

中粮集团及葡萄酒产业链追溯系统介绍  
**Introduction on COFCO and Traceability  
System of Wine Business**

中粮集团有限公司  
COFCO Corporation  
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## 简介 Corporate Profile



- 中粮集团 (COFCO) 成立于1949年，是国内最大粮食贸易、农产品及食品加工、生物质能源生产企业；Founded in 1952, COFCO Corporation is China's largest grain, oil and foodstuff importer and exporter, food manufacturer, and bio-fuel producer.
- 中国食品工业百强企业第1名、“中国的脊梁”国有企业500强、2009年中国企业500强第19名；It is atop China's food industry and among China's top state owned enterprises. It ranks at the 19<sup>th</sup> in China's top 500 enterprise list for 2009.
- 1994年以来，中粮集团一直位列《财富》世界500强企业。It has been listed among Fortune 500 since 1994.



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## 主营业务 Main Business



● 中粮主营业务：食品及相关包装制品加工、制造及销售；粮油糖等农产品贸易、加工、期货、物流及相关服务；酒店、房地产开发经营；土产、畜产品加工、制造及销售；  
COFCO Corporation's main business: food manufacturing, processing and marketing; cereal & oil sugar trading, manufacturing, logistic and relevant service; hotel business and real estate development; Indigenous Produce & Animal By-Products manufacturing, processing and marketing.

● 围绕主营业务，产业链条不断延伸，在各个环节上打造核心竞争能力，为利益相关者创造最大化价值，并以此回报全体客户、股东和员工。

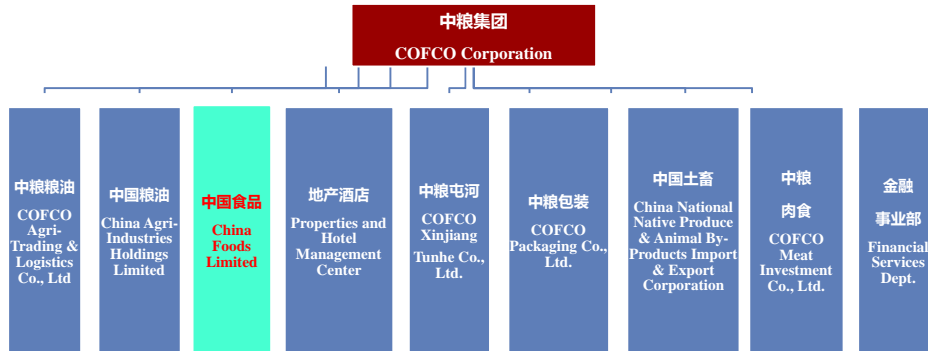
COFCO Corporation extended its business around the main business to build core competitiveness in each and every critical link of the value chain and to achieve the best interest of relevant interested parties, maximize return to customers, shareholders and employees.

<p><b>农产品贸易 Agri Trading</b></p>  <p>中国粮食贸易的主渠道 China's main grain trading channel</p>	<p><b>农产品加工 Agri Processing</b></p>  <p>中国规模最大的农产品加工商，最大的生物质能源生产企业 China's largest agri processor and biofuel producer.</p>	<p><b>食品加工 Food Processing</b></p>  <p>中国品牌食品行业的领导者 China's branded food industry leader</p>
<p><b>地产酒店 Real Estate &amp; Hotels</b></p>  <p>奉献美好生活空间 Offering enjoyable living space</p>	<p><b>土产畜产 Indigenous Produce &amp; Animal By-Products</b></p>  <p>传统和现代的结合 Combining tradition and modernism</p>	<p><b>番茄制品 Tomato Products</b></p>  <p>中国番茄产业的主导者 China's tomato industry leader</p>
<p><b>包装制品 Packaging Products</b></p>  <p>与客户共同成长 Growing with customers</p>	<p><b>肉食产品 Meat Products</b></p>  <p>提供美味和健康肉制品 Offering delicious and healthy meat products</p>	<p><b>金融服务 Financial Service</b></p>  <p>融合产业 关爱大众 Serving industry and the public</p> <p>中英人寿 AVIVA-COFCO</p>

## 组织架构 Organization Structure



中粮集团下设9大业务板块 COFCO Corporation has nine business sectors.



- 拥有中国食品 (HK 0506)、中粮控股 (HK 0606)、蒙牛乳业 (HK 02319)、中粮包装 (HK 0906) 四家香港上市公司, 以及中粮屯河 (600737.SH)、中粮地产 (000031.SZ) 和丰原生化 (000930.SZ) 三家内地上市公司。
- It has four listed companies in Hong Kong, i.e., China Foods (HK0506), China Agri-Industries Holdings (HK0606), Mengniu Dairy (HK02319) and CPMC Holdings (HK0906), and three in mainland China, i.e., COFCO Tunhe (600737.SH), COFCO Property (000031.SZ) and BBKA (000930.SZ).

