



UrSnacks

Overseas Brand Brochure

Freeze-dried fruit solutions for global retail, OEM and ODM partnerships.

As Tasty As Fresh!

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**GLOBAL
FREEZE-DRIED
FRUIT
PARTNER**

Brand Manual / 2026

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A concise English edition designed for overseas customers and social media use.

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01

Company & Brand



About UrSnacks

A freeze-dried fruit core brand under Fujian UrSnacks Technology Co., Ltd.

- Founded in 2016 in Jinjiang, Quanzhou, Fujian, China.
- Founding team with 20+ years of experience in the food industry.
- Strategic categories: strawberry, durian, apple, banana and other core freeze-dried fruit SKUs.
- Integrated OEM / ODM service from sourcing, process design and QC to delivery.
- Also operates UrOrchard for global market positioning.



3,000+ tons

annual integrated capacity across core categories

12

automated custom production lines

150+

brand clients served

24

valid national patents

Operating Footprint

Origin processing, R&D, manufacturing and dual marketing centers in one delivery system.



Thailand / Vietnam

Origin handling and freeze-drying

01



R&D Center

Formula and curve finalization

02



Jinjiang Manufacturing

Differentiated manufacturing, packing and warehousing

03



Dual Marketing Centers (hangzhou and jinjiang)

Client service, sample coordination and channel insights

04

Thailand + China origin areas > R&D finalization > Jinjiang manufacturing > Jinjiang + Hangzhou sales support

Shelf-Proof Category Leadership

The value of sales leadership is a product baseline verified by real shelves.

TOP 1

2024 freeze-dried fruit sales

- Third-party statement by sales volume; not an industry award or self-declared ranking.
- Scope: Mainland China freeze-dried fruit market by 2024 brand sales volume.
- Useful as an initial reference for custom formula, specification and price-band decisions.



**SHELF
PROOF**

What We Believe Shapes Every Batch

Mission, vision and values that guide custom product delivery.

Nature's Flavor Keeper

MISSION

Protect the original taste of ingredients through natural freeze-drying technology - and bring that commitment into every customized batch.

VISION

A daily choice for 100 million people worldwide

Behind everyday freeze-dried fruit consumption is stable, scalable and standardized supply.

VALUES

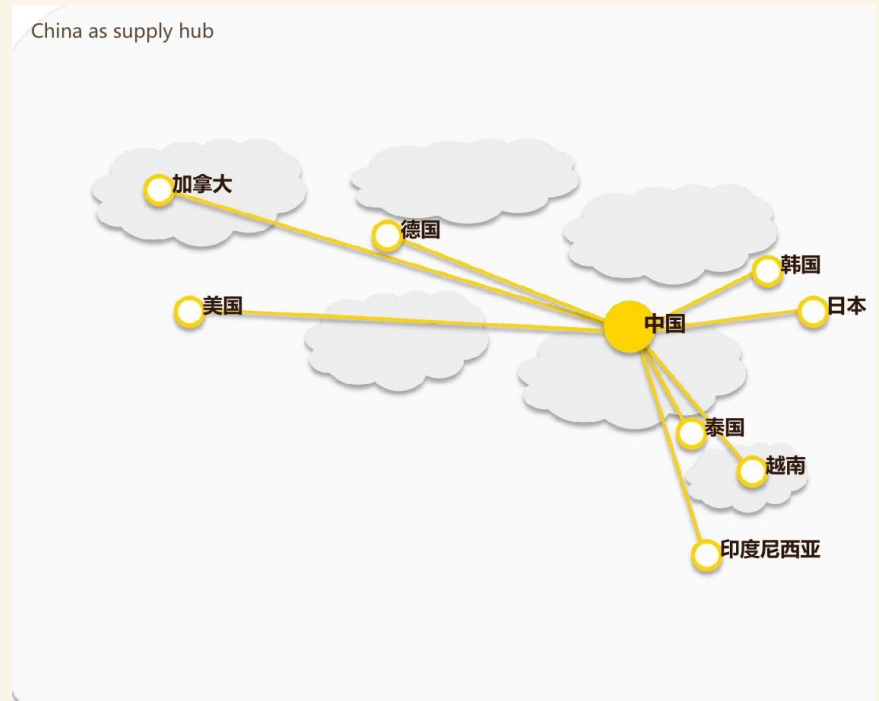
Value Symbiosis · Technology Upward · Natural Authenticity

Co-create value with customers, drive R&D through technology and stay committed to natural quality as a long-term partner.

