



國外 B2B 品牌合作計畫書與產品行銷方案

OEM/ODM B2B Partnership Proposal & Product Marketing Guide

提案單位 / Issued By: 全炬利生活國際有限公司 (Quan Juli International Co., Ltd.)

合作對象 / Target Audience: 品牌商、零售通路商及健康飲食電商平台 (Brand Partners, Distributors & E-commerce Platforms)

品質認證 / Factory Certifications: ISO 22000 / HACCP / GMP / SGS 410 項農藥無檢出驗證

一、執行摘要與合作核心優勢 / Executive Summary & Core Advantages

全炬利生活攜手台灣頂尖科研團隊與國立高雄餐旅大學餐飲教授（台灣權威烹飪比賽評審），針對東南亞與新加坡市場對「低 GI、精準控糖、高效體態管理」的強烈需求，推出新一代「臨床級低 GI 即食餐包與保健食品代工解決方案」。

我們結合了：

1. **臨床級代謝科技 (Clinical-Grade Metabolic Tech)：**獨家金花益生菌 (*Eurotium cristatum*) 發酵萃取，活化 GLUT-1 與 AMPK，達到無負擔的糖脂調控。
2. **星級大廚即食適口性 (Chef-Crafted Gastronomy)：**高雄餐旅大學教授兼評審親自調配適口性與烹調工藝，打破傳統健康餐「乾柴無味」的刻板印象。
3. **精準高蛋白與雙膳食纖維 (Balanced Nutrition)：**嚴選低溫慢煮優質原塊肉類（原塊雞胸/嫩肩牛/鱸魚），補充必需胺基酸與適量高纖植物萃取，穩定血糖波幅。

Quan Juli International has partnered with leading Taiwanese scientific research teams and culinary professors from the National Kaohsiung University of Hospitality and Tourism (prominent judges of Taiwan's prestigious culinary competitions) to introduce the next generation of "Clinical-Grade Low-GI Ready-to-Eat (RTE) Meals & Nutraceutical OEM/ODM Solutions" tailored for the Singapore and Southeast Asian markets.

Our solution combines:

1. **Clinical-Grade Metabolic Science:** Powered by exclusive *Eurotium cristatum* probiotic fermentation to activate GLUT-1 and AMPK for burden-free glycemic and lipid control.
2. **Chef-Crafted Gastronomy:** Masterfully formulated by NKUHT culinary professors to revolutionize low-GI meals, overcoming the dry, unappetizing nature of conventional diet foods.
3. **Precision Protein & Dual Fiber Matrix:** Featuring slow-cooked premium lean meats (chicken breast, tenderloin, sea bass) paired with dietary fibers to minimize postprandial blood sugar spikes.

二、三大產品線與核心賣點 (USP) / Product Lines & Key Selling Points

1. 低 GI 即食精準餐包系列 (Low-GI Gourmet Ready-to-Eat Meal Series)

聯合研發 / Co-Developed with: 國立高雄餐旅大學餐飲教授（台灣烹飪比賽評審）

- **主打特色：**結合星級烹飪工藝與臨床營養學。採用真空低溫慢煮（Sous-vide）保水技術，保留優質肉類的軟嫩口感與蛋白質活性。
- **黃金配比：**每份提供 25g+ 高生物利用率優質蛋白（原塊肉類）、適量高纖綜合蔬果（專利難消化性麥芽糊精、蒟蒻與綠色蔬菜），低鈉低脂。
- **極致方便：**覆熱 3-5 分鐘即食，完全符合新加坡快節奏都市族群與高血糖預防族群（Pre-Diabetics）的需求。

- **Chef's Culinary Excellence:** Combines haute cuisine with clinical nutrition. Utilizes precision sous-vide techniques to retain meat tenderness and native protein structure.
- **Golden Nutritional Ratio:** Delivers 25g+ high-bioavailability protein per serving alongside dietary fiber (patented resistant maltodextrin, konjac, and leafy greens) with low sodium and minimal saturated fats.
- **Ready-in-Minutes:** Heat and serve in 3–5 minutes—perfectly suited for Singapore's fast-paced lifestyle and glycemic-conscious consumers.

2. 金花益生菌糖脂調控膠囊 (Green Tea Brick Probiotic Extract Capsule)

臨床數據支持 / Clinically Proven Glycemic & Renal Support

- **三重代謝機制 (Triple-Action)：**活化 GLUT-1（不依賴胰島素直接吃糖）、啟動 AMPK（加速脂肪燃燒）、搭配印加果油 (Omega-3)。
- **權威臨床實證：**3 家醫療機構、410 位受試者、歷時 4 個月臨床追蹤。
 - 糖化血色素 (HbA1c) 平均下降 **-0.9%**。
 - 空腹血糖 (FBG) 顯著調控。
 - 腎絲球過濾率 (eGFR) 提升 **+23.7 mL/min/1.73m²**，全族群呈現 100% 正向回應。
- **定位競爭對手：**天然安全的 GLP-1 減重針與傳統降糖藥物替代方案，無嘔吐、噁心副作用與復胖風險。
- **Triple-Action System:** Activates GLUT-1 for insulin-independent cellular glucose uptake, triggers AMPK for fat oxidation, and incorporates Sacha Inchi Oil (Omega-3).
- **Clinical Validation:** Tested across 3 medical centers with 410 human subjects over 4 months:
 - Average **-0.9%** drop in HbA1c.
 - Fasting Blood Glucose (FBG) stabilization.
 - **+23.7 mL/min/1.73m²** increase in renal filtration rate (eGFR) with a 100% positive response rate.
- **Market Advantage:** Natural alternative to GLP-1 injections and aggressive weight-loss drugs—free from nausea and rebound risks.

