





Contents 目录

Our brand 我们的品牌	3
Our history 我们的历史	4
Our milk 我们的牛奶	5
Our product 我们的产品线	7
Our process 我们的加工流程	10
The benefits 有机奶的好处	11
Our network 销售覆盖网络	12
The organic choice 有机的选择	13
Contact us 联系我们	14



Our brand - Daioni Organic

Daioni Organic is a leading provider of premium quality organic dairy products, based in Wales, the United Kingdom. "Dye-on-knee" means "goodness" in Welsh, Daioni Organic is proud to call the lush green fields of Wales its home.

Daioni Organic pride itself on the quality of our organic milk. Through the combination of happy cows, fertile soils and abundant grass, Daioni Organic has found the winning formula for delicious and quality milk with rich nutrients.

Daioni Organic product ranges from fresh to UHT/long-life. In the fresh range, we have organic milk, butter and cream. In the UHT/ long-life range, we offer both plain and flavoured milk. Our products are sold throughout the United Kingdom and exported to Mainland China, Hong Kong, Singapore, Vietnam and the United Arab Emirates.

绿英宝有机牛奶

绿英宝 (Daioni Organic) 是优质有机牛奶和有机奶制品的市场领导者。在威尔士语, "Daioni" 是美好的意思, 那青翠的山丘和天然草场, 也就是绿英宝引以为傲的家。

作为英国有机奶制品领导品牌, 绿英宝对于自家出产的高质量有机牛奶感到自豪。绿英宝有机牛奶营养密度高和优质可口的成功秘诀在于愉快健康的乳牛, 肥沃的土壤以及一望无际的天然草原。

绿英宝有机产品系列包括新鲜和长保质期产品。新鲜产品中包括有机鲜牛奶, 有机黄油和有机奶油; 而长保质期产品包括有机原味高温灭菌乳和有机风味调制乳。

绿英宝产品在全英国及世界各地均有发售, 包括中国内地, 中国香港, 新加坡, 越南和阿联酋地区。





Our history

Daioni was founded by Laurence Harris, who has been a dairy farmer for over 40 years. The brand's humble beginnings began with a 150-acre farm in Pembrokeshire, Wales when Laurence's mother and father started rearing dairy cows at Ffosyficer Farm in 1946. Since taking over the at Ffosyficer Farm – which remains at the heart of the Daioni Organic business – from his father in 1970, Laurence expanded the family farm to well over 3,000 acres of fertile pasture. This provides all the home-grown grass and grain necessary to feed the Daioni Organic cows.

Over the years, Laurence became increasingly concerned about the effect that intensive agricultural practices have on human health, the environment and the well-being of his cows. In 1999, the farm was converted to organic production. In the same year, Laurence launched the Daioni Organic brand and started selling a suite of quality organic dairy products. With growing demand for organic dairy around the world, Daioni Organic commenced export in 2012.

我们的历史

绿英宝有机品牌由Mr. Laurence Harris 所创立。他从事农业耕种超过40年，拥有丰富的农耕经验。绿英宝有机牛奶始于威尔士彭布罗克郡150英亩的小牧场。Mr. Laurence Harris 在1970年接手其父亲所在的农场后，慢慢将家庭农场扩大至现今超过3000英亩的肥沃农场，提供有机草原乳牛。

经过多年的农业耕种，Mr. Laurence Harris 对传统集约化养殖的影响越来越关注。在对人类，环境和奶牛都有莫大益处的前提下，1999年Mr. Laurence Harris 把家庭农场转型为有机农场。从此，Mr. Laurence Harris 和他的团队就开始售卖其优质有机牛奶及有机奶制品并成立绿英宝有机品牌。随着世界有机市场日渐增长的需求，绿英宝的有机奶品从2012年开始出口。





Our milk 100% Organic & traceable

Daioni Organic products are all made from 100% organic milk, produced by our own farms and other British farms registered with the Soil Association. The Soil Association is one of the largest organic certification bodies in the United Kingdom and also the first one to publish the world's organic standards. The standards far exceed the minimum requirements set by European Union law and cover regulations for the whole process of farming practices. Each Daioni Organic cow has its own passport for traceability. The Soil Association also carry out detailed annual audits of all farms registered with it to ensure stringent compliance.

Adherence to the strictest organic standards, coupled with rich fertile grazing pastures, means that organic milk from grass-fed Daioni Organic cows is of the highest quality, delicious, safe and traceable.

