

信裕食品商行

## 老店跨e步

## 餅香處處傳



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**企業名稱：**  
信裕食品商行

**成立時間：**  
民國76年(舊店於台灣日據大正時期即成立)

**行業別：**  
批發及零售業

**縣市別：**  
台南市

**員工人數：**  
8人

**資本額：**  
NT\$ 3,000

**主要營業項目：**  
茶食、傳統手工製餅、禮盒、花生糖禮盒等

**網址：**  
<http://sinyui.hibec.com.tw>

**e化成功工具：**  
網站建置

**輔導開運團：**  
高雄市電腦商業同業公會

**企業感言：**  
透過e化，我們跟消費者產生很密切的互動關係

**中**國人愛喝茶，佐茶的茶食也有悠久傳統歷史與淵源，歷時已1700年。先秦時期，使用茶茗原汁原味的煮羹作食；漢魏晉與南北朝時期，則是茶茗摻和佐料調味共煮；隋唐宋時期，以茶飲與茶食相佐；元明清時期是茶食的興盛階段，先人以茶為調味品，製作各種茶風味的食品；而現代社會則是講究茶食品味的科學性，追求豐富多樣的藝術情調。茶食也轉而泛指喝茶時搭配食用的點心，以茶會友時，少不了配點茶食，因此現代茶食發展迅速，種類也大為增加。

### 信裕軒茶食歷史悠久 追溯至日本時代

而談到台灣的茶食生產，一定要提到台南信裕軒。「信裕軒」第一代經營者林金鎮，在日據大正時期（1912~1925）就在台南永康設立老信裕餅鋪，當年還得到日本知名建築師森山松之助的青睞，多次由友人陪同到餅鋪購買「黑糖香餅」佐茶。森山松之助每次訂購數量都相當的多，一部份帶回當時的台灣總督府饋贈官員，一部份則寄回日本，分贈鄉親，在當時純樸的永康一時蔚為佳話。

民國57年，從小隨同父親林金鎮學習製餅的林清海，深感製餅坊老舊，狹小的空間也不足以應付日漸增加的生產量，便舉家遷移到信裕食品行現址，重設製餅廠，並正式登記為「信裕食品商行」，也在長子林宇中的協助下，產量不斷增加，通路模式選擇配銷給雜貨店、糕餅店與傳統市集販賣，當時幾乎整個中南台灣大小商店、市集，都能買到信裕食品商行的花生糖、杏仁酥、香餅和麻米荖等產品。

### 好手藝代代傳 好滋味創品牌

第三代經營者林宇中，考量到健康與養生觀念抬頭，開始

# e-Business Spread the Aroma of the Old Cake Shop

## Company Profile

**Company Name:**

Sinyui Foods Shop

**Established:**

1987 (its predecessor was founded during the Japanese colonial period)

**Business Category:**

Wholesale and retail

**Location:**

Tainan County

**Employees:**

8

**Capitalization:**

NT\$3,000

**Major Business Items:**

Tea foods, traditional hand-made cakes, cake gift boxes, peanut-candy gift boxes

**Website:**

<http://sinyui.hibec.com.tw>

**e-Business Instrument:**

Website installation plat

**Assisting Team:**

Kaohsiung Computer Association

**Corporate Comment:**

Through internet, we produce very close interaction to relate to with consumer

Chinese like drinking tea and tea foods also have a long history, dating back to 1,700 years ago. In the Chin Dynasty, tea started to be used to cook foods and soup. During the Yuan, Ming, and Ching dynasties, Chinese began to use tea as a flavor in producing various foods. Nowadays, tea foods refer to snacks consumed by people when drinking tea in general and tea foods have developed rapidly in modern society, boasting large varieties.

### Inception in Japanese Colonial Period

Talking of Taiwan's tea snacks production, one inevitably refers to Sinyui Foods Shop, in Tainan, southern Taiwan. It was founded by Lin Chin-chen in Yung Kang Village of Tainan County. A famous Japanese architect was a fan of the old store's cakes and would buy a lot of the cakes whenever visiting the store, sending them back to his relatives and friends in Japan to have them share the delicious food.

In 1968, Lin Chin-hai, Lin Chin-chen's son, moved the shop to the existing site and rebuilt the cake factory, in order to cope with the expanding business. Subsequently, output continuously expanded and was sold mainly to grocery stores, cake stores, and traditional marketplace stands. Then, customers could buy Sinyui's peanut candy, almond cakes, aromatic cakes, and rice cakes in many such stores in central and southern Taiwan.

