



光泉牧場股份有限公司

***KUANG CHUAN Dairy Co., Ltd.***





# Company Profile

## Place of Origin

- Since 1956 in Dihua Street, Taipei City, starting from raising 3 cows to produce and sell fresh milk.
- 1964 Established Kuang Chung Food Factory in Banqiao.
- 1970 Changed the company name to Kuang Chuan Dairy Co., Ltd.
- 1980 Opened Kuang Chuan Dayuan Factory (Taoyuan)
- 1991 Kuang Chuan Chiayi Factory was opened
- 2005 Established a R&D center and obtained the TAF laboratory accreditation certificate.
- 2011 Chiayi factory three-dimensional warehouse completed.
- The Food Safety Center was established in 2015 and obtained TFDA and TAF certification from 2017 to 2019.
- 2021 CCD recognition system is added gradually.
- 2023~2025 Obtained TQF x JFSM certification

**Employees :** About 2000

**Head Office :** Neihu District, Taipei

**Factory :** Dayuan Factory (covers an area of 86,000 square meters) and Chiayi Factory (covers an area of 53,000 square meters)





# Company Identity

The three water droplets in the logo represent the upper part of the Chinese character for “light” that our company name begins with, and symbolizes the burst of vigor and fluid energy. Not only do they portray Kuang Chuan as a dynamic powerhouse rather than a stagnant, motionless organization, but they also embody the three pillars of our business philosophy : Honesty, Health, Energy





# Company Vision

Food, beverage and related industries.



Non-stop breakthroughs  
& sustainable operations

Benchmark-setting



To be a benchmark company in the food and beverage and related industries  
that continues to exceed expectations with sustainable growth.





# Company Mission



## Healthy Products

Unsurpassed customer experience with top-notch products.

Inspire consumers with desire for healthy and premium products.

## Strategic Partnerships

Foster strong business partnerships that are beneficial to Kuang Chuang and our partners.

## Friendly Environments

Employer of Choice - Create a friendly workplace that foster trust, accountability, creativity and passion for new learning.

Sustainability – Operate and produce products with environmental-friendly concept and 'go green' in every process.





# Certificates

- ISO22000



- HACCP



- FSSC22000



- TQF x JFSM





# OEM Product

## OEM Brands

- Nestle / MILO (TW/HK)
- T&T (Canada)
- 7-Eleven (TW)
- Family mart (TW)
- Tree Top (TW)
- Coca Cola (Juice)
- Yakult (台灣養樂多)
- Kagome (台灣可果美)

## OEM Products

- Jasmine green tea
- Oolong / Green / Black Tea
- Milk Tea
- Fruit Tea
- Dark plum juice
- Chocolate drink
- Oat drink
- Rice drink
- Soya Milk





# Products Description





# UHT MILK



## 100% Unadulterated Milk: Simple but not easy!

- ✓ We partner ONLY with well-established dairy farms nationwide and constantly give them management guidance to ensure great quality.
- ✓ We preserve the WHOLE PACKAGE of nutrients (protein, fat, lactose, minerals and vitamins).
- ✓ Our exclusive FARM-TO-TABLE quality assurance mechanism requires that raw milk be collected daily by designated staff and delivered in specially outfitted trucks that keep it refrigerated and fresh until consumed!
- ✓ Our preservative-free UHT milk is processed using the ultra-high temperature (UHT) sterilization method to ensure 100% compliance with the national standards for Grade "A" Pasteurized Milk. They provide the full flavor, rich taste of milk and a complete supply of healthful nutrients!





