THE MARKET
If you walk into the kitchen of a Chinese home, there’s an 80 percent chance that a bottle of Lee Kum Kee Oyster Sauce will be lying around somewhere. Of course, this affinity that the Chinese people have with the brand wasn’t built in a day.

With the growing popularity of Chinese food around the world, Lee Kum Kee sauces have also found their way into the pantries of many western families, an essential ingredient of many Chinese dishes. For over a century, generation after generation of Chinese has grown up with Lee Kum Kee sauces, making them an integral part of their culinary needs.

Today, Lee Kum Kee is a household name all over the world and is synonymous with authentic Chinese cuisine. It is recognised as an international brand and such is its popularity that one can say: “Where there are Chinese people, there are Lee Kum Kee products”.

Its success is due to a mixture of factors: a strong brand heritage, its commitment to quality and its understanding of customer needs. It is almost inconceivable that any authentic Chinese dish can be made without using a Lee Kum Kee product, and while there may be alternative sauces in the marketplace, the heritage Lee Kum Kee brings to the table cannot easily be ignored.

ACHIEVEMENTS
With more than 100 years of history behind the brand, Lee Kum Kee has established an unrivalled reputation as a manufacturer of quality food products. Headquartered in Hong Kong, Lee Kum Kee manufactures in four different countries, including the United States, China, Malaysia and Hong Kong.

Truly a brand of international consequence, Lee Kum Kee sauces successfully span five continents, bolstered by the company’s well-established distribution network, distinctive goodwill, and effective sales and marketing strategy.

So it is hardly unsurprisingly that Lee Kum Kee, the first food manufacturer received ISO9002 international certification in Hong Kong, has won major awards worldwide in recognition of its strong brand and high quality over the years. These include the “Hong Kong Top Ten Brandnames Award”, “Hong Kong Premier Brand”, Hong Kong Top Brand Award's “The Most Popular Brand On-line” Award, “Top 20 Leading Companies in Hong Kong”, “No. 1 Asian Food Brand”, “Hong Kong Business Awards – International Award”, “Hong Kong 10 Supermarket Favorite Brand”, “Reader’s Digest Superbrand Gold Award” for seven consecutive years, and acclaimed as the “Hall of Fame” in 2003, “Prime Magazine’s Prime Award for Brand Excellence”. Recently, Lee Kum Kee Soy Sauce Series were selected as “China Top Brand” and the Company was awarded “100 Star Enterprises of Overseas Chinese in China in 2000-2002” in September 2003. The company has also received the “Hong Kong Q-Mark License 2005” and organized by the Hong Kong Q-Mark Council to acknowledge and honor its product quality standard is in compliance with internationally recognized standards.

HISTORY
Legend has it that Mr Lee Kam Sheung, who owned a tiny eatery in Guangdong Nansui where there was an abundance of oysters, overcooked his oyster soup one day. Simmering over hot coals, the soup reduced to a thick sauce - oyster sauce. Realizing the delicious flavor he had accidentally achieved, Lee Kam Sheung started selling the product to his customers. It was enthusiastically received.

Based on this tremendous popularity, he founded Lee Kum Kee in 1888. The company was moved to nearby Macau in 1902, expanding its distribution network throughout Guangdong and Hong Kong as demand for its delicious sauces grew. To cope with the company’s development, Lee’s sons Shiu Dang and Shiu Nan moved the headquarters to the more prosperous city of Hong Kong in 1932. In the early 1970s, Mr Lee Man Tat, the third generation Lee, was appointed chairman of the company. He implemented a series of reforms and rectified business strategies and directions. His contribution and expert direction guided the company to even greater successes and it achieved numerous breakthroughs.

In the 1980s, Mr Lee Man Tat’s five children, Eddy, David, Charlie, Sammy and Elizabeth...
Lee Kum Kee joined the company upon graduating, respectively, from schools abroad, bringing an enormous wealth of new knowledge. Their combined expertise in advanced science and technology, sales and marketing, and management injected into the company a vivid and powerful drive. The force of this knowledge ushered in a new era of modernisation and development to the century-old establishment, and guides the company to this day.

THE PRODUCT
A commitment to the finest quality products drives Lee Kum Kee to constantly innovate, so as to provide consumers with a variety of tastes to suit every palette. Besides its flagship product, Premium Oyster Sauce, Lee Kum Kee has also developed many new products in response to changing market needs over the years - soy sauces, XO sauces, chili sauces, convenience sauces, cooking and dipping sauces, etc. The company’s client base includes restaurants, catering companies, food manufacturers, as well as families who share a passion for Chinese food. Today, Lee Kum Kee manufactures over 200 different sauces and food products, marketing them in more than 80 countries.

