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## **Market Brief - Bakery Ingredients**

### **China, Peoples Republic of**

# **BAKERIES CALL FOR IMPORTED INGREDIENTS**

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**Highlight: The fast development of China's western-style bakeries in the 1990's has been nothing short of a revolution. These new bakeries are requiring many imported ingredients, such as whipped toppings, nuts, raisins, preserved and canned fruits, and lard.**

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## I: Executive Summary

The fast development of China's western-style bakeries in the 1990s has been nothing short of a revolution. At the busiest urban intersections, there may be an all-night bakery on all four corners. One type of customer is workers and office staff grabbing a portable meal. Another type is buying western-style cakes for a special occasion. These new bakeries are requiring many imported ingredients. U.S. non dairy cream toppings are in great demand, along with everything from maraschino cherries, raisins, and nuts to lard, yeast, baking powder, dried eggs, and even some imported flour. Most of the basic ingredients, however, such as flour, sugar, and eggs, are sourced domestically.

The work of the U.S. Wheat Associates and its Sino-American Baking School deserves credit for helping to introduce the new concepts of bread and cake baking in China over the past twenty years. Recently, the influence of Japan and Hong Kong has been the vehicle for transporting bakery styles to China. Rising incomes and the desire to please children play a strong role in the popularity of bakery products. The Guangzhou newspaper reported in January that working people's incomes in Guangzhou have increased by 17 times over twenty years. Average people now have ample income for baked treats. These days bakeries and cake shops are seen not only in big cities in China such as Beijing, Shanghai, Guangzhou, and Shenzhen, but also in remote, interior areas. Although products vary a great deal from one bakery to another, there is no doubt that in this rice-eating society, bread is no longer a rarity.

China's annual bakery production is 2.4 million tons of which, 600,000 tons is bread. In South China, bakeries and cake shops have become a part of peoples' lives. The growth of the bakery industry paves the way for U.S. baking ingredients and related products to enter the China market, although competition from the host country as well as third countries is strong.

## **II: Bakeries and Cake Shops in South China**

South China took the lead in China's bakery industry, when its bakery industry began to take off more than ten years ago. Now, either in busy streets or back lanes, either in community neighborhoods or fancy hotel lobbies, the chances are that you will see bakeries and cake shops. To attract customers, these shops try to distinguish themselves in service and products. They usually open early and close late, and some run 24 hours service. Some sell milk, soda, jams, peanut butter and other related products. Some share premises with other operations. For example, last year a Seattle style espresso bar opened their newest outlet in Guangzhou, this time in a cake shop, rather than a coffee house.

### **A. Chain Operations (See table 1)**

It is a growing trend for South China's bakers to run chain operations. These chains have unified store names, decorations, labels, and logos. Some even have as many as 40 stores of their own. General speaking, these chains have central plants producing preliminary products that will be finished in workshops behind the stores where the finished products are sold. Central plants are usually farther away from their retail outlets and further processing workshops. They usually have their products delivered to outlets at least once, sometimes twice or three times, a day. Other chains have their production separated from retailing with products being completed in plants before they are delivered to cake shops.

Besides distributing their products through their own stores and cake shops, some chains sell their products via supermarkets and convenience stores where special counters giving prominence to their own logos are rented to sell their own products. For example, Shenzhen Matchless Food Company sells to almost all the main supermarkets and convenience stores in its region. Some retailers have their own bakery section within. They complement each other and also compete against each other. Some baking companies are not willing to sell their products via other retailers, because by doing this they suffer high shrinkage and slow cash flow. It is a common practice for retailers to return all the unsold bakery products and to ask for two or three months' credit.

Chain bakeries and cake shops in South China are often invested by Taiwanese, or Hong Kong people or other overseas investors. An American businessman opened the first bagel shop in Guangzhou, selling American style bread and cakes. Some are invested by local owners who started from one store.

