



**ADU FOOD GROUP LIMITED**



## *Contact Us*

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PROFILE OF ADU

Profile of ADU



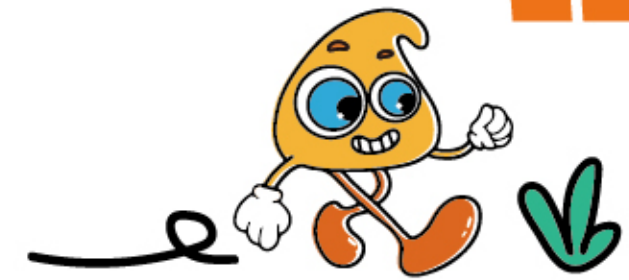
PRODUCT CATALOGUE OF ADU

Product Catalogue of ADU

ALL DO FOR YOU DO FOR YOU ALL



“We are a group of warm-hearted people, creating value with professionalism, walking together on a path full of light.”



## WHO ARE WE

### 企业简介

Adufood is a comprehensive trade service company specializing in the export of high-quality Chinese food. We connect trusted source factories with overseas markets, providing professional services and warm support to guide our clients from product discovery to successful business outcomes.

AT ADUFOOD, WE FIRMLY BELIEVE:

# ALL DO FOR YOU, DO FOR YOU ALL.

EVERYTHING WE DO IS TO HELP OUR CLIENTS:



**CHOOSE  
WELL**



**MANAGE  
WELL**



**SELL  
WELL**



**EXPERIENCE  
WELL**

Every great food journey begins with meticulous selection and thrives on consistent effort. We serve global supermarkets and wholesale distributors supplying bakeries, bubble tea chains, Chinese restaurants, Japanese eateries, airline catering, cruise ships, and more.

Through professional processes, reliable delivery, and flexible collaboration, we aim to be a long-term partner our clients can truly rely on.

## OUR MISSION

### 我们的使命



**Export the best of Chinese food**



**Help customers thrive in business**



**Drive progress for rural well-being**

We believe food export is more than business—it's a way to connect people.

Adufood aims to help good food travel farther, make our clients' businesses more stable, and energize local industries.

## CORE VALUES

### 核心价值观

*Always put client interests first, Deliver delightful service experiences, It's not about how great I am, but how strong our team is*

**Altruism** — help others, create shared value

**Innovation** — embrace change, keep improving

**Drive** — stay proactive, never slack off

**Curiosity** — keep learning, stay curious

**Humility** — stay grounded, respect others

**Candor** — communicate openly, face challenges directly



An infographic on a dark blue background featuring a stylized map of the United Kingdom. A central white dashed rectangle contains the text 'MONTHLY EXPORTS: 3,000+ CONTAINERS'. The number '3,000+' is in orange, while the rest is in white. Surrounding the map are several white commercial airplanes in flight and two blue cargo ships. Dashed white lines connect various points on the map to these ships and planes, indicating export routes. There are also blue location pins on the map.

**MONTHLY EXPORTS:**  
**3,000+** CONTAINERS

## WHAT SERVICES DO WE PROVIDE?

我们提供什么服务?

Adufood delivers not just products, but a complete set of professional, efficient, and reliable foreign trade solutions.



adu

### Product Selection & Custom Development

- Recommend hot-selling items based on market needs
- Provide formula customization and flavor adjustments
- Support OEM / ODM / private label manufacturing
- Assist in developing new categories and unique combinations

### Custom Baking Innovation Service

- ADU boasts a professional baking team dedicated to creating products tailored to each client's needs.
- We offer expert product development and hands-on training across a wide range of categories to support diverse customer requirements.

### Factory Sourcing & Management

- Select export-standard partner factories
- Conduct on-site audits and risk assessments
- Establish long-term collaboration for stable supply

### E-commerce Platform Operation Service

- Operate Amazon, Shopee, Lazada, TikTok Shop, Temu on behalf of clients
- Manage full process: listings, design, optimization, promotions, customer service
- Ideal for clients without local teams or looking to test markets
- Provide localized content, traffic strategies, live-stream support

### Quality & Compliance Management

- Handle export testing and compliance label review
- Provide COA, MSDS, Health Certificates, Certificates of Origin, etc.
- Standardize packaging and assist with approval process

### Marketing & Content Support

- Creative packaging, visuals, and copywriting
- Short video scripts & shooting support
- Social media content & brand storytelling
- Share market trends, category insights, and consumer feedback to guide decisions

## HOW DO WE MANAGE QUALITY?

我们怎么做质量管理?

At Adufood, we believe good products don't rely on luck—they depend on systems.

We've built a full-process quality management system to ensure every shipment is safe, stable, and compliant.

### SQE (Supplier Quality Engineer)

Background in top food companies in China. Specializes in ingredient review, label compliance, and factory audits. Especially experienced in animal-derived ingredient product evaluation.

### QC (Quality Control Manager)

With 30 years of industry experience, focuses on risk prediction and prevention before production. In case of issues, helps factories identify root causes and works with SQE to drive continuous improvement.

### Supplier Selection & Admission

On-site visits, qualification checks, and sample testing to ensure stable and compliant partners.

### Supplier Review & Performance Management

Dynamic evaluation system with regular audits, delivery performance scoring, and continuous improvement tracking.