# UHT MILK



	100% UHT MILK	LOW FAT	HIGH CALCIUM	LOW FAT HIGH CALCIUM	HIGH CALCIUM (NO ADDED SUGAR)
VOLUME	200ML	200ML	200ML	200ML	200ML
SHELF LIFE	9M	9M	9M	9M	9M
PACKAGE	24 PACKS (6 pack *4 set)				



# UHT MILK



	FRUIT FLAVOR	CHOCOLATE	APPLE FLAVOR	MALT	BLACK SESAME	GRAINS & NUTS
VOLUME	200ML	200ML	200ML	200ML	200ML	200ML
SHELF LIFE	9M	9M	9M	9M	9M	9M
PACKAGE	24 PACKS (6 pack *4 set)					



# JASMINE GARDEN



**Morning sunshine, crisp air and fresh-picked tea leaves  
All in one package!**

For more than two decades, We has insisted on a recipe that uses fresh-picked tea leaves with choice budding jasmine, and then profusely lacing the resultant golden-hued brew with honey for extra mellowness. Tea leaves picked in the first harvest of the day (before daybreak!) are infused with choice Jasmine buds until they fully absorb and emanate the natural floral scent, and are laced with rich, unadulterated honey to create this perfect aromatic combination of tea, blossoms and honey.

Such a terrific marriage of tea, jasmine blossoms and honey gave rise to a classic, nonpareil, one-of-a-kind taste which reflects the expert hand-brewing!

*Life's more fun  
with Jasmine*

*Natural fragrance,  
refreshing taste*





# JASMINE GARDEN

茉莉茶園



	JASMINE HONEY TEA	JASMINE TEA	JASMINE TANGELO TEA	APPLE BLACK TEA
VOLUME	250ML / 300ML / 330ML / <b>585ML</b>	<b>585ML</b>	250ML / 300ML	250ML / <b>585ML</b>
SHELF LIFE	12M	12M	12M	12M
PACKAGE	<p>24 PACKS (Tetra Pak:6 pack *4 set PET: Single pack or 4 bottle*6 set)</p>			



# JASMINE GARDEN

茉莉茶園



	PREMIUM LEMON TEA	PREMIUM APPLE TEA
VOLUME	500ML	500ML
SHELF LIFE	12M	12M
PACKAGE	24 PACKS (PET: Single pack or 4 bottle*6 set)	





# COLD-BREWED TEA

冷泡茶  
冷泡。更甘美

Cold-brewing makes for  
delicious tea!

Our exclusive cold-extraction process captures  
the aromatic tea molecules for a better taste

With groundbreaking technology, Kuang Chuan launched Taiwan's first ready-to-drink tea brand that adopted a cold-brewing process proven to effectively extract the sweet-tasting amino acids from tea leaves while, at the same time, reducing the amount of caffeine and tannins infused, hence the mellow, non-bitter taste.

Our unique, perfect cold brew, sweeter and tastier than ever and without the bitter tinge, is crafted out of top-quality teas through incessant experiments, research, testing and adjustments regarding every detail of the production process from the soaking time, and temperatures to tea varieties.

冷泡茶

—冷泡，更甘美—



# COLD-BREWED TEA

冷泡茶  
冷泡。更甘美



	OOLONG TEA (SUGAR FREE)	OOLONG TEA with GINSENG (SUGAR FREE)	GREEN TEA (SUGAR FREE)	CEYLON BLACK TEA (SUGAR FREE)	LIGHT ROASTED OOLONG TEA (SUGAR FREE)	JAPANESE GREEN TEA (SUGAR FREE)
<b>VOLUME</b>	585 ML / 1235ML	585 ML / 1235ML	585 ML / 1235ML	585ML	585ML	585ML
<b>SHELF LIFE</b>	12M					
<b>PACKAGE</b>	585ML:24 PACKS (Single pack or 4 bottle*6 set) 1235ML:12 PACKS					



# SOYA MILK



The potency of whole-grain soybeans helps you achieve nutritional balance!

High-quality essential nutrients such as vegetarian protein and fiber are abundant in soybeans, rice, oats and other cereal grains, the cholesterol-free key ingredients of what Westerners refer to as “vegan milk”. Vegan milk has become an international sensation, an alternative to dairy products for those who are lactose intolerant, as well as an integral part of vegan, detox diets.