Because of their comparatively large production, chains are more efficient. They are becoming the backbone of the bakery industry. These chains are more likely to use imported ingredients than are individual bakeries and cake shops. In order to attract customers, they offer more than 100 varieties of products targeting different consumer segments. Their products cover cake, croissant, cookies and bread. Some high-end cake shops sell wheat bran croissants and sandwich bread slices catering to the taste of foreigners.

Table 1 Bakery Chains in South China	
Name	Number of stores
Donghaitong	30
Xuebeier (Shaber)	29
Nanqiao	3
Shenganla	30
Dongguan Mingxiang	5
Golden Apple	6
Shenzhen Matchless	6
Nanhai Minghua	20

## B. Individual Bakeries and Cake Shops

Individual bakeries and cake shops have their products baked and sold at the same place with stores in front and workshops in rear. Their products usually cover bread, small cakes, egg tarts and one or two traditional Chinese products such as garlic pancakes. There are also some product varieties introduced from Macau (Portugal), Hong Kong and Taiwan. They are cheap and convenient, although there may not be many choices.

## C. Bakeries and Cake Shops in Restaurants and Hotels

Bakeries and cake shops in hotels usually have fancy European style products targeting hotel

guests and high niche consumers. In South China, five hotels have very nice bakeries and cake shops for their guests and visitors.

Medium and large Chinese restaurants usually have their own cake shops, too. They sell products to consumers who eat in their restaurants, and they also sell their products to take-out consumers. Therefore, their cake shops usually face the street. However their products are somewhat different from deluxe hotels in that they carry more Chinese traditional items. Guangdong people have a habit of having “morning tea”, namely breakfast with Chinese dim sum and desserts with tea. More often than not, they order small slices of cakes and baked products in the restaurants in addition to steamed buns and dumplings.

#### **D. Mass Production**

Large-scale bakery manufacturers are a new development in South China. They distribute bread, cakes, and sandwiches via supermarkets and convenience stores. They also sell sandwiches to the food service sector. They do not bother to run retail outlets themselves, but they have a fleet of vehicles to deliver their products all over China, even to Hong Kong and Macau. Their bread, cookies and cakes sold by retailers are usually packaged with a shelf life of five or six days. These manufacturers are mainly joint ventures. Some have their own big food service customers such as McDonald's. The two largest joint ventures are Manhattan Company and Garden Bakery.

#### **E. Sino-U.S. Baking School**

Much of the credit for assisting in the development of China's wheat foods baking and processing industry is due to the work of the Sino-U.S. Baking School in Guangzhou. Established with the assistance of the U.S. Wheat Associates and the Guangdong Administration for Grain Reserves in 1985, the school has trained over 7,000 bakers. Students have come from all provinces of China and have become the top level bakers and baking instructors. The school has popularized Western-style cakes, breads, and other wheat foods, especially in South China where rice is the staple food. Part of the school's instruction covers the proper use of appropriate wheat varieties for end uses.

### **III: Consumption Patterns and Product Lines**

People go to bakeries and cake shops to buy breakfast, lunch, and meals on the run. People also go to bakeries and cake shops for snacks. So, there are usually large varieties of regular products ranging from local specialties such as green bean cakes, Laopuo (wife's) Cake to western products such as croissants, pizza, pancakes, pastries, sandwiches, and breads.

A new development is that in modern China, people now go to bakeries not only for meal solutions, but also to buy products for social and emotional occasions. They buy birthday cakes, wedding cakes and special party cakes. People buy cakes to celebrate promotion, Mothers' Day, Fathers' Day and graduation, to name only a few. To get the upper hand, bakeries and cake shops try to attract customers with better demonstrations and newer products. Recently, they even came up with ice cream cakes, curry cakes and fruit cakes. Customers no longer expect only traditional sweet and oily cakes.

In addition, for special cakes, people do not have to go to bakeries and cake shops themselves. Bakeries and cake shops usually have delivery service. Some smart bakeries and cake shops have long-term contracts with institutions such as government agencies, schools and enterprises who regularly buy birthday cakes for their employees.

