YOUNG CHUM
阳春酒业

青岛意真进出口有限公司
Qingdao Sincerity Import and Export Co. Ltd.

中国精酿啤酒供应链服务商
Chinese Craft Beer Supply Chain Service Provider

YOUNG CHUM



上天至仁之膏泽 厚地无私之阳春

Nurtured by the benevolence of heaven and the generosity of the earth
Yangchun embodies selflessness

YOUNGCHUM
BEER

从传承到创新
从一家工业啤酒工厂到中国精酿啤酒供应链服务商
从啤酒行业的“标准执行者”到“标准制定者”

From Heritage to Innovation
From an industrial beer factory to a Chinese craft beer supply chain service provider
From being the "standard executor" in the beer industry to becoming the "standard setter."

阳春啤酒怀揣着一颗**“打造国人自己的民族品牌”**的初心
以全球视野引领中国精酿啤酒新纪元

Yangchun Beer carries the original intention of **"creating a national brand for the Chinese people,"** and with a global perspective, it leads the new era of Chinese craft beer.

中国精酿啤酒供应链服务商
Chinese Craft Beer Supply Chain Service Provider

- 星级工厂 Star-rated factory
- 星级品质 star-rated quality
- 星级服务 star-rated service

YOUNG CHUM

Company Profile
企业简介

阳春啤酒 · 中国精酿啤酒供应链服务商,始建于 1987 年。
Yangchun Beer — Chinese Craft beer supply chain service provider, founded in 1987.

阳春啤酒为客户提供啤酒饮料工艺研发、原材物料供应采购、品牌设计孵化宣传、OEM产能灵活定制、销售渠道搭建推广、智慧云仓物流中心等一整套的解决方案，厂区占地200亩，生产线14条，拥有员工200多名，专业技术人员68名，能提供啤酒包装形式50多种，储备特色工艺300余种，啤酒年产能25万吨，服务了1000+精酿啤酒品牌。

Yangchun Beer provides customers with a comprehensive solution, including beer and beverage process research and development, procurement of raw materials, brand design and incubation, OEM flexible customization, establishment and promotion of sales channels, and the construction of intelligent cloud warehouse logistics centers.

Covering an area of 200 acres, our factory boasts 14 production lines, with over 200 employees and 68 professional technical staff. We offer more than 50 types of beer packaging and have a reserve of over 300 distinctive brewing techniques. With an annual beer production capacity of 300,000 tons, we have served over 1,000 craft beer brands.

200
厂区占地 200 亩
The factory occupies an area of 200 acres.

14
生产线 14 条
There are 14 production lines.

25
年产能 25 万吨
The annual production capacity is 250,000 tons.

68
68 名专业技术人员
There are 68 professional technical personnel.

300
特色啤酒工艺 300 余种
There are over 300 distinctive beer brewing techniques.

50+
包装形式 50 余种
There are over 50 types of packaging formats.

- **从工业啤酒工厂到中国精酿啤酒供应链服务商**
  From industrial beer factory to a Chinese Craft beer supply chain service provider
- **从啤酒行业的"标准执行者"到"标准制定者"**
  From being the "enforcer of standards" in the beer industry to becoming the "standard setter."
- **阳春啤酒怀揣着一颗"打造国人自己的民族品牌"的初心**
  Yangchun Beer carries the original intention of "building a national brand for the Chinese people."
- **以全球视野引领中国精酿啤酒新纪元**
  Leading a new era of Craft Chinese beer with a global perspective.

发展战略 Development Strategy

精酿啤酒产业化
平台化一站式企业服务集团
阳春旗下全国布局结构
Platform-oriented One-Stop Enterprise Service Group
Yangchun has a multi-brand structure.

品牌定位 Brand Positioning

中国精酿啤酒
供应链服务商
Chinese Craft Beer Supply
Chain Service Provider

战略主张 Strategic Propositions

以全球视野引领
中国精酿啤酒新纪元
Leading with a Global Perspective
Pioneering a New Era in Chinese Craft Beer

品牌文化 Brand Culture

创新实干派
匠心品质、严格细节、前瞻眼光、脚踏实地
Innovation and Pragmatism, Craftsmanship Quality, Strict Attention to Detail, Forward-looking Vision, Down-to-earth Approach

YOUNG CHUM

Development Course
发展历程

37 专业深耕啤酒 Professional Dedication to Brewing Beer 年 Years

1987 建厂 Establishment of the Factory
安丘啤酒厂成立
Establishment of Anqiu Beer Factory

1988 合并 Merger
与山东景芝酒业集团合并
Merged with Shandong Jingzhi Liquor Industry Group.

