

感受欧盟品质魅力，源自芬兰的欧洲猪肉实力亮相 SIAL 国际食品和饮料展览会
Feeling the Charm of EU Quality, Finnish Pork Appeared at SIAL International Food and Beverage Exhibition

洞察食品贸易趋势，把控行业深度脉搏。2023 年 5 月 18-20 日，SIAL 国际食品和饮料展览会将在上海新国际博览中心举办，超 180,000 平展览面积、16 大主题馆，覆盖食饮全品类，是世界三大食品展之一，是全球食品饮料的风向标。

Gain insight into food trade trends and control the deep pulse of the industry. SIAL International Food and Beverage Exhibition will be held in Shanghai New International Expo Center from May 18 to 20, 2023. With an exhibition space of more than 180,000 square meters and 16 theme halls encompassing all areas of food and beverages, it is one of the world's three main food exhibits and the pinnacle of global food and beverage.

汇聚世界潮流美食，搭建高品质交流平台，挖掘中国市场内需潜力。本次 SIAL 国际食品和饮料展览会，芬兰食品信息协会(Ruokatieto)如约参与，在 **E5 展馆 B0005 展位**，向与会者再述源自欧洲的芬兰猪肉品质力，演绎独一无二的天然美味。

It gathers the world's trendy cuisine, builds a high-quality exchange platform, and taps the potential of domestic demand in the Chinese market. At the SIAL International Food and Beverage Exhibition, **Finnish Food Information Association (Ruokatieto)** will present to reintroduce the quality of **Finnish pork from Europe** and the unique natural delicacy of Finnish pork at **booth B0005, Hall E5**.

芬兰猪肉，来自极地的美食标签

Finnish pork, a gourmet label from the polar regions

“家”字之中一个豕。作为猪肉消费大国，中国市场爱吃猪肉，也吃得懂猪肉，更在不断寻求高品质猪肉。如此趋势下，本次 SIAL 国际食品和饮料展览会，芬兰猪肉备受瞩目。

The Chinese character "家" includes the Chinese character "豕", which means family and pig, respectively. As a significant consumer of pork, the Chinese market loves and knows how to cook pork and is constantly seeking high-quality pork. Under such a trend, Finnish pork has attracted much attention in this SIAL International Food and Beverage Exhibition.

原汁原味、味香肉嫩的芬兰猪肉是天时地利人和的产物。汲取风土力量，出众自然环境，独特气候特征，奠定芬兰猪肉优越的风味底色。秉持前沿养殖方式，纯净之地、优质饲料，培育幸福的芬兰小猪，不断拔高着猪肉品质。与此同时，严格依循北欧猪肉 NOPO 理念，从田野到餐桌，执行行之有效的食品安全控制系统，成就零问题猪肉。始终如一的卓越品质广受世界消费者信任与喜爱。

The original, flavorful, and tender Finnish pork is the product of the right time and the right place. Drawing on the strength of terroir, outstanding natural environment, and unique climate characteristics, it lays a superior flavor background of Finnish pork. Adhering to the cutting-edge breeding method, pure land, and high-quality feed, we cultivate succulent Finnish piglets to improve the quality of pork constantly. At the same time, we strictly follow the Nordic pork NOPO concept, from the field to the dining table, implement an effective food safety control system, and achieve problem-free pork.

Consistently excellent quality is widely trusted and loved by consumers worldwide.

安全、健康、美味、尊重动物福利的芬兰猪肉不惧市场检验。可追溯系统保证消费者可按图索骥，了解到有关芬兰猪肉有关养殖、饲料来源、药物使用等生产加工讯息，让消费者在购买与食用中更安心。

Finnish pork is not frightened of market inspection because it **is safe, healthy, and delicious while respecting animal welfare**. . The **traceability system** ensures that consumers can track and learn about the production and processing information of Finnish pork, such as breeding, feed source, and drug use to feel more at ease in purchasing and eating pork.

三大内因，助力芬兰猪肉享誉世界，也让芬兰猪肉得以在进入中国市场后完成品质超车，成就优越口碑。

The three internal factors help Finnish pork to enjoy a world-renowned reputation and also enable Finnish pork to surpass other brands in quality after entering the China market, achieving an excellent reputation.

聚集专业之士，共享前沿肉类讯息

Gather professionals to share cutting-edge meat information

在 5 月 18 日展会首日，芬兰食品信息协会 (Ruokatieto) 特设开幕式鸡尾酒会，邀请 24 位专业人士及 6 家媒体出席。在全球肉类产业发展格局产生巨大变革的当下，解析中国市场肉类转型，提供有关欧洲优质肉类的切实信息，带领嘉宾深入探寻芬兰猪肉潜在的巨大商业价值。

On the first day of the exhibition on May 18, the Finnish Food Information Association (Ruokatieto) will especially hold an opening cocktail party, inviting 24 professionals and 6 media to attend. When the development pattern of the global meat industry is undergoing tremendous changes, we will analyze the meat transformation in China market, provide practical information about high-quality European meat, and lead guests to explore the potential huge commercial value of Finnish pork.

“芬”式品质，精确布局中餐领域

"Finnish"-quality, a precise layout in Chinese food field

品质制胜的芬兰猪肉也展现出融合百变的卓越魅力。5 月 18 日的鸡尾酒会上，芬兰猪肉还邀请到了华人名厨蒋颐 (Tony Jiang) 及专业厨师团队，结合中国本土饮食风貌上演厨艺秀，展露烹饪技巧，邀现场嘉宾亲身品鉴芬兰猪肉打造的四道本土佳肴——煎小里脊配坚果碎佐四川鱼香汁、玫瑰腐乳梅花肉、软炸好味软骨粒、烤广式肋排。中式口味之下，芬兰猪肉与众不同的品质与风味呈于舌尖。身临其境，更能感受到芬兰猪肉的纯净美味与多样化的烹饪可能性。

Finnish pork, which is of excellent quality, also shows the outstanding charm of integration. At the cocktail party on May 18, Finnish pork will also invite Tony Jiang, a famous Chinese chef, and a team of professional chefs to perform a cooking show combining with the local food style of China to show their cooking skills. Guests will be invited to taste four local dishes made with Finnish pork: Pan-fried fillet with chopped nuts and Sichuan-style sauce, Pork butt in rose fermented bean curd sauce, Fried soft flavoured cartilage granules and Roasted Cantonese-style ribs. With the Chinese flavor, Finnish pork's distinctive quality

and flavor will be shown on the tip of tongue. You can feel the pure and delicious taste of Finnish pork and the diversified cooking possibilities when you are there.

芬兰之美，不止风光。欧盟品质，成就口碑之选。在中国稳量提质的市场诉求下，高品质芬兰猪肉将继续以自己独特的风味魅力、品质属性占据消费者目光，稳步走在主流市场的高光之位。

The beauty of Finland is more than scenery. EU quality, the choice of word of reputation. Under the market demand of stable quantity and quality improvement in China, high-quality Finnish pork will continue attracting consumers with its unique flavor charm and quality attributes, and steadily take the lead in the mainstream market.