#### IV: Imported baking related ingredients

The fast growth of South China's bakery industry, and the fast changing production methods and consumption patterns have fostered a strong demand for imported baking related ingredients. Bakeries must constantly feature new products and recipes. Imported baking related products cover a long list. The main products include raisins, sunflower seeds, almonds, canned cherries, strawberries, and fruit cocktail, and lard, margarine, baking powder and yeast.

There are two sources of import data used in the following tables. The data from the Hong Kong Government provides statistics on products imported, then re-exported, from Hong Kong to China. Most of China's imported bakery products and ingredients are brought in through Hong Kong to take advantage of simpler customs procedures. The Hong Kong statistics give a more reliable picture of trade volumes than China's official customs statistics, however, both data sources may greatly underreport actual import volumes.

Table 2: Hong Kong Re-exports To China, 1996, 1997, and January-June 1998  
From all countries, and Percent Increase 1997 over 1996  
Value in USD 1000

Source: Hong Kong Government Re-Export Data

HS Code	Product	1996	1997	1998	98/97 %
80620	RAISINS	1,921	3,987	3,378	-15
151710	NUTS	4,294	10,114	4,176	-59
200811	PEANUTS	1,648	1,513	1,653	9
200820	PINEAPPLES, PREP	1,250	2,264	1,748	-23
200830	CITRUS, PREP	54	133	164	23
200840	PEARS, PREP	40	17	17	0
200850	APRICOTS, PREP	9	33	43	30
200860	CHERRIES, PREP	1,677	2,642	3,956	50
200870	PEACHES, PREP	743	1,663	811	-51
200880	STRAWBERRIES, PREP	9	1	41	4000
200891	PALM HEARTS, PREP	3	90	49	-46
200892	FRUIT MIXTURES, PREP	5,697	12,146	8,830	-27
200899	FRUIT, PREP	11,797	13,602	10,807	-21
200791	CITRUS JAM	54	64	57	-11
200799	JAMS, FRUIT JELLIES	1,973	2,582	1,614	-37
210210	YEASTS, ACTIVE	5,688	3,838	5,090	33
210230	BAKING POWDER,PREPD	760	1,449	3,697	155

Table 3: China's Direct Imports from the World (by HS code and commodity) Value in USD 1000						
Source: China Customs						
		1995	1996	1997	1998	98/97 %
151710	MARGARINE,NT LIQUID	2,520	1,348	1,400	3,293	135
151790	OTHER MARGARINE	4,630	4,550	5,133	3,328	(35)
200811	PEANUTS, PREP	248	551	466	275	(41)
200819	OTHER NUTS, PREP	838	215	333	582	75
200820	PINEAPPLES, PREP	130	118	107	98	(9)
200830	CITRUS FRUIT, PREP	44	220	21	43	99
200840	PEARS, PREP	4	0	36	1	(97)
200850	APRICOTS, PREP	10	4	4	1	(84)
200860	CHERRIES, PREP	135	141	117	108	(8)
200870	PEACHES, PREP	100	63	85	108	27
200880	STRAWBERRIES, PREP	9	9	90	1	(98)
200891	PALM HEARTS, PREP	5	1	5	1	(87)
200892	FRUIT MIXTURES, PREP	68	341	505	875	73
200791	CITRUS JAM,JELLE,MR	349	334	113	210	86
200799	OTHER 2007	1,548	1,618	1,159	1,569	35
2102	YEASTS;BAKING POWDER	1,516	1,279	844	1,227	45
210210	YEASTS, ACTIVE	543	429	255	381	49
210220	YEASTS,INACTIVE;ETC	196	160	181	138	(23)
210230	BAKING POWDER,PREPD	777	690	409	708	73
80620	RAISINS	1,000	1,374	387	366	(5)

## V: Import Channels

A comparison between Hong Kong Government Re-exports data for baking related products and China's direct imports reveals that more baking related products have been imported via Hong Kong instead of being brought in directly. On the one hand, many world famous brands have their own agents, distributors or representatives in different regions in China and on the other hand, they import their products via Hong Kong. Their products are available in South China's wholesale markets from which products are transported to other regions including as far as Harbin in Manchuria.