From Best-Selling SKUs to Global Channels

UrSnacks supports domestic and overseas channel customization with flexible OEM / ODM cooperation.

- Strict quality control systems aligned to international standards.
- Stable global delivery through China as a supply hub.
- Current market coverage includes China, the United States, Canada, Germany, Japan, Korea, Thailand, Vietnam and Indonesia.



9+

countries and regions covered

OEM / ODM

channel customization

Export-ready

complete export qualification support

Official Flagship Store Proof

Real operating data demonstrates online channel execution capability.

12.089M orders

Cumulative sales volume used to support product launch planning, hit-SKU review and channel selection decisions.

373K

store followers

94%

average positive rating

9 sec

average response

< 12 hrs

average dispatch



E-Commerce Category Leadership

Repeated top rankings on major platforms support SKU selection and channel confidence.



- 2023 Douyin: freeze-dried durian and strawberry repeatedly ranked in top hot-selling dried fruit lists.
- 2023-2024 Tmall: dried durian repeatedly ranked TOP 1 on praise and hot-selling lists.
- These proofs help retailers evaluate launch potential and conversion storylines.

Creator Live-Commerce Collaboration

Continuous content exposure helps educate new products and replicate successful conversion assets.

46,000+

creators in live sessions per year

2.8M+

buyers per year

>30%

product conversion rate

TOP 1 / TOP 2

creator product-board proof



What content channels create is not a single exposure event, but repeatable selection scripts and reusable conversion materials.

Source & R&D



Selected Origins & Varieties

The right variety makes freeze-drying taste better.



Thailand / Vietnam

Monthong durian

Liaoning, China

Dandong 99 / hongyan strawberry

Shandong / Shaanxi

Red Fuji apple

Vietnam / Yunnan

Jackfruit and dragon fruit

Origin selection is treated as a product design input - not only as procurement.

Fresh-Grade Materials Define the Ceiling

Freeze-drying removes water; it does not hide maturity, flavor or raw-material defects.

- In-season naturally ripened fruit with stable maturity, color and flavor.
- No dedicated processing-grade fruit, inferior fruit as the execution standard.
- No dependence on sugar-soaking or concentration processes to cover raw-material differences.
- Post-harvest nearby pre-cooling / freezing and batch-based risk verification.

Schematic of Raw Material Defect Conditions



Schematic of Fresh-Grade Raw Materials



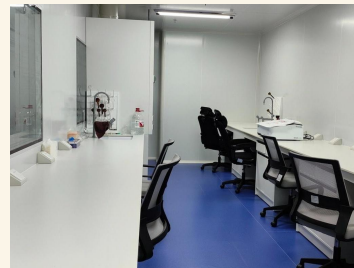
Note: Image for raw material illustration only; no specific company or brand is represented.

Execution focus: freshness, maturity consistency, sensory quality and risk control.

R&D Collaboration & Quality Capability

Application R&D, packaging tests, stability studies and microbiological control support differentiated customization.

- One fruit, one freeze-drying curve: parameters are set by variety, maturity and cutting format.
- Scale-up validation from pilot test to mid-scale trial and mass production.
- Industry-university collaboration with Xiamen University on vacuum control, heat and mass transfer, and sublimation optimization.
- 24 valid national patents support customer differentiation.