1994 独立 Independence
由安丘市政府主导 成为
独立运营的国有企 业
Led by the Anqiu Municipal Government, it has become an independently operated state-owned enterprise.

1999 成长 Growth
加入青岛啤酒集团成立
青岛啤酒(安丘)有限公司
Joined Qingdao Beer Group and established Qingdao Beer (Anqiu) Co., Ltd.

2007 改制 Reformation
由周志宏先生担任董事长，带领骨干
成员启动安丘阳春啤酒有限公司
Mr. Zhou Zhihong served as the Chairman, leading the core members to initiate the establishment of Anqiu Yangchun Beer Co., Ltd.

2011 定位 Positioning
制定“打造中
国特色啤酒生
产基地”的战
略目标
Formulated the goal of "Building a Production Base for Chinese Distinctive Beer."

2013 扩建 Expansion
更新先进进口设备和现代化设备若干
年产能达到20万吨
Updated with several advanced imported and modernized equipment.
The annual production capacity reached 200,000 tons.

2014 创新 Innovation
自主研发“十谷”啤酒，并获得
生产工艺发明专利
Independently developed "Ten Valleys" beer and obtained a production process invention patent.

2017 跨越 Leapfrogging
完成“打造中国精酿啤酒生产基地”的战略目标
Achieved he strategic goal of "Building a Production Base for Chinese Craft Beer."

2018 完成扩建/产销分离 Completed expansion and achieved production-sales separation.
确定“以自主研发、营销、品牌传播、销售”为核心构建中国特色啤酒生产销售基地的战略方向，成为阿里巴巴旗下盒马鲜生自有精酿品牌指定合作商，与京东自营达成战略合作，成为京东自营直采酒厂
Established the strategic direction of "Core Construction of a Chinese Distinctive Beer Production and Sales Base with Independent R&D, Marketing, Brand Communication, and Sales." Became a designated partner for Alibaba's Hema Fresh-owned craft beer brand, and strategically cooperated with JD.com to become a JD.com self-operated direct procurement brewery.

2019 Development 发展
与齐鲁工业大学达成校企产学研合作，设立研究生实
训基地，通过严谨匠心的服务理念收获业内广泛赞誉
Established collaborative partnerships with Qilu University of Technology, setting up a graduate student training base. Earned widespread acclaim within the industry through a service philosophy characterized by rigorous craftsmanship and ingenuity.

2020 拓展 Expansion
积极拓展新渠道，新方向，与中茶科技建立战略合作。持续拓展海外进出口渠道，产品远销韩国、澳大利亚、美国、新加坡等多个国家
Actively expanding new channels and directions, establishing strategic cooperation with Zhongcha Technology. Continuously extending overseas import and export channels, with products being exported to multiple countries including South Korea, Australia, the United States, Singapore, etc.

2021 规划 Planning
①打造中国精酿啤酒供应链服务商
②主张把十谷啤酒做成中国民族品牌
③让1亿国人用普通啤酒的价格喝上精酿啤酒
①Building a Chinese Craft Beer Supply Chain Service Provider,
②Advocating to turn Ten V lleys Beer into a Chinese national brand,
③Enabling 100 million Chinese people to enjoy craft beer at the price of regular beer.

2023 布局 Layout
成立并建设Established and Constructed
①海南阳春啤酒有限公司 ①Hainan Yangchun Beer Co., Ltd.
②海南阳春啤酒销售有限公司 ②Hainan Yangchun Beer Sales Co., Ltd.
③四川泸州阳春啤酒有限公司 ③Sichuan Luzhou Yangchun Beer Co., Ltd.

1987 年 · 这一年联合国定义为“国际住房年”。
1987 Years . This year was designated by the United Nations as the "International Year of Shelter for the Homeless."

1987 年 · 中华人民共和国第六届运动会在广东举行。
1987 Years . The 6th National Games of the People's Republic of China were held in Guangdong.

1987 年 · 世界人口达到“50 亿”
1987 Years . The world population reached "5 billion" during this year.

1987 年 · 或许很多精酿啤酒厂牌主理人刚出生
1987 Years . Perhaps many craft beer brand founders were just born.

1987 年 · 在济南最受欢迎的趵突泉啤酒的价格按照国家规定的 0.93 元每瓶出售
1987 Years . In Jinan, the most popular Baotuquan Beer was sold at the price of 0.93 yuan per bottle, as regulated by the national standard.

