

有零有食宣传册

UrSnacks Brochure

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As Tasty As Fresh!

A large, spiky durian fruit is the central focus of the background image, set against a lush green field. The durian's characteristic bumpy, triangular scales are clearly visible. The entire image is overlaid with a semi-transparent yellow filter, which makes the text stand out. The text is centered and consists of two lines: the first in Chinese and the second in English.

公司介绍 About Us

UrSnacks Freeze Dried Fruit Industry Top 1



品牌定位：天然健康的专业食品品牌

**Brand Positioning: Professional
Natural & Healthy Food Brand**

消费者Consumer

从天然健康的零食中获得
快乐、健康和幸福感

Joy, Health, Well-being from
Natural Healthy Snacks.

果农等Famer etc.

秉持合作共赢，共同成长理念
从有零有食获得价值和回报
Win-win, Mutual Growth,
Value & Returns from UrSnacks.

社会Society

遵循大自然的规律，不破坏
持续不断的环保/美育社会活动
Follow Nature, No Harm - Eco
& Aesthetic Activities.

有零有食成立于2016年，是一家专注冻干食品的创新研发与销售的公司，自有完整供应链、研发中心和营销中心。

当家产品冻干草莓和冻干榴莲，线上年均曝光超23亿次，常年霸榜各大平台的冻干类目榜单TOP1。产品入驻各大知名KA商超、连锁便利店和新零售渠道，如沃尔玛、零食很忙、赵一鸣和胖东来等。2022年开始拓展海外市场，产品远销美国、韩国、印尼、新加坡、泰国等国家。

有零有食致力成为大自然的守味人，让水果更方便，让零食更健康！

Founded in 2016, UrSnacks Specializes in Freeze Dried Food R&D, Innovation & Sales, Boasting a Full Supply Chain, R&D & Marketing Centers.

Its Star Products - Freeze Dried Strawberry & Durian, Garner 2.3B+ Annual Online Exposures, Top Major Platforms, and are Sold in Leading Stores (Walmart, etc.) and Overseas (SE Asia, US, Europe, etc.).

Committed to "Guarding Natural Flavors", It Makes Fruits Convenient & Snacks Healthy!



助力消费者健康Support Consumers' Health.

冻干原理Freeze Drying Principle

利用水的升华原理,先将食物在-30℃的环境下, 让其中的水分冻结成固体,在真空低温低压的环境下, 使其中的水分直接升华为气态,达到干燥状态, 这是水的物理变化的生产过程。

Sublimation: Freeze Food Moisture at -30℃, Sublimate in Vacuum to Dry (Water' s Physical Change).

安全健康 Safe & Healthy

生产过程0添加,
不添加糖/香精/色素/防腐剂
No Sugar, Flavors, Colors,
Preservatives.

保存营养 Retain Nutrients

保留水果色香味形及约90%以上的
营养物质
Retain Fruit' s Color, Aroma,
Taste, Shape & ≥90% Nutrients.

延长保存 Extend Shelf Life

≤5%含水率, 无防腐剂, 即可
超长保存
≤5% Moisture, No
Preservatives, Long Shelf Life.

想吃就吃 Eat Anytime

应季水果冻干, 无反季水果问
题, 方便易携带
Freeze Dried Seasonal Fruit,
No Off-season, Portable.



农场自然熟采摘
Farm Ripened
& Picked



清洗&切块
Washed & Cut



-30℃低温急速冷冻干燥
-30℃ Flash Freeze Drying



24h低温低压真空干燥
24h Low Temp &
Pressure Vacuum
Drying



冻干水果
Freeze Dried Fruit

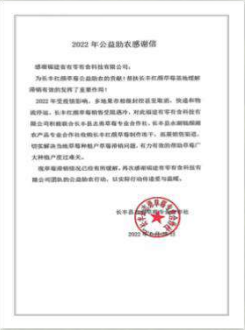
冻干水果助农创收Support Farmer

新鲜草莓 Fresh Strawberry	1-2茬 1st-2nd Flush	3茬 3rd Flush	不确定因素 导致滞销
传统模式 Traditional Model	新鲜水果售卖 Fresh Fruit Sale	低价贱卖 Sell at a Low Price	烂在地里 Rot in the Field
冻干模式 FD Model	新鲜水果售卖 Fresh Fruit Sale	正常价格包收 Normal Price	正常价包收 Normal Price