## VI: Tariffs

Tariffs for these products range from 25 percent to 40 percent while VAT is 17% and therefore, the effective tariff varies from 46 percent to 64 percent. General speaking, tariffs are still considered to be one of the main obstacles preventing imported products from being competitive in this market.

Table 4 Tariff Rates by HS Codes and Products			
HS Code	Product	Import Tax %	VAT %
080620	RAISINS	40	17
151700	MARGARINE;EDIBLE MIX	40	17
151710	MARGARINE,NOT LIQUID	40	17
200800	OTHER FRUIT,NUTS, PREP	30	17
200811	PEANUTS	30	17
200819	OTHER NUTS, NOT PEANUTS	30	17
200820	PINEAPPLES	30	17
200830	OTHER CITRUS FRUIT,PREP	30	17
200840	PEARS	30	17
200850	APRICOTS	30	17
200860	CHERRIES	30	17
200870	PEACHES	30	17
200880	STRAWBERRIES	30	17
200891	PALM HEARTS	30	17
200892	FRUIT MIXTURES	25	17
200899	OTHER HS 2008	25	17
200700	JAM,JELLY,ETC,COOKED	30	17
200791	CITRUS JAM,JELLE,MR	30	17
200799	OTHER HS 2007	30	17
210200	YEASTS;BAKING POWDER	30	17
210210	YEASTS, ACTIVE	30	17
210220	YEASTS,INACTIVE;ETC	30	17
210230	BAKING POWDER,PREPD	30	17

## VII: Market Share And Competition Faced By American Products

As competition in the bakery sector increases, all the baking companies are trying their best to come up with the best possible products. Canned or bottled fruit such as yellow pineapple, red, green or black maraschino cherries, cling peaches, apricots, citrus fruit, palm hearts and fruit cocktail are good products to make cakes colorful. In 1997, China's imports of these products via Hong Kong increased from 58% to 2900%, among which palm hearts accounted for the biggest increase. Apricots, citrus fruit, peaches and fruit cocktail increased significantly too. In season, strawberries are being replaced by fresh ones. So the demand for strawberries is uneven. However, in the first half of 1998, China's direct imports of canned or bottled strawberries increased by 867 percent.

In South China, bakeries like to use non-dairy topping instead of cream. However, in Shanghai, and other regions, consumers prefer dairy cream. China's imports of non-dairy topping are still



dominated by United States, Australia, and Taiwan. Now, the French brand President, owned by joint venture in Shanghai invested by a Taiwanese, is doing well.

#### A. Raisins, Almonds and Other Nuts (See tables 5-6)

Demand in the bakery sector for raisins is high and cannot be met by domestic production. In 1997 China's imports of raisins via Hong Kong more than doubled over 1996. For the first half of 1998, they still keep up the momentum and reached a total of \$180,000.

While it is difficult to tell how many raisins were used in the bakery sector versus as snacks, there is no doubt that there is big demand for raisins in bakery. According to the representative for California raisins in China, the potential of the bakery sector in China for California raisins is enormous, although right now, the consumption in the bakery sector is still small. Of China's imports of raisins, almonds and nuts, the United States has a dominant share, however, U.S. raisins used in the bakery sector face tough competition from Iran and South Africa.. According to some traders, California raisins are a little bit too big and too sticky while those from the other two countries are just right for the bakery sector. What is more, U.S. prices are almost 20 percent higher. Domestic products are cheaper and can meet the demand of lower end bakeries and cake shops.

U.S. almonds face almost no competition. Whole almonds are usually imported and consumed in China as snacks, while almond flakes and slivers are used in the bakery sector. Although U.S. almonds are free from any serious competition from other countries, they face competition from substitute products.

To promote almonds in the bakery sector, the most important thing is to educate end-users of the advantages of using almonds instead of other varieties. China produces a large quantity of sunflower seeds. At the same time, for the last two years, U.S. sunflower seeds poured into China. As the import of sunflower seeds increases, some of them will certainly be used in the bakery sector.

