

Staying True to Original Taste and Aspiration for a Decade 十年不忘初心 只為食品原味道

“Will you add food additives like colorings, preservatives and MSG when you cook for your family? The answer is definitely a ‘no.’” said Theresa Yiu, who is also known as “Dashijie” (a title that apprentices address their senior counterpart). Making and selling safe, quality food that can only be served on her family dinner table, is the principle and resolution that Dashijie never compromises, for the packaged food business of the same name titled “Dashijie” since its launch 10 years ago.

「你會否在家人吃的飯餸中加入色素、防腐劑、味精？肯定不會吧。」跟綽號「大師姐」的姚麥麗敏進行訪問時，最常聽到的是「原則」和「堅持」。她的宗旨是只會將能夠讓家人及自己吃的食物、品質最好最安全的，才會放在市場銷售。這初心在「大師姐」品牌成立十年來一直沒變。

Theresa Yiu
Founder of Dashijie Co. Ltd
姚麥麗敏
「大師姐」創辦人



Quality Guaranteed - Say No to Food Additives

“Despite the relatively high cost of one of the ingredients for our Shanghainese Imperial Rice Dumpling, the Yuan’s Royal soy sauce, I insisted using it because only it can enhance the taste of our dumpling. I’ve basically tried all the ingredients of the food that I sell, so all of our products have designated ingredient suppliers. I called one of the suppliers this morning, just to ensure the manufacturer has placed order for the ingredient I specified,” Theresa smiled with conviction, emphasising her commitment towards uncompromising quality.

Such kind of persistence have brought “Dashijie” rave reviews, highly recognised by the connoisseur for its genuine and superb ingredients. In order to fulfill the needs of consumers from around the world, the brand has attained trademarks in 10 overseas market already. “We will be selling mooncakes in Mainland China this year, and will expand to other markets soon.”

Expanding Domestic and Overseas Markets Driven by Barcode

Theresa also highlighted the importance of GS1 barcodes in “Dashijie’s” journey in expanding to the globe. “Product barcode has been a pre-requisite at the time we collaborated with our first retailer City’super. As there are tens of thousands of products inside a retail store, there is no doubt that a standard is required to identify the products and automatically input into the retailer’s system.” Having rich experience in information technology, Theresa used to help suppliers of all sizes to streamline their commerce connectivity, via the use of technologies like barcode and electronic data interchange.

堅守質量 拒絕添加

「早前推出嘉湖糰，我堅持用頤和園的醬油，即使醬油價格偏高，但只有這款才能提升糰的味道。我對每款食品都有指定的原材料供應商，因為那些供應商都是我親身試過的，我今天才打電話給其中一個，確保生產商有落貨。」大師姐將自己對質量的執著娓娓道來。

由於這樣的堅持，「大師姐」品牌在美食家的眼中，已是真材實料的保證。為滿足來自世界各地顧客的需求，品牌已在10個海外市場取得商標。「今年我們將在國內銷售月餅，將來會開拓其他國家市場。」

家喻戶曉 條碼助拓海內外商機

要在全球銷售，大師姐認同GS1的條碼不可或缺。「當初與第一間零售店 City’super合作時，已經需要產品條碼方能上架，因為零售商有幾萬件貨品，必須要有一個標準去識別貨品及自動輸入零售商的系統，所以這是很理所當然的事。」擁有豐富資訊科技經驗的大師姐，原來曾經幫助大中小的供應商，運用包括條碼Electronic Data Interchange等科技與零售商簡化商貿溝通。



“No matter if we wish to export our products overseas, or to sell online, barcodes are needed for product identification and get connected to global sellers.”

Theresa also noted the pivotal role of food traceability in food safety. She believes that ingredient suppliers, manufacturers, distributors and retailers need to collaborate and adopt a common set of standard to safeguard consumer safety. “For ‘Dashijie’, in addition to ensuring the safety of our food products, we also examine whether there are plasticisers in our plastic containers, or whether our factory is HACCP and ISO certified, and detect whether there is metal in our packaging etc. We ensure a first-class production process is in place.”

Adding Value to Food Transforming the Brand into a Classic

As a tech-savvy person, Theresa always welcomes innovation. She also insists adding her own values to the food that she sells before launching in market. “I aspire ‘Dashijie’ to be a long-standing brand and not an instant food culture. In August, we will launch some new products like Chicken Essence and Brown Sugar Bentong Ginger Tea, which are healthy and long-lasting products,”

“I’ll select Taiwanese cage-free chicken of more than 1 year old as ingredient. This range of chicken is one of the best, as they are low in fat and rich in protein because of their exercise and premium feed. As for Bentong ginger from Malaysia, they are selected because they have stronger ginger flavour, spicier, thinner than other gingers, also without residue.” Bentong ginger is said to contain richer nutrients than ordinary gingers in the market, because they are grown in mountainous area irrigated with natural water from the mountain and surrounded by un-polluted, pristine fresh air.

“My daughter used to live a hectic work life and fell ill easily, so I would buy a chicken, crushed its bones and steamed into chicken essence for her. Her recovery was quick and she became healthier after consumption. At the time she gave birth to her child, I also prepared the chicken essence for her for 60 days, unceasingly. So I hope to launch this chicken essence to help people to get recharged with abundant energy, because urban lives can be so stressful and overwhelming with heavy workload.” Staying true to her motto “making food that can only be served for your own family”, there is no wonder that “Dashijie” continues to grow via word-of-mouth and captivate worldwide customers for its uncompromising quality.



「現在我們的食品要出口海外、或在網上銷售，都需要條碼讓零售商容易辨識，才能與全球商家接軌。」

大師姐亦提到食品的追蹤溯源對食品安全非常重要，需要原料供應商、生產商、經銷商、零售商等齊心協力，用同一套標準，才能保障食客安全。「大師姐不但需確保食材安全，我們亦會檢查食品膠盒是否有塑化劑，生產工場是否有HACCP、ISO等認證、做包裝時探測是否有金屬等，所以我們製作的食品絕不兒嬉。」

食品增值 讓品牌沉殿成經典

作為科技人，大師姐對新產品絕不抗拒，但她亦堅持要在食品上「增值」(add-value)才會推出市面。「我希望『大師姐』品牌是細水長流，而非即食文化。八月推出的極純滴滴雞及黑糖文冬老薑茶等新產品，都是以經久耐吃為基礎。我會挑選飼養了最少

一年的台灣走地雞作為材料，雞種是土雞，因其運動量夠，脂肪含量低，再配以優質飼料，令蛋白質含量特高。薑我會用馬來西亞的文冬薑，其薑特別重，比普通薑辣，而且皮薄、無渣絲。」據了解，文冬薑主要生長於無污染、氣候涼爽的高山上，以天然山水灌溉，營養價值非一般薑所能及。

「當年女兒工作繁忙易生病，我便會買雞將骨弄碎後拿去燉、製成燉雞汁，她喝後身體便很快復原，變得更健康。其後女兒生孩子時我也連續60天、每天給她燉雞汁。我覺得現在城市人工作多、壓力大，所以推出這極純滴滴雞，讓大家精力更充沛。」就是這份「只做家人能吃食品」的初心，令「大師姐」品牌一直口碑載道、遠近馳名。