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## 主要品牌 Brands



- 集团下属企业共529家, 与食品相关的企业占54.9%, 其中重点类食品企业146家; COFCO Corporation possess 529 subsidiaries, in which 54.9% are relevant to food business and 146 are key food enterprises.
- 初步形成葡萄酒、大米、小麦粉、油脂、糖业、番茄制品、肉制品、乳制品等食品产业链。Initially forms food value chain for grape wine, rice, wheat meal, oil, sugar, tomato products, meat products, and dairy products.
- 多个产业在行业中排名第一、第二 Many industries rank the top or second in relevant industry.

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## 使命、愿景、战略、企业精神、企业文化 Corporate Mission, Vision, Strategy, Culture



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## 2. 葡萄酒产业简介 Introduction on Wine Business



- 隶属于中粮集团旗下中国食品有限公司。  
It belongs to China Food Limited of COFCO Corporate
- 行业第一品牌，产销量和市场综合占有率连续多年位居同行业第一。  
It is the first for brand, production and sales and market share for many years in China wine industry
- 是北京2008年奥运会葡萄酒独家供应商和中国2010年上海世博会唯一指定葡萄酒。  
It is Wine Exclusive suppliers for Beijing 2008 Olympic Games and the only designated wine for China 2010 Shanghai World Expo,.

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## 2. 葡萄酒产业-产品介绍 Wine Business-Products



- 拥有长城、长城桑干、长城天赋葡园、君顶4大葡萄酒品牌，具有干、半干、半甜、甜、加香、起泡、蒸馏等7个系列、上百种产品线，为消费者提供丰富多样的选择。

GreatWall , GeatWall SunGod , GreatWall Terroir and Junding; 7 Wine categories : Dry wine , Semi-dry wine, Semi-sweet wine ,Sweet wine , Flavored wine, Sparkling wine, wine distillation, and hundreds of products.Which provides varied choose to consumers .



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## 2. 葡萄酒产业-产区介绍 Wine Business-Region



- 国内产区：河北怀涿盆地、河北昌黎产区、山东烟台、宁夏贺兰山东麓、新疆天山北麓，均位于围绕美酒黄金线北纬40度。
- Region inside China : Hebei Huaizhuo basin, Hebei Changli, Shandong Yantai , Helan mountainous east ningxia, the north of the tianshan mountain in xingjian, which are all located around the wine gold line latitude 40 degrees
- 国外产区：智利中央山谷、法国波尔多，为世界知名产区。
- Region outside China: Chilean central valley, French Bordeaux, which is the most famous viny region
- 共拥有7大葡萄酒生产工厂（沙城厂、华夏厂、烟台厂、涿鹿厂、宁夏厂、新疆厂、智利厂），7个酒庄（桑干酒庄、君顶酒庄，华夏酒庄、智利酒庄 法国雷沃堡酒庄，宁夏酒庄、新疆酒庄在建）
- 7 Wineries :shacheng winery, Huaxia winery, Yantai winery,Zhuolu winery, ningxia winery, and Xinjiang winery ; and 7 Chateau : Chateau SunGod , Chateau Junding , Chateau Huaxia , Chateau de Viaud , Chateau Viña Santa Andrea. Chateau Ningxia and Chateau Xinjiang is under construction.



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## 2.葡萄酒产业-生产管理 Wine Business-- Production Management



□ 贯彻中粮集团“全产业链食品企业”发展模式，从葡萄苗木培育、基地规划、葡萄种植管理、原料质量、生产加工、灌装成品出厂、仓储物流到消费者餐桌形成全周期严格的生产管理体系，最终呈现给消费者安全、营养、高品质的葡萄酒产品。

□ Carrying out the development model of “the Whole Value Chain Food Companies” of COFCO , establishing the full production management system from grape seedling cultivation ,viticulture management, grape quality, winemaking, bottling products to warehousing and consumer, achieving to traceability above the whole chain, and providing the safety, nutrition, high-quality wine products to consumer at last.

