



CHEERDAY  
千岛湖啤酒

# 公司简介

COMPANY PROFILE

| 酿造快乐生活 |

BREW CHEERFUL LIFE

杭州千岛湖啤酒有限公司

HangZhou Cheerday Brewery CO.LTD

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# 公司介绍

Company introduction

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**始创于1985年**，坐拥千岛湖优质生态酿造资源，**140家啤酒厂中硕果仅存的一家“浙商酿造”**。杭州局辖区唯一的啤酒出口企业，目前浙江最主要的啤酒出口企业，其出口数量和货值占到浙江局出口啤酒的99%以上，出口包括新加坡、韩国、法国、意大利和美国等海外24个国家及地区。

Hangzhou Cheerday Brewery CO. LTD was founded in 1985, located in Qiandao Lake, Hangzhou, Zhejiang, China. Cheerday possesses high-quality and natural brewing resources. Cheerday, the only Zhejiang brewery in 140 breweries, is developing well. Cheerday beer and OEM series beer are exported to more than 24 countries and areas, including Singapore Korea France Italy and America, whose export quantity and value occupy 99% of Zhejiang province. It is the only beer exporter in Hangzhou city and the most important one in Zhejiang province.



### 1998年—2006年

Great Growth Period

企业完成改制，产品销售改为“向东走”策略；开始注重品牌建设：以高档的包装、中低档的价格抢占东部经济发达地区市场，实现产销连续8年35%以上的增长，成为啤酒界业内的一匹黑马。

### 2012年—2017年

Brand Developing Period

启动旅游、餐饮、音乐、住宿、赛车、修闲等领域多个重大项目，打破传统啤酒吃喝旧观念，在啤酒消费中植入新的元素和活力。公司成功升级至多元化经营模式。

### 1985年—1997年

Startup And Expansion Period

为提供就业机会、解决库区移民问题而创建的一家乡镇集体企业。从东面引进技术，向西面开拓市场；产品主要销往江西等浙江以西地区。

### 2007年—2011年

Strategy Changing Period

成功与麒麟啤酒合资，创下了国内啤酒业与外资合作的最高溢价记录，再次实现企业发展道路上的华丽转身。在啤酒行业日益同质化的背景下，注重管理水平的提升与挖潜；注重产品品牌的建设与推广。

### 2018年-----

经过几年的运筹酝酿，着眼于啤酒新兴精酿领域，扬帆起航，向新的至高点前进。



### 1998年—2006年 Great Growth Period

With the reform of enterprise system, we occupied the markets of east China (well-developed area) by proper price but upscale packaging products. We emphasized building brand and became a black horse in beer industry.

### 2012年—2017年 Brand Developing Period

We combined beer with tourism music racing and other industries. The company adopted a new development mode successfully with new elements.

### 1985年—1997年 Startup And Expansion Period

Cheerday brewery was found to solve the local immigrants' life problems and provide employment opportunities. We learned techniques from eastern China and focused on western China markets.

### 2007年—2011年 Strategy Changing Period

Cheerday became the joint venture of Cheerday and Kirin (Japan, one of top ten brands of Asian beer). It was an important symbol and a new starting point for the development of Cheerday. We emphasized building brand and improved management level.

### 2018年-----

With several years' development, we now concentrate on craft beer. It is a new starting point and we will do better in future.



2006年创下了中国啤酒行业合资合作史上的最高溢价记录，至今无人超越。

2006: The highest premium record of China's beer industry's cooperation was set up, and so far no one surpassed it.