1987 年 · 桂林啤酒厂酿出第一瓶漓泉啤酒
1987 Years . Guilin Beer Factory brewed the first bottle of Li Quan Beer.

1987 年 · 江西 · 赣泉啤酒生产线终于建成投产
1987 Years . The production line of Ganquan Beer in Jiangxi was finally completed and put into operation.

1987 年 · 上海力波啤酒厂生产的力波啤酒是上海的主流啤酒
1987 Years . The Lipu Beer produced by Shanghai Lipa Beer Factory became the mainstream beer in Shanghai.

1987 年 · 莆田啤酒厂生产的雪濯啤酒已上市销售一年
1987 Years . The Snow Jin Beer produced by Putian Beer Factory has been on the market and available for sale for one year.

1987 年是个啤酒品牌百花齐放的年代！ "1987 was an era of flourishing beer brands!"

YOUNG CHUM

Qualification Honor
资质荣誉

先后被评为“中国啤酒工业优秀企业”、“全国啤酒行业十佳优质品牌”，
We have been successively recognized as "Outstanding Enterprise in the Chinese Beer Industry" and "Top Ten High-Quality Brands in the National Beer Industry."

先后获得“十谷啤酒工艺发明专利”、“套标包装实用新型专利”等多项专利证书。
We have successively obtained multiple patent certificates, including the "Ten Valleys Beer Process Invention Patent" and the "Label Packaging Utility Model Patent."

2023在中国国际啤酒挑战赛中六类产品荣获星级“天禄奖”
In 2023, six categories of our products were awarded the "Tianlu Award" in the China International Beer Challenge.







CBC CHINA INTERNATIONAL BEER CHALLENGE
中国国际啤酒挑战赛
天禄奖"Tianlu Award"

工厂已通过质量管理体系认证、HACCP体系认证，现已出口美国、英国、澳大利亚、俄罗斯、新加坡、韩国、日本等多个国家和地区

The factory has obtained Quality Management System Certification and HACCP System Certification. Our products are now exported to multiple countries and regions, including the United States, the United Kingdom, Australia, Russia, Singapore, South Korea, Japan, and more.



生产许可明细
Production LicenseDetails
(Production permits for carbonated beverages, flavored beverages, fermented fruit wines, beer, and blended wines)



质量管理体系认证
Quality Management System Certification



出口备案证明
Export Filing Certificate



HACCP 体系认证
HACCP System Certification

起草制定《低聚果糖啤酒》团体标准
Drafting and formulating the group standard for "Fructo-oligosaccharide Beer."





百科——低聚果糖 Encyclopedia —Fructo-oligosaccharide

据相关医学研究文献资料表明：
According to relevant medical research literature, it has been shown that:

明显改善肠道内微生物种群比例
-Significantly improves the balance of microbial populations in the intestine

促进微量元素的吸收和利用，防止骨质疏松
-Promotes the absorption and utilization of trace elements, preventing osteoporosis

能生成抗癌有机酸，有显著的防癌功能
-Generates anti-cancer organic acids with significant anti-cancer functions.

降低血液中胆固醇和甘油三酯的含量
-Reduces the levels of cholesterol and triglycerides in the blood.

防治腹泻和便秘
-Prevents and treats diarrhea and constipation.

防龋齿
-Prevents tooth decay.

YOUNG CHUM



✦ 自动化的先进设备
Advanced automation equipment

中国第1台
奥地利进口
安德里茨离心机

The first
centrifuge from Austria, Andritz, imported to China.



第1个啤酒生产
异形瓶套标
自主实用型专利

The first
patented self-developed practical technology for labeling irregular-shaped bottles in beer production.



第1个通过技术创新
把1升马口铁罐包装
啤酒溶解氧降到40ppb以下

The first
to use technological innovation to reduce the dissolved oxygen in 1-liter crown-capped cans of packaged beer to below 40 ppb.

每年花费1千万
设备改造费用

Spending **ten million** annually on equipment renovation.



✦ 生产质检标准
Production quality inspection standards

36道智能质检标准
只做高品质精品啤酒

Implementing 36 intelligent quality inspection standards, ensuring only high-quality premium beers are produced.

阳春啤酒运用现代化智能检测工具，严格执行质量检验标准，保证啤酒的品质。
Shandong Yangchun Beer utilizes modern intelligent testing tools, strictly adhering to quality inspection standards, ensuring the quality of the beer.