Table 5 China's Imports of Raisins (HS 80620), by Country of Origin, Value in 1000 USD						
Source: China Customs						
				Percent Share		
Country of Origin	1996	1997	1998	1996	1997	1998
United States	862	306	285	78	22	8
South Africa	0	0	1	0	0	0

Iran	403	0	5	29	0	1
Other	109	81	75	0		
Total	1,374	387	366	100	100	100

Table 6: China's Imports of Raisins (HS 80620) by Country of Origin  
Value in 1000 USD

Source: Hong Kong's Government Re-Export Data

	1996	1997	1998	Percent Increase 1998/97
USA	1,149	2,986	2,380	(5)
Australia	0	35	1	(97)
Asia	369	287	206	(28)
W Europe	167	490	240	(51)
South Africa	25	166	59	(64)
TOTAL	1,921	3,987	3,378	(15)

Table 7: China's Imports of Processed Nuts (HS 200819) by Country of Origin (not including peanuts), Value in 1000 USD

Source: Hong Kong's Government Re-Export Data

	1996	1997	1998	% Increase 1998/97
USA	3,407	8,098	2,937	(64)
Australia	237	57	1	(98)
Asia	453	1,165	560	(52)
W.Europe	28	640	405	(37)
South Africa	80	45	267	493
TOTAL	4,294	10,114	4,176	(59)

## B. Margarine and Lard

In 1996, Australia took the lead in margarine exports. Australian margarine is usually made of animal fat. According to traders, margarine of animal fat usually has two colors, yellow and white. White margarine is used for decoration while yellow is used in bread making. In 1997 Australia lost some of its share to Asian countries such as Malaysia and Indonesia who mainly produce margarine of vegetable fats.

According to traders, China imports lard for baking from Canada, Taiwan and the United States. Canadian lard is a little bit cheaper than American lard while its quality does not make any difference. Lard is usually canned in 15 kilo packs. Consumers prefer white instead of yellowish lard.

Table 9: Hong Kong's Re-exports to China by country of origin, Value in 1000 USD				
HS code:151710		Margarine, ex liquid margarine		
	96	97	98	98/97 %
USA	503	1,084	282	(74.00)
Australia	6,450	9,051	5540	(39.00)
Malaysia	352	1,952	0	N/A
Taiwan	225	799	490	(39.00)
Indonesia	4,774	7,286	11092	52.00
Total	13,009	20,837	26,578	28.00

Table 10. Hong Kong's Re-exports to China by country of origin, Value in 1000 USD				
HS code 15010010			Lard	
	1996	1997	1998	98/97 %
USA	149	0	293	N/A
Australia	27	128	16	(88)
Taiwan	1,659	2,303	2,334	1
W.Europe	89	224	241	8
Canada	881	2,426	1,886	(22)
Total	3,082	5,522	5,326	(4)

### C. Canned or Bottled Maraschino Cherries

The United States accounts for a dominant share of China's imports of bottled cherries, and its sales are increasing. In 1996, U.S. exports of bottled cherries via Hong Kong \$1.6 million, and in 1997, \$2.3 million. In the first half of 1998, U.S. sales were already \$1.6 million.

Maraschino cherries used in the bakery sector are red or green. These products are also re-packaged in Hong Kong. For popular bottled cherries brands, please see the Appendix.

Table 11: The World Trade Atlas							
20086000 CHERRIES - China Imports							
Millions of U.S. Dollars, CY					% Share		% Change
Country	1996	1997	1998	1996	1997	1998	98/97
United States	103	95	28	73	81	26	-70
Philippines	8	4	11	6	3	10	189
Hong Kong	0	1	0	0.31	0.68	0	N/A
Malaysia	0	9	6	0	7	5	-30

Table 12: Hong Kong's Reexports to China by country of origin, Value in 1000 USD

HS code		200860			Cherries, Prep.
	1996	1997	1998	98/97 %	
USA	1,596	2,303	3624	57	
WEurope	44	182	153	(16)	
S. Africa	0	156	69	(56)	
Total	1,677	2,642	3956	50	

## D. Canned pineapple

China's imports of canned pineapples are mainly from Thailand, the Philippines and the United States.