### Proprietary Supplier Management System

Internal database tracking all supplier history, risk points, and improvement records for full traceability and optimization.





## Unconditional Quality Strategy

ADU has always embraced the “Quality First” philosophy and implements an Unconditional Quality Strategy by establishing a comprehensive quality assurance system to ensure excellence at every stage. Starting with risk prevention and control, we have built quality management and food safety management systems that meet international standards, enabling all-round and multi-dimensional oversight to safeguard product quality.

### Our Own Certifications



United States Department of Agriculture Organic Certification



BRC Global Standards for Agents and Brokers Certification



Sedex Members Ethical Trade Audit



European Union Organic Certification

### Partner Factory Certifications



Halal Food Certified



Marine Stewardship Council Certification



Kosher Certification



Dolphin Safe Certification

## OUR COMMITMENT & ACTION 我们的态度与行动宣言

**Adufood doesn't compete on price or chase short-term volume. We care about repeat purchases, long-term value, and sustainable growth.**

**We keep a close eye on global trends, invest in new product development, content marketing, and brand building. More than just shipping goods, we aim to help clients sell better and longer.**

## To be a well-loved company.

Liked by  
employees

Liked by  
customers

Liked by  
suppliers

Liked by  
society





**Fruits & Vegetables, Seafood**



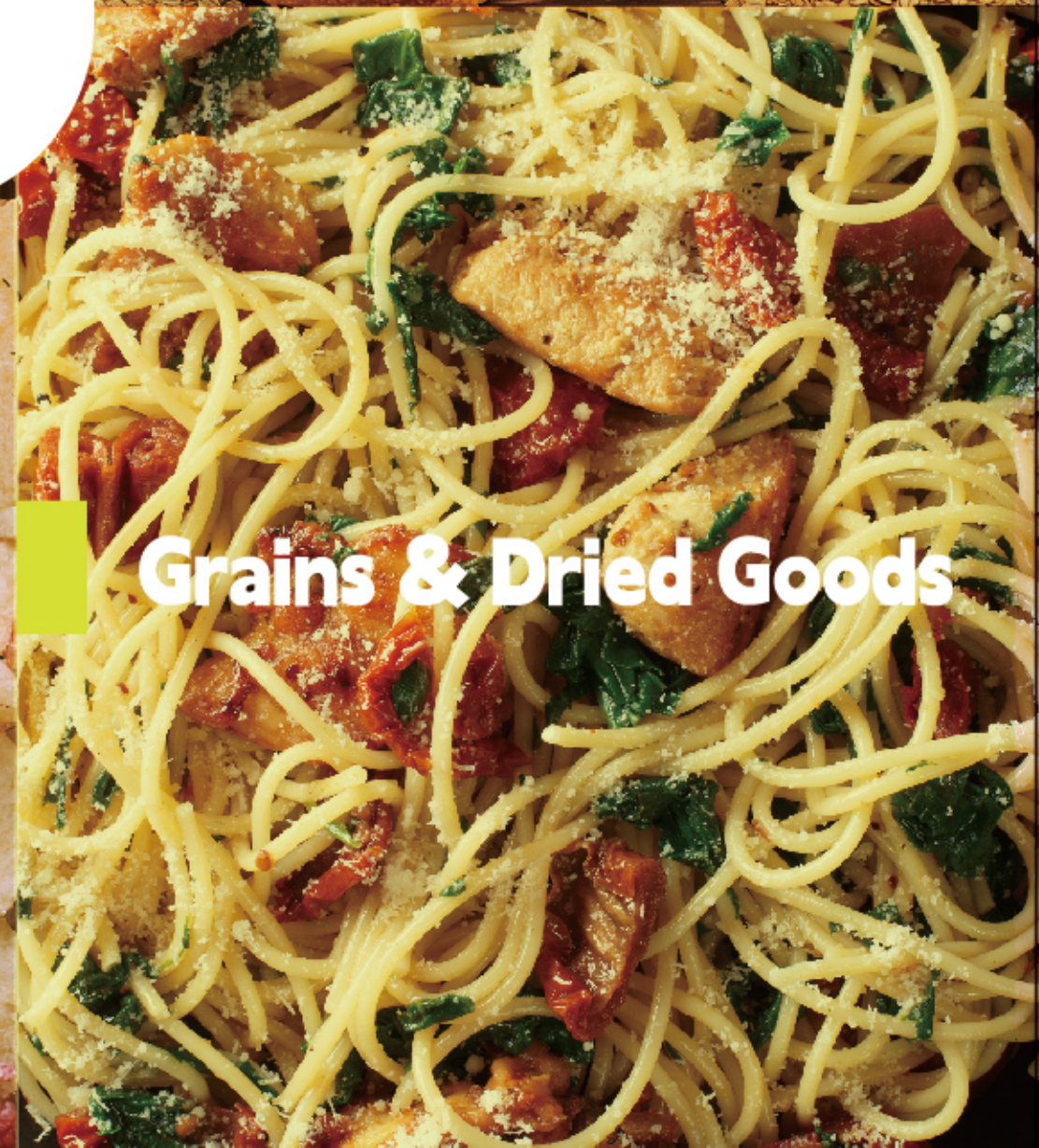
**Bakery & Desserts**



**Chinese Cuisine  
& Seasonings**



**Snacks & Beverages**



**Grains & Dried Goods**

