

全天然谷物代餐 OEM/ODM 總代工方案



All-Natural Grain Meal Replacement — OEM/ODM B2B Solutions

致 潛在品牌合作夥伴 / Dear Prospective Brand Partners

我們提供從原料嚴選、配方研發、劑型包裝到行銷組合規劃的一站式健康食養與代餐代工 (OEM/ODM) 服務。本款「全天然谷物代餐」專為切入極速成長的輕食控卡、控糖及健康養生市場而設計。

We offer one-stop OEM/ODM manufacturing solutions—from raw material sourcing and formulation R&D to packaging and turnkey marketing bundles. This all-natural grain meal replacement is engineered to help your brand capture the rapidly growing markets for low-calorie, low-GI, and functional health diets.

一、核心產品賣點 (USP) / Key Unique Selling Points

核心賣點 (USP)	中文說明 (Chinese Specs)	English Description
1. 高飽腹、低熱量 (High Satiety & Low Calorie)	• 熱量精準控管：單包 30g 僅 120 大卡。 • 長效耐飽：富含膳食纖維延緩胃排空，可提供 3-4 小時 充沛飽腹感。 • 高效熱量赤字：替代約 800 大卡正餐，每餐輕鬆減少 680 大卡攝取。	• Calorie Control: Only 120 kcal per 30g serving. • Long-Lasting Fullness: Rich in dietary fiber to delay gastric emptying, ensuring 3-4 hours of satiety. • Calorie Deficit: Replaces a standard 800 kcal meal, saving approx. 680 kcal per meal.
2. 全營養、零負擔 (Complete Nutrition, Zero Burden)	• 86 種天然食材：涵蓋豆類、谷類、堅果、種籽與蔬果。 • 完整微量元素：含 28 種維生素與礦物質。 • 高生物利用率：提供人體無法自行合成的 9 種必需氨基酸。	• 86 Natural Ingredients: Includes legumes, grains, nuts, seeds, and superfoods. • Micronutrient Rich: Packed with 28 essential vitamins and minerals. • Amino Acid Profile: Supplies all 9 essential amino acids (EAAs).
3. 低 GI 控糖友善 (Low GI & Clean Label)	• 低升糖指數 (Low GI)：幫助平穩血糖，減緩胰島素波動。 • 清潔標籤 (Clean Label)：無添加糖、代糖、奶精與防腐劑。 • 極致純淨：0 反式脂肪、無乳糖，友善乳糖不耐與素食族群。	• Low Glycemic Index: Helps stabilize blood sugar and prevents insulin spikes. • Clean Label Standard: Free from added sugar, artificial sweeteners, creamer, and preservatives. • Pure Formulation: 0 Trans Fat, Lactose-Free; ideal for lactose intolerance & vegans.

二、品牌營銷組合方案 / OEM Marketing Bundle Turnkey Solutions

組合 1：【輕盈控卡】7 天美體煥新體驗組 / Option 1: 7-Day Slimming Starter Pack

- 目標客群 (Target Audience)：輕斷食體驗者、急需快速減脂族群及新客試用。
 - *Ideal for intermittent fasters, short-term body shapers, and first-time trial customers.*
- 產品配置 (Product Combination)：代餐包 × 14 包 + 專用刻度搖搖杯 + 7 天換食手帳。
 - *14 Meal Replacement Sachets (2 per day) + Branded Shaker Cup + 7-Day Meal Tracker.*
- 行銷訴求 (Marketing Pitch)：「7 天重塑代謝！一餐僅 120 卡，輕鬆控卡不挨餓。」
 - *"Reset your metabolism in 7 days! Only 120 kcal per meal—effortless calorie control without*

hunger."

組合 2：【高效補給】30 天上班族晨光組 / Option 2: 30-Day Morning Energy Pack

- 目標客群 (Target Audience)：外食族、高壓上班族、剛需高頻回購客群。
 - *Designed for busy professionals, commuters, and high-frequency repeat buyers.*
- 產品配置 (Product Combination)：代餐包 × 30 包（建議搭配無糖豆漿或燕麥奶沖泡）。
 - *30 Meal Replacement Sachets (1 per day; pairs perfectly with unsweetened soy milk or oat milk).*
- 行銷訴求 (Marketing Pitch)：「告別空熱量早餐！86 種天然食材提供 4 小時滿滿續航力。」
 - *"Say goodbye to empty-calorie breakfasts! 86 natural ingredients fuel your body for 4 full hours."*

組合 3：【全效養生】月度全家平衡調理組 / Option 3: Monthly Family Wellness Pack

- 目標客群 (Target Audience)：三高族群、銀髮族、乳糖不耐症及全素食者。
 - *Targeted at health-conscious families, seniors, diabetics/pre-diabetics, and vegans.*
- 產品配置 (Product Combination)：代餐包 × 60 包（雙盒裝）+ 養生飲食指導手冊。
 - *60 Meal Replacement Sachets (2-box set) + Holistic Wellness & Nutrition Guide.*
- 行銷訴求 (Marketing Pitch)：「控糖無負擔，零乳糖好吸收！給全家人最純粹的天然養生代餐。」
 - *"Zero lactose, low GI, and optimal absorption! The purest natural grain wellness meal for the whole family."*

三、代工技術優勢與教導式行銷策略 / Technical & Educational Strategy

1. 沖泡特性轉化為品質賣點 / Turning Physical Traits into Quality USPs

- 物理特性 (Physical Property)：本品堅持不添加化學速溶劑與麥芽糊精，沖泡時會有自然沉澱與微結塊現象。
 - *Free from chemical instantizers and maltodextrin; natural settling and minor clumping may occur.*
- 教育型行銷 (Educational Marketing)：將此特性轉化為「100% 無化學添加」的純淨品質象徵。隨貨附贈沖泡指南，建議以溫水「少量多次攪拌」或使用搖搖杯沖泡，建立消費者對品質的信任感。
 - *Position this trait as a mark of "100% Pure & Unadulterated Clean Food." Educational inserts guide users to mix with warm water gradually or use a shaker cup to reinforce brand trust.*

2. 多場景痛點切入 / High-Converting Usage Scenarios

- 加班夜宵場景 (Late-Night Working Scenario)：低卡無負擔，替代高熱量外賣，夜間食用不囤積脂肪。
 - *A low-calorie alternative to heavy late-night takeouts that satisfies hunger without fat storage.*
- 運動健身場景 (Fitness & Post-Workout)：提供豐富植物蛋白與 9 種必需氨基酸，幫助運動前後肌肉修復。
 - *Delivers clean plant protein and 9 EAAs to support muscle repair and post-exercise recovery.*

四、洽談與合作流程 / B2B Partnership Process

1. 需求溝通 (Initial Consultation)：確認產品規格、風味微調與包裝形式（立袋/盒裝/隨身包）。

- *Define product specifications, flavor adjustments, and packaging types (pouches, boxes, or sachets).*
- 2. 樣品試食 (Sample Testing)：提供工廠標準配方樣品體驗。
 - *Provide standard factory samples for client evaluation and tasting.*
- 3. 報價與簽約 (Quotation & Contract)：提供彈性 MOQ 方案，支援品牌初期起步。
 - *Offer flexible MOQ solutions with transparent pricing to support brand entry.*
- 4. 量產與交貨 (Production & Delivery)：ISO 22000 / HACCP 認證車間生產，品質嚴格把關。
 - *Manufactured in ISO 22000 and HACCP certified cleanrooms with strict quality control.*