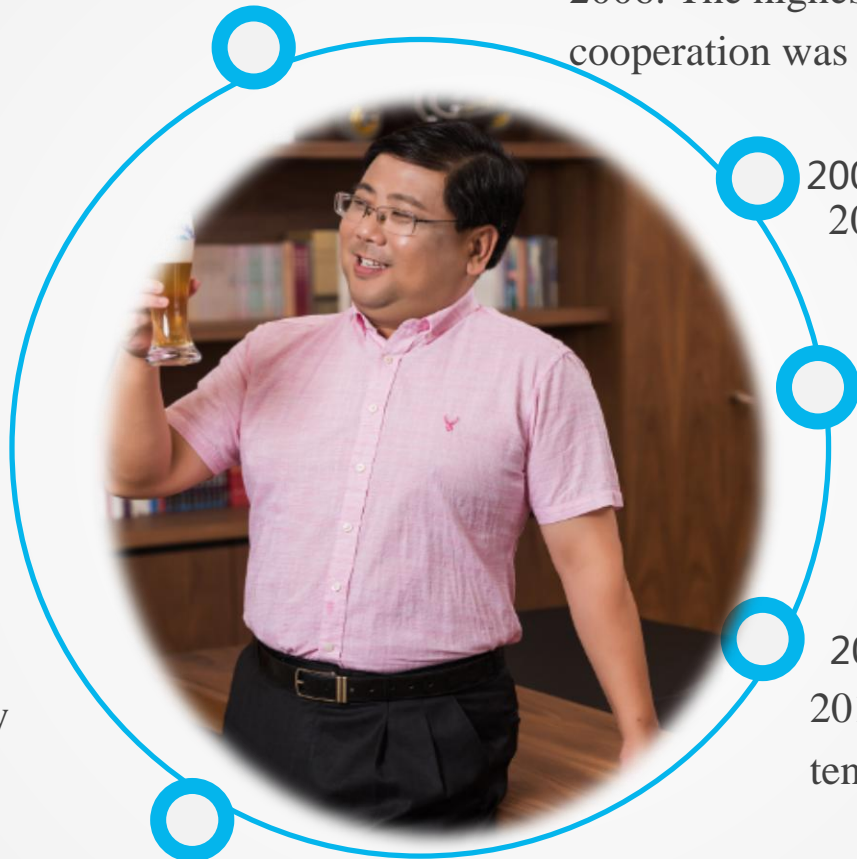
2007年荣获2007年度“风云浙商”。  
2007: "Famous Zhejiang businessman".

2013年第三届“品质杭商”称号，在2016世界杭商大会上又荣获“优秀杭商”殊荣。

2003: "High-quality Hangzhou merchant"

2006: "Excellent Hangzhou businessman"

2016年郑晓峰被评为新兴旅游产业十大领军人物。  
2016: Zheng Xiaofeng was vated as one of TOP ten leading figures of the new tourism industry.



郑晓峰

Zheng Xiaofeng

千岛湖啤酒董事长/总经理

33岁成为千岛湖啤酒掌舵人

Chairman /General manager of Cheerday

2017年，带领千岛湖啤酒从国际大鳄环伺、国内厂家倾轧的兼并狂潮中突出重围，跃居国产啤酒第十位，荣获“华东地区十大经济人物”。

2017:He led the Cheerday to struggle out of the big international companys and the domestic manufacturers' merger. It became the tenth domestic brewery and won the award "Ten largest economic figures in East China".

# 核心人员 Key Members



## 徐斌 \ 高级顾问

高级工程师，中国酿酒工业协会啤酒分会技术委员会委员。

### Senior Adviser

Senior engineer, member of Technical Committee of Beer Brewing Association of China Brewing Industry Association.



## 张五九 \ 高级顾问

中国食品发酵工业研究院副院长  
教授级高级工程师

### Senior Adviser

Professor, vice dean of China Food Fermentation Industry Research Institute, senior engineer

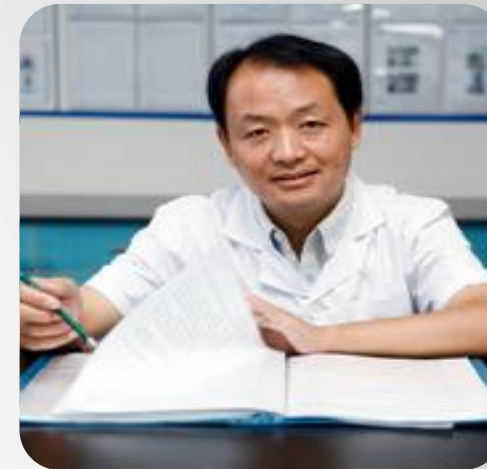


## 高峰 \ 技术副总

高级工程师(教授级)，中国啤酒技术委员会委员，江南大学生物工程学院特聘教授，复旦大学领导力中心首席顾问。

### Vice Manage of Technology

Senior Engineer (professor), member of China Beer Technical Committee, special professor of Bioengineering School of Jiangnan University, and chief consultant of Leadership Center of Fudan University.



## 郭泽峰 \ 技术工程师

工学硕士，高级酿酒师，工程师，国家注册质量工程师。

### Chief Engineer of Technology

Master of engineering, senior winemaker, engineer, national registered engineer.



# 产品及服务

Products and Services

- 主要业务
- 产品介绍
- 技术支持
- 营销网络
- 个性服务



# 主要业务 Main Businesses



**01** 自主品牌产品的生产与销售:Production and sale of independent brand products.



**02** 啤酒个性化定制服务:Beer personalized customization service.



**03** 精酿啤酒研发生产与销售:Development production and sale of craft beer.



# 产品介绍·瓶装系列： Product Introduction · Bottled Series.



# 产品介绍·罐装系列

Product Introduction · Canned Series.



# 产品介绍·桶装系列

Product Introduction · Barreled Series.