3. 全植物低 GI 養生代餐與輕盈果凍 (All-Natural Grain Meal Replacements & Wellness Jelly)

- **全天然穀物代餐粉：**包含 86 種天然食材（穀類、堅果、豆類）與 28 種維生素礦物質，單包僅 120 大卡，提供 3–4 小時長效飽腹感。
- **BIO SCULPT 輕盈果凍：**雙重膳食纖維（難消化性麥芽糊精 + 蒟蒻粉）搭配 20+ 種消化酵素與小分子魚膠原蛋白二勝肽，兼顧順暢與肌膚水潤。
- **All-Natural Grain Meal Replacements:** Formulated with 86 superfoods and 28 essential vitamins/minerals. Provides 3–4 hours of satiety at only 120 kcal per serving.
- **BIO SCULPT Daily Wellness Jelly:** Features dual fibers (resistant maltodextrin + konjac), 20+ digestive enzymes, and micro-collagen dipeptides for gut health and skin elasticity.

三、品牌行銷組合方案 (Turnkey Marketing Bundle Concepts)

針對新加坡市場的銷售場景，我們提供三大可直接落地（Plug-and-Play）的行銷概念組合：

方案名稱 Concept Bundle	目標客群 Target Audience	產品配置 Product Bundle	行銷宣傳切入點 Marketing Pitch
組合 1：【低 GI 7 天輕盈煥體組】 7-Day Glycemic & Body Starter Pack	辦公室白領、高糖飲食 外食族、試用體驗客群 Office workers, frequent diners-out with high-sugar diets, and trial-experience groups.	低 GI 即 食餐包 × 7 份 + 輕盈果 凍 × 7 盒	「星級大廚調配！7 天告別餐後昏昏欲 睡，輕鬆吃出低 GI 輕盈體態。」 "Chef-crafted! Say goodbye to post-meal food coma in 7 days with low-GI meals."
組合 2：【30 天星 級美味控糖計畫】 30-Day Master Chef Metabolic Pack	血糖偏高族群、糖友預 備軍、體態管理族群 Individuals with elevated blood sugar, those at risk of developing diabetes, and people managing their physique.	即食優質 肉類餐包 × 30 份 + 金花益 生菌膠囊 × 1 盒	「不挨餓、不打針！ 臨床實證雙重護糖護 腎，享受美味肉類不 暴糖。」 "No strict diets or injections! Clinically proven glycemic and renal support with master-chef meals."
組合 3：【全效家庭 養生平衡組】 Monthly Family Wellness Pack	中高齡熟齡族、銀髮 族、三高預防家庭 Middle-aged and older adults, seniors, and families focused on preventing the "three highs" (high blood pressure, high blood sugar, and high blood lipids).	穀物代餐 粉 × 30 包 + 益生菌 膠囊 × 2 盒	「無添加、低升糖、 零乳糖！為全家人打 造的最溫和血糖與代 謝保養方案。」 "Clean label, low-GI & lactose-free! Gentle metabolic care for the entire family."

四、 合作流程與代工服務優勢 / OEM/ODM Turnkey Services

[配方研發 / Custom Formulation]



[食品合規與標示審查 / Regulatory Compliance]



[樣品試吃與適口性測試 / Taste & Quality Testing]



[10 萬級無塵室充填生產 / Cleanroom Production]



[新加坡與全球物流出口 / Export & Logistics]

1. **彈性起訂量 (Flexible MOQ) :** 支援新加坡初創品牌與電商團隊進行小批量測試生產。 Supporting Singaporean startup brands and e-commerce teams with small-batch test production.
2. **完整法規支援 (Regulatory & Compliance Support) :** 協助提供 符合台灣衛福部與新加坡 SFA (Singapore Food Agency) 標準的成分分析、過敏原標示與營養標示。 Assist in providing ingredient analysis, allergen labeling, and nutritional labeling that comply with the standards of Taiwan's Ministry of Health and Welfare and the Singapore Food Agency (SFA).
3. **教導式行銷素材 (Educational Marketing Assets) :** 提供完整臨床數據圖表、SGS 檢驗報告、烹飪教授導覽影片素材與社群文案庫。 Provides comprehensive clinical data charts, SGS test reports, video footage featuring a culinary professor, and a library of social media content.

五、 聯繫我們 / Contact Us

貴公司若需索取產品樣品 (Sample Kit) 或進行專屬配方微調討論，歡迎隨時與我們聯繫：

If your company would like to request a product sample kit or discuss custom formula adjustments, please feel free to contact us at any time:

- 公司名稱 / **Company:** 全炬利生活國際有限公司 (Quan Juli International Co., Ltd.)
- 代工諮詢專線 / **Tel:** +886-7-2858385
- 商務合作信箱 / **Email:** b2b@juli-tw.com
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- 合作代工工廠認證 / **OEM/ODM Factory Standards:** ISO 22000 / HACCP / GMP / Class 100,000 Cleanroom Packaging