



September. No. 46

Sinodis: Certified ISO 22000:2005 | 西诺迪斯成功通过 ISO22000: 2005 食品安全标准



On August 12, 2009, Sinodis has been certified as conforming to the requirements of ISO 22000:2005. A clear reinforcement of Sinodis' long-term commitment to a reliable supply chain, the ISO 22000 initiative is entirely coordinated by Sinodis Quality Assurance team, which supervised the training and implementation of ISO's Food Safety management system, and is continuously ensuring compliance during daily operations.

With heightened food-safety awareness in China, Sinodis' ISO 22000 is yet another effort to provide reassurance to both its partners and consumers about the reliability of their favorite brands.

Sinodis and ISO

ISO (International Organization for Standardization) is the most famous international-standard-setting body. Founded in 1947 and headquartered in Switzerland, the organization of representatives from various national standard organizations promulgates worldwide proprietary industrial and commercial standards.

To provide maximum benefit for Sinodis partners and consequently for the company itself, Sinodis chose ISO 22000 standard to upgrade its food-safety management system, reinforcing the importance of the organization's role and position within the food chain, to ensure effective interactive communication at all stages in order to deliver safe food products to the final consumer. ISO 22000 is an industrial-specific risk management system for any type of food processing and marketing, more procedural-oriented than principle-based guidances such as ISO 9001.

ISO 22000 and HACCP

ISO 22000 integrates the principles of the Hazard Analysis and Critical Control Point (HACCP) system and application steps. By means of auditable requirements, it combines the HACCP plan with prerequisite programmes. Hazard analysis is the key to an effective food safety management system, to assist in organizing the knowledge required to establish an effective combination of control measures.

ISO 22000 requires that all hazards that may be reasonably expected to occur in the food chain are identified and assessed, therefore providing the means to determine and document why certain identified hazards need to be controlled by a particular organization and why others need not.

During hazard analysis, the organization determines the strategy to be used to ensure hazard control by combining the prerequisite programmes and the HACCP plan.



Intertek and SWEDAK

As ISO's certifying body Sinodis selected Intertek, the world's largest independent testing, inspection and certification partner. Moreover, Sinodis' ISO 22000 is also accredited by SWEDAC, the Swedish Board for Accreditation and Conformity Assessment, a public authority under the Ministry for Foreign Affairs. SWEDAC's accreditation, which involves determination of the competence of organisations to perform their duties or work, covers laboratories, certification bodies, and inspection bodies concerned with analysis, testing, calibration, certification and inspection.



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Sinodis: Certified ISO 22000:2005 | 西诺迪斯成功通过 ISO22000: 2005 食品安全标准



2009年8月12日，西诺迪斯成功通过 ISO22000: 2005 标准的审核。对于西诺迪斯来说，这是对公司建立长期可靠的食品安全供应链的有力肯定。ISO22000: 2005 标准的初衷就是协调西诺迪斯产品质量管控部门，培训和监督 ISO 食品安全管理系统的实施和正常的日常运作。在对食品安全日益关注的中国，西诺迪斯的 ISO22000: 2005 再一次向合作伙伴和客户们证明了自己在食品安全方面的努力。

西诺迪斯和 ISO

ISO（国际标准化组织）是国际行业标准制定机构。成立于 1947 年，总部设在瑞士，由来自不同国家标准化组织的代表共同颁布全球工业和商业的标准。

为了能最大限度的服务于公司的客户，同时也为了公司自身的发展，西诺迪斯选择了 ISO22000 来提高自己的食品安全管理制度，加强公司在食品供应链的作用和地位，确保在各个阶段都能进行有效地沟通以保证提供给终消费者的食品安全。

ISO 22000 是一个工业特定风险对任何食品加工销售的工业风险管理制度，比注重基准制度的 ISO9001 更趋向于产品的层面。

ISO 22000 和 HACCP

ISO 22000 集成了危害分析&关键控制点（HACCP）以及系统与应用的原理。通过对审计的要求，结合了 HACCP 计划和预先方案。危害分析是有效控制食品安全管理制度的关键，可以协助建立一个有效进行控制措施的知识储备。

按照 ISO 22000 的要求，所有合理预计能发生在食物供应链中的危险都要进行识别和评估，以便提供多种手段来确定和规定哪些危害需要成立特别的部门来处理。

在危害分析阶段，需要确定基本策略以确保结合了 HACCP 计划和预先方案的危害分析能够正确执行。



Intertek 和 SWEDAK

西诺迪斯选择了世界上最大的独立测试，检验和认证机构 Intertek 作为公司 ISO 认证的合作伙伴。此外，西诺迪斯的 ISO 22000 是由瑞典 SWEDAC（瑞典认可和合格评定委员会）来认可和合格评定的，SWEDAC 的认可，其中涉及到的机构所需履行的职责或工作，包括实验室，认证机构，并加以分析，测试，校准，认证和检验相关的检验机构。





September. No. 46

Jacquot Truffle Chocolate Upcoming | 佳客松露巧克力即将上市



Welcome into a chocolate universe of passion and art!!

Truffle chocolate season is coming soon this year, and Sinodis will present 2 new premium packaging (200GM, 400GM) for this special occasion. Different color, different packaging, but still the same pure taste: Jacquot truffles slowly melt in the mouth and give way to a mingling sensation of low sweet bitter tones... Refined ingredients are selected to guarantee a natural and true cocoa flavor.

欢迎来到充满激情和创意的巧克力世界

松露形巧克力的季节即将到来，与往年不同的是今年西诺迪斯将会奉上两款最新包装设计（200克，400克）。不一样的颜色，不一样的包装，但入口即化的醇正口感依旧如前：那种巧克力在唇齿之间慢慢融化的瞬间感觉，那种甜与苦相交融的味道您不想尝一下吗？...只有选用优质的可可才能创造出这种淳朴又真实的风味。



China Moves on Food Safety | 中国正向食品安全靠近 (Extract from NZ Country-Wide magazine)



In the wake of the melamine scandal in the dairy industry and numerous other food-safety issues, China has implemented a Food Safety Law to go into effect on June 1.

The new law includes penalties for tainted products, cancellation of licences and the creation of a National Food Safety Commission to co-ordinate the work of five ministries that will retain day-to-day supervision over different phases of the food-production process. Difficulties in implementing the new law mean the old regulations are still applicable for the time being.

Reports about bad products from China have made headlines in the west but the issue is far more serious for people living in China, where a highly fragmented supply chain comprising hundreds of millions of farmers and 500,000 foodprocessing companies has operated with little oversight. Many of these processors struggle to make a profit, so economic survival takes precedence over food safety.

...
Duccio Alabiso, senior manager at Sinodis, an importer of food products from many countries including New Zealand, says: "The new food-safety law will probably slow down our operations and we will incur higher costs (which may result in higher retail prices for the end-consumer), but the direction is definitely the right one.

"Compliance will likely result in more checks and slower processing times at Chinese customs leading to higher handling costs, for example."

On the positive side he hopes it will weed out some operators who can't provide guarantees of traceability and good handling procedures as well as those ignoring fair-trade practices.

The Chinese news media has had a relatively free hand to report on issues such as food safety in recent years which has made people far more aware of the problems.

The new law may help to improve standards although real change is likely to come only with reform of the agricultural sector that gives farmers the chance to make a decent profit, and consolidation of the food-processing industry into larger players better able to provide quality products. Until then food-safety issues are likely to remain an ongoing problem.

