

1991

成立天津頂益國際食品有限公司

Established Tianjin Tingyi International Food Co., Ltd.

1992

康師傅方便麵正式上市，
於天津成立PSP碗廠



Master Kong's instant noodle was launched and established PSP bowl factory in Tianjin

1993

於天津成立塑料叉廠及紙箱廠

Established Plastic Fork factory and Carton Box factory in Tianjin

1994

於廣州、杭州成立製麵廠

Established Instant Noodle factories in Guangzhou and Hangzhou



1995

於重慶、沈陽、武漢成立製麵廠

Established Instant Noodle factories in Chongqing, Shenyang and Wuhan

於天津、廣州、杭州成立製餅廠

Established Bakery factories in Tianjin, Guangzhou and Hangzhou

於天津、廣州、重慶、沈陽成立飲品廠

Established Beverage factories in Tianjin, Guangzhou, Chongqing and Shenyang

於天津成立印刷材料廠

Established Printing Material factory in Tianjin

1996

康師傅控股有限公司於香港交易所上市

Tingyi(Cayman Islands)Holding Corp. was listed on the Stock Exchange of Hong Kong

康師傅米餅及飲品面世

於西安設製麵廠

於杭州、西安、武漢設飲品廠，於杭州成立調味料

廠、包材廠

於天津成立機械廠及工

程顧問公司，以進一

步加強垂直整合的能

力



Master Kong's Rice Crackers and Beverage were launched

Established Instant Noodle factory in Xian, established Beverage factories in Hangzhou, Xian and Wuhan, established factories for

Seasoning and Package Material in Hangzhou and established Machinery and Engineering Consultancy Company in Tianjin to further strengthen the ability for the Group's Vertical Integration

1997

於福州、哈爾濱及青島成立製麵廠

Established Instant Noodle factories in Fuzhou, Harbin and Qingdao





1998

推動“通路精耕”政策，服務通路，在中國45個城市設立營業所與發貨倉庫，共有55萬個銷售網點納入服務範圍

Advocated "Better Access, Broader Reach" policies and service thoroughfare, it set up sales offices and warehouses in 45 cities in the PRC and 550,000 sales networks were taken into services limits

1999

與日本三洋食品株式會社進行策略聯盟

Strategic alliance with Japan's Sanyo Food Co., Ltd.



2000

收購台灣第二大食品企業味全食品股份有限公司19.98%股權

Acquired 19.98% equity interest in Taiwan's Wei Chuan Foods Corp.

康師傅方便麵年銷量突破50億包，取得全球最大方便麵市場28%的市場佔有率



2001

Sales for Master Kong's Instant Noodle exceeded 5 billion packs, represented 28% market share of the biggest instant noodle market in the world

2002

於新疆、昆明成立製麵工廠
於新疆、青島、哈爾濱、昆明、福州成立飲品廠

Established Instant Noodle factories in Xinjiang and Kunming
Established Beverage factories in Xinjiang, Qingdao, Harbin, Kunming and Fuzhou



2002年本集團總營業額超越11億美元及淨利達90,928千美元。轄下共有26家工廠獲ISO認證。康師傅方便麵、茶飲品及夾心餅乾分別取得中國市場27.8%、51.5%及24.4%的佔有率，同時處於領導地位

In 2002, the Group's total turnover exceeded US\$1.1 billion, net profit reached US\$90.928 million. 26 factories under the Group have been granted ISO 9002 certifiaticies. Master Kong's Instant Noodle, Tea Drinks and Sandwich Crackers have achieved 27.8%, 51.5% and 24.2% market share respectively in the PRC Market, holds a leading position in the industry

