresh cold chain technologies, this further guarantees product quality. Relying on the recognition of domestic and international customers regarding the quality, safety, stability, and standardization of its products, the company has become a stable supplier to several well-known leisure dining brands and leading domestic baking enterprises, such as Chacha Food, Three Squirrels, Qingdao Wolong, Toly Bread, Rainbow Nuts, Starbucks, Costa Coffee, G-WINSUN, Panpan Food, Xu Fuji, Bee Cheng Hiang, Hunan Damai, and Haidilao.

The company's strategic development direction is as follows:

1. Bulk transaction: By effectively introducing key strategic investors and industrial partners, the company aims to further expand its existing bulk trading, opening up broader markets.
2. Channel expansion: Actively expanding product categories and sales channels in response to market retail demand, the company has already engaged in in-depth discussions with major supermarkets, supply and marketing cooperatives, and Sichuan Financial Holding Group Co., Ltd. The goal is to transform the company into a comprehensive food supply platform and further enhance market share.
3. Industry integration: By collaborating with channels or brand partners, the company seeks to fully integrate upstream, midstream, and downstream industry chains. Through horizontal and vertical integration of related industries and capital, the company aims to achieve deeper and more sustainable development, including raisins, pumpkin seeds, walnut kernels, pine nuts and so on, of which the raisin business ranked on the top in the international and domestic market. The company has adopted the diversified and three-dimensional business model with the service concept of maximum satisfying the needs of customers.

## 基地模式

### Base Pattern

为了控制好原材料的质量安全，朗源公司加强了果园基地建设，按照“公司+基地+农户”的运行模式，在山东省龙口市、栖霞市、蓬莱市、莱州市和新疆吐鲁番市建立了80000多亩果品生产基地，品种主要是红富士苹果、无核葡萄、山东梨、大樱桃、杏、桃等。

公司每年投巨资加强基地基础设施建设，在进行国际质量认证和“三品”认证的同时，充分利用公司质检中心的检测能力，从每年的种植期开始，对种植基地施肥、施药进行监控，并定期进行土壤、农药检测，以确保农产品的种植安全。同时，每个新采收季节原料入厂之前，由检测中心对采收的原料进行有机氯、有机磷、多菌灵、菊酯类等192项农残检测，不合格原料不允许入库。经过多年的发展，公司部分协议基地获得了GLOBALGAP认证，“广源”“朗源”等品牌在国内、国际上的认可度越来越高。

In order to control the safety of raw materials, the company has strengthened the construction of the orchard base in accordance with the operation mode of "company + base + peasant household and set up more than 80 thousand mu of fruit production base in Longkou City, Qixia City, Penglai City, Laizhou City of Shandong Province and Turpan City of Xinjiang, which includes a variety of Red Fuji Apple, Seedless Grapes, Shandong Pear, Cherry, Apricot, Peach, etc.

Every year, the company makes huge investment on the strengthening the construction of base infrastructure, and makes full use of inspection ability of the company's Quality Testing Center with the international quality certification and three products certification. Starting from the annual planting period, the company monitors fertilizer and pesticide on the plant base, and makes the inspection on the soil and pesticide periodically to ensure the safety of the agricultural products. Meanwhile, in every new harvest season, before it delivered into the factory, the raw materials must be tested of 192 detect pesticide residues including organofluorine, organ phosphorus, carbendazol, and pyrethroid by testing center, and unqualified raw materials are not allowed to put in storage. After several years' development, some agreement bases of the company have been certified by GLOBALGAP, and the brands "Guang Yuan" and "Lonttrue" have become more and more recognized on domestic market and abroad.