[Click here to see whole article.](#)



Switzerland – Lucerne Gourmet & Wine Festival | 瑞士琉森美食佳酿之旅



**Switzerland -
Lucerne Gourmet & Wine festival**
瑞士琉森美食佳酿之旅

From 18th to 27th Sep, 2009, Grand Millennium Beijing CBD together with Switzerland - Lucerne co presents Lucerne Gourmet & Wine festival. Indulge in a new dining experience by tasting the authentic flavours of Swiss at our daily lunch and dinner buffet.

2009年9月18日至9月27日，北京千禧大酒店CBD西餐厅携同瑞士琉森美食协会共同推出瑞士琉森美食佳酿之旅，新鲜且纯粹的瑞士当代美食，演绎瑞士美食真谛！

Lunch Buffet: RMB 126 net Dinner Buffet: RMB 176 net
(including one glass of soft drink, coffee and tea)
午餐自助：人民币126净价 晚餐自助：人民币176净价
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September. No. 46

Frozen Pizza: Dr. Oetker | 冷冻比萨: 欧特家博士



Back to school! ...but don't be depressed: have a pizza and relax with Dr. Oetker!

The holidays are over, but Sinodis is here to encourage children to a successful start for this new school season! In order to support our little friends, Sinodis is glad to introduce its newest brand: DR. OETKER.

Dr. Oetker frozen pizzas are the ideal reward for the good results in school! Coming from Germany, this brand is dedicated to quality and authenticity, and being the No.1 brand for frozen pizza in Italy, Dr. Oetker brings the real Italian taste to its Ristorante pizza and a savory flavor to its Bistro baguette. The brand stems from constant drive towards continual innovation.

Not only for children, Dr. Oetker will be the perfect meal for a romantic dinner for two, and a great companion for daddy to watch the games on TV!

Starting from October 2009, Sinodis brings you the authentic taste of Italy with Dr. Oetker frozen pizza.

[Click here to see all products.](#)

开学来临之际，家长们又要开始为孩子准备每天的营养餐而忙碌了！现在就让欧特家博士来自德国的意式风味匹萨和法式长棍面包为您和您的家人解决烦恼吧！

孩子是祖国未来的希望，对孩子的关爱尤其重要，西诺迪斯也为青少年的健康成长而一直努力寻找营养健康的美食。没错，就是欧特家博士----冷冻匹萨、法式长棍面包就是您给放学后的孩子们准备的最好奖赏，欧特家博士品牌的匹萨以真材实料确保每个产品的品质，在匹萨的故乡----意大利，欧特家博士品牌是冷冻匹萨产品的销售冠军！欧特家博士给您带来多种纯正的意式风味，如奶酪匹萨、蘑菇匹萨、金枪鱼匹萨、菠菜匹萨、甜椒干酪匹萨以及意大利面匹萨等多种口味供您选择。还有欧特家博士品牌的法式长棍面包，好吃又营养！现在有小朋友喜欢的蘑菇馅料、番茄干酪馅料以及金枪鱼馅料。面包松软、馅料充足，口味浓郁芳香。无论是比萨还是法式长棍面包，只要在烤箱或者微波炉里加热几分钟就可以吃了。

欧特家博士的美味源于不断的创新，不仅是孩子，还是情人浪漫晚餐的最佳选择，同时也是爸爸在电视机前享受球赛时的最佳伴侣。

您不用等太久，金秋 10 月您就可以品尝到西诺迪斯带来最纯正的意式风味了。

[请点击此处查看所有产品](#)



September. No. 46

Chocolate Couvertures: DGF Industries | 巧克力层: DGF

Now available at Sinodis: DGF INDUSTRIES new chocolate couvertures range. We selected for you 4 kinds of chocolate in 25 Kg packaging with an excellent price/quality ratio: dark chocolate 61%, dark chocolate 55%, milk chocolate 37% and white chocolate 30%. Ideal for molding, sauces, mousses, crèmeux, coatings, fillings, decorations, ice-creams and sorbets. Perfect for Moon cakes and Christmas recipes!

[Click here to see all products.](#)

您现在可以在西诺迪斯订购来自 DGF 品牌旗下最新系列的巧克力产品了,共有四款 25 公斤包装的新品:61%以及 55% 可可脂含量的黑巧克力、37%可可脂含量的牛奶巧克力、还有 30%可可脂含量的白巧克力。这些产品不仅可以制作巧克力装饰模、巧克力酱、慕斯、巧克力奶油、淋酱、甜点馅、巧克力装饰,还可以制作冰激凌和雪糕。更令人惊叹的是这四款新产品还是用于制作时下最受欢迎的巧克力月饼和圣诞甜品。

[请点击此处查看所有产品](#)





September. No. 46

President Whole Milk: 20cl!! | 总统全脂牛奶: 200 毫升



The perfect dairy snack for the hungry moments!

For this back to school season, bring the best to your children! After the success of the 8 portions cheese (8P), President is glad to introduce its newest dairy snack: 20 cl whole milk. Small, convenient with its straw, healthy and delicious, you can bring the 20 cl whole milk with you anywhere!

President new 20 cl whole milk is easy for children to take with them at school for the morning break, and is a good source of vitamins and calcium. And as we know, calcium helps growing and strengthening bones.

For mum and dad as well, the 20 cl whole milk is a perfect dairy snack. During a long day at work, have a break and drink some milk - a refreshing and healthy moment at the office.

The convenient 20 cl format allows all the milk lovers to bring their favorite drink anywhere with them!

Sinodis is happy to let you discover this new whole milk format from President starting from mid September 2009!

[Click here to see all products.](#)

没有比总统全脂牛奶更理想的点心伴侣了。

在这开学的季节，我们要给我们孩子们最好的营养。即总统 8 块装加工奶酪之后，总统又给我们带来了最新的小份利乐装 200ML 全脂牛奶。精致小巧的外观，方便携带，让您在享受健康的同时，美味的口感依旧伴随这您。

孩子们可以带上总统小牛奶去学校，课间休息时可以饮用它来补充人体所需要的钙质以及维生素。要知道钙能帮助青少年强壮骨骼，茁壮成长。

当然孩子的父母也同样需要补充营养，同样可以享受总统小牛奶带来的美味体验。在繁忙的工作之余，休息片刻，一边享用口感丰富的牛奶，一边吸收工作之外的清新空气吧！

再一次提醒您，便捷装总统 200ML 小牛奶将带着健康与美味一直伴您左右。

不用等太久，9 月中旬它将与您准时相约！

[请点击此处查看所有产品](#)



September. No. 46

Sea Salt Mill: Kotanyi | 海盐研磨器：可达怡



New product available — Kotanyi sea salt (mill)!

Until recently, salt was considered a basic commodity - salt was just salt!

Now however, gourmet chefs at home and in restaurants have learned to appreciate and distinguish between the distinctive qualities of the many varieties of sea salts, and how these can enhance the flavours and finish of foods. Sea salt is considered to be a healthier alternative to table salt, since it is free of artificial chemicals used in processing.

Kotanyi sea salt is selected for its special flavor and great quality in order to provide you a gourmet experience with each dish. Will be available very soon!

[Click here to see all products.](#)

新品上市—可达怡海盐（研磨器）

盐似乎一直被被视为调味品！不过现在，让深谙美食之道的大厨们告诉您：无论是家用的食盐还是餐厅用的调味盐，它都有不同品质，鉴别盐的品质以及如何运用盐来增加菜肴的美味已经成为他们的拿手技艺了。如果要说到海盐，由于它是不添加任何人造化学物质的，所以它已逐渐成为家用食盐的健康替代品了。

如今，可达怡为广大中国消费带来口感独特，品质上乘的海盐产品，令您在每一道菜肴中都能感受到它所带来的别样滋味。

可达怡海盐产品即将火热上市，敬请期待！

[请点击此处查看所有产品](#)





September. No. 46

More Goodness from the Sun Golden Circle New Fruit Juices | 来自阳光的果汁精髓：金圆果汁



The hottest season is leaving, and the golden autumn is just around the corner. It is a new season for us and especially for the students. This Fall, for the new comers to school Sinodis will have something special, as Golden Circle new flavors will be on shelf right away.

