

烘焙界的好夥伴

OEM · ODM · OBM首選NO.1

公司簡介

2001年良晨食品公司正式成立，由曾董事長帶領下，憑藉著在糕餅業30年多的經驗；穩紮穩打、多角化的經營。良晨食品已邁入第十個年頭，也創造了許多台灣烘焙業的第一；在台灣第一位引進自動化機械大量生產蛋塔皮；台灣首創起酥蛋糕家庭號量販熱賣；及世界首創台灣早餐通路當紅的乳酪餅；成為早餐老饕的最愛…。『發現顧客的需求，滿足顧客的需求』，一直是良晨食品共同努力的目標。雖小有成果，但我們不因此而滿足；反之，更努力於與市場及顧客結合創造雙贏。

INTRODUCTION

Established in 2001, President Tseng has been taking the lead ever since Liang Cheng Food Co., Ltd. was founded. On the basis of over three decade's experience in confectionery industry, we have been stepping toward the tenth year steadily with diversified business orientation. Meanwhile, we have created many No. 1 in Taiwan bakery field which are leading egg tart puff/pastry into automatic mass production, hot-selling cheese cake in supermarket wholesale channels, and world brand-new innovative cheese pastry in Taiwan breakfast franchised stores. The cheese pastry has become our patronage favorite breakfast gourmet. "What you need, is virtually what we care" is our pursuing motto for eternity. Even though we have achieved some accomplishments, we shall never be contented. On the contrary, we will devote ourselves to reaching win-win situation between marketers and customers.

企業文化

核心價值

生產理念：質量並重，長期以來是良晨食品最重要的課題；如何掌控品質與產能也是良晨研發團隊努力的目標，以三十年來烘焙的經驗，創作出平價美味的烘焙食品。
經營理念：創新：「挑選好食材、享受新生活」、用料實在。
品質：改善製程，導入ISO 22000、HACCP及標準作業流程SOP。提高標準來生產所有產品，確保品質優良(質量第一)
誠信：良晨的3不：不配合無證照之供應商
不採購來源不明的食材
不使用對人體有害之原物料

經營理念

良晨食品公司自創業以來，即以真、善、美、新境界為經營理念。
真：即是真材實料，不偷工減料，致力於S.O.P.標準化以及通過ISO 22000&HACCP認證。
善：以消費大眾健康為己任，絕無添加對生命有害之原物料則是為善念。
美：發自內心的改變，自OEM轉為ODM、OBM公司設置研發室，讓產品品項多元、品質改善、品質強。
新：就是創新、研發達到真品質、好產品、價格廉的境界。

企業使命

目前國內經銷據點除了傳統市場外，良晨食品公司在各省各縣批發商、量販店、超市及早餐餐飲等...各大通路全面上市，獲得一致好評。並於2007年9月良晨食品公司通過ISO22000&HACCP認證通過，開始國際化的第一步，除了繼續與業界專業技術合作外更與國外廠商合作研發國際化的食品；藉由中式及西式烘焙的結合，期望能站上世界的舞台；未來良晨食品將以更專業的品質、更親切的服務，朝向『立足台灣、放眼世界』的目標邁進。

CORPORATE CULTURE

CORE VALUE

Equivalent value of quality and quantity are the most important issue of Liang Cheng Food Co., Ltd. in the long term.

Meanwhile, quality and production capacity are our research & development team's chasing goals, too. Based on over thirty year's bakery experience, we will yield delicious bakery product with fair price.

MANAGEMENT IDEA

Innovation: "SELECT GOOD FOOD, ENJOY NEW LIFE." with reliable ingredients.

Quality: Production Procedure Improvement. We have led ISO22000:2005 & HACCP into our standard production procedure (SOP) to upgrade our production assessment, evaluation and assure excellent quality (NO.1 QUALITY).

Faith: Liang Cheng Food Co., Ltd. ---3 Never: We never adopt supplier without certificate. We never purchase raw material without definite resource. We never blend any harmful additives in our products.

ENTERPRISE MISSION

At present, we have developing our distribution channels throughout domestic traditional markets. Furthermore, we have penetrated our products into major domestic distribution channels, such as RT-MART, A-MART, MY WARM DAY, & T&T SUPERMARKET in Taiwan and Canada, etc. With unanimous praise, we have succeeded in ISO 22000:2005 & HACCP international certification application simultaneously to head for internationalization. We are not only to cooperate with professional technology in Taiwan domestic bakery field, but also with foreign vendors to develop internationalized bakery product. By means of Chinese and Western bakery combination, we wish that we can stand on the World Arena in the near future. In future, we will make use of more professional quality and amiable service to march forward "Taiwan Milestone, Global Vision" achievement step by step.

成長歷程



環境&設備 Environment Equipment



浴塵室 AIR SHOWER ROOM

GROWTH PROCESS

良晨食品於2001年成立至今，秉持著「民以食為天」的精神，能服務社會大眾對烘焙食品的需求，2011年為了因應國內德櫃大營業，增設最新烘焙設備以品質穩定提高產能，滿足社會大眾所需，並導入ISO2200、HACCP，專業認證，讓消費者吃的安心，用的放心且研發團隊不斷改良及創新產品，選用食材，將傳統的烘焙食品提升到符合現代人所追求的健康無負擔的精緻美食供應現有客戶群三大零售通路，四大超商；及全國經銷商早餐通路商、各大飯店，未來將在地優質產品外銷至歐美先進國家讓全世界有機會認識台灣糕餅美食文化。

Since Liang Cheng Food Co., Ltd has held the spirits of bakery needs which is "To eat the first and foremost priority in life" to serve general public. In 2011, we have expanded our business scope to relocate factory in Bade, Taoyuan. Meanwhile, we have installed latest bakery equipment to stabilize quality, enhance production capacity, and satisfy general public necessity.

We have led-in ISO 22000:2005 & HACCP international certificate to let customer eat safely and use at ease. Besides, our research & development team has kept on improving and innovating products who has made use of food ingredients to promote traditional bakery product levels. As a result, our bakery product has matched modern tendency which is toxin-free and healthy delicacy gourmet. At present, we supply many major customers which includes three wholesale supermarkets, four major franchised convenience stores, domestic franchised breakfast stores, and grand hotels, too. In future, we will widespread our superior bakery product to developed countries in Europe and America. In the near future, we will let the whole world have a chance to know Taiwan's confectionery gourmet culture.

各通路品牌、店舖品牌，客群代表
一路成長，有您支持，心懷感激，我們更加珍惜。

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國際認證 International Certification

