



LEE KUM KEE Brand Positioning

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MILESTONES



1888

Mr. Lee Kum Sheung, Lee Kum Kee's founder invented oyster sauce and set up the first oyster sauce worksho



1902

Lee Kum Kee moved to Macau, with its sales network expanded to Guangdong and Hong Kong



1920

The Lee Family's second generation, Mr. Lee Shiu Nan took over the business



1972

The third generation, Mr. Lee Man Tat took the helm as Chairman of Lee Kum Kee



1980s

The fourth generation of Lee Kum Kee joined the Company



1988

To mark the Centenary of Lee Kum Kee, the Company relocated its headquarters to Tai Po Industrial Estate, Hong Kong and introduced a new company logo to symbolise the Company's determination of building a cultural bridge between the East and the West with its sauces and condiments



1995

Lee Kum Kee was the first food manufacturer in Hong Kong accredited with the ISO 9002 certification



GENERATIONS OF
EFFORT AND
DEVOTION
SUSTAINING THE
FAMILY SUCCESS
THROUGH DECADES.



Lee Kum Kee relocated its headquarters to Hong Kong

1932



Production began at Wong Chuk Hang Factory, Hong Kong

1976



Lee Kum Kee (USA) Company Ltd. was established

1983



Lee Kum Kee's production base in Los Angeles, the US began production

1991



For expansion of business across China, Lee Kum Kee established a production base in Xinhui, Guangdong, China

1996

1997

Commencement of operation for Lee Kum Kee's production base in Kuala Lumpur, Malaysia



2008

Lee Kum Kee was appointed "Official F&B Supplier to Beijing Olympics"



2012

Lee Kum Kee was appointed the "Official Partner of China Space Industry". Five types of sauces passed through the stringent tests of quality, safety and flavours and were selected for use on the spacecraft "Shenzhou-9"



2014

"Lee Man Tat Bridge" donated by Lee Kum Kee in its hometown Xinhui, Guangdong was opened for use to effectively improve local road transport and reduce traffic congestion



2016

The Lee Kum Kee Family donated towards the establishment of Lee Kum Kee Sheung Health and Happiness Center at Harvard University, demonstrating the commitment to promoting human beings' health and happiness

Lee Kum Kee Sauces ventured into space for the fourth time as six types of sauces were adopted as condiments to the meals of astronauts on "Shenzhou-11"

- Headquarters of Lee Kum Kee (China) Trading was moved into Lee Kum Kee Building in Shanghai
- Lee Kum Kee was appointed condiment supplier for the G20 Summit in Hangzhou



2018

- Groundbreaking Ceremony of South China Sales Headquarters of Lee Kum Kee Sauce Group at Guangzhou Panyu South High-speed Railway Station
- Lee Kum Kee celebrates its 130th Anniversary



Commencement of operation for Lee Kum Kee's production base in Huangpu, Guangzhou, China

1998



Lee Kum Kee was appointed "Official Qualified Suppliers of Raw and Auxiliary Materials in Catering Category" at the Shanghai World Expo

2010



Lee Kum Kee sauces were selected for use in space mission again. Six types of Lee Kum Kee sauces were adopted to enrich flavours of meals for astronauts on "Shenzhou-10"

2013



- Commencement of operation for Logistics Centre cum Cargo Pier in Xinhui Production Base
- Commencement of operation for Continuous Steam Cooking and Rotary Type Koji Making Machine in Xinhui Production Base to uplift quality and capacity of Lee Kum Kee's soy sauce production

2015



- With the use of Sriracha Mayo on the International Space Station, Lee Kum Kee supported space mission again through innovative and quality products



Lee Kum Kee signed the second phase Continuous Steam Cooking and Rotary Type Koji Making Machine agreement with Fujiwara Techno-Art Company Ltd

2017



GLOBAL PRESENCE





THERE ARE PEOPLE, THERE IS LEE KUM KEE

To continue promoting Chinese Culinary Culture worldwide, Lee Kum Kee has been expanding to the global since the 1920s, and our sauces and condiments are cherished in over 100 regions across five continents. We continue to extend our reach and product range so that everyone in the world can experience delicious Chinese cuisine. Achieving “There are people, there is Lee Kum Kee.”