We now have 3 new kinds of mixed flavor fruit juices: Mixed apple with mango and banana, Apple with blackcurrant, and Apple with cranberry. These three flavors will give you a new perspective toward juice! The delicate 350ml packaging is easy to carry for students, and children can enjoy the fragrant fruit juice during the break time, while more vitamin C will give more power to them.

We wish all students will enjoy good juice...and their semester!

[Click here to see all products.](#)

最炎热的季节已渐渐逝去，换来的是金色凉爽的丰收时节，我们在期待中迎接它的到来，对即将开学的同学们以及刚刚踏进学校的小朋友们来说，秋天似乎是一个新的开始，似乎可以期待着什么，是“陌生”的环境给入学的小朋友带来的新奇还是新学期给同学们带来期待？那么就让西诺迪斯来告诉你们：特别的东西是为特别的人而准备的——那就是来自阳光的果汁精髓：金圆最新口味果汁

您一定想不到，西诺迪斯推出的金圆果汁新系列产品有三种混合风味的果汁：苹果+芒果+香蕉混合风味果汁、苹果+黑醋栗混合风味果汁以及苹果+蔓越橘混合风味果汁。三种独特口味带您进入一个全新的果汁体验。

此外，小巧玲珑的 350 毫升瓶装果汁，便于同学们随身携带。课间，来一口充满诱人果香的饮品，让含量丰富的维生素唤起您精神饱满的状态，迎接之后的学习。

我们希望每个人都能用心享受到这份清新自然，也期望每个孩子都能在新学期获得更多的进步！

[请点击此处查看所有产品](#)



September. No. 46

Premium Chestnuts and Citrus Peels: Sabaton | 糖水栗子和蜜饯果皮：沙巴顿



Coming soon this September - Sabaton chestnuts and citrus peels range!

Founded in 1907, Sabaton has already 100 years of tradition and offers a high quality range of products for food professionals and gourmet consumers. Located in Ardeche, France, the company is specialized in premium candied chestnuts, which are sourced locally and strictly controlled to select only the best fruits for production. Our new range includes Chestnuts in Syrup (large and small sizes), chestnut puree, chestnut paste, chestnut spread and premium

lemon and orange peels. Sabaton chestnuts are ideal for marron glacees, decorations, pastry fillings, cakes, ice cream... while lemon and orange peel strips are ready to dip into chocolate!

As Christmas is approaching soon, don't forget to pre-order them for your festive recipes!

[Click here to see all products.](#)

在这秋高气爽的金秋时节，我们向您隆重推荐来自沙巴顿品牌的腌制栗子和柑橘皮产品。创建于1907年拥有百年历史的沙巴顿品牌一直为食品专业人士和美食爱好者提供优质的产品。坐落在法国的阿尔代什的沙巴顿公司以当地采摘的果实经过严格质量监控来确保生产最优质的产品。

沙巴顿的新产品包括糖水浸栗子（栗子果实有不等大小供您选择），栗子果泥，栗子酱，栗子涂抹酱，糖渍柠檬皮和橘子皮。沙巴顿栗子系列产品适合制作糖汁栗子、甜品装饰、甜点馅料、蛋糕，冰激凌等，而糖渍柠檬条和橙皮条可以作为点缀在巧克力甜品上。

快来为您的圣诞菜谱订购沙巴顿产品吧！

[请点击此处查看所有产品](#)



September. No. 46

New Bread Premixes: Ireks | 面包预混合料: 爱培士



Starting in September, IREKS' new MULTI MALT will complement our premixrange.

What is special about Multi Malt? It contains both malt extract and four healthy grains!

Malt extract not only enhances the flavor and crumb color of the bread but also the volume and fresh-keeping qualities. The four grains - coarse soya, oat groats, linseed and sunflower seeds - give a delicious taste and also make this bread

especially healthy thanks to the high content of vitamins and minerals.

Multi Malt is suitable for many different breads, such as baguette, rolls, toasts and adaptable to all kind of tastes according to dosage and recipe. Contact our IREKS Technical Adviser Mr. Sandy Xu for a customized demonstration!

[Click here to see all products.](#)

从现在开始爱培士专业面包制作面粉家族 9 月又添一款新产品----爱培士多谷麦芽面包预拌粉, 该产品的独特之处是由麦芽提取物和四种谷物组成。其中, 麦芽提取物不但能提升面包的口感和色泽而且能保持面包的品质。四种谷物指的是: 大豆、燕麦、亚麻籽和葵花籽, 正是由于这些谷物才赋予了面包美味的口感及有益于健康的维生素和矿物质。多谷麦芽预拌粉适用于制作不同面包: 如长棍面包、面包卷、吐司面包、以及各种口味的需求。想了解更多关于新产品信息, 请联系我们爱培士专业技术顾问 Sandy 先生来进行产品演示。

[请点击此处查看所有产品](#)

New Chocolate Range for Retail: Villars | 零售新巧克力: 维拉斯



Sinodis is proud to present its new range of Swiss chocolate bars.

Founded in 1901, Villars represents 108 years of Swiss chocolate tradition.

Successfully combining a traditional Swiss ambience packaging with a high quality chocolate, Villars invites you to let yourself be tempted by a moment of indulgence, and savor the great flavor of Swiss traditional chocolate.

Starting from September 2009, Sinodis will offer you the quintessence of Swiss chocolates, and hope you will take an intense pleasure by degusting Villars delicious chocolates!

[Click here to see all products.](#)

西诺迪斯非常荣幸的向大家推荐我们新的瑞士巧克力系列。

创立于 1901 年的维拉斯 代表着瑞士 108 年传统巧克力工艺。

美味的巧克力与传统瑞士包装完美结合, 维拉斯让您在享受绝妙的瑞士巧克力的瞬间, 也让您的身心得到充分的放松和休憩!

从 2009 年 9 月开始西诺迪斯将会为您提供最纯正的瑞士风味巧克力, 希望我们的维拉斯巧克力可以重新点燃您对巧克力热情。

[请点击此处查看所有产品](#)



September. No. 46

FeiDan – Free Shot! | 飞蛋免费抽奖活动

&

With FeiDan and Sinodis win the latest generation Sony Camera with "Smiling face shutter" function.
来飞蛋购买西诺迪斯产品，有机会获得最新一代索尼笑脸快门功能数码相机。

From September 1st 2009 till September 30th 2009, come check the Sinodis Free shot promotion in all FeiDan stores! All September long, FeiDan and Sinodis are offering you a free shot at winning the latest generation Sony camera cyber shot T77 with "smiling shutter" function. The game is simple: go to your favorite FeiDan store and buy RMB 100 worth of Sinodis products at once. Only products distributed by Sinodis are part of this promotion.

Fill in your name and contact information on the leaflets that are distributed at the FeiDan store entrance, attach the FeiDan receipt to the leaflet, showing that you have bought RMB 100 worth of Sinodis products, and put it in the special drop box. You can play as many times as you want!

Mid of October, Sinodis and FeiDan will announce the winner in all FeiDan stores, on FeiDan newsletter as well as on Sinodis newsletter. The unlucky ones can still get a chance to win a selection of Sinodis products for free (5 possible winners per FeiDan store).

So come and give it your best shot!

