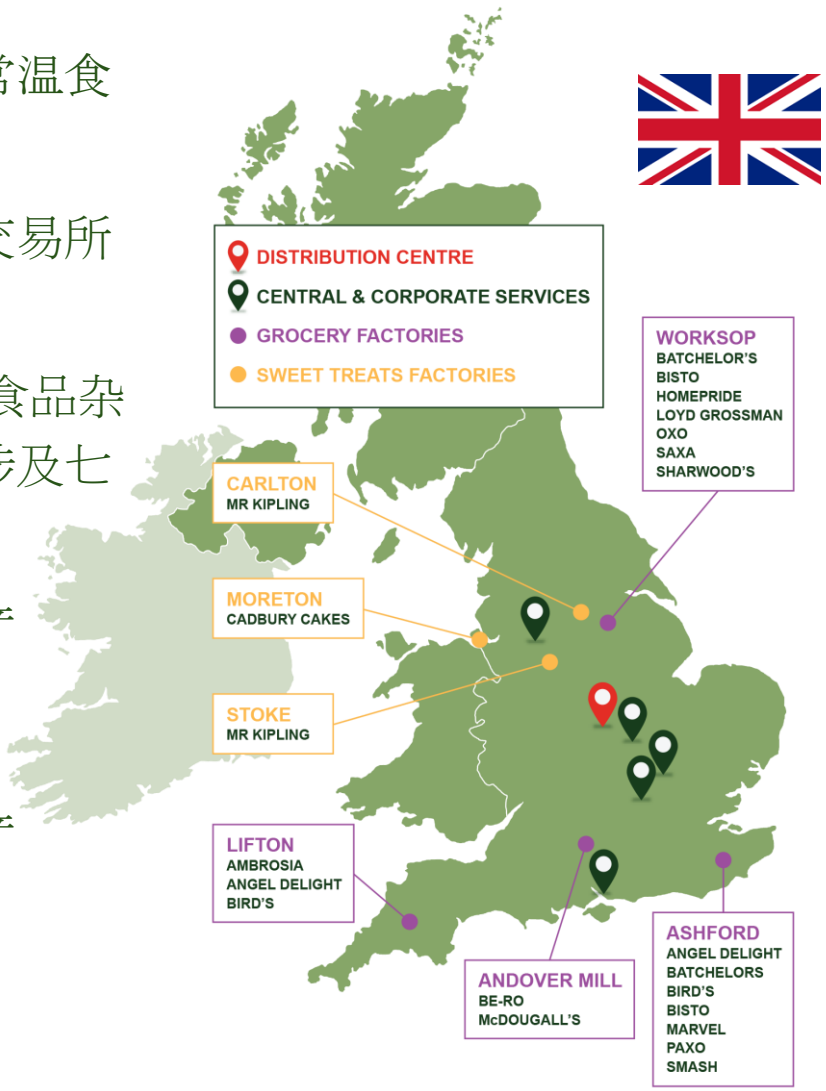

PREMIER
FOODS

WHO ARE PREMIER FOODS?

Premier Foods 是一家怎样的公司？

- UK'S NO. 1 AMBIENT GROCERY SUPPLIER
- £1BN BRITISH FOOD BUSINESS
- OPERATING IN 7 CATEGORIES ACROSS AMBIENT GROCERY & CAKE
- OVER 4,000 EMPLOYEES
- 7 MANUFACTURING SITES ACROSS THE UK MAKING 92% OF THE FOOD WE SELL
- END-TO-END BRAND OWNERS OF CATEGORY LEADING BRANDS
- SUPPLYING ALL CUSTOMERS FROM SUPERMARKETS TO HOSPITALS
- A GROWING INTERNATIONAL BUSINESS

- 英国第一大品牌常温食品供应商
- 一家在伦敦证券交易所上市的公司
- 业务涵盖蛋糕及食品杂货两大领域，共涉及七大产品品类
- 英国拥有七家生产工厂，所销售的食品中有92%均由自有工厂生产
- 产品遍布全球



