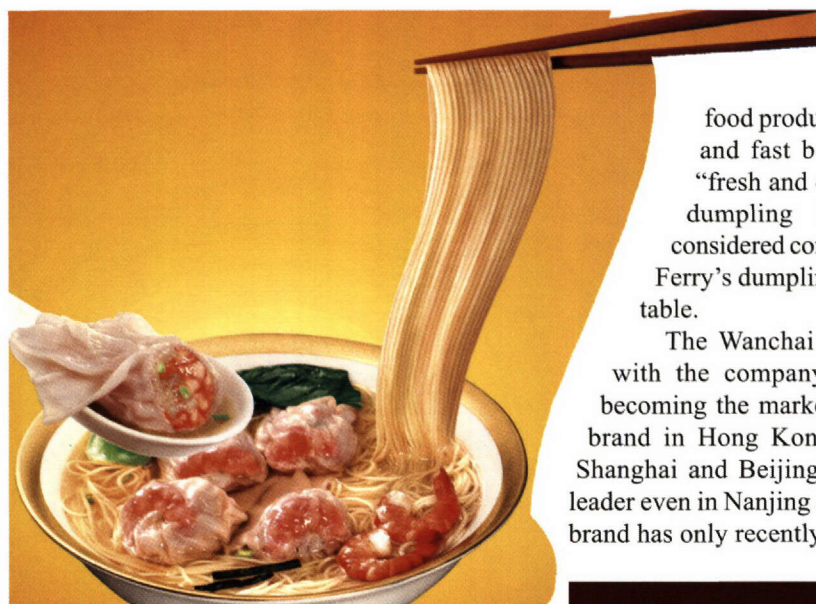


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preserving traditional preparation methods.

The result is a frozen food product that is widely accepted and fast becoming a synonym for "fresh and delicious". While regular dumpling brands can only be considered compromise meals, Wanchai Ferry's dumplings are fit for the banquet table.

The Wanchai Ferry brand has grown with the company's expanding business, becoming the market leader and the leading brand in Hong Kong, the market leader in Shanghai and Beijing, and fast becoming the leader even in Nanjing and other cities where the brand has only recently been established.

and her dumplings, named after the place where she first sold them, became well known as an authentic Hong Kong brand.

Ms Chong set up the first Wanchai Ferry dumplings factory in Hong Kong. Over the next 10 years, with constant development and expansion, a modern factory of international grade was set up in Hong Kong.

Ms Chong started to look for a partner in 1997 in order to introduce her products to a wider consumer market. Pillsbury, one of America's biggest food companies, earned her trust with its professional experience and sincerity, and they eventually decided to invest in Wanchai Ferry. The combination of Ms Chong's 20-plus years of experience with a multinational corporation's capital, technical support and advanced management experience gave this already established brand a major boost (Pillsbury is now merged with General Mills, which carries over 100 brands, including international brands like Häagen-Dazs and Betty Crocker).

In 1998, Wanchai Ferry built a factory in Shanghai and in the same year the company introduced new products like hand-made dumplings and wonton soup in Shanghai, Guangzhou, Beijing and other cities, which led to increased consumer recognition of its high-quality products.

In 2003, to meet increasing business demands, General Mills made heavy investments to set up a larger factory in Guangzhou.

Wanchai Ferry's rapid development brought outstanding returns for General Mills and provided consumers with convenient access to food "prepared with great care".

THE MARKET

In our fast-moving times, it is always interesting to pause and take note of those small changes occurring in our quickly evolving world. Take dumplings for example: Traditionally, eating dumplings was a grand affair, even ceremonious. However, with the changing times, dumplings have become a utilitarian food. The invention of mass-produced frozen dumplings have freed housewives of the hassle of preparing them and given busy young people an easy and convenient way of cooking.

One survey indicated, for example, that over a three-month period, 67.9% of Shanghai residents purchased frozen food.

Frozen food is one of the fastest growing sectors in the food industry, and a competitive one. But in this competitive market, Wanchai Ferry stands out for receiving consistently outstanding ratings for its high-quality, manually-prepared, thin-skinned, juicy dumplings. Since its introduction, Wanchai Ferry has become a household name in Shanghai, Beijing, Guangzhou, Hong Kong and other big cities. It has also been the top-selling brand in the market for years, taking half of the dumpling market in Guangzhou and one-third of the markets in Shanghai and Beijing. Some of its other products, such as wontons, are also rapidly becoming market leaders.