In addition, Daioni Organic is the first British dairy brand to receive organic certification in China by the China Quality Certification Centre (CQC). Certification from CQC represents the most respected and authoritative organic accreditation in China.

我们的牛奶

绿英宝所有产品均是由我们英国和威尔士的有机牛奶制作而成，而我们的有机农场已于英国的土壤协会注册。土壤协会是英国政府的环境部，食品部和农务部管辖下全英国最大的有机认证机构。它的有机认证标准是全球第一位发表的标准指引，而且远远超过欧盟法律所定下的最低要求。目前，土壤协会的规定是最高级别，没有其他任何耕种以及放养动物机构能级。每一头绿英宝的奶牛都有其特殊的编号以保证其可追溯性。每年土壤协会都会对所有已注册的农场执行详细的年度审核，以确保所有农场严格执行其有机标准。

坚持最严格的有机标准，拥有肥沃的牧场，意味着绿英宝有机牛奶从奶牛开始的每一个环节都保证了高质量、安全性以及可追溯性。

此外，绿英宝有机牛奶目前已在中國获得中国质量认证中心的认证许可，使得绿英宝有机牛奶在中国的分销畅通无阻。绿英宝同时也是第一个英国牛奶品牌在中国获得此项有机认证的产品。



Our products 我们的产品

Daioni Organic product ranges from fresh to UHT/long-life. In the fresh range, we have organic milk, butter and cream. In the UHT/ long-life range, we offer both plain and flavoured milk.

绿英宝有机产品系列包括新鲜和长保质期产品，新鲜产品中包括有机鲜牛奶和有机奶油。而长保质期产品包括有机原味高温灭菌乳和有机风味调制乳。



Organic whole, semi-skimmed and skimmed milk

2 Litre, 1 Litre & 568ml

全脂，部分脱脂和脱脂牛奶：

2L, 1L, 568ml

Shelf-life: 12 days / 保质期12天

Pasteurised fresh organic milk from Daioni Organic cows that graze on organic pastures free of chemicals fertilisers, pesticides.

每一滴新鲜有机奶都来自于绿英宝无农药和无污染的农场上所牧养的绿英宝奶牛。



FRESH

Organic double cream

300ml

有机厚奶油:

300ml

Shelf-life: 12 days / 有机厚奶油保质期: 12天

Daioni Organic double cream has a very high milk fat content of 48%. Perfect for whipping, cooking and pouring.

Daioni有机厚奶油的乳脂含量非常高，为48%，非常适合搅打，烹饪和淋浇（直接享用）。



UHT/Long-life organic range

Daioni Organic UHT/Long-life milk is made from 100% organic milk from our farms and treated at high temperature to kill bacteria and extend shelf-life without adding preservatives. UHT/Long-life range provides the flavour and quality of its fresh milk but with an extended shelf-life and is targeted for export markets.

绿英宝有机UHT/长保质期牛奶是100%来自于绿英宝农场上的有机牛奶，只通过高温杀菌来延长保质期，不添加任何防腐剂。UHT /长保质期牛奶保留了新鲜牛奶的口味和质量，其延长保质期则满足出口市场的需求。

Organic plain UHT milk

1 litre and 200ml

有机超高温灭菌乳


1L, 200ml

Shelf-life: 9 months / 保质期: 9个月

Packing: 1 Litre x 12 case / 包装规格: 1L*12/箱

Daioni Organic UHT plain milk is made from 100% organic milk from our farms and retains the natural taste and nutrition value without preservatives.

绿英宝有机高温灭菌乳是% 100 由绿英宝农场上的有机牛奶制作而成，保留了其天然的味道和营养价值，且不含任何防腐剂。

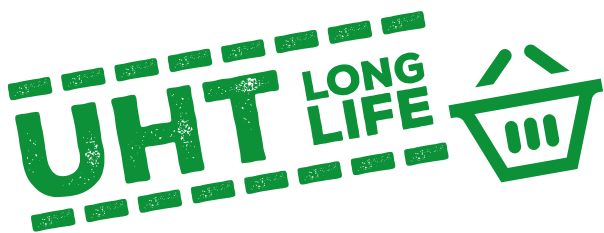
UHT **LONG LIFE** 



Organic long-life flavoured milk 有机灭菌调味牛奶饮料

Daioni Organic UHT long-life flavoured milk has low fat and sugar content, using only natural colour and flavouring. 100% free from artificial additives and preservatives. It is also fully compliant with the recently introduced nutritional guidelines for schools in the United Kingdom and is the only organic milk drink of its kind on the market in the country.

