

# Food for Thought

## 关于食品的思考

SINODIS is a leading distributor in China of many leading Swiss food brands, and was one of the most successful foreign-owned start-ups in the country. In 2011 it was sold by its founder to French company Savencia (previously Bongrain). The Bridge talks to its current CEO, Swiss national Werner Schuppisser, about the success of the company and the food industry in China.

by **Mark Andrews**

### What is the history of SINODIS in China?

SINODIS was founded in 1996 and today we manage a portfolio of more than 60 world leading brands from 14 different countries. SINODIS supplies international and local retail chains, online stores, 4 and 5-star hotels, restaurants, bakery chains, and caterers with a comprehensive range of over 2,000 products from gourmet, dairy, pastry, grocery, and confectionary categories in over 130 Chinese cities.

I've had the pleasure of leading our outstanding team of over 700 SINODISers for more than three years now, having spent more than 17 years in the country.

We don't see ourselves as simply an importer or distributor of 'goods'. Our motto 'Good Food - Good Living' exemplifies the values and the mission that we have given to ourselves. We want to share our passion for delicious, healthy and convenient food with China, and in doing so, we promote a high quality, healthy, modern lifestyle.

**SINODIS imports many Swiss- and other European food products to China. What are the key attractions to the Chinese market of these products?**

There are probably two key factors which drive the growth for imported food in China. Firstly, there is the improving lifestyle

西诺迪斯 (SINODIS) 是多个一流瑞士食品品牌在中国的重要分销商, 也是在中国最为成功的外资新兴企业之一。2011年, 公司的创始人将其卖给法国 Savencia 集团 (原保健然集团)。这次, 《桥》杂志有幸采访了西诺迪斯现任 CEO、来自瑞士的 Werner Schuppisser, 他介绍了近年来西诺迪斯所取得的成就以及中国食品业的现状。

作者: **Mark Andrews**

### 请介绍一下西诺迪斯在中国的发展历史?

西诺迪斯成立于 1996 年, 目前进口和分销着来自 14 个不同国家的 60 余个品牌, 为 130 多个中国城市的国际和本土零售连锁、网络商店、四星及五星级酒店、餐厅、烘焙连锁店以及餐饮承办商提供精美食品、乳制品、饼房原料、干货、糖果及零食类等 2000 多款产品。

我很荣幸在过去三年里领导西诺迪斯多达 700 多人的优秀团队, 迄今为止, 我已在中国工作长达 17 年之久。

我们并不把自己单纯的看成是“商品”进口商或分销商, 我们的格言“优质的食品——优质的生活”很好的诠释了我们赋予自己的价值观和使命。我们希望与中国市场分享我们对于美味、健康和方便食物的激情, 与此同时, 推广高品质、健康和现代的生活方式。

**西诺迪斯向中国进口多种瑞士和其他欧洲国家食品, 这些食品对于中国市场的主要吸引力是什么?**

推动中国进口食品增长的因素主要有两个: 第一, 经济增长的同时伴随着人们生活方式的改善, 在中国发生的一大变化是不断崛起的中产阶级拥有更多的可支配收入, 收入的增长使得人们对更高品质生活的需求



that comes with economic growth. The rise of the middle class with their larger, disposable income has been a major change in China. With the increase of income came a demand for a better quality of life. Consumers in China, foreigners and locals alike, desire to experience an increasingly better lifestyle, and that naturally includes better, healthier and more pleasurable food and ingredients.

Secondly, there is the aspect of food safety. The safety of our products is paramount. We pay the utmost attention to make sure that our clients and consumers get top quality food and ingredients, which absolutely comply with the strictest standards available.

Switzerland still has a very high reputation among consumers. Chinese consumers associate Switzerland with a clean, pastoral type of environment, along with a reputation for quality and

增加。无论是外国人还是本地人，中国的消费者希望体验更好的生活方式，这自然包含更高品质、更健康 and 更能带来愉悦体验的食品和原料。

第二，就是食品安全方面的因素。我们的产品拥有极高的安全性，我们总是通过严苛要求，保证客户和消费者能够获得最高品质、符合最严格的安全标准要求的食品和原料。

瑞士在消费者群中仍保持着很高的声誉。中国消费者对于瑞士的认识是清洁、田园般的生态环境以及高品质和高效率。我们的“瑞士制造”产品使消费者可以安心享用高品质和美味的食品，满足消费者对精致生活方式的追求。我们很荣幸成为多个世界知名瑞士食品品牌的独家分销商，这些品牌包括瑞士莲 (LINDT)、金宝丽 (KAMBLY)、EMMI 和卡奇 (KAEGI) 等。

efficiency. Our products that are ‘made in Switzerland’ provide consumers with confidence of their high quality and good taste which fits their sophisticated lifestyle aspirations. We’re proud to be the exclusive agents for some of the world’s most famous Swiss food brands including LINDT, KAMBLY, EMMI, KAEGI, etc.

