

Company Profile



Huiyuan Juice is one of the leading fruit and vegetable juice producers in China. Huiyuan Juice markets the majority of its products under its primary 汇源 trademark, which has been designated as a “PRC Famous Trademark” and a “PRC Famous Brand Product” by the PRC government. Huiyuan Juice currently produces fruit juices, vegetable juices, mixed fruit and vegetable juices and other beverages, and offers a wide range of beverages with a selection of different flavours and packaging sizes and types to consumers. Huiyuan Juice categorizes its juice products into three categories based on juice concentration: 100% juices, nectars and juice drinks. Huiyuan Juice has a leading market position in 100% juices, and is a co-leader in nectars in terms of both sales revenue and sales volume based on industry data for the year 2006. In the 100% juice segment, its market share far exceeds all the competitors. Huiyuan Juice sells most of its products in China and also exports a small selection of its products mainly to the United States and Southeast Asia.

Company Mission

Leverage on the abundant production of fresh fruit and vegetables in China to build the local fruit and vegetable juice market, cultivate a juice drinking regime, and promote juice as part of a healthy diet to benefit the consumers.