Hai Di Lao



Edition Ping



Lucky



Fragrans



Alwon



Panda



### 国内市场覆盖范围

#### Domestic Market

千岛湖啤酒目前市场以浙沪苏为中心，辐射赣皖闽豫鲁冀等地区。形成传统渠道、商超、电商等全方位多维销售网络。At present, the major markets are Zhejiang Shanghai Jiangsu and spread to Henan Jiangxi Anhui and Fujian. Cheerday combines traditional sale channels, e-commerce and other sale channels together.

## 国外市场覆盖

Foreign Market

产品出口新加坡、韩国、法国、意大利和美国等海外二十四个国家和地区。

Cheerday beer and OEM series beer are exported to more than 24 countries and areas, including Singapore Korea France Italy and America.



# 技术支持 Techniques



30年酿酒经验，集麒麟、百威、三得利多家技术于一身，先后投入500L中试试验设备、10吨精酿糖化线，30吨精酿发酵罐（可干投），2017年上线10吨和20吨发酵罐，有能力和经验帮助客户研发各式产品。

We have 30 years brewing experience and combine the techniques from many breweries, including Kirin Budweiser and Suntory. We have invested in 500 liters test equipment, beer saccharification line of 10 tons, craft beer fermentation tank of 30 tons. In 2017, we built 10 tons and 20 tons fermentation tank. We have ability and experience to help customers develop all kinds of products.

2003年成立技术研发中心，该中心为浙江省省级企业技术研发中心，面积1100m<sup>2</sup>，拥有500L中试实验设备及小样灌装设备，可以通过不断地实验用于新产品开发和工艺改进。

Technology research and development center, about 1100m<sup>2</sup>, was established in 2003. With 500 liters experimental equipment, we can develop new products and improve technology through constantly experiment.



2018年，公司与中国食品发酵研究院成立“啤酒联合技术中心”，该中心将以中国食品发酵研究院为依托，在新产品，新工艺和生物发酵领域展开深度研究，共同推进中国啤酒行业在学科前沿的技术进步。

2018, the company cooperate with the Chinese Institute of Food Fermentation and found beer joint technology center. The center will be supported by Chinese Institute of Food Fermentation. We will fix on the new product, new process and biological fermentation to promote Chinese beer industry' development.





啤酒+美食+音乐 快乐千岛湖，醉忆啤酒城

With beer delicious food and music, you will enjoy the beer city, Qiandao Lake.



啤酒+赛车运动 让您放飞飘移的感觉

Beer and racing will make you enjoy the feeling of drifting.



时尚、魔性，让您的肌肤也“喝”上啤酒

Fashion and magic will let your skin enjoy our beer.



## 啤酒品味体验 升华您啤酒的文化

Taste experience sublimates your beer culture.



# 文化及荣誉

Culture and honors

- 文化理念
- 经营理念
- 荣誉时刻

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## 不断学习，不断创新， 不断完善

Continuous learning, continuous innovation, continuous improvement.

## 真诚酿造每一瓶千岛湖啤酒

Make every bottle of Cheerday beer sincerely.

  
核心价值  
01

02  
企业精神  


  
企业使命  
03

04  
企业信条  


## 创新完善品质，诚信塑造品牌

Innovation improves quality, and honesty builds brand.

## 酿造快乐生活

### BREW CHEERFUL LIFE



# 企业理念 Enterprise Concept





- 2006年** → **浙江省绿色企业**  
 Zhejiang Healthy Enterprise.
- 2009年** → **浙江省3A级诚信单位**  
 Zhejiang 3A Integrity Unit.
- 2010年** → **食品工业科技进步优秀企业奖**  
 Food Industry Science And Technology Progress Outstanding Enterprise Award.
- 2015年** → **中国食品博览会·金奖**  
 China Food Expo · Gold Award.
- 2015年** → **浙江省著名商标**  
 Zhejiang Famous Trademark.
- 2016年** → **杭商品牌案例**  
 Hangzhou Commodity Brand.
- 2017年** → **全国企业文化优秀成果**  
 Outstanding Achievements in National Corporate Culture.
- 2017年** → **白啤·青酌奖**  
 White Beer · Best New Product Award



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# 规划及未来

Planning and future



# 成为全球品类最全的特色啤酒个性化订制生产商

Become the most characteristic beer ordering manufacturer with most species.



海底捞



桂花小麦



艾迪逊



福牌(lucky)



金博克



皇冠西打



绝乐拉格



英水帝江IPA



熊猫王



5%vol huster



月王红啤



绝乐白啤



高度酒

# 打造顶级精酿啤酒制造首选地

Become the brewery for making top craft beer.



# ■ 打造啤酒品味文化基地

Create a cultural base for beer.





CHEERDAY®  
千島湖啤酒

THANK YOU!

<http://www.qdhbeer.com/>