

The Rebirth of Hundred Years Inheritance – Yan Chim Kee Turns a New Leaf

百年品牌浴火重生 甄沾記耳目一新

The coconut tree on Yan Chim Kee (YCK) trademark has lasted for more than 100 years. Founded in 1915, Yan Chim Kee had withered on the vine once, until its third generation leader Ms Yan Yin-yin tried to restore its old glory. YCK's products are now available on Amazon for worldwide customers, so how did the company preserve its legacy and evolve into the new era?

十年樹木，但甄沾記商標的椰子樹便歷經百年。甄沾記於1915年創立，期間雖遭逢失敗，但第三代掌舵人甄賢賢重整旗鼓，更將產品在Amazon網站上銷售至全世界，甄沾記如何秉承優良傳統之餘，一步一腳印地重新發展？



Striking a Balancing between Tradition and Innovation

Coconut products are at the core of YCK, so the quality of coconut is of paramount importance. "Malaysia, Vietnam and the Philippines all supply coconuts, but it's Malaysian coconut quality that tops the chart. It has been a custom to use coconuts from Malaysia to produce candy and other treats since my grandfather generation," Ms Yan Yin-yin revealed her family recipe.

Considering the soaring wage and rent in Hong Kong, the manufacturing process of YCK products – including coconut opening, milk extracting, production, packaging – has been moved to Malaysia with the help of automatic or semi-automatic machineries. To bring back the old flavour, Ms Yan sought help from the old staff to monitor and ensure the time-honoured quality.

YCK re-launched their products in Hong Kong Brands and Products Expo 2011, where the brand received much welcome from the nostalgic customers. Ms Yan felt something wrong at once, "The brands bring back fond memories for older patronages, yet it cannot connect with younger customers. There was a need to rejuvenate the brand and our product portfolio to make it more appealing to mass consumers, or we might risk fading out in the market."

To attract different consumer segments, YCK cleverly recreated and repackaged a variety of coconut products. In addition to the classic hard and soft coconut candy, there are also sea salt and ginger flavour available for the health-conscious consumers. "We have introduced a variety of coconut products so far, for example crispy coconut chips, juicy coco, eggroll, and other seasonal treats like rice cake, coconut mango ice cream etc. We are also rolling out coconut

傳統與創新可兼得

甄沾記主打椰子產品，原材料椰子的選擇自然最重要。「椰子在馬來西亞、越南和菲律賓都有，但始終以馬來西亞椰子品質肉地最優質新鮮，當年由祖父年代開始已是用馬來西亞椰子製造椰子糖及其他產品。」甄賢賢將甄沾記的傳統娓娓道來。由於香港高人工和租金，現時開椰子、搾椰汁、生產、包裝等工序都在馬來西亞以全自動或半自動化機械進行，但甄賢賢仍找回合作多年的舊伙記，幫忙監管控制品質，務求讓「古早」味道重現。

甄沾記在2011年於工展會重新上路，很多老顧客心存懷緬幫襯，但甄賢賢即時發覺不妥「老顧客很多，但難以吸引新一代，消費者有斷層，我感到需要將品牌和產品年輕化，要做到普及化才能屹立市場。」

甄沾記現時除了基本軟硬兩款椰子糖，亦加入海鹽味、薑味椰子糖，讓著重健康的消費者亦有選



flavour ice bar, our signature product." Ms Yan shared YCK's latest product development with excitement. "These products were once available in the old days, we now need to revamp the packaging and marketing to make them popular again."

擇。「我們其後陸續推出許多椰子產品，如脆脆椰、仙椰汁飲料、蛋卷、時令食品年糕、椰子芒果雪糕等，現更會推出經典產品椰子味雪條，其實這些產品以前都有，但在包裝和推廣上會以新鮮形式推出，讓更多人知道。」

Using Product Identity for Business Expansion

Back in the 1950s, YCK's products were used to be popular among the overseas Chinese markets like the US and Canada, Ms Yan now wants the brand to rebuild its former splendor. "Many overseas Chinese would buy our products in parallel goods stores, whereas quite some Mainland Chinese tourists would come to Hong Kong to buy our products as well," Ms Yan observed. "That is why we setup retail sales spots not only in city'super or SOGO, but also in HK International Airport and e-marketplace like Amazon and Ztore to facilitate purchase from around the world."

As GS1 HK long time member, YCK's product barcode (or Global Trade Item Number, GTIN) is not only its product identity but also a "visa-free passport". When YCK wanted to expand its business to



Amazon platform, it was found Amazon requested all listed products to have a GS1 HK barcode to put for sale online. Despite YCK reclaimed GS1 HK barcode, the barcode was misappropriated by other company, so YCK contacted GS1 HK for help and obtained its certification, which was then verified by Amazon and ultimately, their products could get listed.

People from around the world can now indulge in the unique, hundred-year-old coconut flavour from YCK, when its products are available on the global market platform. "To us, GS1 HK barcode is a token that not only expand our online commerce, but also a testimony to our legacy in Hong Kong. When consumers see the barcode and know the source of origin, they would put more faith into us."

When asked about Mainland China market business plan, Ms Yan indicated her wish to strengthen YCK's reputation and sales volume in Hong Kong first, meanwhile taking time to understand better the food regulation, logistics and certification process in Mainland China. She realised it is only through baby steps, not by leap of faith, that make it possible to resume YCK's former glory.

以產品身份證擴大版圖

甄沾記在50年代已將產品外銷到美加，在海外的華人市場都很受歡迎，所以甄賢賢希望品牌能在這些市場重振聲威。「很多海外華僑會在進口店買我們的產品，而內地旅客都會聽過甄沾記這個老品牌而慕名而至，所以我們不但在city'super或崇光等銷售點推廣，更已進駐機場和Amazon、Ztore等網購平台，方便世界各地顧客。」

作為GS1 HK的長期會員，甄沾記產品的條碼（或國際貨品編碼）不單是「身份證」亦是「免簽護照」。當甄沾記想開拓Amazon平台作網上銷售時，便發現Amazon要求每件上架產品都需要有GS1 HK的條碼，成為電子商貿的通行証。在甄沾記重新取得條碼將產品上架時，卻發現有其他公司挪用該條碼，甄沾記便立即聯絡GS1 HK協助，取得GS1 HK的會員證書後瞬即獲Amazon確認，最終成功上架。甄沾記現在便能名正言順地在全球各地銷售，讓人們品嚐這個香港百年的椰香風味。「GS1 HK條碼對於我們來說不單是電商通行証，更是一項保障，是對甄沾記立足香港多年的證明，消費者看到條碼便知來源地，對我們更有信心。」



對於是否打入中國內地市場，甄賢賢表示希望再強化香港根基，鞏固各種產品銷售量，然後要花時間去理解及配合內地的食品條例、物流、認證制度等運作，以一步一腳印的形式讓這個百年品牌重拾昔日輝煌。