从 2009 年 9 月 1 日起至 2009 年 9 月 30 日，西诺迪斯将在上海地区所有飞蛋超市门店开展购物抽奖活动。在为期 1 个月的时间里，飞蛋携手西诺迪斯为客户提供赢索尼最新款相机的活动。索尼 T77 数码相机具有“笑脸快门”功能，将会为您留住最美丽的瞬间。客户只需在任意飞蛋门店，购买西诺迪斯公司旗下的产品，单张收银条满 100 元，即有机会参与大奖的争夺。快来飞蛋超市享受购物的乐趣吧！千万记得在飞蛋门店入口处免费领取活动的抽奖券，将您的姓名和联系电话填入其中，最后也是最重要的就是将抽奖券夹带您的收银条一同投入抽奖箱中，就大功告成了。投奖次数不限，只要收银条上的西诺迪斯产品购买金额满 100 元，就可以参加。十月中旬，我们会在所有飞蛋门店公布获一名相机获得者。此外，每家飞蛋门店还将抽出五位幸运奖得主，他们将获得西诺迪斯食品（上海）有限公司提供的免费产品。快来参与我们的活动！



September. No. 46

Olè iPhone Raffle Promotion September 1- November 30,2009

Olè iPhone 抽奖活动 2009年9月1日—11月30日



whatever "i" it may be,
无论您想传达的是哪一种"i"

Ole' &



China's Leading Importer of
Western Foods

Shop at Olè and get a chance to
win an Apple I-phone!!!

参加Olè超市抽奖活动
有机会赢得苹果I-phone手机!



Mechanics:

- 1) Look for your trusted brands being distributed by Sinodis in any Olè around South China (limited only to the brands listed);
- 2) For a purchase of Rmb150.00 cumulative single receipt of these Sinodis products, you have a chance to win one (1) Apple iPhone a month;
- 3) Write your name, mobile phone number, e-mail address on the receipt and drop in nominated drop boxes;
- 4) Winners will be posted at the end of each month in all Olè outlets and in www.sinodis.com.cn;
- 5) Participants can only win once;
- 6) Prizes not claimed within 30 days will be forfeited.
- 7) Please check Sinodis website and get more details.

Note:

- 1) Olè VIP card holders only need to buy any one Sinodis Product (no minimum amount required) to participate.
- 2) Please check leaflet or counter top and get more details.



September. No. 46

Olè iPhone Raffle Promotion September 1- November 30,2009

Olè iPhone 抽奖活动 2009年9月1日—11月30日



whatever "i" it may be,
无论您想传达的是哪一种“i”



Shop at Olè and get a chance to
win an Apple I-phone!!!
参加Olè超市抽奖活动
有机会赢得苹果I-phone手机!



活动细则:

- 1) 您可以在中国南区各大 Olè 超市中搜寻西诺迪斯公司旗下品牌的产品 (仅限上述 15 个品牌产品);
- 2) 单张收银条上的西诺迪斯产品购买金额满 150 元, 即可参加赢 Apple I-phone 抽奖活动 (每月仅限 1 名);
- 3) 请在收银条上填写您的姓名、电话号码、邮箱等相关信息后放入抽奖箱, 以便您获奖后方便与您联系;
- 4) 获奖者名单将会在每个月 30 日公布在 Olè 的各门店信息栏和西诺迪斯的网站上 www.sinodis.com.cn
- 5) 每位参与者仅限 1 份奖品;
- 6) 获奖者须在一个月内在指定地点申领奖品, 否则将失去领奖资格;
- 7) 具体相关信息请查询西诺迪斯网站

温馨提示:

- 1) Olè VIP 卡客户可购买任意一款西诺迪斯产品即可参加抽奖活动。(不限最少消费金额)
- 2) 详情请查看店内宣传单页及台卡。



Creative Painting Competition | 创意绘画大赛

如果您家里的孩子天生就是“小画家”，那就千万不要错过由西诺迪斯旗下的必佳品牌赞助的“必佳杯---我是环保小卫士”创意绘画大赛！

西诺迪斯除了为爱好美食的朋友搜罗来自世界各地美味，同时也长期关注于青少年及儿童的身心健康。近年来，我们不断努力开发适合年轻人的食品，特别是针对中国少年儿童，所以一款来自澳大利亚必佳品牌的“儿童干酪条”隆重上市了！它轻盈小巧的独立包装，方便小朋友携带，只要打开口袋，轻轻撕开独立包装，就可以直接享用或者夹面包、饼干同样营养美味。

西诺迪斯旗下的必佳牌儿童干酪条含丰富的钙质，能够补充人体所需的钙含量，增强骨骼生长。还有特别为小朋友设计的“干酪条”卡通形象将联合少年日报为全市 20 个小学的学生们推出“创意绘画大赛”，为有理想、有创新的小朋友提供平台，鼓励孩子们尽情发挥想象力。

创意大赛活动还结合了环保的主题，希望孩子们可以通过学习环保、参与环保，发扬环保精神，描绘出自己内心世界的“环保”理念，创造出有“干酪条”卡通形象的环保创意画。

同时，西诺迪斯为支持环保，将会在活动期间与学校的师生们为“创造绿色地球”共同种植环保树。创意绘画大赛现已正式启航，我们在此呼吁大家在关心小朋友的同时，更要提倡环保、支持环保！

[点击此处查看活动宣传海报](#)

必佳杯 “我是环保小卫士”

创意绘画大赛开始征稿喽！

参赛信息：

征稿对象：上海地区三至五年级的学生

活动时间：2009年9月1日至2009年10月30日

绘画内容：以“环境保护”为主题，结合必佳干酪条的卡通形象，发挥你的想象力，描绘当代小学生如何学习环保、参与环保。

绘画形式：素描、水彩、油画等。

绘画要求：作品中必须包含干酪条的卡通形象。

投稿地址：上海市长宁路491弄36号111室，邮编：200050，“我是环保小卫士”活动组委会收（作品上请标注就读学校、班级、家庭地址及联系电话等信息）。

联系电话：021-6252 5555 021-6128-1820

投稿截止时间：2009年10月16日（以邮戳为准）

主办方 **SINODIS**
西诺迪斯
The Food Professionals

卡通形象

学校：_____ 姓名：_____

班级：_____ 指导老师：_____

联系方式：_____



September. No. 46

French Week in Shanghai 2009 | 上海法国周 2009



Gathering famous French brands of food, wine, fashion and the likes, the Shanghai French Week in Yandang Pedestrian Street is an annual celebration of French life style and culture. Open from 12nd to 18th of October, the purpose of the French Week is to increase communication and appreciation of the French fashion, design, tasting and diet by finding interesting and entertaining connections between business and consumer. The Shanghai French Week is also a platform for Chinese people to understand a different dynamic culture.



Sinodis will participate within the Sopexa booth, where visitors will be able to discover our French gourmet food including cheese, butter, milk and chocolate.

And if you're thinking of getting to know France, this will be the right place to start!