绿英宝有机灭菌调味牛奶是低脂及低糖饮料，只包含自然食材色泽及天然味道，绝不含防腐剂。此产品完全符合英国学校最近推出的营养指南的指标，是全英国同类产品中最唯一的有机牛奶。



Organic chocolate, banana & strawberry flavoured milk 250ml, 200ml

巧克力味，香蕉味，草莓味灭菌调味牛奶
250ml, 200ml

Shelf-life: 12 months / 保质期: 12 个月

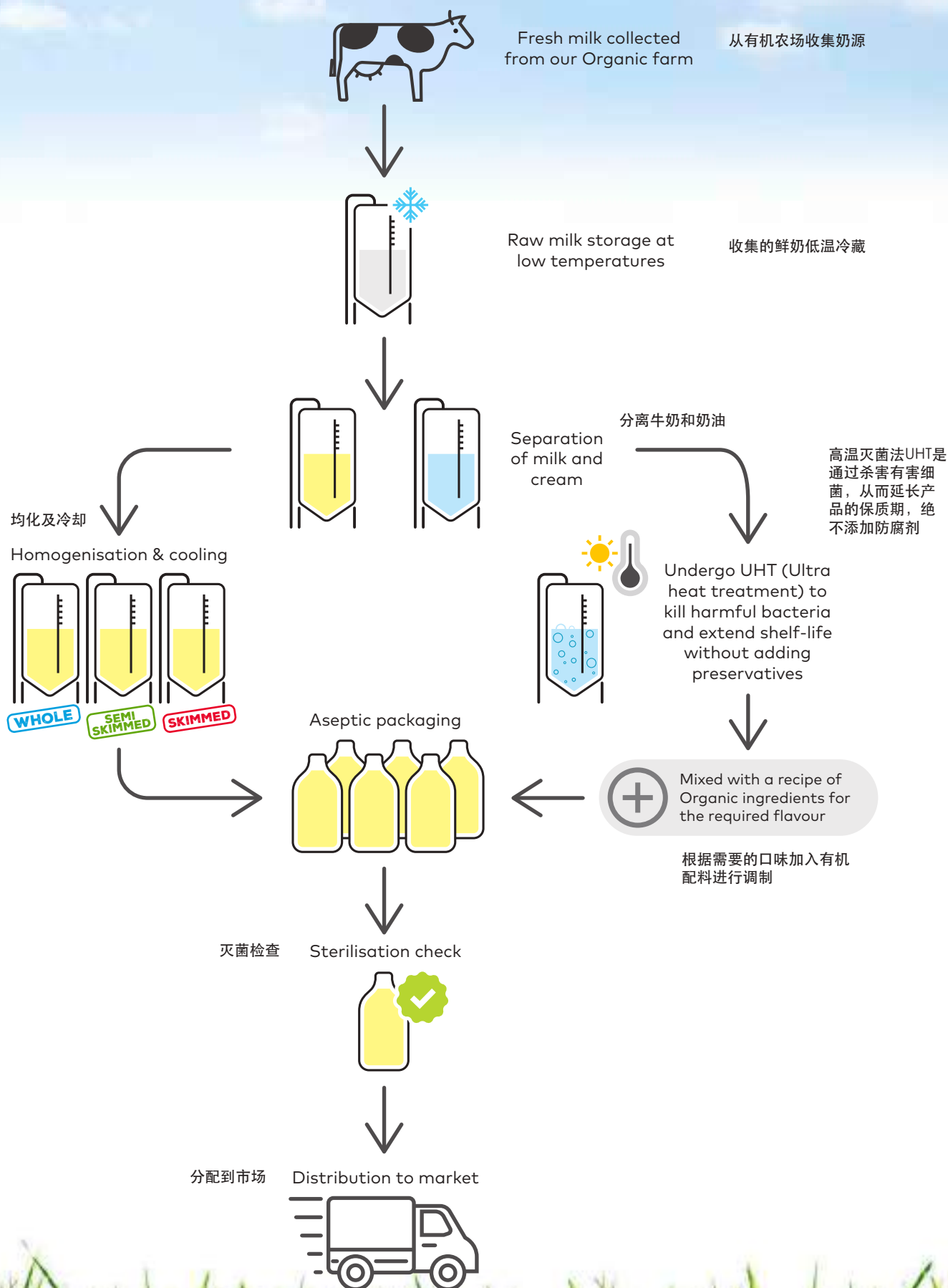
Packing: 250 x 18 case & 200 x 18 case

It has won numerous awards including the 'Great Taste Award' and the national 'Excellence in Food and Drinks Award' and been shortlisted as finalist in the 2016 Nation's favourite BOOM awards.

