愛之味股份有限公司
創立日期：1971年6月
工廠面積：約84,410平方公尺
營業項目：傳統美食類、調理類、甜點類、飲料類、餅乾系列、油品類、保健系列、冷藏系列。
總資產額：新台幣97億3000萬元(2011年6月)
公司地址：台灣嘉義縣民雄鄉興南村工業二路11號

AGV PRODUCTS CORPORATION
Established: June 1971
Employees: Factory Area: 84410 square meters
Products: Pickled foods, instant foods, snacks, beverages, juice drinks, cooking & salad oil, health-care products, refrigerated products.
Total Assets: NT 95.73 Billion (until June, 2011)
Address: No. 11, Kung Yeh Second Rd., Min Hsiang Industrial Zone,
Chia YI Hsin, Taiwan, R.O.C.
http://www.agv.com.tw
精選原料・現代科技

愛之味相信，“只有原料好、口味佳，才是食品成功的條件”。愛之味受到政府農政單位與
鄉鎮農會協助推動建立“契作農戶”制度，經常請農業專家指導農民耕作，並精選原料，從
規格、新鮮度、成熟度、農藥殘留到雜質、農藥、汞重金屬殘留等，均嚴格控制。
除了優良的原料外，現代科學化的製造技術也勢在必行。愛之味對於製作技術不斷
在求進步，並配合企業研究機構，研究發展，突破傳統的醃漬方式，首先成功開發低
鹽份又不加防腐劑的產品，以求保留食物原有的營養與風味，讓消費者吃的安心。

愛之味目前擁有四大類型工廠：傳統食品廠、調理食品廠、健康飲料廠及甜點食品
廠，所有廠房均根據CNS，完全採用自動化、科學化生產作業，讓每一罐愛之味的產
品，都充滿著愛心、良心、智慧與健康。

三不、三少、三多

貫徹“讓明日更健康”的企業理念的愛之味公司，堅持“三不、三少、三多”的企業
良心：
三不政策：不加防腐劑、不加人工色素、不加化學原料。
三少政策：少加鈉、改用海鹽；少加砂糖，改用果糖及Oligo寡醣；
少加味精，改用香菇原汁。
三多政策：好料多、營養多、愛心多。

AS/RIS自動化倉儲中心

愛之味公司為提高作業精確度及全盤作業效率，斥資興建領先業界的AS/RIS自動化倉
儲中心。自動化的品管、作業方式，不但提高了整廠效能，降低人工作業的疏失，使得
產品品質得以提升，更實踐了愛之味以先進科技化確保消費者權益的企業理念。

行銷歐洲五大洲 有華人地方就有愛之味

有好的產品也要有好的廣告企畫。由於愛之味的消費者遍佈全球各地，因此，在廣告
企畫上，針對不同的消費族群，愛之味更以生動的創意、具親和力的廣告深受消費者的
青睞，達到最高的傳播效果，創造銷售佳績，同時受到零售業業者全力支持，使得愛
之味銷售上百種產品不但暢銷全台灣，更行銷世界。

40年來，愛之味公司在國內業績不但成倍數成長，而且已朝向國際化邁進。近年來更
積極與海外資源合作，擴展「策略聯盟」，開拓「國際行銷」。這些的努力，值得我
們欣慰與驕傲的是全世界有華人的地方就有愛之味。

The Finest Ingredients,
the Most Modern Processing Technologies

The people at AGV believe successful products are made on a solid foundation of the finest
ingredients and the best flavors. AGV established, in accordance with the ROC
Agricultural Ministry and County Agricultural Associations, a farming cooperative. This
system provides Taiwan farmers access to agricultural experts who recommend
materials that conform to the most stringent of standards. Thus, ensuring AGV of
consistently quality produce. As for process technologies, AGV remains committed to its
industry leadership. They work in close cooperation with research institutes to
develop new and innovative processing technologies. In its commitment
to consumers, AGV was first to introduce a low-sodium food,
preservative-free line of foods.

AGV currently operates four production facilities assigned to manufacture
the following
categories of products: (1) traditional foods; (2) Chinese foods; (3) healthy
beverages and (4) Chinese desserts. Computerized, scientifically integrated
production processes at all facilities ensure that all items from production
lines are complete in every sense.

The “Three No’s, Three Lows, and Three Highs” of AGV

In line with its corporate mission to realize a “Healthier Tomorrow”, AGV works
in accordance with the following “Three No’s, Three Lows, and Three Highs”
guidelines:

Three No’s: No preservatives, artificial colorings, or chemical additives added.
Three Low’s: Produce products with less sodium, less sucrose and less MSG.
Three High’s: Produce products with high quality ingredients, high
nutrition value, and high consumer appeal.

Automated Storage & Retrieval System

AGV built an ultra-modern AS/RIS fully-automated warehousing facility to enhance
the responsiveness of its production processes and to increase
production efficiency. Automated quality control functions both increase
process efficiencies and lower labor input to significantly increase the
quality levels of finished products. This is yet another example of AGV’s
Corporate policy, its full commitment to meet the increasingly sophisticated
demands of consumer.

Worldwide Distribution

Where there are Chinese, you will find AGV.

Excellent products also require a strong marketing program. Because its market is
difficult to global and covers all income levels, AGV approach to marketing is always
lively, innovative and personable, with positive results - increasing AGV’s sales
percentages and earning the dedicated support of retailers. Effective marketing
ensures continued sales growth in Taiwan and expanding sales to international
markets. Recently, AGV has initiated cooperation with foreign partners through
strategic alliances to push further ahead with development of International markets.

AGV is moving into international markets and we take pride in “where are Chinese, you
will find AGV.”
Certified Quality
Strict quality control means that all AGV products meet US FDA standards and are certified in the ROC by the Ministry of Economic Affairs (FGMP), the Department of Health, and the Ministry of Agriculture (CAS). The ROC government has cited AGV with numerous recognitions such as the National Food Sanitation Board Food Quality and Health Award, the Food Technology Research Council Product Technology Award, the Outstanding Product Technology Staff Award. These and other awards solidly confirm AGV commitment to its customers.

Healthy Beneficial Cooking Oil Series
AGV healthy beneficial cooking oil series is 100% naturally pure with 90% unsaturated fat. It is perfect for pan-fry, boiling, stir-fry, and deep-fry. It produces extremely little smoke and grease, making it the most ideal healthy cooking oil.
乳品、冷藏甜點系列

愛之味健康科學研究所，運用無菌冷充填生產出高品質的冷藏乳品系列，保留產品的營養還能延長產品的賞味期限，健康甜點寒天，口味多樣化，安心體內環保。

Refrigerated Nutritional Beverage and Jelly Drink Series.

AGV Food & Health Research Institute uses cold aseptic filling to produce high quality refrigerated dairy series to retain product’s nutrition and extend product’s expiration date. Healthy dessert Jelly drink, with diverse selections of flavors, helps to promote good digestion.

甜點、飲料系列

愛之味甜點系列，嚴選天然食材，方便即食，滿足現代人對於美味與健康的追求。

愛之味飲料系列，運用無菌冷充填技術，不只保持茶飲、果汁的天然原味，更完整保留各種營養素，營養衛生又健康。

Dessert and Beverage Series

AGV dessert series use strictly selected natural ingredients that are convenient for instant consumption satisfying the modern pursuit of health and refinement. AGV beverage series use cold aseptic filling technology that not only preserves the natural flavors of tea and juice, but also completely retains each nutrient element, which are nutritious and safe.