RECENT DEVELOPMENTS
Lee Kum Kee is spearheaded by a strong and experienced management team. Several years ago, the company realised it needed more than experience, name recognition and innovation to compete globally with the multinationals busy carving up the food industry.

Over the years, Lee Kum Kee has remained dedicated to the principles of authentic flavours and stringent quality standards. From the first stage of raw material selection to the finished product, strict monitoring systems are executed to ensure excellent quality worldwide. It is this guarantee of excellence that has created a loyal consumer base around the world.

In celebrating its 117th Anniversary, Lee Kum Kee organized a 8,000-people event on February 26, 2005. Its production plant in Xinhui, Guangdong Province, China, with a total plant size 1.13 million square meters, also marks the impending growth of Lee Kum Kee’s sauces and condiments.

In August 2005, Lee Kum Kee announced an alliance with Hong Kong Disneyland to enhance the magical culinary experience for guests at the park and resort. Named as Hong Kong Disneyland’s Official Sponsor of Asian Sauces, Lee Kum Kee will provide a variety of savory sauces whilst also featuring new sauces created especially for Hong Kong Disneyland.

Lee Kum Kee is the first Hong Kong-based company, with international presence, that has formed an alliance with the Park.

PROMOTION
Based upon a high-quality, premium-price strategy, Lee Kum Kee had a relatively small market share until 1972 when the company implemented affordable pricing strategy to cater to mass market needs while maintaining quality. Since that time, the company has watched its market share grow along with the popularity of its products.

With innovative product development, the right packaging, focused marketing and hitting the pricing sweet spot, Lee Kum Kee turned many of its products into success stories.

In the 1990s, their marketing team was quick to spot the beginnings of a trend for easy-to-prepare quality foods, and it worked with product development to provide some Menu-Oriented Sauces.

Lee Kum Kee takes the lead in convenience sauces that have now become one of their fast-growth segments.

“People have less time to cook today, and many lack the cooking skills of their mothers,” says Eddy Lee, Chairman of Lee Kum Kee Co., Ltd. “They find our one-step sauce and food products are the solution, because we do the work for them.”

In order to capture bigger market share and reinforce industry leader positioning in the country, we have developed innovative marketing communication programs to target different segments of customers. For example, we sponsored Hong Kong Asia Television Home Channel’s program – “Eight Famous Chinese Cuisines in China II” – to introduce cuisines from different provinces and regions: Beijing, Shanghai, Qin, Hubel, Henan, Tianjin, Yunnan and the North East of China.

The Chinese eating culture has thousands of years of history. All Chinese cuisines have their own history, evolution and fascinating tales. Through this program, people can have a better understanding of the Chinese eating culture.

Although Hong Kong is a saturated market, we want to be able to reach more quickly and spot opportunities as they arise. As a result, we cater to the needs of the discerning and sophisticated customers in Hong Kong who demand for innovative and convenient products and recipes. In fact, not just Hong Kong, we listen to our customers in all markets.

Recently we have launched Double Deluxe Soy Sauce, New Squeezeable Range and New Marinade Range of Products to cope with customer demands.

For instance, New Squeezeable Range provides “Easy Squeeze, No Mess, No Drip” benefits, whilst Double Deluxe Soy Sauce and New Marinade Range introducing premier and diversified taste profile.

BRAND VALUES
Ever since the 19th century, Lee Kum Kee has been striving to achieve quality and trust while keep up itself to go beyond the market trend. It is recognised as a contemporary brand yet with long heritage.

With its corporate values lying in the words, “Pragmatism, Integrity and Constant Entrepreneurship”, Lee Kum Kee is committed to achieving the highest quality and is dedicated to promoting Chinese cuisine worldwide through the building of a cultural bridge between East and West.

THINGS YOU DIDN’T KNOW ABOUT LEE KUM KEE

- With its large Chinese population, the US is Lee Kum Kee’s biggest market.
- China is the fastest growing market, and demand has given Lee Kum Kee a top-three ranking among food condiment companies.
- The company logo uses the likeness of bridge in its design to symbolise Lee Kum Kee’s goal of using its food products to build a cultural bridge between East and West.