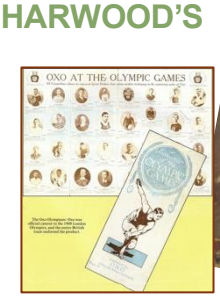
PREMIER FOODS
HISTORY HIGHLIGHTS
发展历程

1837 Our Oldest Brand is **BIRD'S CUSTARD** created by Alfred Bird for his wife who was allergic to eggs



1889 James Allen Sharwood established the **SHARWOOD'S** brand based on his travels in Asia

1908 **OXO** is a sponsor of the London Olympics





1908 **BISTO** is invented



1917 the **AMBROSIA CREAMERY** was founded in Devon – today they use 50 million litres of West Country Milk to make Ambrosia products



1967 **MR KIPLING** brand launched - Mr Kipling was not a real person!

46% of **UK CONSUMERS** bought a Mr Kipling product in the last year

1975 **PREMIER FOODS** is created



1983 Actor **Lynda Bellingham** becomes the face of the OXO family & stays for over 15 years

1995 Loyd Grossman creates **Loyd Cooking Sauces** in conjunction with Premier Foods



2004 Premier Foods floats on the **London Stock Exchange**

2016 Enter a strategic Partnerships with **Nissin Foods**

1bn SALES!

2022 Premier Foods acquires **The Spice Tailor Brand**





2023 Sales top **£1BN** and acquire the **Fuel10K Brand**

Well-known brands across seven categories in UK
在英国市场，我们在七大品类中占据领先地位

CATEGORY 品类	BRANDS 品牌	PRODUCTS 产品	POSITION 排名	SHARE 市场份额	PENETRATION 渗透率
FLAVOURINGS & SEASONINGS 调味品与佐料	aah! BISTO, OXO, PAXO		1	45%	59%
QUICK MEALS, SNACKS & SOUPS 速食、小吃与汤类	Batchelors, MERCHANT GOURMET		1	36%	42%
COOKING SAUCES & ACCOMPANIMENTS 烹饪酱料与配料	LOYD GROSSMAN, THE SPICE TAILOR, Sharwood's		1	14%	42%
AMBIENT DESSERTS 常温甜品	Ambrosia, Birds, Angel Delight		1	41%	51%
AMBIENT CAKES 常温蛋糕	Mr Kipling EXCEEDINGLY GOOD CAKES		1	20%	55%
BREAKFAST (ON THE GO) & GRANOLA 早餐	FUEL 10K, Ambrosia		2	12%	8%
BAKING 烘焙	Homepride, McDougalls		3	8%	20%

Mr Kipling™

EXCEEDINGLY GOOD CAKES

英国蛋糕类第一品牌

BRITAIN'S #1 BRANDED CAKE

Over

£200 million

retail sales

零售额突破

2亿英镑



Bought by

29 million

households

全英

2900万

户家庭选购

FRESH, BAKERY QUALITY BRITISH CAKES & PIES
纯正英伦风味蛋糕与派点

Perfectly Proper Pies & Tarts
经典派与挞



Every cherry applied by hand! 每颗樱桃皆手工点缀!

Real apple pieces! 内含真实苹果果粒!



Sumptuous Layered Slices
奢华多层切片糕点



Perfectly pretty portions



Luscious Lemon layers 诱人多层柠檬风味

Famously Fabulous Fancies & Whirls
名品臻选•幻彩花式甜点与旋涡酥卷

For those "fancy" moments





Shortcake whirls

酥脆漩涡蛋糕 - 灵感源自奥地利甜点!

AS SEEN ON LITTLE RED 小红书!