助农感谢信
Letter of
Thanks



郑城县+临沂益匹马



长丰县-志勇草莓专供合作社



长丰县长湖镇



凤城市农业农村局

冻干水果助力环保Eco-support

旧加工

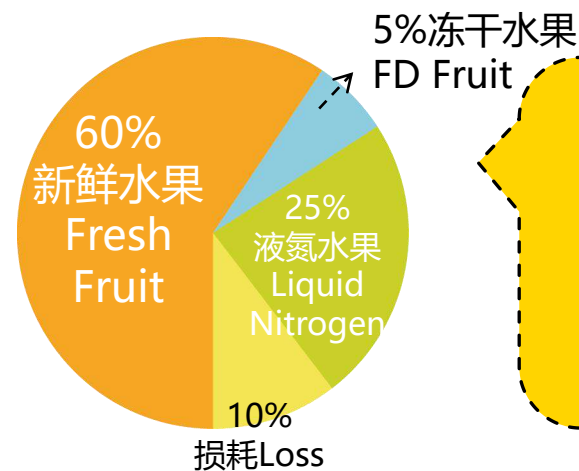
Traditional Processing

果酱
Jam蜜饯果干
Preserved Fruit

不环保，污染大
营养流失约70%+
浪费大
Not Eco-friendly,
High Pollution,
~70% Nutrient
Loss, High Waste.

新加工

New Processing

液氮水果
Liquid Nitrogen冻干水果
FD Fruit

更环保，污染小
营养保留约90%+
浪费小
Eco-friendly, Low-
Pollution, ≥90%
Nutrients, Minimal
Waste

有零有食冻干水果有什么优势? Why UrSnacks?

原料优势 Raw Material Advantages
生产优势 Production Advantages
品牌优势 Brand Advantages

精选产地与品种 Selected Origin & Variety

品种选的对，冻干更美味
Right Variety, Tastier Freeze Drying



有零有食 把控水果源头Fruit Source Control

产地种植
Origin-Grown

控产地及品种
Origin & Variety Control



采摘
Harvest

控当季自然熟
In-season & Naturally Ripened



清洗和处理
Cleaning & Processing

控品质：拒绝烂果
Quality: No Rotten Fruits



冻干
FD



当季自然熟采摘 拒绝反季果

In-season, Natural Harvest, No Off-season

水果越新鲜，冻干更美味 Fresher Fruit, Tastier Freeze Drying



当季自然熟采摘 拒绝反季果
In-season, Natural Harvest, No Off-season
应季鲜果，拒绝烂果 In-season Fresh, No Rotten



果农刚采摘完的草莓（做冻干）

Strawberry for Freeze Drying



用来做果脯蜜饯、果汁、果酱的草莓

Strawberry for Preserved Fruits,
Juice, Jam etc.

泰国冻干榴莲生产工厂Thai Durian Factory

5000多平工厂，年产600多吨冻干榴莲
5000m² +, 600+ Tons/Year Freeze Dried Durian



涂层工厂展示Coating Process Display

16000平生产中心, 12条涂层生产流水线, 年产量10亿

16000m² Production Center, 12 Coating Line, Annual Output 1 Billion



各大电商排名第一，冻干品类TOP1 Major E-commerce Ranked 1st, FD Category TOP1



2023-2024天猫平台多次霸榜
榴莲干好评榜及热销榜TOP1
2023-24 Tmall: Dried Durian
Praise & Hot List Top1

2023年抖音平台冻干榴莲及冻干
草莓多次霸榜果干爆款榜TOP1
2023 Tiktok: FD Durian &
Strawberry – Dried Fruits Top1

As Tasty As Fresh!