聚集众多来自食品、葡萄酒、装饰品以及玻璃制品等行业的法国著名品牌将在上海法国周期间路主雁荡路步行街，一年一度的上海法国周是一个推崇法式生活与文化的庆典活动。活动将定于10月12日至18日期间举行，来宾们不仅可以通过展示和游艺活动欣赏到法国时尚、艺术、美食的魅力，还可以和商家们进一步展开沟通与交流。

同时，法国周又好比一个无限平台，让更多中国人了解和熟知一个多元文化的法国。即将到来的金秋十月，西诺迪斯将携手法国食品协会一同参加法国周活动，为您带来最美味的法国美食包括奶酪、黄油、牛奶以及巧克力。

为期一周的活动中，您不仅可以获得我们最优惠的价格来采购您喜欢的西诺迪斯旗下的法国产品，还有更多礼品等待着您。如果您想亲身体验法国风情，就来法国周吧，一定不会让您失望的！



September. No. 46

Barilla Birthday Restaurant Promotion, September – December 2009

“中意”百味来 - 生日活动, 2009年9月-12月



FUSION OF TWO GREAT CULINARY CULTURES

Similarities between both Italian and Chinese cultures cannot be more obvious than its cultural pride of culinary excellence. While Italian culinary history dates back to more than 2,000 years ago, Chinese culinary history takes a step back in time further to 5,000 years ago. As Italian cuisine is more obviously linked to its greatest export of pasta & pizza, what is rather invisible to the eye is its culinary differences between regions. Tastes and masterpieces differ from Sicily, Parma, or Sardinia, much the same as here in China, where flavors differ in Sichuan, Hunan, Shanghai or Guangzhou.

It is in this pursuit that Barilla is launching its “中意面” (zhong yi mien) concept, where the traditional Chinese chao mien is linked to Italian pasta. During the promotional period September to December, birthday celebrants in the nominated months can have their usual birthday noodles replaced with Barilla “birthday” pasta in selected restaurants around Shanghai. Likewise, birthday celebrants will also have the chance to win various prizes, and of having their photos viewed by millions of web users on www.kubang.net and www.sinodis.com.cn. For more information, visit these websites for details and restaurant listings.

Buon appetito!!! and a happy... “... *Barilla birthday to you, Barilla birthday to you ...*”

Celebrate your birthday with Barilla pasta, a fusion between Chinese and Italian style. Barilla's promotion will run for 4 months, from September to December, with Barilla birthday pasta free on your birthday in all restaurants partnering with Sinodis. For more information contact us.



September. No. 46

Barilla Birthday Restaurant Promotion, September – December 2009

“中意”百味来 - 生日活动, 2009年9月-12月



中国和意大利都是有着悠久面食文化的国家。意大利的饮食历史可以追溯到 2000 年前，而中国的饮食文化更可以追溯到 5000 年前。虽然意大利的饮食更体现在通心粉和比萨的庞大出口量，而其实意大利的饮食风味也存在着地域间的差异：如西西里、波马和撒丁岛地区之间的口味差异就如同在中国四川、湖南或是上海、广州之间的口味差异。

基于这种差异，百味来推出了“中意面”（zhong yi mian）这一概念，以传统的中国炒面和意大利通心粉相结合。在促销期间（九月到十二月），过生日者将在生日当天到指定餐厅即可享受百味来的生日意面，同时寿星还有机会得到百味来赠送的其他各类礼物，数以百万计的网络用户可以通过 www.kubang.net 和 www.sinodis.com.cn 看到他们生日快照。欲了解更多关于百味来产品请访问百味来网站，还有相关“中意生日面”的活动请访问酷棒网。

我生日，我中意面，我中意百味来...

快来庆祝您的百味来中意融合的庆生面。百味来促销推广将持续 4 个月，从 9 月到 12 月，百味来生日面将与西诺迪斯合作餐厅一起，欢迎您的到来。



September. No. 46

Legal Café Pods Available now! | 乐佳咖啡机上市



Sinodis is proud to collaborate with PMI company for Legal Café Pods - a different way to enjoy coffee, in individual biodegradable pods with a perfect dosage of coffee and pleasure of taste. With this new range you can enjoy your coffee with colleagues and clients at the office, or at home alone, with your family and friends, according to your mood and the moment of the day. PMI provides all related services such as coffee machines and delivery. For more information please contact PMI by email info@legal-coffee.com or by phone 021 6299 6274.

PMI Group Asia Ltd is a Chinese branch of PMI GROUP, a firm specializing in support and financing international development of French SMEs and SMIs. For over 20 years of professional trade and international relationship make their operational skills in the strategic choices of economic development and international business.

西诺迪斯携手 PMI 推出乐佳咖啡机，至此可以尽情享受用咖啡粉或咖啡豆来自制咖啡的乐趣了。您可以在办公室里和同事或者客户一起分享，或是和家人、朋友一同体验不同口味的咖啡。PMI 将为您提供咖啡机选购和递送的便利服务以便让您享受更贴心的服务。欲了解更多信息，请通过电子邮件联系 PMI info@legal-coffee.com 或拨打电话 021 6299 6274 资讯。

PMI 是一家致力于支持法国制造工程学会和管理信息系统学会的国际亚洲集团。其具有超过 20 年的专业商贸和国际运作技能，以及金融发展和国际贸易的经验。

Century Lianhua Store Managers Convention | 世纪联华门店经理大会



From Aug 25 - Aug 28, Century Lianhua held an internal convention for all of their store managers, mainly presenting potential high quality products from key suppliers and pushing managers to order new interesting items. Sinodis was honored to be part of this big event and have our premium grocery range introduced to more and more Chinese consumers.

8月25日~28日，世纪联华在其总部举办了针对其各门店经理的内部产品展销会，主要是展销当季的畅销商品以及优质的进口食品。门店的经理可以通过这次展销会的平台来了解各式产品并获得相关卖点信息，还可以当场下单采购。西诺迪斯十分荣幸能成为此次大会的一员，展示我们公司的优质干货产品系列。我们也希望在不远的将来能将我们的高品质进口产品，介绍给更多中国本土的消费者。

Swiss Festival in GRAND MILLENIUM | 北京千禧大酒店瑞士食品节



While the Swiss Orchestra plans to visit Beijing for major concerts this month, the Grand Millenium will hold a Swiss Festival from September 18 to 27. A great opportunity to taste a selection of authentic Swiss cheese and enjoy Swiss Raclette, sponsored by EMMI company in their main buffet restaurant.

著名的瑞士国家管弦乐团将抵达北京参加北京千禧大酒店在 9 月 18 日至 27 日举办的瑞士食品节，届时乐团将为中国的观众带来精彩的音乐会。有幸的是，西诺迪斯旗下的艾美正式来自瑞士的著名乳品品牌，它将会这次活动的北京千禧大酒店旗下的餐厅赞助奶酪，这真是一个难得的机会，既可以聆听瑞士交响乐，又可以品尝到地道的瑞士精美奶酪。



September. No. 46

Say "Cheese" with President! | 和总统一起说"cheese"!



President, one of the leading dairy brands in the world, introduced last year in Shanghai the first "Say Cheese" event. With this project, President took the lead in making China happier and encouraged everyone to share a smile.

This successful road show let everyone have fun with President and was a great occasion to spend nice family time all together.

In 2009 "Say Cheese" comes back with its second edition...but....

what exactly does "Say Cheese" mean?

We're not sure when or where a photographer first asked his subjects to state the name of the delicious dairy product, but we do know that when you say "cheese," the corners of your mouth turn up, your cheeks lift and your teeth show. It's a smile!

In China, people usually say "Qiezi" but let's try and say "Cheese" with President!

This year again, President is inviting everyone to play "Say Cheese": come and say "cheese", give your best smile and try to get the chance go back home with a great picture of yourself!

Come and check in your favorite stores around Shanghai our "Say Cheese" photo booth from August 29th till September 20th. Take the opportunity to taste our delicious President 8 portions cheese for free, and meet Cheez, the "Say Cheese" mascot who will help you win the chance to get a nice portrait.