MR. KIPLING IS A SYMBOL OF BRITISH AFTERNOON TEA

Packaged cake + pastries are **£6.1 billion (56 billion RMB) category in China**



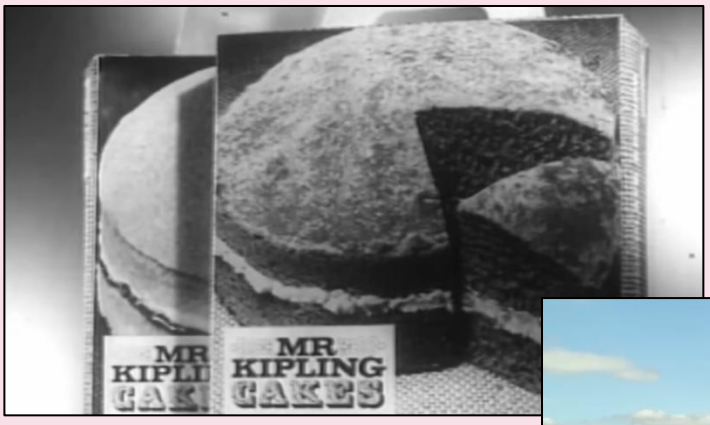








MADE IN EUROPE'S BIGGEST CAKE FACTORY
诞生于欧洲最大的蛋糕工厂



We opened our first factory in 1972



That factory is now the size of 26 football pitches





We recently invested £20m in automation

AA+ BRC Certified



Certificate GB22/00000284

This is to certify that

Premier Foods - Ashford

SGS

Kennington Road, Ashford, Kent, TN24 0LU, United Kingdom

SITE CODE 1428135
has been assessed and certified as meeting the requirements of
Global Standard Food Safety
Issue 9: August 2022
Achieved Grade: AA+
Audit Programme: Unannounced
For the following activities:
The blending and agglomeration of dry ingredients to produce and pack dried/powdered soups, sauces, gravies, dried pasta/vegetable/rice-based meal kits, jelly, dessert powder blends, bakery mixes, rusk-based stuffing mixes, dehydrated potato starch, milk powders & cornflour into various packaging formats including laminate, sachets, film, pots, drums, cartons, bag in box, sacks and bulk bags.
EXCLUSIONS: None

Product Categories: 15
AUDITOR NUMBER: 20934
Date of Evaluation: 13 May 2025
Certificate Issue Date: 16 June 2025
Re-Evaluation Due Date 19 August 2026
Certificate Expiry Date: 30 September 2026
This certificate supersedes all other certificates bearing this certificate number with earlier certificate issue dates.

If you would like to give feedback on the BRCGS Standard or the audit process directly to BRCGS, please contact: enquiries@brcgs.com or use the BRCGS reporting system at https://tellusbrcgs.whistleblowernetwork.net. To verify certificate validity, please visit https://directory.brcgs.com.

L. Moran

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Liz Moran
Business Manager
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SGS United Kingdom Ltd
Rossmore Business Park, Ellesmere Port, Cheshire, CH65 3EN, UK
t +44 (0)151 350-6666 - www.sgs.com

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AVAILABLE IN RETAILERS ACROSS THE WORLD

COMING TO CHINA SOON?

USA

Walmart

Kroger



Special pack with iconic British heritage + distinctive assets

Visible individual pods portions

Australia

coles

Woolworths



Limited-edition local variant (Unicorn)

UAE

كارفور Carrefour

سبينس Spinneys

Collaboration with Cadbury

Dual-language Arabic + English pack



CHINA



WE WANT TO WORK WITH YOU TO BRING

MR. KIPLING TO CHINA...


CHOCOLATE CHUNKS
FUEL
10K
Granola
Protein Boosted
High Fibre
Added Vitamins
Vegan

FUEL 10K

CREATING CHANGE IN BREAKFAST

早餐革命



FOUNDED IN 2012

Our founders saw an opportunity to better meet the needs of younger, busy, more health-conscious consumers who were skipping breakfasts

WHAT'S WITH THE 10K?

THE 10,000-HOUR RULE

If you practice one skill for 10,000 hours, you'll have a good chance at becoming an expert at it.