产品介绍 **Product Introduction**

- 1、【每日营养】膳食指南建议每日摄入水果200-350g，FD冻干黑科技，保留火龙果90%以上营养，仅25-40g即可满足每日所需
- 2、【精选产地】精选云南西双版纳红心火龙果，100%原果大片厚切，果肉自带天然玫瑰芬芳，风味独一无二
- 3、【即食随享】免洗免切，干爽不沾手，让你随时随地优雅吃果
- 4、【百变吃法】直接吃是酥脆零食，泡水是高颜值果茶，搭配酸奶/麦片，30秒搞定营养餐
- 5、【水果自由】办公解馋不怕腹担、健身加餐、差旅伴侣，你的便携健康补给站

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- 1, 【Daily Nutrition】200-350g Daily Fruit Need. FD Locks 90%+ Nutrients—25-40g Suffices.
 - 2, 【Premium Origin】Xishuangbanna Red Pitaya. 100% Thick Slices, Natural Rose Flavor.
 - 3, 【Ready to Eat】No Wash/Cut. Dry, Non-sticky, Enjoy Anytime.
 - 4, 【Versatile Eats】Crispy Snack, Fruit Tea, or Mix with Yogurt/Oatmeal (30s Meal).
 - 5, 【Fruit Freedom】Office/Travel/Workout—Portable Healthy Supply.



Product: Freeze Dried Dragon Fruit
Specification: 58g/32g/20g or **OEM**
Ingredient: Dragon Fruit

- 1、【每日营养】膳食指南建议每日摄入水果200-350g，FD冻干黑科技，保留菠萝蜜90%以上营养，仅25-40g即可满足每日所需
- 2、【精选产地】严选越南进口菠萝蜜，100%整果冻干，果肉肥厚饱满，口口都是纯正热带风味
- 3、【即食随享】免剥壳去核，告别粘手胶丝，让你轻松享受“果中皇后”
- 4、【百变吃法】干吃是“健康薯片”，煲汤/炖肉有奇效，也是创意菜肴新灵感，搭配酸奶/麦片，30秒搞定营养餐
- 5、【水果自由】追剧必备、办公室解馋、户外旅游，随时随地吃水果

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- 1, 【Daily Nutrition】FD Locks 90%+ Jackfruit Nutrients—25-40g Suffices.
 - 2, 【Premium Origin】Vietnamese Jackfruit, Pure Tropical Flavor.
 - 3, 【Ready to-Eat】No Peel/Seeds, Non-Sticky, Easy to Enjoy.
 - 4, 【Versatile Eats】Snack/Soup/Stew/Yogurt—30s Nutritious Meal.
 - 5, 【Fruit Freedom】Binge/Office/Travel—Portable Jackfruit.



Product: Freeze Dried Jackfruit
Specification: 58g/20g or **OEM**
Ingredient: Jackfruit

- 1、膳食指南建议每日摄入水果200- 350g；FD冻干工艺让水果更方便，保留水果90%以上营养，仅25- 40g即可满足每日所需
- 2、产地好冻干才美味，精选越南应季玉芒，口感清甜酥脆。巴掌大果肉，吃出新鲜和满足
- 3、亦吃亦喝亦简餐：直接榨汁或搭配酸奶当早餐下午茶，方便又美味
- 4、富含膳食纤维，噗噗更顺畅；宝妈哄娃、办公解馋解压、户外旅游必备水果

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- 1, Powerfully Efficient: Just 25-40g Meets Your Daily Fruit Intake, with Over 90% of Nutrients Preserved through FD Technology.
 - 2, Premium & Satisfying: Features Large, "Palm Sized" Pieces of Sweet Vietnamese Yumang Mango for a Crisp, Fresh Crunch.
 - 3, Versatile Enjoyment: Enjoy as a Crunchy Snack, Blend into a Refreshing Juice, or Mix with Yogurt for a Quick Meal.
 - 4, Digestive Support & Convenience: A Great Source of Dietary Fiber. The Perfect Smart Snack for Busy Family, Offices, and Adventures.