1 Application development

2 Packaging test

3 Stability validation

4 Microbiology / pesticide / heavy metals

Thai Durian Production Factory

Origin-side durian processing and freeze-drying for stable supply.



5,000+ sq m factory | 600+ tons/year freeze-dried durian capacity

Coating Process & Production Center

Automated production capability for coated freeze-dried fruit formats.



16,000 sq m production center | 12 production lines | annual output: 1 billion units

Product Portfolio

Three global-ready product families

Clean-label fruit, coated indulgence and whole-fruit formats create a flexible retail portfolio.

01

Clean-label fruit

Strawberry, apple, dragon fruit and jackfruit products emphasizing real fruit, natural texture and simple ingredient statements.



02

Coated indulgence

Matcha, yogurt, chocolate and seasonal coating concepts for premium snacking, gifting and impulse display.



03

Whole-fruit impact

Whole banana and thick-cut apple formats built for visual shelf impact and sharing occasions.



PREMIUM COATED STRAWBERRY

Matcha-Coated Freeze-Dried Strawberry

Light Matcha Coating

Balanced matcha aroma with natural strawberry flavor.

Stable Coating

Low breakage and suitable for automated packing.

Premium SKU

A distinctive format for premium retail and gifting.



PRODUCT

Matcha-Coated Freeze-Dried Strawberry

SPECIFICATION

38g / 22g or OEM

INGREDIENTS

Freeze-dried strawberry, vegetable oil, anhydrous glucose, milk powder, whey powder, matcha powder, lecithin

CLEAN-LABEL FRUIT SNACK

Freeze-Dried Strawberry

Real Freeze-Dried Strawberry

Natural fruit shape with strong shelf appeal.

Freeze-Dried & Crispy

Light, crispy and naturally fruity.

100% Strawberry

No added sugar, flavors, colors or preservatives.

Versatile Applications

Snacking, yogurt, cereal, bakery and gift packs.



PRODUCT

Freeze-Dried Strawberry

SPECIFICATION

28g / 15g or OEM

INGREDIENTS

Strawberry

INDULGENT COATED FRUIT SNACK

Coated Freeze-Dried Strawberry

Real Strawberry Center

Crispy coating with a fruity freeze-dried strawberry core.

Better Snacking

A smoother, more indulgent taste for wider appeal.

Premium SKU

Strong visual appeal for premium retail and gifting.

Flavor Flexibility

Matcha, yogurt, chocolate and seasonal flavors.



PRODUCT

Coated Freeze-Dried Strawberry

SPECIFICATION

38g / 22g or OEM

INGREDIENTS

Freeze-dried strawberry, vegetable oil, anhydrous glucose, milk powder, maltodextrin, phospholipid

TEA-INFUSED APPLE

Jasmine Tea-Infused Freeze-Dried Apple

15mm Thick-Cut

More fruit bite and a satisfying crunch.

Whole-Cut Apple Slices

Natural fruit shape with strong shelf appeal.

Apple & Jasmine Tea Infusion

Crisp apple first, jasmine aroma follows.

Luochuan Red Fuji Apples

Premium apples from a renowned growing region.



PRODUCT

Jasmine Tea-Infused Freeze-Dried Apple

SPECIFICATION

58g or OEM

INGREDIENTS

Apple, jasmine tea

CLEAN-LABEL APPLE RINGS

Whole-Cut Freeze-Dried Apple

Luochuan Red Fuji Apples

Premium apples from a renowned growing region.

Whole-Cut Apple Rings

Real apple cross-section visible for strong shelf appeal.

100% Apple

Apple as the only ingredient. Simple and clean.

15mm Thick-Cut

Fuller fruit bite with a satisfying crunch.



PRODUCT

Whole-Cut Freeze-Dried Apple

SPECIFICATION

58g or OEM

INGREDIENTS

Apple

CLEAN-LABEL APPLE RINGS

Whole-Cut Freeze-Dried Apple

Luochuan Red Fuji Apples

Premium apples from a renowned growing region.