Production Advantages
生产优势



✦ 发酵罐区 Fermentation Tank Area

发酵罐从**4T–240T**，共计 **122**个，满足了各类特色啤酒的酿造
There are a total of 122 fermentation tanks ranging from 4T to 240T, which meet the brewing needs of various specialty beers.

4T 发酵罐 **21** 个	**120T** 发酵罐 **27** 个
10T 发酵罐 **10** 个	**200T** 发酵罐 **8** 个
30T 发酵罐 **12** 个	**240T** 发酵罐 **16** 个
60T 发酵罐 **28** 个	





✦ 糖化生产线 Saccharification Production Line

不同的糖化生产线，满足了特色产品从小批量试验到大批量定制
Different saccharification production lines cater to the needs of specialty products, from small-scale experimentation to large-scale customization

2T 糖化线 **1** 条	**30T** 糖化线 **1** 条	**60T** 糖化线 **1** 条







✦ 包装生产线 Packaging Production Line

24000瓶/H	瓶装线**2**条	**7200**桶/H	桶装线**2**条
18000罐/H	罐装线**1**条	**200**桶/H	GEA桶装线**1**条
36000罐/H	罐装线**1**条	**200**桶/H	PET桶装线**1**条
4800桶/H	桶装线**2**条	生啤	灌装线**1**条



光明
Bright

向上
Upward

YOUNG CHUM

年轻
Young

活力
Vitality

阳春新品包装—后羿射日
Youngchum New Product Packaging - Houyi Shooting Sun

主题是对阳春品牌标识的解释和延伸，阳春的品牌标识来自于山海经中太阳的化身三足金乌，我们对阳春品牌的
The theme is an explanation and extension of the brand identity of Yangchun. The brand identity of Yangchun comes from the embodiment of the sun in the Classic of Mountains and Seas, the Three
理解是光明富有生机，年轻具备活力，恰恰后羿射日故事精神内核与阳春的品牌文化内涵相吻合，一个企业要有
legged Golden Crow. Our understanding of the Yangchun brand is that it is bright and vibrant, young and energetic. It is precisely that the spirit of the story of Houyi Shooting the Sun is consistent with the
坚定的信念和卓越的技术去面对困难面对挑战，更要懂得团队合作，勇于接受挑战，保持一个不停前进向上
cultural connotation of the Yangchun brand. A company should have a firm belief and excellent technology to face difficulties and challenges, and also understand teamwork, be brave enough to accept
的步伐，在前进道路上不断年轻力量的加入让阳春更加充满新活力，新力量。
challenges, and keep moving forward continuously. The pace of progress and the continuous addition of youthful energy on the road make Yangchun more full of new vitality and strength.







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阳春零糖系列
Zero sugar series

无负担 更健康
No burden is healthier

糖0脂

“专为控糖人群设计”
Designed for sugar addicts

碳水化合物≤0.5g/100ml
Carbohydrate ≤0.5g/100ml



阳春小麦白啤
Youngchum wheat white beer

原麦汁浓度：7.6°P
Original wort concentration: 7.6°P

酒精度：3.7%vol
Alcohol content: 3.7%vol

营养成分表
Nutrient list

项目 ITEM	每100毫升 Per 100 ml	NRV% percent
能量 energy	118KJ	1%
蛋白质 protein	0g	0%
脂肪 fat	0g	0%
碳水化合物 carbohydrate	0g	0%
-糖 sugar	0g	0%
钠 sodium	15mg	1%

阳春零糖皮尔森
Youngchum Zero sugar Pilsen beer

原麦汁浓度：7.6°P
Original wort concentration: 7.6°P

酒精度：3.7%vol
Alcohol content: 3.7%vol

营养成分表
Nutrient list

项目 ITEM	每100毫升 Per 100 ml	NRV% percent
能量 energy	123KJ	1%
蛋白质 protein	0g	0%
脂肪 fat	0g	0%
碳水化合物 carbohydrate	0g	0%
-糖 sugar	0g	0%
钠 sodium	15mg	1%



Product Matrix
阳春自主产品

十谷啤酒

SHIGU Beer

中式特色小麦
Chinese-style Specialty Wheat Beer

国家发明专利\
传统小麦创新酿造\
含低聚果糖 更健康\

National Invention Patent
Innovative Brewing with Traditional Wheat
Enriched with Low Oligofructose for a Healthier Option

十谷啤酒获得了“国家发明专利”，其突破了啤酒酿造工艺和原材料单一的瓶颈，在纯正德式传统工艺之上又添加多种东方特有原料，使之口感独特诱人又层次丰富。

Shigu Beer has been granted a 'National Invention Patent, breaking through the bottleneck of beer brewing technology and single-source raw materials. It combines the purity of traditional German brewing techniques with various unique Oriental ingredients, creating a uniquely enticing and richly layered flavor profile