绿英宝有机灭菌调味牛奶曾获得多个奖项，其中包括“最佳风味奖”和“最佳食品饮料奖”，最近还获得了2016年“BOOM最佳有机食品奖”



Our process 我們生產過程



The organic choice why organic?

The benefits of organic milk are extensive. The nutrient density of organic milk is far higher than conventional milk, while at the same time It is free from chemical contamination.

Just some of the benefits of organic milk include:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Higher in antioxidants | <input type="checkbox"/> No pesticides or synthetic fertilizers |
| <input checked="" type="checkbox"/> Higher in vitamins, especially vitamin A and E | <input type="checkbox"/> No synthetic growth or breeding hormones |
| <input checked="" type="checkbox"/> Higher in minerals, including calcium, magnesium, iron and chromium | <input type="checkbox"/> No antibiotics |
| <input checked="" type="checkbox"/> Higher in Omega 3 | <input type="checkbox"/> No GMOs |
| | <input type="checkbox"/> Less pollution and dangerous waste |

有机牛奶的益处非常广泛，其营养密度远超于普通牛奶。同时，有机牛奶属于无化学污染产品。其中一些有机牛奶的益处包括：

- | | |
|--|--|
| <input checked="" type="checkbox"/> 高抗氧化 | <input type="checkbox"/> 不含杀虫水或合成肥料 |
| <input checked="" type="checkbox"/> 维他命含量，尤其是维他命A，C和维他命E | <input type="checkbox"/> 不含催化剂、合成催长剂或荷尔蒙 |
| <input checked="" type="checkbox"/> 高矿物质含量，包括钙、镁、铁、及铬 | <input type="checkbox"/> 不含抗生素 |
| <input checked="" type="checkbox"/> 高 奥米加3含量 | <input type="checkbox"/> 不含基因改造成分 |
| | <input type="checkbox"/> 低污染及低有害产物 |

THE BIG BENEFITS of ORGANIC



Our network 我们的网络

The Daioni product range is widely available throughout the United Kingdom through our network of wholesalers and retailers. We are currently working with the following wholesalers:

绿英宝的产品遍布全英国。目前，我们在英国合作的批发商和零售商如下：



Daioni is rapidly expanding the brand's presence in international markets. Our products are now available in Mainland China, Hong Kong, Vietnam, Singapore and the United Arab Emirates, with more markets to follow.