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## 3. 葡萄酒产业追溯系统 Traceability System of Wine Business



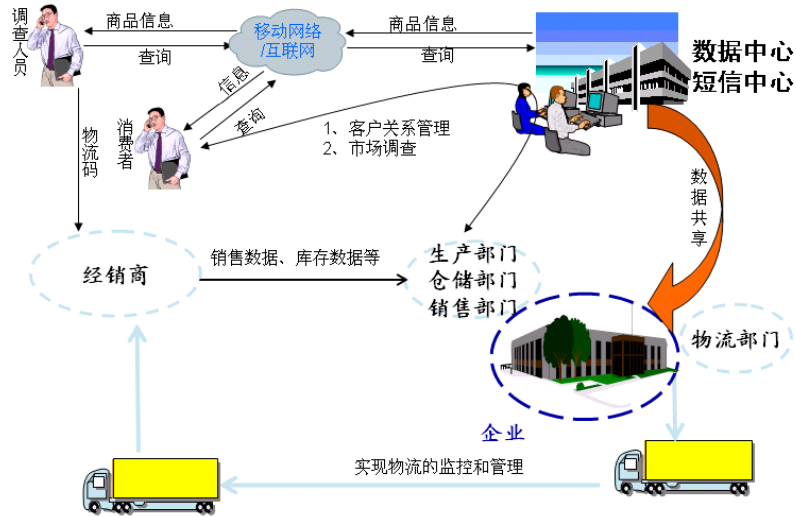
□ 中粮集团葡萄酒产品追溯系统是一套贯穿生产、仓储、物流、销售全过程的产品实时信息及流向的动态综合管理系统。COFCO wine traceability system is a dynamic management system throughout the whole process of production, warehousing, logistics and sales.

□ 正向追溯：实现从成品入库到运输物流到经销商、外仓，及从外仓再到经销商的全过程追溯控制。 Forward Traceability: From product storage to dealers and outside warehouse , and from outside warehouse to dealers, retrospective control is implemented.

□ 逆向追溯：从成品逆向追溯到灌装、原酒勾兑、原酒管理、原酒发酵，葡萄酒种植，通过各个环节的规范管理及记录，实现每个环节质量控制追溯控制。 Backward Traceability: Through standardized management and records from product to filling, original wine blending, fermentation and grape growing, traceability control is implemented.

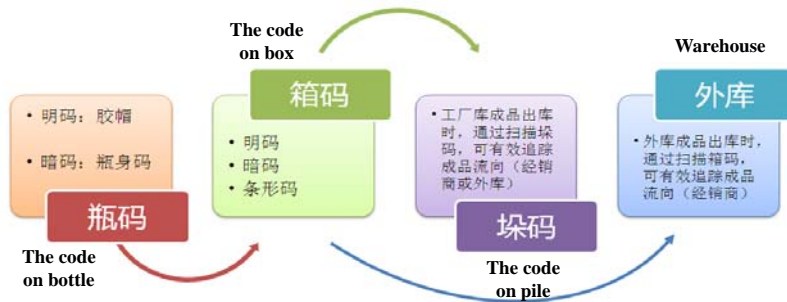
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### 3.1 正向追溯 Forward Traceability System



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### 3.1 正向追溯 Forward Traceability System



- 生产环节：实现具体产品的数字化。系统为每一瓶葡萄酒附上唯一的“身份证”，产品生产过程会在线对瓶、箱及最终码好的垛进行赋码。
- Production process：Digitization of specific products will attach a unique “ID” for each bottle of wine and the bottles, boxes and piles are coded online in the process.

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### 3.1 正向追溯 Forward Traceability System



□ 仓储环节：完成数据信息化。数字化产品在出入库时进行“身份证”扫描，系统产生相应的仓储信息，如：出入库时间、品种、数量、仓储时间、产品流向等信息。

□ Warehousing : When the product is transported into or out of warehouse, the “ID” is scanned. The system forms the appropriate storage information, such as: arrival and departure time, variety, quantity, Shelf life, product flow and other information.

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### 3.1 正向追溯 Forward Traceability System



□ 物流环节：可应用物联网技术对其全过程进行流通节点与节点间的闭环控制和管理，实时监控物流环节的动态信息。

Logistics : By the internet of things, every circulation links is controlled , and dynamic information of every links is monitored in time.

□ 销售环节：实现数字应用。市场人员可应用本系统实现销售管理、市场监管、产品召回、消费者互动等。

Sales : Salesman can achieve sales management, market regulation, product recalls and consumer interaction.

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### 3.1 正向追溯 Forward Traceability System



□ 该追溯系统的产业化可以使中粮集团精确掌握每一瓶产品在生产环节、物流环节、销售环节的综合信息和实时流向。

By the industrialization of traceability system , we can accurately grasp the comprehensive information and real-time flow of each bottle in production, logistics and sales.