中式特色精酿啤酒 Chinese-style Craft Beer with Distinctive Features

配　　料：水、大麦芽、小麦芽、糙米、黑米、小米、荞麦、燕麦、薏米仁、芡实、莲子、酵母、啤酒花
原麦汁浓度：10°P
酒 精 度：≥3.3%vol
净 含 量：1000ml
Ingredients: Water, Barley Malt, Wheat Malt, Brown Rice, Black Rice, Millet, Naked Barley, Oats, Coix Seed, Job's Tears, Lotus Seeds, Yeast, Hops
Original Wort Concentration: 10°P
Alcohol by Volume: ≥3.3%vol
Net Content: 1000ml



中式特色精酿啤酒 Chinese-style Craft Beer with Distinctive Features

配　　料：水、大麦芽、小麦芽、糙米、黑米、小米、荞麦、燕麦、薏米仁、芡实、莲子、酵母、啤酒花
原麦汁浓度：10°P
酒 精 度：≥3.3%vol
净 含 量：2000ml
Ingredients: Water, Barley Malt, Wheat Malt, Brown Rice, Black Rice, Millet, Naked Barley, Oats, Coix Seed, Job's Tears, Lotus Seeds, Yeast, Hops
Original Wort Concentration: 10°P
Alcohol by Volume: ≥3.3%vol
Net Content: 1000ml



十谷宫廷 Ten Grains Imperial Court

配　　料：水、大麦芽、小麦芽、糙米、黑米、小米、荞麦、燕麦、薏米仁、芡实、莲子、酵母、啤酒花
原麦汁浓度：10°P
酒 精 度：≥3.3%vol
净 含 量：439ml
Ingredients: Water, Barley Malt, Wheat Malt, Brown Rice, Black Rice, Millet, Naked Barley, Oats, Coix Seed, Job's Tears, Lotus Seeds, Yeast, Hops
Original Wort Concentration: 10°P
Alcohol by Volume: ≥3.3%vol
Net Content: 439ml



十谷金莲子 Ten Grains Golden Lotus

配　　料：水、大麦芽、小麦芽、糙米、黑米、小米、荞麦、燕麦、薏米仁、芡实、莲子、酵母、啤酒花
原麦汁浓度：8°P
酒 精 度：≥2.5%vol
净 含 量：218ml
Ingredients: Water, Barley Malt, Wheat Malt, Brown Rice, Black Rice, Millet, Naked Barley, Oats, Coix Seed, Job's Tears, Lotus Seeds, Yeast, Hops
Original Wort Concentration: 8°P
Alcohol by Volume: ≥2.5%vol
Net Content: 218ml



十谷福禄 Ten Grains Blessing and Prosperity

配　　料：水、大麦芽、小麦芽、糙米、黑米、小米、荞麦、燕麦、薏米仁、芡实、莲子、酵母、啤酒花
原麦汁浓度：11°P
酒 精 度：≥3.7%vol
净 含 量：500ml
Ingredients: Water, Barley Malt, Wheat Malt, Brown Rice, Black Rice, Millet, Naked Barley, Oats, Coix Seed, Job's Tears, Lotus Seeds, Yeast, Hops
Original Wort Concentration: 11°P
Alcohol by Volume: ≥3.7%vol
Net Content: 500ml



十谷纤体 Ten Grains Slimming

配　　料：水、大麦芽、小麦芽、糙米、黑米、小米、荞麦、燕麦、薏米仁、芡实、莲子、酵母、啤酒花
原麦汁浓度：8°P
酒 精 度：≥2.5%vol
净 含 量：325ml
Ingredients: Water, Barley Malt, Wheat Malt, Brown Rice, Black Rice, Millet, Naked Barley, Oats, Coix Seed, Job's Tears, Lotus Seeds, Yeast, Hops
Original Wort Concentration: 8°P
Alcohol by Volume: ≥2.5%vol
Net Content: 325ml



CBC CHINA INTERNATIONAL BEER CHALLENGE
中国国际啤酒挑战赛
天禄奖 "Tianlu Award"

2023年十谷啤酒在
“中国国际啤酒挑战赛”中
荣获四星级、双星级“天禄奖”荣誉
In 2023, Ten Grains Beer was honored with the Four-Star and Double-Star 'Tianlu Award' at the China International Beer Challenge