Find the "Say Cheese" photo booth in the following shops:

August 29th-August 30th: CARREFOUR XINZHUANG & LOTUS YANGGAOZHONG

September 5th-September 6th: CARREFOUR XUHUI, TESCO ZHENNING & GMS JIANGWAN

September 12th -September 13th: NO.1 YAOHAN & GMS CHANGSHOU

September 19th-September 20th: RT-MART YANGPU, AUCHAN CHANGYANG & LOTUS ZHENGDA

On September 26th, do not miss the "Say Cheese" 2009 road show in Lujiazui Super Brand Mall. Come and share a unique moment with your family and play with President to get some surprise gifts and to see your smiley picture on a giant screen!

SHARE A SMILE, WELCOME TO SAY CHEESE!





September. No. 46

Say "Cheese" with President! | 和总统一起说"cheese"!



2008年，总统，全球领先奶制品品牌之一，在上海推出了第一场“Say Cheese”大型活动。这场成功的路演活动让每个参与者都享受到了总统给他们带来的快乐，同时也让那些平时忙碌的人们能够有机会放松下来，与全家共享难得的快乐时光。

通过这场活动，总统为大家创造欢乐，鼓励大家用笑容相互感染，创造和谐生活。

2009年，“Say Cheese”活动回来啦！

“Say Cheese”到底是什么意思呢？

我们不知道从什么时候起，什么地方开始，摄影师在给人拍照的时候让大家说出这个单词的，但是在我们知道，在你说出“Cheese”这个英语单词的时候，你的嘴角上翘，脸颊抬起，露出洁白的牙齿，一个美丽的微笑就出现了。

在中国，照相的时候大家通常会说茄子。但是，从现在起，让我们在拍照的时候跟着总统一起试着说“Cheese”。

今年，总统邀请大家参与到“Say Cheese”游戏活动中来。留下您最迷人微笑，并有机会带着您最美丽的笑容回家。

8月29日至9月20日，来以下超市门店我们的“Say Cheese”展台，就有机会免费品尝美味的总统加工奶酪。我们的“Say Cheese”吉祥物 Cheez 先生将会帮您一起赢取您美丽的笑容的瞬间。

“Say Cheese”活动具体开展时间和地点，如下：

8月29日至8月30日 家乐福莘庄店，易初莲花杨高中路店

9月5日至9月6日 家乐福徐汇店，乐购镇宁店，吉买盛江湾店

9月12日至9月13日 浦东第一八佰伴，吉买盛长寿店

9月19日至9月20日 大润发杨浦店，欧尚长阳路店，易初莲花正大广场店

不要错过9月26日在陆家嘴正大广场举办的“Say Cheese”活动。带上您的家人一同来享受这独一无二的时刻，和总统一起参加活动，赢取惊喜礼品！那天我们还会带给您最特殊的礼物：在大屏幕上看到您自己灿烂的笑容！不要错过这有纪念意思的时刻哦！

分享欢笑，欢迎参加“Say Cheese”活动。





September. No. 46

American Food Festival 2009 | 2009 美国食品节

The American Food Festival started on August 14 in Shanghai City Shop. The activity is organized by US Agricultural Trade Office (ATO), and scheduled to last till September 5, 2009.

The US Consulate in Shanghai says that the US hope to introduce American food to Chinese residents with this food festival, and it will give more US agricultural associations a chance to get closer to the China market.

The opening ceremony was held in City Shop Shanghai Mart store. More than 150 VIP from the US Agricultural Office, representatives of importers and distributors, and media attended the joyful celebration.

As the latest brand to be introduced to the Chinese shelves, the famous food brand McCain, selected their 5 top products to attend the food festival, and their fun shapes and unique tastes attracted many consumers already. Now McCain's French fries are available in City Shop as well other supermarkets.

2009年8月14日，美国食品节在上海城市超市隆重开幕。此次活动由美国农业贸易处主办，9月5日结束。

美国农贸上海办公室表示，美国希望通过食品节的形式将美国的美食介绍给中国人民。同时美国农业贸易协会也能通过食品节来了解中国市场。

开幕典礼在上海城市超市商城店举行，来自美国农贸处、进口商、经销商以及媒体的150多位贵宾出席了开幕式庆典。来自美国的著名快餐和开胃小食品牌麦肯首次为中国人民带来了5款高品质的新鲜产品。其有趣的造型和独特的口味吸引了中国顾客。如今麦肯薯条系列产品在城市超市和各大零售卖场均有售卖。





September. No. 46

City shop iPhone Raffle Promotion May 1- July 31, 2009
城市超市 iPhone 抽奖活动 2009年5月1日—7月31日

Congratulations to Anne Mathieu!!!



The 3rd lucky winner of the Sinodis – City Shop iPhone Raffle Promotion (July 2009).

Watch out for other surprises by Sinodis in your next neighborhood store!

恭喜 Anne Mathieu 成为第三位西诺迪斯举办的2009年7月份城市超市抽奖活动幸运儿,赢得 I-phone 一台!

请留意您身边超市里的西诺迪斯产品,您将发现更大的惊喜哦!

Jenny Lou Raffle promotion June 1- July 31, 2009 | 婕妮璐促销活动 2009年6月1日—7月31日

Congratulations !!!



Last July, all buyers at Jenny Lou could participate in Sinodis raffle promotion to win great prizes. Lucky winners!

The lucky winner of the 2nd prize of the Sinodis – Jenny Lou's Sony PSP-3000 Raffle Promotion (July 2009).

Watch out for other surprises by Sinodis in your next neighborhood store!

上个月,许多顾客都参与了西诺迪斯婕妮璐促销赢大奖活动。

恭喜 梁娜 小姐成为西诺迪斯举办的2009年7月份婕妮璐抽奖活动幸运儿,赢得索尼 PSP-3000 一台!

请留意您身边超市里的西诺迪斯产品,您将发现更大的惊喜哦!



September. No. 46

First IREKS training at Germany's HQ, July 20-26

爱培士首次德国总部面包培训之旅，6月20日~26日

For the first time a group of pastry professionals from Beijing, Shanghai and Shenzhen flew to Germany to visit IREKS headquarters in the beautiful Bavarian town of Kulmbach.

Ireks' great team prepared for us a warm welcome and a schedule full of interesting activities. Lectures on the most advanced baking techniques were conducted every morning by Ireks' baking technology experts. After lunch, tour of Ireks' huge and technologically-advanced plant to discover all the secrets of the mixes and malt production, the logistic center and the laboratory for quality control. Every afternoon a variety of special breads were presented by Ireks' Master Bakers, who gave many new ideas and suggestions to chefs and answered all their questions about Ireks products. A hands-on baking program on cold dough process was also organized at the Ireks baking center. And that's not all yet: the group had the chance to pay an early-morning visit to a typical German bakery to see closely the bread production techniques and machinery used by expert German bakers. A factory tour of Miwe, the famous German oven producer, was also an interesting part of the program.

The intense week ended with a visit to the opening ceremony of Kulmbach beer festival where everybody could enjoy the traditional atmosphere and the typical German beer.

On behalf of all the participants we would like to thank Ireks for the excellent hospitality and organization, in particular Master Baker and group leader Gerhard Stichlberger and all the team that made this memorable experience possible.