**Do you think that International food and drink companies have benefited from the low trust that Chinese consumers have in the safety of local food products? Are local standards improving?**

I’ve been in the FMCG industry for many years and the development of the food industry in China has certainly been impressive. Local brands are getting better and better, and brands from abroad need to continuously be able to justify why a consumer in China should pay a premium for them. I do see the standards improving and supervision getting more stringent.

Still, I think that the passion of Chinese consumers for imported food is not just about safety. More and more it’s about taste and the overall experience itself and so it becomes more and more a ‘lifestyle-choice’. Chinese consumers are certainly becoming more sophisticated and selective in what they consume.

**Every so often a scare story will emerge on fake wine or fake food products. How much is this really an issue?**

Fake products are always a threat to consumers and the industry as such. That is why SINODIS insists on working only with the world’s most trusted food brands. We then control the supply chain from factory to clients, to ensure that the products reach their consumers in their best possible condition.

There is no compromise on food safety in SINODIS. While we can’t speak for the industry, we do hope that the whole industry is fully complying with the laws and regulations. Certainly, the increased awareness of the public seems to be having a positive impact.

**Online purchase of products in China is enjoying explosive growth. How is this affecting your sector, and how is SINODIS adjusting?**

The last decade has seen an explosion in e-commerce and key to that growth has been establishing trust in the eyes of the consumer. We have a lot of expectations in this business and like the rest of the retail industry, food retailers are adjusting to the changes in consumer’s purchase behaviours.

At SINODIS, we have built a dedicated unit which is already an important player in e-commerce for imported food. We operate a number of our own stores, flagship stores for our trusted brands, and of course we work closely with key partners in this exciting industry.

It is one of our fastest growing businesses and we continue to invest heavily in our teams and brands, to ensure that our clients and consumers will enjoy our products wherever they are. ○

“Chinese consumers associate Switzerland with a clean, pastoral type of environment, along with a reputation for quality and efficiency”

中国消费者对于瑞士的认识是清洁、田园般的生态环境以及高品质和高效率”

**据你看来，国际食品和饮料企业是否从中国消费者缺乏对本土食品安全的信任中获益了呢？本土食品安全标准有所改善吗？**

我在快消品行业做了很多年，看到中国食品业的发展速度十分惊人。本土品牌越做越好，外来品牌需要持续做出调整以保证中国消费者愿意付出更高的价格购买它们的产品。本土标准确实在不断改进，有关当局的监管也更为严格。

尽管如此，我认为中国消费者对于进口食品的热情不止是为了安全，越来越多的人更加关注口感以及整体的体验，所以它渐渐的变成了一种“生活方式的选择”。当然，中国的消费者越来越趋于成熟，他们对于所消费的食品也更为挑剔。

**我们时常还是会看到名酒或是食品造假的丑闻，这种问题的严重性有多大？**

产品造假对于消费者和整个行业来说都是一种威胁。这也是西诺迪斯坚持只与世界最可信赖的食品品牌合作的原因。我们可以控制从工厂到客户的整个供应链，保证将产品以最佳的状态送到消费者面前。

在西诺迪斯，不存在对食品安全妥协的问题。虽然不能代表行业，但我们希望整个行业都能完全的遵守相关法律法规。公众不断提高的产品安全意识已经开始带来积极的影响。

**在中国，网购取得了爆发式的增长。这对你们行业有哪些影响，西诺迪斯做出了哪些调整？**

在过去十年里，电子商务出现了爆发式的增长，带来这种增长的关键性因素是消费者信任感的建立。我们对这项业务充满期待，跟其他零售行业一样，食品零售商也在积极的做出调整，顺应消费者购买行为的变化。

在西诺迪斯，我们设立了专门从事这方面业务的部门，目前它已经发展成了进口食品电子商务领域的重要参与者。我们运营着多个自营商店、专营我们信赖品牌的旗舰店，同时还与行业内的主要伙伴紧密合作。

它是我们所有业务中增长最快的业务之一，我们不断增加对团队和品牌的投入，保证客户和消费者无论身在何处都能享受到我们的产品。 ○