Whole-Cut Apple Rings

Real apple cross-section visible for strong shelf appeal.

100% Apple

Apple as the only ingredient. Simple and clean.

15mm Thick-Cut

Fuller fruit bite with a satisfying crunch.



PRODUCT

Whole-Cut Freeze-Dried Apple

SPECIFICATION

38g or OEM

INGREDIENTS

Apple

CLEAN-LABEL APPLE RINGS

Whole-Cut Freeze-Dried Apple

Luochuan Red Fuji Apples

Premium apples from a renowned growing region.

Whole-Cut Apple Rings

Real apple cross-section visible for strong shelf appeal.

100% Apple

Apple as the only ingredient. Simple and clean.

15mm Thick-Cut

Fuller fruit bite with a satisfying crunch.



PRODUCT

Whole-Cut Freeze-Dried Apple

SPECIFICATION

58g/15g or OEM

INGREDIENTS

Apple

WHOLE BANANA COATED SNACK

Chocolate-Coated Freeze-Dried Banana

Whole Freeze-Dried Banana

Rare whole-fruit format with strong shelf impact.

Chocolate-Coated Crunch

Crispy banana with an indulgent chocolate finish.

3 Individually Wrapped Bananas

Clean, convenient and easy to share.

Channel-Friendly

Ideal for promotions, sampling and multipack sales.



PRODUCT

Chocolate-Coated Freeze-Dried Banana

SPECIFICATION

96g or OEM

INGREDIENTS

Freeze-dried banana, vegetable oil, milk powder, anhydrous glucose, cocoa powder, whey powder, lecithin

WHOLE BANANA COATED SNACK

Yogurt-Coated Freeze-Dried Banana

Whole Freeze-Dried Banana

Rare whole-fruit format with strong shelf impact.

Double Yogurt Coating

Crispy banana with a creamy yogurt finish.

Channel-Friendly

Ideal for sampling, promotions and multipack sales.



PRODUCT

Yogurt-Coated Freeze-Dried Banana

SPECIFICATION

96g or OEM

INGREDIENTS

Freeze-dried banana, vegetable oil, yogurt powder, anhydrous glucose, whey powder, milk powder, lecithin

VIVID TROPICAL FRUIT SNACK

Freeze-Dried Dragon Fruit

Natural Color & Visual Appeal

Preserves the fruit's natural color and unique appearance.

Clean Label

Simple ingredients for natural snacking.

58g Shareable Pack

Convenient size for everyday snacking and sharing.



PRODUCT

Freeze-Dried Dragon Fruit

SPECIFICATION

58g / 32g / 20g or OEM

INGREDIENTS

Dragon fruit

PREMIUM DURIAN SKU

Coated Freeze-Dried Durian

Real Durian Core

Premium freeze-dried durian with authentic fruit flavor.

Coated Durian Snack

A more approachable and indulgent way to enjoy durian.

Premium SKU

Distinctive product for premium retail and gifting.

58g Pack

Ideal for trial, gifting and everyday snacking.



PRODUCT

Coated Freeze-Dried Durian

SPECIFICATION

58g / 32g or OEM

INGREDIENTS

Freeze-dried durian, vegetable oil, maltodextrin, trehalose

TROPICAL FRUIT CATEGORY

Freeze-Dried Jackfruit

Unique Tropical Fruit

Distinctive fruit with unique market appeal.

Freeze-Dried & Crispy

Natural jackfruit aroma with a light, crispy texture.

Natural Sweetness

Naturally sweet with no added sugar.

Premium Snack

Ideal for premium retail, healthy snacking and gift sets.



PRODUCT

Freeze-Dried Jackfruit

SPECIFICATION

58g / 20g or OEM

INGREDIENTS

Jackfruit

PREMIUM MANGO SNACK

Coated Freeze-Dried Mango

Real Mango Core

Premium freeze-dried mango with authentic tropical fruit flavor.