BUSINESS OVERVIEW





WITH MORE THAN 200 SAUCES AND CONDIMENTS TO LEAD THE CHINESE CUISINES EXCELLENCE

At Lee Kum Kee, the taste and quality of our products is cherished globally and is featured at various world-class events. Our iconic oyster sauce, soy sauce, and other products are sold in over 100 different regions worldwide, and Lee Kum Kee is known for providing exceptional quality that showcases Chinese Culinary Culture around the world.





BRAND BELIEF





GREAT TASTE BRINGS HAPPINESS AND CONNECTS PEOPLE

Lee Kum Kee believes a delicious meal can be like a bridge to connect people. The joy of cooking and sharing food deepens connections and warms everyone's hearts, bringing people closer together.





BRAND MISSION





HIGH- QUALITY PRODUCTS THAT HELP YOU SERVE UP AN EXQUISITE MEAL WITH EASE

Cooking is never an easy job, so Lee Kum Kee is constantly exploring ideas that help you prepare meals easily and enhance your cooking experience. We have impeccable standards for ingredients and monitor the entire production process, assuring quality from farm to fork. We want to make it easy for you to serve up delicious meals, so you have more happy moments with your loved ones and create bonding with delectable dishes.





BRAND VALUES





UNCOMPROMISING QUALITY

Sauce is the key ingredient of a dish, and its quality will make a success for a great meal. Lee Kum Kee ensures our products are always of the high quality so you can enjoy cooking without worry and be confident you are putting the delicious dishes on the table.

AUTHENTICITY

It takes fine ingredients to create authentic flavours and deliver great culinary results with sincerity. For more than a century, Lee Kum Kee has earned the trust of customers for generations through our commitment to bring countless unforgettable meals.





DELICIOUS AND HEALTHY

Whether you are making dinner at home, preparing your child's lunchbox, or having a delicious banquet with friends, we believe health is just as important as flavour. We always keep this in mind when developing our products, so you can enjoy delicious, healthy meals and feel with ease and joy.





BRAND ESSENCE





HIGH QUALITY

At Lee Kum Kee, quality means perfecting every detail. We abide by Zero Tolerance Quality Philosophy $100 - 1 = 0$. We have zero-tolerance for defects or deficiencies and ensure that every product meets our high standards for quality.





DELICIOUS

We put our heart and soul into producing all of our products to ensure our delicious and healthy sauces and condiments are fit for any dish, so culinary lovers like you can create lasting memories through delicious meals with ease.





BRAND PERSONALITY





CARING AND UNDERSTANDING EVERYONE'S NEEDS

Lee Kum Kee understands everyone's pursuit of delicious food and knows what you need when it comes to cooking. We strive our best to create innovative products that let you cook easily, and we're always there for you, just like a reliable friend.





UPHOLDING PROFESSIONALISM TO BECOME THE CONDIMENT EXPERTS

Lee Kum Kee's expertise is based on our knowledge and exploration of Chinese culinary traditions. For over a century, we have been exploring the various methods involved in the cooking process, allowing us to know every step in detail and create delectable products that bring exquisite Chinese cuisine to the world.





Continuously innovating with simplicity to amplify culinary creativity

Lee Kum Kee always keeps track of the changes of needs towards tastiness, understands well on various cooking occasions, being up-to-date on ingredients sourcing and development of packaging materials. We consistently deliver new products and new packaging that give everyone more room for culinary expression with ease, creating limitless flavour possibilities.



LEE KUM KEE

as a brand we believe that

great taste brings happiness and connects people.

By offering **high-quality products,**

our mission is to help you to

serve up an exquisite meal with ease.

Through our values of **uncompromising quality,**

authenticity and being delicious and healthy,

our consumers and customers cherish our

high quality and delicious products,

We are also known for our brand personality

of **being caring, professional and continuously innovating.**

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