来自北京、上海和深圳组成的专业面点师首次受邀参观了位于德国巴伐利亚小城 Kulmbach 的爱培士的总部。爱培士团队热情的招待这些来自中国的面点师们并安排了很多有趣的行程。

首先，是每天上午由爱培士专业面包师教授的烘焙技巧课程。接着是午餐后参观爱培士壮大而先进的厂房、后勤中心和质量监控实验室，大家兴致勃勃的探索着爱培士产品的奥妙。培训期间，我们了解到爱培士的专业精髓，他们每天下午都会有爱培士的专业面包师为培训者制作不同风格及种类的面包产品，以便提供新的想法并为大家解答爱培士产品的技术问题。

爱培士的面包中心还为培训者安排了处理冷面团的课程，也借此机会大家一同参观了传统德式面包房，近距离感受面包的制作器械和制作技巧。同时还参观了德国著名的烤箱生产厂商 Miwe。

最后，一周的培训以参加 Kulmach 的啤酒节而落下帷幕，每个人都尽情感受德国啤酒节的传统氛围和德国啤酒带来的不同体验。

在此西诺迪斯代表所有参与者感谢爱培士的友好和热情，特别是爱培士的面包师们和领队 Gerhard Stichlberger 以及所有使这次面包之旅成为可能的队员们。





September. No. 46

Dushiliren Promo | 都市丽人 3 分钟冲向超市大赢家活动

"Fastest shopper contest" is a very popular and interactive program in "Dushi Xinqing" column, and as an activity program it has a long term cooperation with Carrefour.

As the sponsor of this activity, Sinodis chose 2 groups of participants from those who did the survey in the July edition of "Dushi Xinqing" and organized the first Sinodis Cup "Fastest shopper contest" in Carrefour Gubei. The rule of the game is – if anyone can pick more than 1,000 rmb worth of product distributed by Sinodis within 3 minutes and more than 10 different types, Sinodis will pay for you.

The photo is of the winners of last edition. They look very excited, but we believe the game in September and October will be even more exciting. What are you waiting for? Come and join "Dushi Xinqing"—Sinodis Cup "Fastest shopper contest"!

冲向超市大赢家”是都市心情一个非常受读者青睐的栏目，也是一个极具互动性的栏目，作为一个线下活动项目，将长期与家乐福联合举办。

西诺迪斯作为本次活动的主办方，通过《都市心情》七月刊的游戏活动挑选出两组参赛选手，在古北家乐福举办了“西诺迪斯杯冲向超市大赢家活动”。在规定的 3 分钟时间内拿满 1000 块西诺迪斯所代理的产品，产品种类必须在 10 种以上为赢家，西诺迪斯将为获胜者埋单。

照片上就是满载而归的获胜者，他们兴奋地表情也感染了我们，所以我们相信在接下来的 9 月份和 10 月份的活动一定会有更多惊喜等待着大家。还等什么？赶快来参加《都市心情》——西诺迪斯杯“冲向超市大赢家”吧！





September. No. 46

Chocolate Biscuits | 巧克力饼干



Biscuits - a good invention in the world: they always bring a good time to people, both at work and in their spare time.

Chocolate, a historical treat. Its sweet taste with a little bitter inside gives it its unique flavor. Nobody can even imagine how many people are having it in their hands right now.

...Chocolate biscuits - an amazing idea! We do not know when and who first thought about putting these two together, but it definitely was a great idea. Chocolate biscuits perfectly combine the fragrance of biscuit with the sweetness of chocolate together, for great moments of pleasure!

饼干，是一个神奇的发明。它给人们的闲暇生活带来了无限乐趣。

巧克力，一个有着悠久历史的食物。它那甜中略带苦涩的独特味道，同样吸引了无数热爱它的人。我们甚至无法计算每秒世界上有多少人正在享受巧克力带来的美味。

巧克力饼干，一个神奇的点子。我们不知道是谁第一个想到把这二者放在一起。但现在看来这个想法完全正确。巧克力饼干不仅完美的结合了饼干的香味，有融合充分了巧克力的甜美。给您的生活增添一丝甜蜜！



September. No. 46

Product Focus: Crottin de Chavignol | 产品推荐: 考丹夏弗奶酪



Although the Sancerre region is best known for its legendary wines, it has also a treasure of a cheese: Crottin de Chavignol.

Even though it is almost impossible to pinpoint the exact origins of Crottin de Chavignol, the cheese's history is almost certainly intertwined with that of the region's vines.

Goat farming has been a traditional activity since the 16th century, but its breeding really took off in the second half of the 19th century, when vines, affected by phylloxera, were uprooted and thus made way for pastures: the production of goat's milk developed as of then.

Today, Crottin de Chavignol is made from whole, raw goat's milk in almost all areas of the Cher region and the neighbouring Nièvre and Chavignol's distinct texture comes from the way in which it is curdled and drained. The cheese curds are placed in moulds to create the Crottin de Chavignol's characteristic cylindrical shape and then turned upside down. They are removed from the mould and salted, and left to ripe in a storage room for at least ten days to allow a coat of blue or white mould to develop.

Ripening and hand turning are essential to allow the release of the cheese's aromas and flavors, and Crottin's taste varies depending on how long it has been ripened.

Semi-dry, its texture is moist and has the tang of goat's milk. When lightly coated with mold, its flavor is pronounced but rounded. Once ripened for a longer period until it becomes coated in blue penicillin, its flavor becomes fuller and takes on a hint of mushrooms and forests. And when dry, it is reminiscent of nuts.

尽管法国桑赛尔地区最为人所熟知的是它传奇的葡萄酒，但是它也拥有一种奶酪珍品—考丹夏弗奶酪。

尽管几乎不可能指出考丹夏弗奶酪确切的原产地，但它的历史想必已和这个地区的葡萄藤缠绕在了一起。

从十六世纪开始，山羊养殖已成为一项传统的工作，但在十九世纪中叶，当葡萄树受蚜虫影响，被连根拔起，从而为牧场制造了条件使得山羊养殖业瞬间蓬勃发展。随后山羊奶制造产业也相对得到了发展。

如今，考丹夏弗奶酪用几乎所有谢尔河地区和邻近的 Nièvre 及卢瓦尔河地区的生山羊奶制成。考丹夏弗奶酪独特的质地源自它凝结和沥水的方式。奶酪凝乳被放置在模具中用来创造出考丹夏弗奶酪典型的圆柱体形状，随后翻转，待他们从模具中取出之后，浸泡在盐水中并放在储藏室中发酵十天以上，直到奶酪的表皮呈现蓝色或白色的外壳。

要获得独特香气的奶酪，发酵和手工翻转的工艺是十分必要的，它的味道取决于发酵时间的长短。

如果考丹夏弗奶酪的质地呈半干状态，外壳有点湿润并带有浓烈的山羊奶味。而当奶酪经过发酵期，其外壳被覆上一层薄薄的花纹时，它那独特的味道就会彻底的被释放出来。如果再延长其发酵时间直到外壳呈现蓝色霉菌时，那么香气就会变的更加饱满，并微微带有菌菇或植物的气息。当奶酪经过长期的发酵直到水分完全被释放之后，你就会闻到带有坚果味的考丹夏弗奶酪了。



September. No. 46

Product Focus: McCain Potato Range | 产品推荐: 麦肯薯条系列



Tasti Taters

Tasti Taters are made from 100% real potatoes and cut to small pieces, which makes them heat more and delivers an extra crispy crunch.

Unique Tastes

Potatoes don't have to be boring. Unique flavors will surprise you, like Tasti Taters. In fact, people who have indulged without McCain potatoes say they may never go back to "regular" fries again!



Crinkle Cut

Made with 100% real potatoes, without other added seasonings, Crinkle Cut keeps the original and natural taste of potatoes.



Smiles

These fun-shaped potatoes come in a thick potato crust wrapped around a fluffy potato heart.

Fun Shapes: Potatoes, especially French fries, should be fun to eat. That's why all kinds of fun shapes and sizes that kids love - and adults secretly crave - were created. With different shapes like Smiles, everybody is happy to put fun back into potatoes!



Steak Cut

These big, wide fries are full of fluffy potatoes that melt in the mouth. Wholesome, natural fresh cut taste with home-style looks.



Classic Cut

0g Trans fat! No cholesterol! McCain Classic Fries give you golden crispness and real potato taste that ordinary French fries can't match.