Table 13: The World Trade Atlas							
HS 200820 PINEAPPLES - China Imports							
In 1000 USD, CY					% Share		% Change
Country	1996	1997	1998	1996	1997	1998	98/97
Philippines	26	24	42	22	23	43	73
United States	25	11	20	21	21	10	81
Thailand	20	7	8	17	7	8	12
Hong Kong	15	56	2	13	52	2	(96)
Taiwan	1	3	0	0	3	0	N/A

Table 14: Hong Kong's Re-exports to China by country of origin, Value in 1000 USD

HS code: 200820			Pineapples, prep.	
	1996	1997	1998	98/97 %
USA	23	69	47	(32)
Philippines	366	390	297	(24)
Thailand	812	1,723	1,278	(26)
Total	1,250	2,264	1,748	(23)

## E. Canned Cling Peaches

China's imports of canned cling peaches are mainly from South Africa and the United States. Although South Africa's total exports to China via Hong Kong are almost double those of the United States, U.S. exports recorded an increase of 86.3 percent over 1996. According to traders, cling peaches from the United States are soft and not so good for bakery applications, and quality from South Africa is more desirable.

Table 15: Canned Peaches Hong Kong's Re-exports to China by country of origin, Value in 1000 USD				
HS code: 200870			Peaches, prep.	
	1996	1997	1998	98/97
USA	77	562	116	(80)
S. Africa	613	1,000	591	(41)
Total	743	1,663	811	(51)

#### F. Fruit Cocktail

According to Hong Kong Re-exports to China data, in 1996, the United States was China's third largest fruit cocktail supplier after the Philippines and Thailand. Of China's direct imports, the United States was the number one fruit cocktail supplier in 1996. However in 1997, U. S. exports decreased significantly and lost ground to Malaysia whose export value jumped, while the Philippines and Thailand kept their strong positions. The Del Monte brand, often has different prices because of different countries of origin. Fruit cocktail from the United States is of higher quality, but the price is also higher while products from South Africa are less desirable, but cheaper. That is why South Africa and South-East Asian countries are gaining ground.

Table 16:	Source: The World Trade Atlas			
HS	200892 FRUIT MIXTURES - China Imports			
In 1000 USD, CY				% Change
Country	1996	1997	1998	98/97
United States	124	53	54	1
Philippines	112	297	363	22
Thailand	91	79	291	267
Hong Kong	2	17	73	340
South Africa	2	15	17	17
Malaysia	0	19	50	166
Indonesia	0	11	7	(31)

Table 17: Hong Kong's Reexports to China by country of origin, Value in U.S.Dollars				
HS code: 200892			Fruit Mixtures	
	1996	1997	1998	98/97
USA	1,070	916	234	(74)
Phillipine	2,574	4,169	3,568	(14)
Thailand	1,107	3,033	3,386	12
Malaysia	356	2,784	146	(60)
Total	5,697	12,146	8,830	(27)

### G. Baking Powder And Yeast

Western Europe is China's number one baking powder supplier, followed by Asia and the United States. The demand for this product is growing.

Although the demand for yeast is high, more and more domestic manufacturers are able to produce higher quality products than before. At the same time, some international companies have invested in the sector, increasing the quality of products significantly. In the northern part of China, bakers prefer to use fresh yeast, especially in winter, since it will make the taste better. In South China, many bakers use instant yeasts instead of fresh yeasts, and French product is favored by most of bakers.

In 1997, China's imports of baking powder via Hong Kong increased to 1,440 MT from its previous year record of 760 MT, representing an increase of 90 percent in the first half of 1998 (it had doubled in CY 1997). Yeast is among the earliest imported ingredients into China. Early bakers were familiar with French brands. Now domestic yeast production has increased and quality improved because several joint ventures have been put into production. As a result, China's yeast imports have decreased significantly.

China's imports of lard via Hong Kong reached 5,522 MT from its 1996 record of 3,082 MT. Margarine increased to 20,837 MT from 13,000 MT, and in 1998 it still keeps up its momentum.