□ 为保障食品安全提供准确的可追溯依据，也为防止和解决窜货问题提供科学的手段。

It can provide accurate traceability basis for food safety and provide a scientific means to clear product flow.

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### 3.2 逆向追溯 Backward Traceability System



□ 消费者可以通过短信、电话、网络三种方式查询产品信息  
Consumers can check product information by SMS, telephone and Internet.

□ 逆向追溯：从成品酒开始，追溯灌装、冷冻、澄清下胶、后发酵、前发酵直至葡萄原料各个环节质量控制点及食品安全关键控制点的过程。

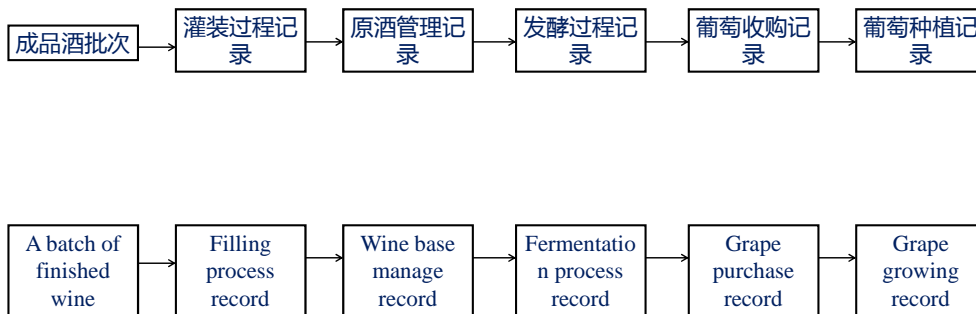
Backward Traceability : The process, through all aspects of quality control points and food safety critical control point, retrospect from finished wine, filling, frozen, clarified under the plastic, secondary fermentation , primary fermentation to grape.



防窜、防伪查询流程示意图

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### 3.2 逆向追溯 Backward Traceability System



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### 3.2 逆向追溯 Backward Traceability System



#### □ 逆向追溯终点：

葡萄来源（收购日期、品种、产地、种植人员）  
外购原酒（收购日期、品种、产地等）

#### □ Backward traceability ending：

Grape source（The date of purchase、variety、place of origin、plant personnel）  
External purchased wine base（The date of purchase、variety、place of origin）

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### 3.2 逆向追溯 Backward Traceability System



□ 成品灌装环节：对物料的领用、原酒灌装、过程检验进行记录，由成品酒的批号通过查询相关记录可以获得的信息：生产日期、班别、生产线号、包材种类等。

Filling: Record the recipients of materials, filling process and the process inspection. These information, date of manufacture, working group, the number of production line and the kind of packing material, can be accessed through checking records of the finished wine.

□ 原酒管理环节：通过对原酒的验收、检验、储存、调配、澄清和冷冻过程进行记录，可查询的信息包括：操作日期、操作人员、原酒情况、设备运行情况、辅料种类等。

Wine base management : The related information, such as operating date, operating personnel, the condition of wine base and the condition of equipment, can be accessed through checking the records of the process of check and accept of the wine base, test, storage, blend, clarified and frozen.

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### 3.2 逆向追溯 Backward Traceability System



□ 原酒发酵环节：通过对葡萄的验质、原酒的发酵程序进行记录，可查询的信息包括：葡萄的收购日期、种类、糖度、种植人员等情况、种植相关操作人员、工艺执行情况、设备运行情况、辅料种类等。

Fermentation: Through the recording of the resource and fermentation, the related information can be accessed, including the grape purchase date, condition of the grape and its growing, the variety of adjuvant material and so on.

□ 葡萄种植环节：对葡萄的管理、用药、采收过程进行记录，可查询的信息包括：产地、品种、种植人员、用药的时间、种类、数量、采收日期等。

Grape growing : Record the condition of grape management, pesticide using and harvest. The information, including the place of origin, grape variety, pesticide using date and so on, can be accessed through the record.

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### 3.2 逆向追溯 Backward Traceability System



#### □ 逆向追溯结果：

- 1、成品酒名称、批次、检验情况；
- 2、辅料、包装材料的供应商名称、批次、检验情况；
- 3、所用原酒的收购日期、品种、产地、批次、检验情况；
- 4、葡萄的收购日期、收购人员、产地、品种、种植人员。

#### □ Backward traceability result：

- 1.Product name, batch, testing condition;
- 2.The supplier 's condition of adjuvant material and packing material;
- 3.The detailed condition of external purchased wine base;
- 4.The detailed condition of purchased grape.

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