ACHIEVEMENTS

When Ms Chong founded Wanchai Ferry, she had a vision of "making dumplings loved by 1.3 billion Chinese" – an objective not easily achieved. Since its inception, Wanchai Ferry has insisted on using only premium ingredients and



HISTORY

In 1979, Wanchai Ferry's founder, Ms Chong, arrived in Hong Kong with her two young daughters. She made and sold dumplings cooked according to her traditional family recipe along the roadside at the Wanchai Ferry Terminal area to earn a living. It was her belief that only the best ingredients should be used, and with her careful preparation, her dumplings became known in every street corner. Hence, she was named the "Dumpling Queen" by the media,



THE PRODUCT

Wanchai Ferry, a dumplings enterprise with over 20 years of professional experience, has developed with time. It is always at the forefront of understanding every need of its consumers, adapting and adjusting to their changing tastes. Riding on General Mills' 130 years of experience, the support and management of a skilled labour force of over 800 people, and its unchanging vision to provide high-quality food products,



Wanchai Ferry is constantly producing premium frozen food with its secret recipe and top-choice ingredients.

In recent years, the company has consistently introduced new series of frozen food products, including wonton, glutinous rice balls, fried dumplings and steamed dumplings. These products have gained positive response and consumer recognition. To satisfy different taste buds, Wanchai Ferry is constantly developing new flavours, becoming the first company to introduce corn and vegetable flavor dumplings, which is becoming one of its best-selling flavours. It is also the first to introduce the "seasonal concept" to the frozen food industry – with the stuffing changing according to the respective season's harvest, consumers have a pleasant surprise every time the season turns.

Ask a consumer if Wanchai Ferry's products are delicious, the answer will be an unanimous yes with a spontaneous connection with "thinly wrapped, big filling, juicy and handmade dumpling. But what is the secret behind its success?

In terms of selecting pork, the main ingredient in dumplings, the company spent more than 10 months grading sources from around the country. It finally decided on a specific breed of pig from Sichuan and Shandong, the traditional homes of fine pig stock. Wanchai Ferry would only use the meat from the front legs that was smooth, succulent and free of lymph nodes and veins, and therefore safe for consumption.

In looking at the wrap of Wanchai Ferry's dumplings, the chewy texture comes from using premium quality wheat that has gone through an 18-step process that involves cleaning, sifting, grinding and pressing into fine flour.



Lastly, the company's insistence on manually preparing the dumplings gives this simple food a home-cooked flavor.

To guarantee freshness, Wanchai Ferry uses the most advanced freezing technology, instantly freezing the dumplings at minus 18 degrees to achieve maximum freshness preservation. Throughout the entire delivery process, the company ensures that every delivery truck is kept at -18 degrees by remotely monitoring the temperature through the computerized system and tracking device installed in the trucks.

HACCP, the standard used for global food safety, was approved by the Chinese government last year. This was the standard that



Pillsbury (now merged with General Mills) established in the 1970s at the request of the US Government for the development of space food products.

RECENT DEVELOPMENTS

From the CEO to general staff, there is one common objective at General Mills, the world's fifth-largest food company — to use the most advanced scientific technology, and combine the brains and hard work of both Asian and western



staff to share China's age-old food culture with the world.

Besides its flagship product, dumplings, Wanchai Ferry's wontons are also rapidly becoming market leader. Wanchai Ferry puts its best into developing every one of its products, and there are already many more in the pipeline waiting to be introduced to its consumers.

PROMOTION

Wanchai Ferry is a brand with a story and a past, and its founder Ms Chong is its representative, immediately narrowing the gap between the brand and its consumers. Some say that besides bringing good food products to the consumer, the company also radiates the warm feeling of home.

Wanchai Ferry cares a lot about providing good food products. In constantly working towards raising the quality of its products, it also shares its ethic of "healthy, delicious food" with consumers and contributes to raising their quality of life.

BRAND VALUES

Ms Chong said: "Out of China's 1.3 billion people, one billion know how to make dumplings, but our goal is to make a dumpling that 1.3 billion people will love."

Founder Ms Chong, the "Dumpling Queen" possesses great aptitude and appreciation for food, and aspires to share China's age-old food culture with the world. Through tapping into General Mills' technological strength and professional standards, combining that with a deep sense of quality and responsibility, Wanchai Ferry contradicts the notion that frozen food is a compromise meal.

THINGS YOU DIDN'T KNOW ABOUT WANCHAI FERRY

- Wanchai Ferry only uses the meat from the front legs of pigs and vegetables sliced in a single cut (to retain nutrients)
- Wanchai Ferry's objective is to "make dumplings that will be loved by 1.3 billion Chinese"
- Wanchai Ferry dumpling wrap is made from premium quality wheat that has gone through an 18-step process that includes cleaning, sifting, grinding and pressing into fine flour