Product: Freeze Dried Mango
Specification: 48g or **OEM**
Ingredient: Mango

- 1、【每日营养】膳食指南建议每日摄入水果200-350g，FD冻干黑科技，保留苹果90%以上营养，仅25-40g即可满足每日所需
- 2、【精选产地】精选“苹果之乡”洛川苹果，100%原果大片厚切，酸甜酥脆
- 3、【即食随享】免洗免削，告别氧化变黄，随时一片，清爽无负担
- 4、【百变吃法】干吃是“健康薯片”，泡水是暖心果茶，搭配酸奶/麦片，30秒搞定营养餐
- 5、【水果自由】儿童健康零食、办公室解馋解压、户外旅游，口袋里的便携水果

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- 1, 【Daily Nutrition】FD Locks 90%+ Apple Nutrients—25-40g Suffices.
 - 2, 【Premium Origin】Luochuan Apples, Thick Slices, Sweet Tart & Crispy.
 - 3, 【Ready to Eat】No Wash/Peel, No Oxidation, Fresh & Easy.
 - 4, 【Versatile Eats】Snack/Tea/Yogurt—30s Nutritious Meal.
 - 5, 【Fruit Freedom】Kid/Office/Travel—Portable Apple Snack.



Product: Freeze Dried Apple
Specification: 58g/35g/15g or **OEM**
Ingredient: Apple

- 1、【每日营养】膳食指南建议每日摄入水果200-350g，FD冻干黑科技，保留草莓90%以上营养，仅25-40g即可满足每日所需
- 2、【精选产地】精选“草莓界C位”丹东红颜大草莓，100%整颗冻干，果香馥郁，酸酸甜甜，入口即化
- 3、【即食随享】免洗免摘蒂，一口一颗，干净不脏手，尽享“莓”好时光
- 4、【百变吃法】直接吃是酥心果粒，点缀蛋糕颜值爆表，搭配酸奶/麦片，30秒搞定营养餐
- 5、【水果自由】亲子分享、闺蜜下午茶、烘焙装饰，随时随地吃水果

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- 1, 【Daily Nutrition】FD Locks 90%+ Strawberry Nutrients—25-40g Suffices.
 - 2, 【Premium Origin】Dandong Hongyan Strawberry, Whole Frozen, Sweet Tart & Juicy.
 - 3, 【Ready to Eat】No Wash/Trim, Bite Sized, Clean & Enjoyable.
 - 4, 【Versatile Eats】Snack/Cake Topper/Yogurt, 30s Nutritious Meal.
 - 5, 【Fruit Freedom】Family/Girls' Tea/Baking, Portable Strawberry Treat.



Product: Freeze Dried Strawberry
Specification: 28g/15g or **OEM**
Ingredient: Strawberry

- 1、【每日营养】膳食指南建议每日摄入水果200-350g，FD冻干黑科技，保留榴莲90%以上营养，仅25-40g即可满足每日所需
- 2、【精选产地】只用泰国金枕头，精取整房饱满果肉，原果冻干，无任何添加，每一口都像在吃新鲜榴莲
- 3、【即食随享】免开“盲盒”，告别带刺硬壳，随时随地享受顶级美味
- 4、【百变吃法】直接吃香甜酥脆，复水秒变绵密榴莲泥，可做甜品、可抹面包
- 5、【榴莲自由】榴莲控福音 / 办公室“吸猫”式分享 / 轰趴聚会焦点 / 送礼佳品

-
- 1, 【Daily Nutrition】FD Locks 90%+ Durian Nutrients—25-40g Suffices.
 - 2, 【Premium Origin】Thai Mongthong Durian, Whole Flesh Freeze Dried, No Additives.
 - 3, 【Ready to Eat】No Spiky Shell, No Guesswork, Enjoy Anytime, Anywhere.
 - 4, 【Versatile Eats】Crispy Snack, Rehydrated Puree, for Desserts/Bread.
 - 5, 【Durian Freedom】For Durian Lovers—Office Share/Party Star/Gift Choice.