Table 18: Hong Kong's Reexports to China by country of origin, Value in U.S.Dollars 1,000				
HS code: 210230			Baking Powder, Prep.	
	1996	1997	1998	98/97
USA	96	95	158	66
Australia	0	0	73	N/A
Asia	68	173	288	66
WEurope	548	1,162	3,140	170
Total	760	1,449	3,697	155

Table 19: Source: The World Trade Atlas				
210230 BAKING POWDER, PREP. - China Imports				
Unit: USD 1000				% Change
Country	1996	1997	1998	98/97
-World-	690	409	708	73
France	167	99	311	214
Japan	230	55	87	58
Hong Kong	130	46	42	(9)
Taiwan	21	45	99	117
Australia	18	43	8	(82)
United States	55	32	79	151
Thailand	12	23	18	(22)
Netherlands	14	21	14	35

## Appendix 1.

Table 22: A table of selected foreign brands of bakery related products in China		
Description	Brand	Country of Origin
Lard	Maple Leaf	Canada
Lard	Chef	USA
Lard	Kong Shifu	Taiwan
Lard	Erico	Netherlands
Lard	Jette	Netherlands
Bottled Maraschno Cherries	Del Monte	USA
Bottled Maraschno Cherries	AAA	USA
Bottled Maraschno Cherries	Chef	USA
Bottled Maraschno Cherries	Bali	USA
Canned Cherry	Hero	Switzerland

Jams and Jellies	Hero	Switzerland
Canned Cocktail Fruit	Del Monte	Phillippine
Canned Peach	Del Monte	
Non-dairy topping	Avoset	USA
Non-dairy topping	Blue Diamond	USA
Non-dairy topping	Golden Label	USA
Non-dairy topping	Pacific Pride	USA
Non-dairy topping	Topping Pride	USA
Non-dairy topping	President	France
Non-dairy topping	E & V	France
Instant Yeast	S. I. Lesaffre	France
Margarine	Capitain	Australia
Margarine	Pilot	Australia
Margarine	Rose	Indonesia
Blanched Almond Slices	Blue Diamond	USA
Blanched Almond Meal	Blue Diamond	USA
Blanched Almond whole	Blue Diamond	USA
Blanched Almond slivers	Blue Diamond	USA
Hazlenut Meal	Blue Diamond	USA
Baking Powder	Crescent	USA
Baking Powder	Great Master	Taiwan

## Appendix II: A List Of Bakery Related Products Importers and Contacts

Dongmei Non-Staple Buy-Sale Section, Dongguan  
Dongguan, Guangdong 511700  
Tel: (86-769) 221-6105  
Fax: (86-769) 222-2562

Guangzhou Dexin Food & Beverage Wholesale Co.  
No.18, Yicui Rd.Guangzhou, Guangdong 510100  
Tel: (86-20) 8387-0279  
Fax: (86-20) 8382-0225

Guangdong Xinhui City Nanjiang Trading Corp.  
Tel:86-750-6122334  
Fax: 86-750-6122425



Waf Food Trading Co., Ltd  
Tel:020- 87500785  
Fax: 87500791

Guangzhou Tongyi Food Ingredients Corporation:  
Tel:81882305, 81850289, 81850483  
Fax: 86-20-81882304

Guangzhou Envoy Development Co. Ltd.  
Tel: 8620-84354667, 84354677  
Fax: 8620-84354614

Inchcape Marketing Services  
Guangzhou Branch Office  
Tel: 8620-87320002 x 386, 239  
Fax: 8620-87320920

Tongli Industry Commerce Co. Ltd.  
Tel: 8620-81951860, 81875519  
Fax: 8620-81941170

Sino-U.S. Baking School  
Tian-Pingjia, Shahe  
Guangzhou  
Tel: 8620-8770-5976, 8620-8772-5411

Note: Contact names are available from the ATO/Guangzhou, Fax: 8620-8666-0703, e-mail  
atoguangzhou@fas.usda.gov.