

Corporate Profile



Founded in 1994, People's Food Holdings Limited (the "Company" or "People's Food") and its subsidiaries (collectively the "Group") has grown to be a leading producer of fresh and frozen meat and processed meat products in the People's Republic of China ("PRC"). The Group currently has nine operating production bases. With the headquarter in Linyi of Shandong Province, the other eight production facilities are located in Tongliao of Inner Mongolia Autonomous Region, Xiangtan of Hunan Province, Meishan of Sichuan Province, Daqing, Xinglong and Qiqihaer of Heilongjiang Province, Shangqiu of Henan Province and Dezhou of Shandong Province.

Since 1994, the Group has successfully expanded its production bases, established a strong market presence and is now a nationwide reputable provider of meat products in the PRC. The Group produces, processes, markets and distributes high quality processed meat products such as Chilled Fresh Pork, Frozen Pork, Low Temperature Meat Products ("LTMP"), High Temperature Meat Products ("HTMP"), Pig's By Products as well as Frozen Chickens.

Marketed under the brand name "Jinluo 金锣", the Group has successfully established its brand to be a recognised household name in the PRC, synonymous with top quality, delicious, nutritious and hygienic meat products. With several awards and accolades conferred for its premium brand and more than 250 varieties of ham and sausages, the Group's products are distributed all over the PRC through dealership distribution network, sales teams, sales outlets and specialty stores.

People's Food was listed on the Mainboard of the Singapore Exchange Securities Trading Limited in March 2001 and on the Mainboard of the Stock Exchange of Hong Kong Limited in October 2002.