Inspired by Malcolm Gladwell's '10,000-hour' (10K) theory, we have always put continuous self improvement at the top of our agenda. We are proud of our products, and we are committed to doing even better. Since our launch we have twisted and turned to improve nutrition without compromising on taste.



A PROVEN DISRUPTOR

From Concept to Category leader... our Chocolate Chunks have become the UK's best-selling granola – and, acquired by Premier Foods in 2023 - we continue to accelerate our growth

UNDERSTANDING WHAT CONSUMERS WANT
精准把握消费者需求









STAND OUT BRAND



STAND OUT PROPOSITION

10g PROTEIN PER SERVING

SOURCE of FIBER

LOW SODIUM

NO ARTIFICIAL COLOURS OR PRESERVATIVES

- Great-tasting, feel-good FUEL for your day
- Delicious chunky oat clusters blended with the finest dark chocolate, real mixed berries or peanuts
- 10-11g of protein & a source of fiber in each serving to keep you fuller for longer
- Healthier: 15-40% less sugar than mainstream brands, lowest sodium levels*
- No artificial colors, flavors or preservatives

BRINGING EXCITEMENT TO THE OATMEAL PORRIDGE CATEGORY



	FUEL 10K	VS.	SEAMILD
SINGLE-SERVE POTS			
MORE PROTEIN	18.8g (per 100g)		12.0g (per 100g)
LESS FAT	5.3g (per 100g)		8.6g (per 100g)

HOT CEREAL IS £787m (7.2 billion RMB) CATEGORY IN CHINA

PERFECT FOR A BUSY, MORE ACTIVE AUDIENCE



THE COLLEGE STUDENT

Prioritises quick and convenient fuel for busy class schedules and student life.



THE DESK EATER

Seeks a hassle-free breakfast solution to power through the workday at the desk.



THE EVERYDAY ATHLETE

Seeks nutrition and energy to support their active lifestyle and training routines.



THE ADVENTURER

Requires a convenient, on-the-go breakfast for outdoor activities and exploration.



THE FOODIE

Values delicious & aesthetically pleasing breakfasts even on the busiest mornings.



THE COMMUTER

Values single-use breakfasts for fuss-free mornings during daily commutes.







UK FUEL10K SHOPPER IS:

FUEL10K的核心消费群体特征：

YOUNGER → 57%

年轻化

OF SHOPPERS ARE UNDER 45

消费者年龄在45岁以下

LOYAL → 60%

高忠诚度

OF OUR SHOPPERS ONLY BUY FUEL10K DRINKS

消费者只选择FUEL10K饮料

INCREMENTAL → 88%

增量显著

OF VALUE GROWTH IS NEW TO CATEGORY

销售额增长来自品类新客

出典：Dunnhumbyデータ（2023年4月23日時点）

BUILDING MARKET LEADING POSITIONS
COMING TO CHINA SOON!