Honest Potatoes

Every McCain potato product starts with good, honest 100% real potatoes, harvested at the perfect time from the world's finest potato growers.



SINODIS™

西诺迪斯

The Food Professionals

NEWSLETTER

www.sinodis.com.cn

September. No. 46

Product Focus: McCain Potato Range | 产品推荐: 麦肯薯条系列



风味薯宝

以 100% 土豆为原料，切成小块，充分受热使得口感特别酥松美味。

独特的美式风味

土豆的味道并没有您想象中的那么乏味，美式风味薯宝的独特口味会让您惊喜不已。事实上，不少偏爱薯宝的人都为其倾倒。



经典原味波浪薯条

以 100% 土豆为原料，不添加任何调味料，原味薯条保存了土豆最纯正的味道。



笑脸薯

形状独特有趣，松软的土豆馅外裹着一层浓厚的土豆面皮。

有趣笑脸外形

土豆，尤其是薯条是一种充满趣味的食品。所以就有孩子们喜欢的花样繁多的薯条出现了。比如笑脸薯，给土豆本身的美味带来更多欢乐。



牛排切割薯

形似牛排，比常规薯条宽而大，咬下去就是松软的土豆内馅。健康、自然的味道完全掩盖了再普通不过的外观。



风味直薯

0 反式脂肪，不含胆固醇。麦肯风味直薯就是金黄色泽，百分百原味土豆制成，是普通薯条无法比拟的。

原汁原味

麦肯的每一种土豆制品都源于 100% 的优质上乘的土豆，是从世界上最好的土豆种植中挑选出来的。



September. No. 46

Organic Bread | 有机面包



Did you know that SINODIS have as well a 100% Organic Bread & Roll Mix?

OKO 4 KORN is a **light Multi Cereal Mix** containing **4 coarse Grains and seeds** and **no further Organic Ingredients are requested** in the basic recipe.

OKO 4 KORN is very convenient to offer your valued customers 100% organic baked goods at its best quality.

Contain among others: Organic wheat flour, organic coarse wholemeal rye, organic oat groats, organic coarse spelt, organic linseed, salt, organic sunflower seeds, organic dried rye sourdough, organic sesame, organic barley malt flour, organic spices.

OKO 4 KORN is a very convenient bread premix as you don't have to search for other Organic Ingredients to claim organic.

你知道西诺迪斯也有 100% 的有机面包预拌粉吗？

有机面包预拌粉是一种风味较淡的多谷有机预拌粉，含 4 种有机粗粮和种子，在基础面包配方中不需要其他的有机原料。

有机面包预拌粉，提供您 100% 有机优质的产品。其中包含了：有机面粉、有机粗全麦黑麦、有机燕麦、有机粗麦、有机亚麻籽、盐、有机葵花籽、有机黑麦干酵母、有机芝麻、有机大麦芽面粉以及有机香料。

一种非常方便实用的面包预拌粉，所以您不必再去搜寻其他的有机成分的产品了。



September. No. 46

Curried Pumpkin Soup | 咖喱南瓜汤

Ingredient:

1 onion, chopped,
1 tbsp Carapelli olive oil,
1 tbsp Kotanyi curry seasoning,
1kg Japanese pumpkin,
250g Pauls Sour Light Cream,
200ml President Whole Milk
Kotanyi salt and pepper to taste,
chives for garnish



Preparation:

1. Add the oil and onion in a saucepan and cook until transparent.
2. Add the curry seasoning and cook for a further minute.
3. Add the pumpkin and milk, slowly bringing to a simmer.
4. Continue cooking until the pumpkin is tender. In a food processor, puree the soup mixture until smooth. Alternatively, if you like coarser texture you can squash the pumpkin with a fork instead.
5. Add salt and pepper to taste. Return the soup to the saucepan and reheat.
6. Pour into bowls, dollop a tablespoon of the sour cream into the centre of each bowl and garnish with chopped chives.
7. Either serving it cold and hot.

配料:

洋葱1个，切碎；
1勺卡拉佩利橄榄油；
1勺可达恰咖喱粉；
1个凿开的南瓜；
250克保利低脂微酸奶油；
可达恰盐和胡椒少许
细香葱（装饰用）

准备过程:

- 1.将橄榄油和洋葱装在平底锅里煮到半透明状。
- 2.加入咖喱粉继续煮几分钟。
- 3.加入南瓜和牛奶，用小火慢慢煮，直煮将南瓜煮烂。然后将南瓜搅成浓稠状。如果您喜欢有嚼劲的口感，也可选择用叉子搅拌。
- 5.加入盐和胡椒调味，把汤重新倒入平底锅再加热。
- 6.最后将汤装入碗中，在每碗汤上加一勺酸奶油，再以细香葱点缀。
- 7.冷热均可食用。



September. No. 46

Honey Beer | 蜂蜜酒

Preparation Time: 10 minutes

Serves: 6-8 person

Ingredient:

Golden Circle Pineapple Juice 1.5Lt

Golden Circle Orange Juice 1.5Lt

Honey 1/3 cup

Lemon Juice 1 cup

President UHT Cream 1 ½ cups

Ice cubes

Cinnamon



Preparation:

1. Blend honey and lemon juice until smooth and combine with Golden Circle Pineapple and Orange Juice and ice in a punch bowl.
2. Float cream on top and sprinkle with cinnamon.
3. Note: For a special indulgence, add your favourite liqueur, try AMARETTO or BAILEY'S.

准备时间: 10 分钟

份 量: 6 - 8 人份

配料:

金圆菠萝汁 1.5 升

金圆橙汁 1.5 升

蜂蜜 1/3 杯

柠檬汁 1 杯

总统奶油 1.5 杯

冰块

肉桂

准备过程:

1. 将蜂蜜, 柠檬汁, 充分搅拌均匀, 再将金圆菠萝汁, 橙汁以及冰块加入其中, 倒入大杯中。
2. 在混合物中倒入奶油, 并撒上肉桂。
3. 之后您可以根据个人喜好, 加入不同的利口酒。如意大利苦杏酒或著名的百利甜酒, 都是不错的选择。



September. No. 46

Organic Grain & Seed Bread | 有机谷物和种子面包

IREKS-4-KORN		10.000 kg
Instant yeast		0.100 kg
<u>Water, approx.</u>		<u>5.600 l</u>
Total weight		15.700 kg

Mixing time:	spiral, 2 minutes slow 6 minutes fast speed
Dough temperature:	26 - 27° C
Bulk fermentation time:	10 minutes
Scaling weight:	450 g
Intermediate proof:	none
Final proof:	60 - 70 minutes
Baking temperature:	230° C, giving light steam, drop to 210° C
Baking time:	30 - 35 minutes

Instructions for use:

Mix all ingredients into a developed dough and work off as loaf.

We recommend using following Topping:

ONLY using OKO-4-KORN mix or organic seeds.

爱培士有机面包预拌粉	10.000 kg
速溶酵母	0.100 kg
<u>水, 大约</u>	<u>5.600 l</u>
总重	15.700 kg

搅拌时间:	螺旋搅拌, 慢速 2 分钟, 快速 6 分钟
面团温度:	26-27 度
松弛时间:	10 分钟
分割重量:	450 克
中间发酵:	不需要
最后发酵:	60 -70 分钟
烘焙温度:	230 度, 喷少量蒸汽, 降至 210 度..
烘焙时间:	30—35 分钟

操作说明:

搅拌所有原材料至面筋扩展, 按大面包操作方法一样.

推荐装饰粒:

只使用天然四谷面包预拌粉或者只用有机谷物.