Product: Freeze Dried Durian
Specification: 98g/28g or **OEM**
Ingredient: Durian

- 1、特选泰国自然树熟A级金枕头榴莲，拒绝夹生榴莲
- 2、FD冻干，保留90%以上榴莲营养，富含膳食纤维和多种维生素
- 3、配料简单，0香精/色素/防腐剂，成分党也能放心吃
- 4、突破季节限制，一年四季都能吃到榴莲，实现榴莲自由
- 5、榴莲控办公解馋、户外旅游必备，免剥壳，轻便易携，随时随地吃

1, Source: 100% Grade A Thai Mongthong Durian, Naturally Ripened on the Tree.

2, Process: FD Technology Preserves over 90% of Natural Nutrients and Flavor.

3, Ingredients: Just Durian. No Artificial Additives.

4, Seasons: Never Let Seasons Dictate Your Cravings Again. Indulge Anytime!

5, On the Go: Perfectly Portable. Your Mess-free Snack for Work and Adventures.



Product: Freeze Dried Durian

Specification: 58g/32g or **OEM**

Ingredient: Freeze Dried Durian,
Vegetable Oil, Maltodextrin, Trehalose,
Phospholipid.

- 1、产地好冻干才美味，精选当季自然熟整颗草莓
- 2、FD冻干锁鲜锁营养，保留90%以上草莓营养，富含叶酸和VC
- 3、配料简单，0香精/色素/防腐剂，成分党也能放心吃
- 4、独立包装，轻便易携，宝妈哄娃、办公解馋、户外旅游必备
- 5、早餐下午茶，搭配酸奶，营养美味，随时补充水果营养

-
- 1, Source: Whole, Peak-season Berry from the Best Growing Regions.
 - 2, Nutrition: FD Technology Preserves over 90% of Natural Goodness, Including Folic Acid and Vitamin C.
 - 3, Purity: 100% Strawberry. No Artificial Additives.
 - 4, Portability: Individually Packed for Easy, On-the-go Snacking.
 - 5, Enjoyment: Perfect Alone or with Yogurt for a Healthy Treat.



Product: Freeze Dried Strawberry
Specification: 38g/22g or **OEM**
Ingredient: Freeze Dried Strawberry, Vegetable Oil, Anhydrous Glucose, Milk Powder, Maltodextrin, Phospholipid.

- 1、产地好冻干才美味，精选当季自然熟越南应季玉芒
- 2、FD冻干锁鲜锁营养，保留90%以上芒果营养，富含膳食纤维
- 3、配料简单，0香精/色素/防腐剂，成分党也能放心吃
- 4、独立包装，轻便易携，宝妈哄娃、办公解馋、户外旅游必备
- 5、早餐下午茶，搭配酸奶，营养美味，随时补充水果营养

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- 1, Source: Handpicked, Ripe Vietnamese Mango from the Best Seasons.
 - 2, Nutrition: Over 90% of Natural Nutrients and Dietary Fiber Preserved.
 - 3, Purity: Free from Artificial Additives.
 - 4, Portability: Individually Packed for Convenience Anywhere.
 - 5, Enjoyment: A delicious and Healthy Snack, Perfect with Yogurt.



Product: Freeze Dried Mango

Specification: 58g/32g or **OEM**

Ingredient: Freeze Dried Mango,
Vegetable Oil, Anhydrous Glucose, Milk
Powder, Maltodextrin, Phospholipid.

- 1、居民膳食指南建议每日摄入水果200-350g,种类≥3种
- 2、FD冻干, 保留水果90%以上营养, 仅25-40g即可满足每日所需
- 3、精选优质产地当季自然熟, 泰国金枕头榴莲、辽宁丹东红颜草莓、越南玉芒
- 4、一袋含3种鲜果, 再挑剔也能吃出自己的爱
- 5、宝妈哄娃、办公解馋、外出/旅游必备

1, Complete Nutrition: 25-40g Meets Daily Fruit Need (200-350g), 90%+ Nutrients Locked.

2, Global Premium Picks: Thai Durian, Dandong Strawberry, Vietnamese Mango.

3, A Flavor for Everyone: 3 Fruits in 1 Bag—Suits All Palates.

4, Grab & Go: Convenient Snack for Parenting, Office, Travel.



Product: FD Fruits Assorted Flavors

Specification: 48g or **OEM**

Ingredient: Freeze Dried Durian, Mango, Strawberry, Vegetable Oil, Anhydrous Glucose, Milk Powder, Maltodextrin, Trehalose, Phospholipid.