#1 Granola SKU

格兰诺拉



#1 Breakfast Drinks Brand

早餐饮品



#2 OTG Pot Brand

即食热饮杯



WE WANT TO WORK WITH YOU TO BRING
FUEL10K TO CHINA

GRANOLA + MUESLI IS £186m (1.7 billion RMB) CATEGORY IN CHINA

The UK's **No. 1** Ambient Desserts Brand

英国排名第一的甜点品牌，零售销售额超过1亿英镑

RICE PUDDING
大米布丁



CUSTARD
奶油布丁



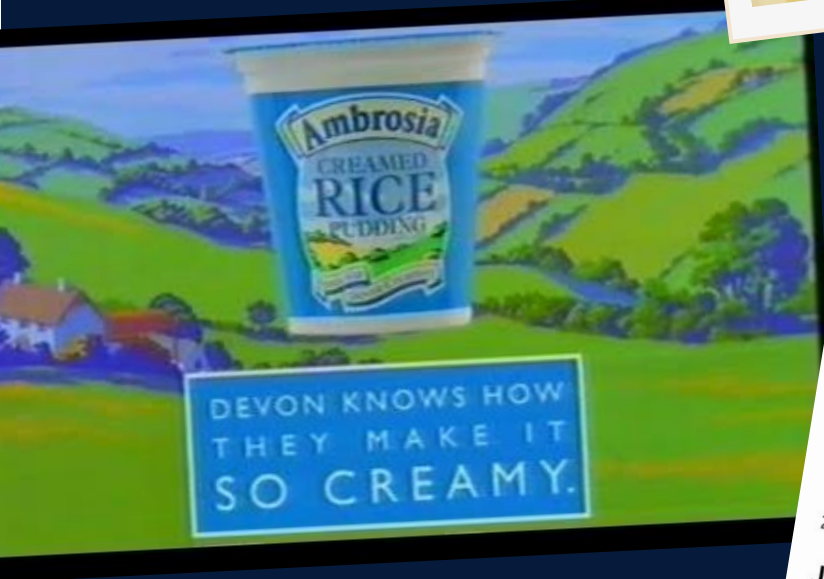
历史悠久
A distinguished British history



We are still located in the same factory site we started



King Charles attended our 100th Birthday Party



Our iconic ads are known across the UK



We are investing to future fit our factories

米布丁
A format established in China



Simple Love Rice Pudding

Price: 6.9 Yuan/unit

Accumulated Sales Online: 60,000+

Temperature: 2-6℃ chilled



Xiao Xiniu

Price: 6 Yuan/unit

Accumulated Sales Online: 20,000+

Temperature: 2-6℃ chilled



Grandpa's Farm

Price: 8 Yuan/unit

Accumulated Sales Online: 7,000+

Temperature: Ambient

MARVEL

英国第一奶粉品牌

60年经典家庭常备品!



全家人的健康陪伴

Marvel脱脂奶粉350g/罐



儿童/学生

营养均衡
健康成长活力满满



成人/职场人

早晚一杯
卸下疲惫 充能加倍

中老年

骨骼强健
乐享年轻态



英伦之源 共赋非凡营养

100%源自英国黄金奶源带

每日 6 小时户外放牧，尽享阳光草地



全家营养奶粉
选marvel





Marvel奶粉		市面上部分奶粉
每100ml含有3.3g优质蛋白 122mg钙及维生素A、D	营养	蛋白质、钙等营养含量低
英国红拖拉机认证奶源， 奶牛有养殖护照，可追溯	奶源	无奶源认证或认证级别较低
采用定制化高温工艺， 冷热水均能迅速溶解	工艺	采用标准工艺，只易溶于 热水，冷水有结块
源自优质牧场， 口感顺滑，奶香浓醇	口感	风味单一、 口感平淡或有异味

英国红拖拉机认证

英国食品国民级品质保障

-许可证:

所有奶牛均需持有英国养殖护照

-全链路:

20 天内需为犊牛佩戴第二个标签

-加标识:

乳用犊牛需在36小时内佩戴标识标签

-高要求:

为所有奶牛提供安全、舒适的居住环境

红拖拉机（Red Tractor）是英国最权威、消费者信任度最高的食品全链条认证标志。

安全认证加持
品质承诺为证



品牌品质承诺　　BRC安全认证

DIY创意基地 解锁美味灵感

美味烘焙 口感绵密香甜



奶茶调配 丝滑浓郁



咖啡搭档 顺滑升级



蕉香燕麦 营养升级



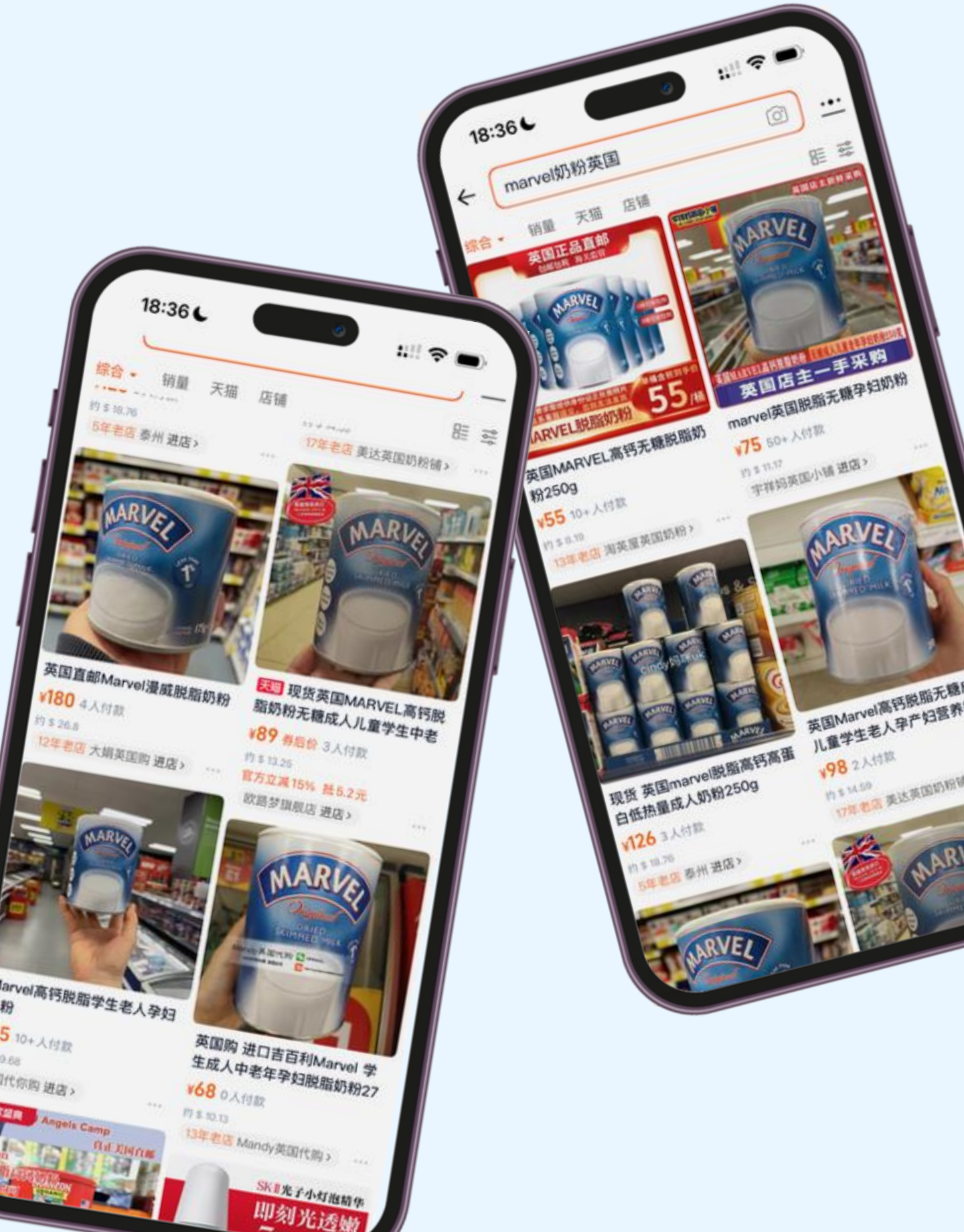
英国商超 品质之选


MARVEL
MARVEL


MARVEL
MARVEL
MARVEL
MARVEL
MARVEL


skimmed
0.1% fat*
by Sainsbury's
MARVEL
MARVEL
MARVEL
MARVEL
MARVEL
CALIFIA
CALIFIA
nectar

AS SEEN ON TAOBAO



品牌故事

Marvel 是一个深受喜爱、值得信赖的经典品牌，拥有悠久的历史传承。

该品牌于1964年首次推出，作为新鲜牛奶的便捷长效替代品，

为消费者提供了更持久的饮用选择。