Coated Mango Experience

Layered snacking with fruity mango and smooth coating.

Premium Snack

Visually appealing SKU for premium retail and gifting.

Flavor Flexibility

Suitable for yogurt, chocolate, matcha and other coatings.



PRODUCT

Coated Freeze-Dried Mango

SPECIFICATION

58g / 32g or OEM

INGREDIENTS

Freeze-dried mango, vegetable oil, anhydrous glucose, milk powder, maltodextrin, phospholipid

BULK RAW MATERIALS

Freeze-Dried Dragon Fruit Raw Materials

Vivid dragon fruit formats with strong natural color, visual impact and tropical positioning for global channels.

FORMAT RANGE

- **Dragon Fruit Slices**
- **Dragon Fruit Granules**
- **Dragon Fruit Powder**

OEM / ODM APPLICATIONS

Snack mixes, yogurt toppings, smoothie powders, bakery decoration, fruit-tea blends and premium ingredient packs.

High-impact color and tropical storytelling for differentiated SKUs



BULK RAW MATERIALS

Freeze-Dried Apple Raw Materials

Red Fuji apple formats designed for visible fruit texture, consistent crunch and recipe-friendly customization.

FORMAT RANGE

- **Apple Strips**
- **15mm Thick-Cut Apple Rings**
- **Apple Powder**
- **Apple Dices**

OEM / ODM APPLICATIONS

Clean-label snacking, trail mixes, cereal toppings, bakery applications, tea blends and OEM ingredient packs.

Multiple cut formats for shelf snacks and industrial ingredient use



Apple Strips

visible fruit form



15mm Thick-Cut Apple Rings

visible fruit form



Apple Powder

fine-milled option



Apple Dices

ingredient-ready cut

BULK RAW MATERIALS

Freeze-Dried Durian Raw Materials

Origin-side durian raw materials for premium snacks, fillings, toppings and customized private-label programs.

FORMAT RANGE

- **Whole Durian Pods**
- **Durian Chunks**
- **Durian Granules**
- **Durian Powder**

OEM / ODM APPLICATIONS

Retail snack refills, bakery inclusions, ice cream toppings, beverage blends and bulk OEM / ODM packing.

High-aroma tropical ingredient portfolio for flexible channel applications

PRODUCT PORTFOLIO



Whole Durian Pods

visible fruit form



Durian Chunks

visible fruit form



Durian Granules

crush-size control



Durian Powder

fine-milled option

BULK RAW MATERIALS

Freeze-Dried Banana Raw Materials

Naturally sweet banana raw materials for light snacking, blended formulas and topping-ready applications.

FORMAT RANGE

- **Banana Slices**
- **Banana Dices**
- **Banana Powder**

OEM / ODM APPLICATIONS

Cereal toppings, smoothies, nutrition blends, baby-food, adjacent applications, bakery and bulk snack mixes.

Mellow sweetness and familiar flavor for high-frequency ingredient use



Banana Slices

visible fruit form



Banana Dices

ingredient-ready cut



Banana Powder

fine-milled option

BULK RAW MATERIALS

Freeze-Dried Pineapple Raw Materials

Bright tropical pineapple raw materials with airy texture for snack blends, toppings and flavored formulation programs.

FORMAT RANGE

- **Pineapple Chunks / Slices**
- **Pineapple Powder**
- **Pineapple Granules**

OEM / ODM APPLICATIONS

Tropical snack mixes, beverage powders, yogurt and cereal toppings, bakery inclusions and OEM raw-material supply.

Bright acidity and tropical aroma for flexible foodservice and retail use



Pineapple Chunks / Slices

visible fruit form



Pineapple Powder

fine-milled option



Pineapple Granules

crush-size control

BULK RAW MATERIALS

Freeze-Dried Strawberry Raw Materials

Red, aromatic strawberry formats that support clean-label snacks, toppings and bakery-ready ingredient solutions.