新疆种植基地  
XINJIANG GRAPE PLANTING BASE



新疆厂区  
XINJIANG FACTORY



苹果基地  
APPLE BASE



# 休闲食品

Snack Foods



# 果蔬产品

Fruits & Vegetables



Pears



Apples



Shine Muscat



Orange



Onion



Garlic

# 代工产品

OEM

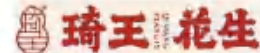
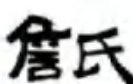
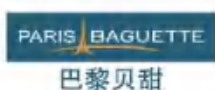


装箱包装  
PACKING

称重装袋  
PACKING

# 合作品牌

Cooperation Brand



# 烘焙产品

Bakery Products



## 红葡萄干 Sultana Raisins

等级：特级、一级、二级 Grade: RTU / A

颗粒数 (粒/100克)：1#  $\leq$  200; 2# 220-320; 3# 320-450

Counts per 100g: Jumbo  $\leq$  200; Standard 220-320;  
Medium 320-450

包装方式：纸箱10公斤或12.5公斤每箱或定制

Packing: 10KG/12.5KG per Carton or Customized



## 绿葡萄干 Green Raisins

等级：一级、二级 Grade: Premium

颗粒数 (粒/100克)：1#  $\leq$  200; 2#  $\leq$  260; 3# 260-330

Counts per 100g: Jumbo  $\leq$  220; Standard  $\leq$  260;  
Medium 260-330

包装方式：纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



## 金钻葡萄干 Golden Raisins

等级：一级、二级 Grade: RTU

颗粒数 (粒/100克)：200-350 Counts per 100g: 200-350

包装方式：纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



## 黑色葡萄干 Black Raisins

等级：一级、二级 Grade: Premium

颗粒数 (粒/100克)：1#  $\leq$  180; 2#  $\leq$  220; 3#  $\leq$  350

Counts per 100g: Jumbo  $\leq$  180; Standard  $\leq$  220;  
Medium  $\leq$  350

包装方式：纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



### 南瓜子仁 Pumpkin Seed kernels

等级: AAA / AA / A Grade: AAA / AA / A

包装方式: 纸箱25公斤每箱或定制

Packing: 25KG per Carton or Customized



### 核桃仁 Walnut Kernels

等级: 尖白、尖普白、普白

Grade: Extra Light; Light

规格: 头路、二路、三路、四路

Spec: Halves; Quarters; Broken; Pieces

包装方式: 纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



### 松子仁 Pine Nut Kernels

等级: 一级 Grade: A

颗粒数 (粒/100克): 650; 750; 950; 1200

Counts per 100g: 650; 750; 950; 1200

包装方式: 纸箱25公斤每箱或定制

Packing: 25KG per Carton or Customized



### 开口松子 Open-Shell Pine Nuts

颗粒数 (粒/500克): 950; 1050; 1150

Counts per 500g: 950; 1050; 1150

包装方式: 纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



### 枸杞 Goji Berries

颗粒数 (粒/50克) : 280; 350; 380; 500

Counts per 50g: 280; 350; 380; 500

包装方式: 纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



### 西梅干 Dried Prunes

颗粒数 (粒/500克) : 80; 90

Counts per 500g: 80; 90

包装方式: 纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



### 香妃葡萄干 Xiangfei Raisins

颗粒数 (粒/100克) : 70

Counts per 100g: 70

包装方式: 纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized



### 黑美人葡萄干 Black Raisins with Seeds

颗粒数 (粒/100克) : 80

Counts per 100g: 80

包装方式: 纸箱10公斤每箱或定制

Packing: 10KG per Carton or Customized

# 资质认证

Qualification Certification



本公司已通过HACCP、BRC、KOSHER、Globalgap、ISO22000、HALAL等相关机构资质认证

# QC实验室

QC Lab



# 生产设备

Production equipment



南瓜籽仁加工 / PUMPKIN SEED KERNEL PROCESSING



葡萄干设备 / RAISINS SULTANAS EQUIPMENT



葡萄干设备 / RAISINS SULTANAS EQUIPMENT



核桃脱壳生产线 / WALNUT SHELLED PRODUCTION LINE



包装机 / PACKAGING MACHINE

### 朗源理念

秉承严谨的工匠精神，为客户提供专业的原料供应与优质的服务。

### Operation Concept

We are dedicated into offering the specialized raw materials supply and excellent service for customers by upholding the spirit of strict craftsman.

### 朗源愿景

为消费者提供安全、健康的高品质食品。

### Lontrue Vision

We are devoted to offering the safe and healthy products with high quality for consumers.



公司官网

# LONTRUE

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