### Brand Embodies Inherited Craftsmanship

Aware of the emerging concept of health care, Lin



信裕食品商行位於台南府城，店面呈現傳統文化特質。

以生產素食者可食用的產品為主，停止許多葷食類產品的生產，並逐步改良傳統製餅甜度太高的缺點，拒絕使用砂糖、色素、防腐劑、人工香料，以迎合消費市場的趨勢。在此同時，傳統製餅業不僅要對面原料的調整，銷售通路結構也漸漸改變，懷舊的雜貨店開始為便利商店所取代，林宇中感覺到產品銷量開始萎縮，兒子們似乎也各自有其他的生涯規劃，讓他一度考慮將信裕食品到此為止。

民國87年林宇中的長子林經堯，為了延續家族事業，同時保留這份特殊的文化情感，決定回家接手信裕軒。首先他感於傳統製餅市場的萎縮，以及消費者對品牌認知的重要性，決定創立品牌「信裕軒」，開始策劃企業形象、產品包裝與產品開發，更在民國89年設立專賣門市。典雅的設計風格與精緻的產品包裝，很快的被消費者認



同，而廣受消費者歡迎的手工杏仁朥與翠玉朥，在民國91年也與統一7-11合作推出「台灣回味」系列產品，提高「信裕軒」全國知名度。目前信裕軒共有兩間門市，純樸的台灣味風格，讓許多觀光客駐足，古早味的產品也吸引許多來自日本、新加坡、香港、美國等地的遊客，信裕軒的



Yu-chung, the third-generation manager, started to focus on the production of vegetarian varieties and improved the defect of excessive sweetness of the cakes, catering to market trends. However, faced with changes in local sales channels, such as replacement of mom-and-pop stores by convenience stores, Lin Yu-chung began to witness sales decline, which, in addition to lack of interest in the shop's business among his sons, prompted him to consider closing the shop at one stage.

In 1998, in order to continue the family business and retain the cultural heritage, Lin Ching-yiao, Lin Yu-chung's eldest son, returned home to take over the shop. Aware of the shrinkage of the traditional cake market and importance of brand recognition among consumers, he decided to establish the "Sinyui" brand, began to plan a corporate image, product packaging, and product development, in addition to

opening a dedicated outlet in 2000. With packages boasting classical and sophisticated designs, "Sinyui" branded products quickly won good market reception, and in 2002 the shop cooperated with 7-Eleven convenience stores in rolling out a "Taiwan Nostalgia" series of products, greatly augmenting its profile on the island. Currently, Sinyui Shop has two outlets selling its products featuring simple Taiwanese flavors which have attracted many tourists from Japan, Singapore, Hong Kong, and the U. S. Sinyui's hand-made cakes have become a must-buy for tourists visiting Tainan.

### On-Line Takeoff

Sinyui outlets boast graceful and classical interior decor and innovative display of various tea foods, inspiring the appetite of every customer. It presents traditional tea foods with a sophisticated appearance, augmenting their value. Lin Ching-yiao believes what he is doing is a kind of cultural protection, rather than simply selling candy and cakes. He wants to let consumers taste the flavor of ages and smell the aroma of heritage in addition to Sinyui's dedication to tradition.

手工製餅已成為遊客蒞臨台南府城必買的地方特產。

### 塑造品牌 網路上起飛

林經堯用心設計著雅緻古意盎然的內裝，極具巧思的陳列，各式精緻茶點，讓每一個走進信裕軒的人食指大動，都想細細品嚐。他將傳統茶食文化以精緻的外貌示人，提高產品的價值與故事性，林經堯認為他是在做文化保護的工作，並不是賣賣糖果餅乾而已。他要讓消費者咀嚼到「年代」的味道、「傳承」的氣味，讓消費者嚐到信裕軒對傳統的用心。

在門市成立一年後，林經堯開始著手網路的曝光。他表示，從外地來購買信裕軒產品的消費者比例相當高，尤其是過年送禮時，他們透過電話、傳真，都會接到不少訂單，信裕軒再以郵寄出貨。因此，他認為若能在網路上利用虛擬店面接單，不但可減少人力，也可開發出更多的外地客戶，方便讓民眾取得信裕軒的資訊。

最初林經堯只是先架設網站，把產品放在網路上，但他了解架網站不等於具有電子商務功能，他心目中的理想，是網路上也能有一個風格獨特、訴說著信裕軒的歷史與茶食文化的「虛擬信裕軒」，當然同時也要具備商業功能。他試過多種套裝軟體，都覺得不太滿意，尤其早期的套裝軟體沒有前後台功能，必須要靠人力去修正或新增頁面，非常麻煩而且功能受限，缺乏彈性。例如林經堯就認為現代人沒有太多的時間消化文字，他想以影像或色塊表現，網站的风格也要透露出傳統文化的氣息，但這些感覺在早期制式化的套裝軟體都無法表達。