FORMAT RANGE

- **Whole Strawberries**
- **Half-Cut Strawberries**
- **Strawberry Granules**
- **Strawberry Powder**

OEM / ODM APPLICATIONS

Snack packs, cereal and yogurt toppings, confectionery inclusions, bakery decoration and beverage powder blends.

Strong color and flavor recognition for retail and foodservice innovation



Whole Strawberries



Half-Cut Strawberries



Strawberry Granules
crush-size control



Strawberry Powder

fine-milled option

BULK RAW MATERIALS

Freeze-Dried Mango Raw Materials

Golden mango raw materials for premium tropical flavor, vivid color and multiple ingredient-size requirements.

FORMAT RANGE

- **Mango Chunks**
- **Mango Powder**
- **Mango Granules**

OEM / ODM APPLICATIONS

Snack blends, dessert toppings, drink powders, bakery inclusions, yogurt toppings and customized raw-material packs.

Premium tropical flavor and bright color for high-value product development

**Mango Chunks**

visible fruit form

**Mango Powder**

fine-milled option

**Mango Granules**

crush-size control

Channel Display



Offline Channel Footprint

A diversified retail network demonstrates shelf adaptation and operational reach.

Leisure chain stores

20,727+ cooperated / 34,144 expected

Fruit retail chain stores

1,577+ cooperated / 3,369 expected

KA supermarkets

8,796+ cooperated / 9,996 expected

Convenience chains

31,704+ cooperated / 38,981 expected



Premium Supermarket Displays

Real displays verify brand presentation and shelf compatibility.



The key point is not simply entering a store system. These displays validate packaging recognition, price-band logic and replenishment fit.