绿英宝正积极建立其品牌在国际市场的形象，致力拓展国际市场业务。产品现已在中国大陆，中国香港，越南，新加坡和阿联酋有售，希望在不久的将来，分销到世界各地。

Mainland China 中国大陆



Singapore 新加坡



Hong Kong 中国香港



Vietnam 越南



UAE 阿拉伯联合酋长国



Saudi Arabia 沙特阿拉伯



Kuwait 科威特



DEAN & DELUCA®

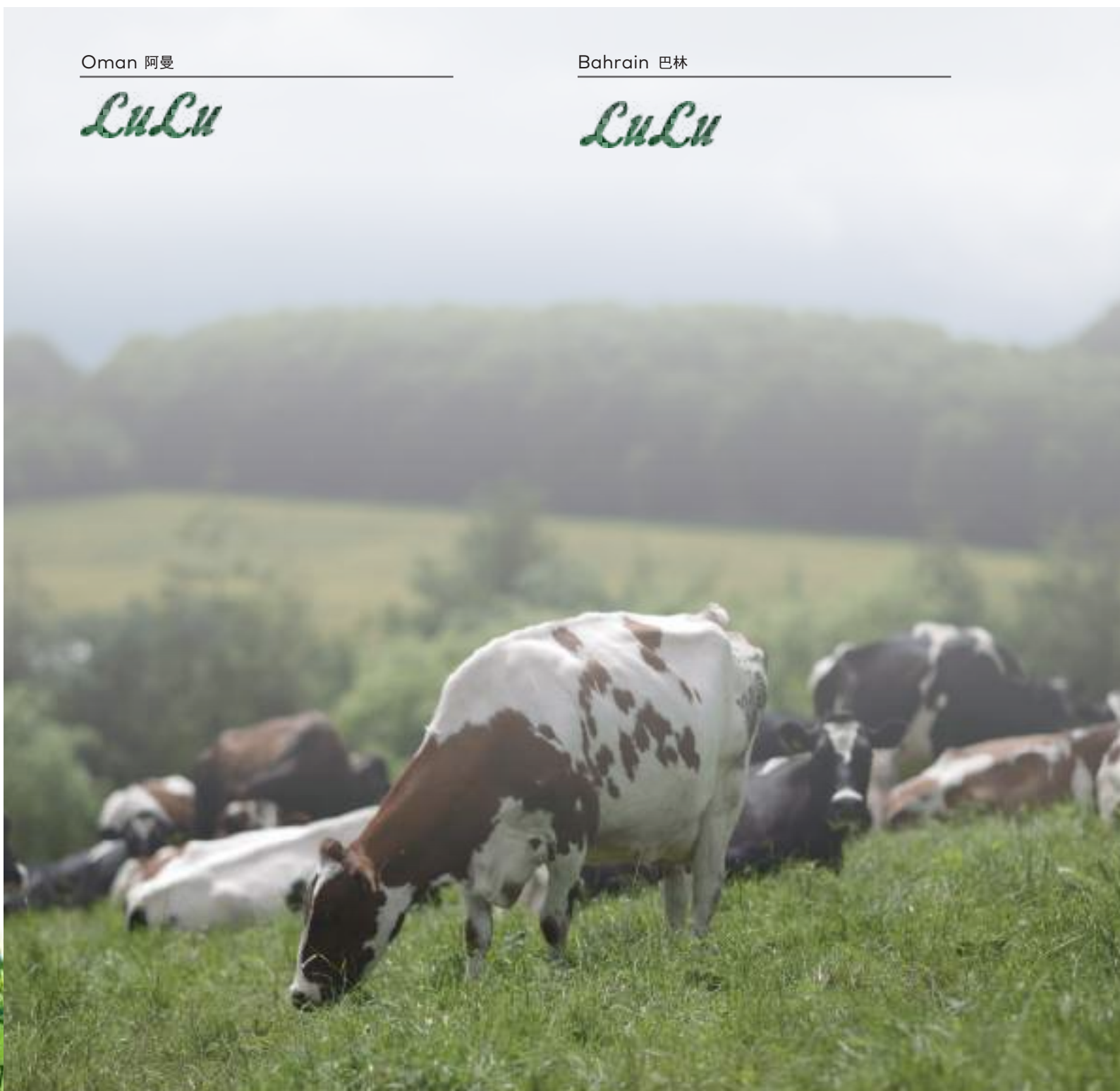
Qatar 卡塔尔



Oman 阿曼



Bahrain 巴林



The organic choice 选择有机食品

Organic food meets the highest standards of food safety and the demand for organic food continues to grow. Consumers have growing awareness about where their food comes from and prepared to pay a premium price for quality produce. In the United Kingdom, the Soil Association monitors all organic farms and food companies and inspects them at least once a year. Daioni Organic has consistently exceeded these requirements and those standards laid down by European Union law.

The organic approach also results in better care for animals. This is widely acknowledged by animal welfare organizations such as Compassion in World Farming, as well as the United Kingdom government. Animal welfare is taken very seriously by organic standards and this is at the crux of Daioni Organic's farming philosophy.

In addition to all the health benefits of organic food, one of the most defining characteristics is that it simply tastes better. Cows at Daioni Organic farm graze on organic pastures that are free of chemicals and result in natural sweetness in the milk. Daioni Organic dairy products are therefore rich in both taste and nutritional value.

有机食品需满足食品安全标准的最高水平，而对有机食品的需求在日益增加。越来越多的消费者开始意识到食品的来源，并愿意付出更多购买好品质食品。在英国每年土壤协会都会对所有已注册的农场执行详细的年度审核，以确保所有农场严格执行其有机标准。绿英宝每次审核都远远超过欧盟法律所定下的最低要求，达到最高有机标准。

有机耕种更注重动物福利，英国政府和动物福利协会也非常关注及支持有机耕种，严格执行有机标准保护动物福利，这也是绿英宝品牌的经营哲学。

除了各种有机食品的益处，最重要的是无添加的有机食物比加工食品更富天然原始味道。绿英宝农场的乳牛自由放牧在有机草场，令其牛奶带香甜味，滋味可口，有别于谷物饲养乳牛的牛奶。总括而言，绿英宝有机牛奶有着丰富的口感和营养价值，是你的不二之选。



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Goodwell China Marketing Service Co Ltd 27F,
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 daioni.co.uk

 Daioni HK

 绿英宝