## Healthful Benefits:

- A great alternative to dairy products for those who are lactose intolerant
- Plant-based ingredients
- Abundant nutrients of carefully ground, whole-grain soybeans are sealed inside each carton
- Certified non-GMO I.P. Canadian soybeans
- True aroma of soybeans (preservative-free!)





# SOYA MILK



	SOYA MILK	BLACK BEAN SOYA MILK	SOYA MILK EGG FLAVOR
VOLUME	200ML	200ML	330ML
SHELF LIFE	9M	9M	9M
PACKAGE	24 PACKS (6 pack *4 set)		



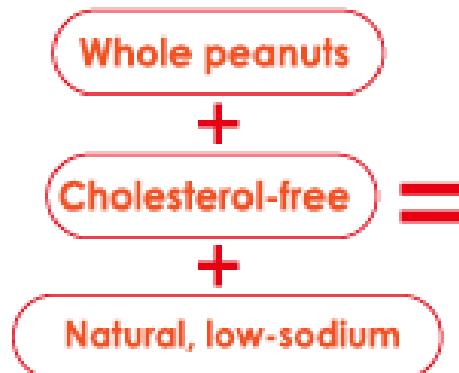
# RICE MILK



True tastiness redefined by fragrance-free  
Kuang Chuan Rice Milk

Made ONLY with whole peanuts and white rice (no peanut butter)

- A great alternative to dairy products for those who are lactose intolerant
- Plant-based ingredients



※This product contains peanuts





# RICE MILK



	<b>PEANUTS with BROWN RICE</b>	<b>PEANUTS, ADLAY with BROWN RICE</b>
<b>VOLUME</b>	200ML	200ML
<b>SHELF LIFE</b>	12M	12M
<b>PACKAGE</b>	24 PACKS (6 pack *4 set)	



# TAIWAN TRADITIONAL DRINKS



Authentic, Natural & Real

You may have unwittingly come across soft-drink bottles that read Kuang Chuan Zheng Zhuang, but do you know that each of those bottles is packed with nature's best, meticulously processed to unlock the secrets of our childhood memories? Zheng Zhuang, a sub-brand of Kuang Chuan, follows good old-fashioned, exquisite recipes to deliver variety, multi-faceted taste and the ultimate thirst-quenchers.





# TAIWAN TRADITIONAL DRINKS



	STRAFRUIT DRINK	WINTER MELON DRINK	HONEY CHRYSANTHEMUM TEA	ASPARAGUS DRINKS
VOLUME	300/585 ML	250/ 300 ML	250/ 300 ML	250/ 300 ML
SHELF LIFE	10M/ 9M	12M	12M	12M
PACKAGE	24 PACKS (Tetra Pak:6 pack *4 set PET: Single pack or 4 bottle*6 set)			



# TEA TIME



## Tea Time Indulgences

### A Rich and Delicious Tea-to-Milk Golden Ratio

**Tea Time**, an upscale sub-brand of Kuang Chuan, bases its rich and flavorful drinks on a perfect tea-to-milk ratio.

Made with premium black tea extract plus the right amount of milkiness, the delicate, refreshing yet robust and smooth Tea Time beverages are ideal for an afternoon break, when the sunshine warms your taste buds and your heart as well.

All "Tea Time" drinks are sold in Tetra Prisma® aseptic cartons, engineered with a metallic film to keep out light and air, plus a leak-proof plastic spout that ensures airtightness. Using the German Forest Stewardship Council™ (FSC™)-certified packaging materials, Tetra Prisma® meets the growing demand for reduced carbon footprint.