As Tasty As Fresh!



渠道陈列 Channel Display



水果连锁Fruit Retail Chain Store:
已合作Cooperated 1577+ Stores
全年预计完成3369家



休闲连锁Leisure Chain Store:
已合作Cooperated 20727+ Stores
全年预计完成34144家



KA商超KA Supermarket:
已合作Cooperated 8796+ Supermarkets
全年预计完成9996家



便利连锁Convenience store:
已合作Cooperated 31704+ Stores
全年预计完成38981家







每年花费上千万聚焦社交媒体平台种草科普冻干水果，全网月均曝光超**21亿**。
The Average Monthly Exposure of the Whole Network is more than **200 Million**.

品牌全年线上展现超
Brand Year-round Online Display

2300+
Million

更多>

商品曝光次数 ?
2,338,025,403
较上一周期

触达人群总资产月超
The Total Assets of the KOL Per Month

2.8+
Million

人群总资产
30,444,264
超过同行业90.16%的品牌



直播达人人数 (年) Number of Live Streaming KOL (Year)

46000+

动销达人数量 ?

46,314

较上一周期 ↑ 82% 较基准值 -

成交人数 (年) No. of Transactions (Year)

2.8+
Million

成交人数 ?

2,756,642

较上一周期

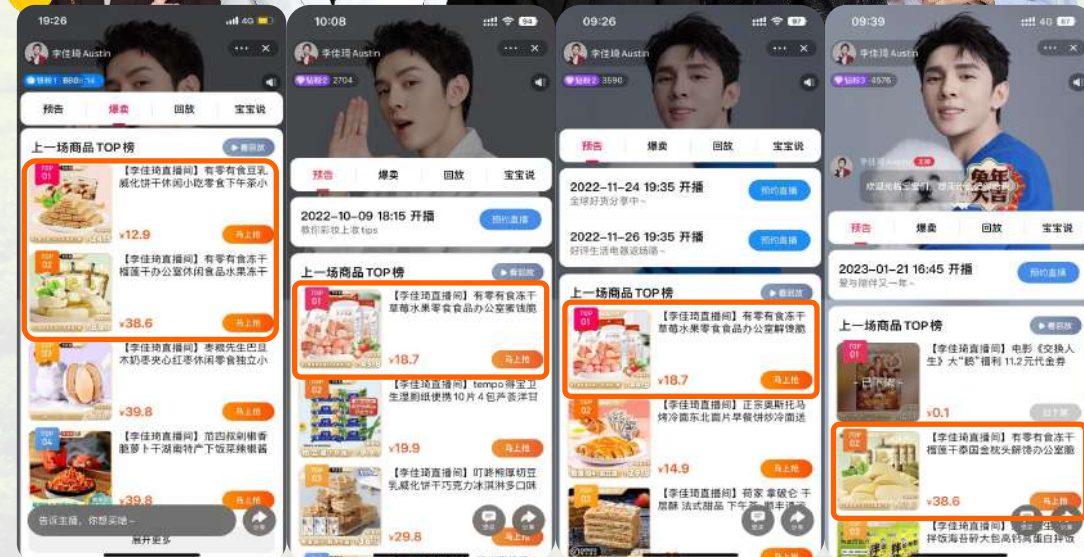
更多>

转化率 (产品) Conversion Rate (Product)

>30%

1.69

54.22%



TOP1/TOP2

TOP1

TOP1

TOP2

The background of the slide is a close-up photograph of a durian fruit, showing its characteristic bumpy, greenish-yellow husk. The image is slightly blurred and has a warm, yellowish tint. The text "相关认证" and "Certificates" is overlaid on the center of the image.

相关认证 Certificates



BRCS



FDA



ISO 22000



HALAL - INDONESIA



HALAL - GSO



HALAL - MS



SMETA



Export License



FROST SULLIVAN
(2024 China's Top Selling FD Fruit)

THANKS!

As Tasty As Fresh!

In Stock/ OEM/ Raw Materials