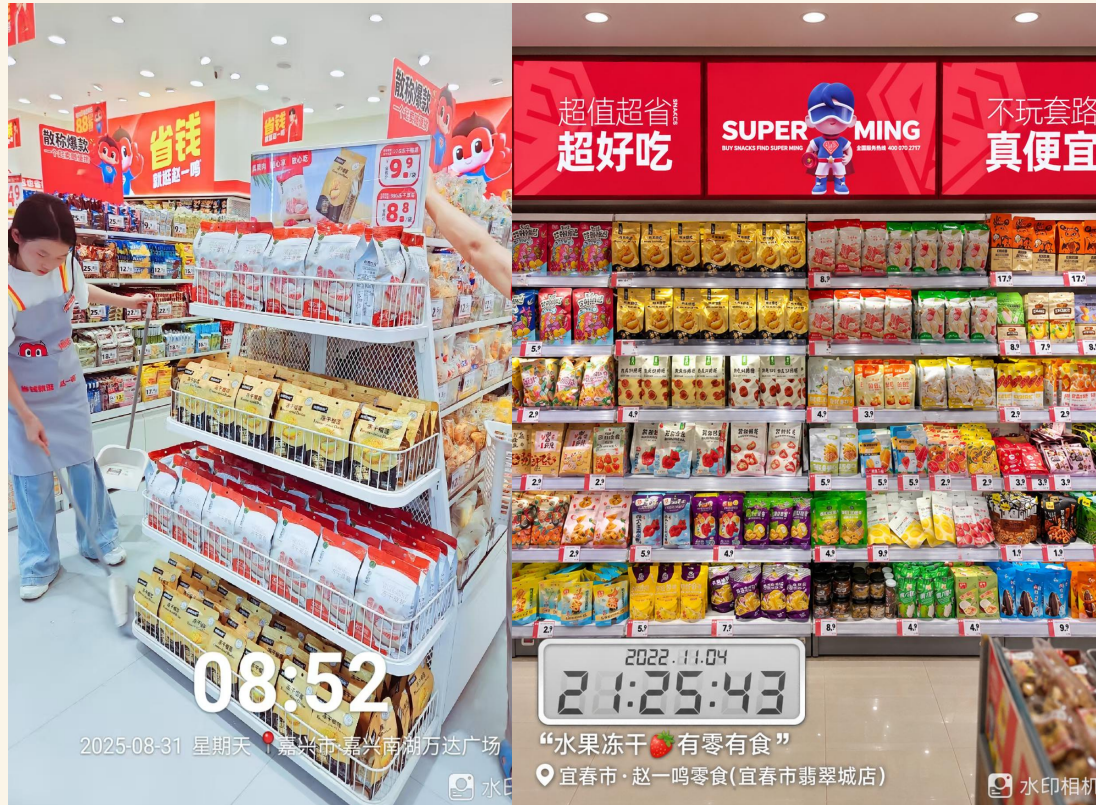
Ole' food hall

Pangdonglai

Walmart

Mass Retail & High-Frequency Channels

Main aisles, endcaps and shelf replenishment displays validate high-turnover listing capability.



01 High-turnover SKU

Fits the replenishment rhythm of snack discount channels.

02 Mainstream price band

Creates a clear reason for endcap and main-aisle listing.

03 Packaging recognition

Communicates freeze-dried fruit value fast.

Real in-store shelf placement:

The focus is not system onboarding, but verified SKU price points, packaging shelf visibility and restocking efficiency via high-turn channels.

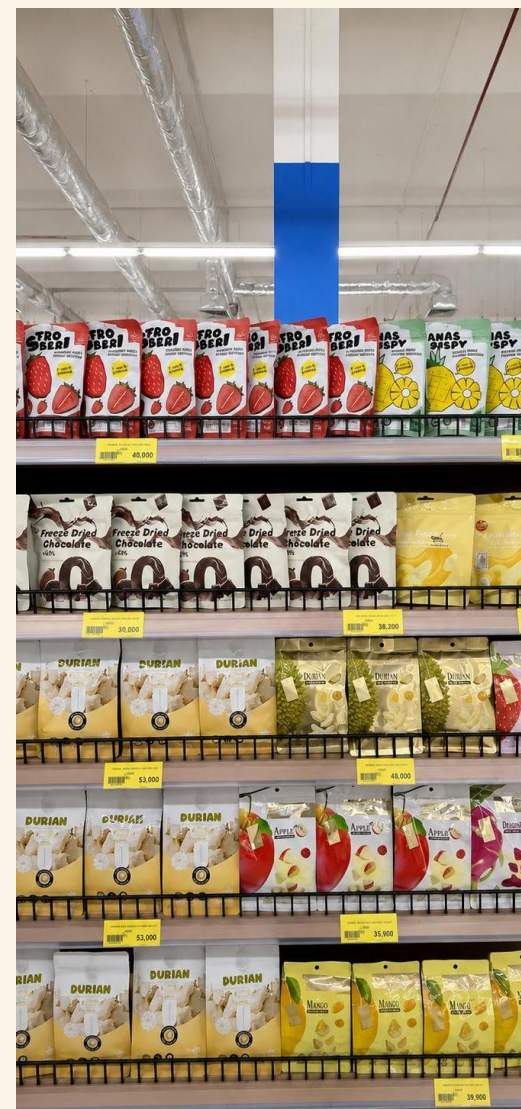
Indonesia Market Display

Overseas shelf references for tropical fruit and freeze-dried snack merchandising.



Indonesia Market Display - More Scenes

A broader view of shelf density, endcap display and fruit-retail adjacency.



05

Certificates & Compliance

Quality & Food Safety Certificates

Selected certificates supporting overseas customer review and qualification checks.



Audit & Export Qualifications

Materials include social-responsibility audit and export production filing references.



Sedex Members Ethical Trade Audit Report

Version 7



Sedex, 18 St Swithin's Lane, London, EC4N 8AD, United Kingdom



Halal Certificates

Selected Halal certificates supporting market access and customer qualification review.



THANK YOU

As Tasty As Fresh!

In stock · OEM / ODM · Raw materials

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