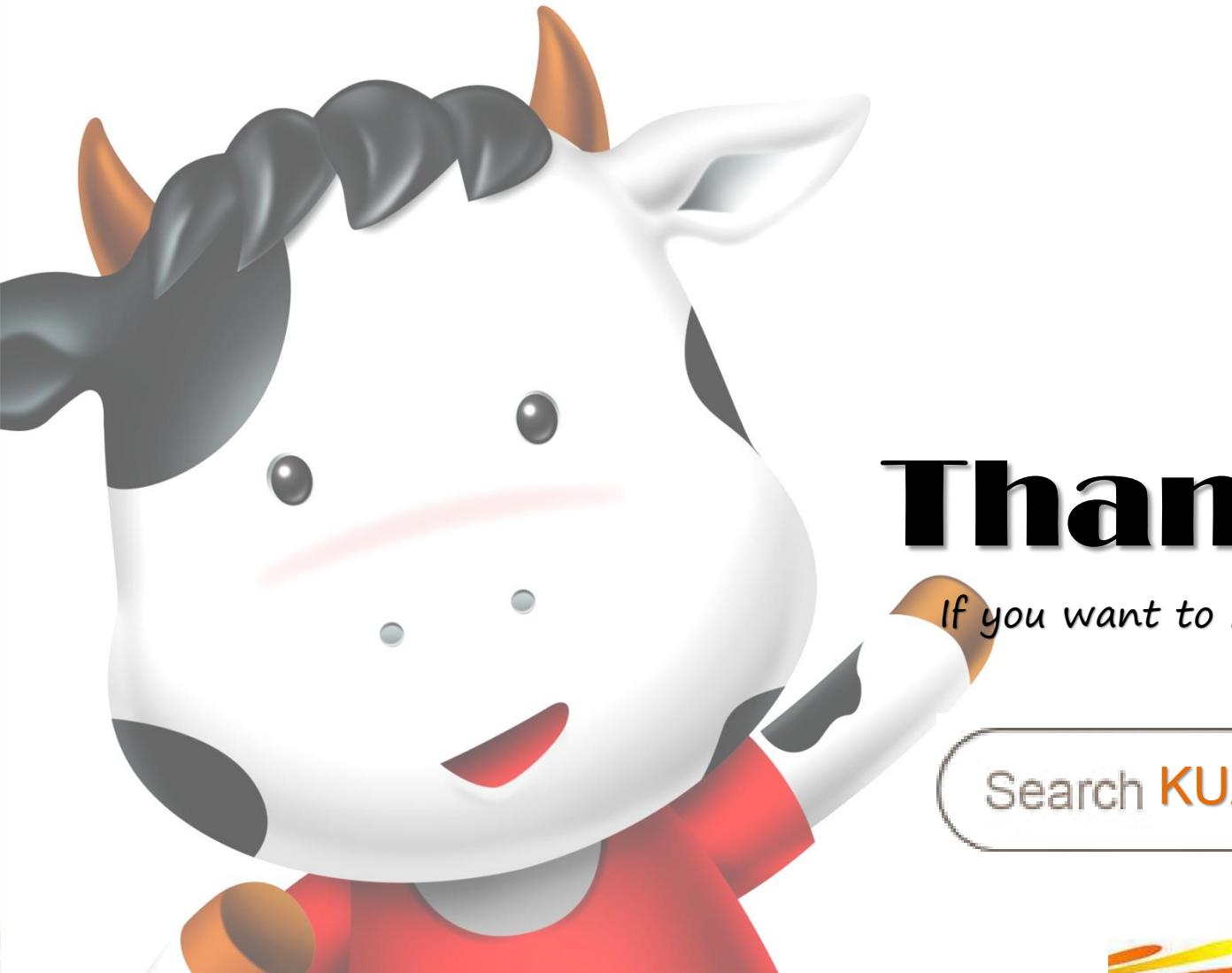




# TEA TIME



	ASSAM MILK TEA	EARL GRAY MILK TEA	RICH MILK TEA	RICH CAFFE LATTE	RICH STRAWBERRY MILK TEA
VOLUME	250/300ML	250/300ML	330 ML	330 ML	330 ML
SHELF LIFE			12M		
PACKAGE			24 PACKS (6 pack *4 set)		



# Thank you

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