直到友人介紹認識高雄市電腦公會開運團隊提供的產品與e化輔導，不但功能完整彈性度高，開運團也能根據林經堯的想法進行網站架構的調整，他才真正找到滿足他的解決方案。接下來他與開運團隊花了半年的時間溝通，才定調「傳統手工製餅專屬網站」為虛擬信裕軒的基本路線，更計劃結合當地的藝術文化資源，製作具有歷史價值的傳統手工製餅產品。

### 讓網站說故事 行銷成功第e步

由於網路無遠弗屆的特性，加上信裕軒的產品



外表包裝精緻、內裡真材實料、經營者用心專注，信裕軒迅速累積知名度。靠著網路平台的行銷模式，以及近年的復古流行風，老字號的手工餅乾「信裕軒」，在網路虛擬通路及充滿復古風味的實體店面的雙重加持下，成功將品牌響徹到府城之外。

e化過程中，林經堯特別強調網站是要「經營」的，就像經營一個實體店一樣，網站店面也是要經營，才能相輔相成。所以林經堯下了許多功夫在規劃網站的內涵與風格，企圖將網友留住。他們的策略是讓網站說故事，讓網友們覺得這個網站有得逛，有東西可以看，以提高流覽率

One year following the establishment of the outlets, Lin Ching-yiao embarked on online exposure. He noted buyers from other areas account for a considerable portion of the shop's customers, and they would place a substantial amount of orders via phone or fax, especially during Chinese Lunar New Year, to be delivered by the shop via mail. Therefore, he believes that virtual outlets could help Sinyui save on manpower, develop more remote customers, and provide information to customers conveniently.

Initially, Lin Ching-yiao just set up a website and posted commodity pictures online. He, though, understands that website set up is different from e-commerce. His goal is to establish a virtual Sinyui Shop, with a unique style, capable of describing Sinyui's history and tea-food culture, in addition to having a commercial function. He was dissatisfied after trying several types of software, especially packaged software products with limited functions and no flexibility in earlier periods, which were un-



able to fulfill his ideal of a website focusing on graphic displays and featuring a traditional cultural flavor. He finally found a satisfactory solution program after encountering products and e-Business assistances offered by the assisting team of the Kaohsiung City Computer Industry Association, due to the completeness and flexibility of its products and efforts of the association to make custom adjustment of the website structure. Following half a year of communications, he and the assisting team positioned the website as a "propriety website for traditional hand-made cakes." He plans to further

join hands with local artistic and cultural resources in the production of traditional hand-made cakes bearing historic value.

### A Website That Tells Stories

Thanks to the far-reaching nature of the Internet, sophisticated packaging, solid content of its products, and manager's dedication, Sinyui quickly raised its profile. Taking advantage of online marketing and resurgence of classical styles, Sinyui has successfully promoted its branded foods outside of Tainan.

Lin Ching-yiao stresses that a website needs to be managed, just like the situation for a bricks-and-mortar store. Therefore, he painstakingly planned the contents and style of the website, in the hope of retaining the attention of online surfers. His strategy is to make the website tell stories, to augment its attraction for surfers and the chance for them to purchase online. He notes that unlike



與停留時間，進而增加購買的機會。林經堯強調，網站不像門市，可以透過櫃員與消費者來說明，所以讓網友知道他們為什麼來這個網站，讓他們想要在裡面流連，感受氣氛非常重要。他目前先將功能性的部份架設完畢，接著將繼續充實人文氣息與情感故事，讓這個網站不是只有商業考量，吸引網友更喜歡來「駐足」。

### 頭家經營 小秘笈

記得長輩講一句話，不管透過什麼通路來銷售，產品品質最重要；再多的媒體去推廣曝光，提升知名度，回歸還是品質為最根本，是永續經營真正後盾。

### 開運團 輔導心得

信裕食品商行傳承府城傳統手工製餅百年技藝，透過數位行銷理念更發揚光大，在輔導過程中，積極策畫網路交易、整合服務平台，也透過網路社群的力量，拉近與大眾市場的距離，更打破傳統產業及地域性的藩籬。信裕食品除了到全省各大百貨公司發表，或配合當地政府民俗工藝展售會推廣信裕產品外，未來也將製作設計兼具年節送禮的精緻商品，結合網路的資源，便能打造出台灣傳統產業不被市場淘汰而更上一層樓的前景。

outlets, websites doesn't have staff to explain to consumers, so it must create a good atmosphere, attracting surfers to linger in the site. After having completed the functional part of the website, he subsequently will enrich the human interest of the site to augment its appeal.

### Business Tips

An elder once said that whatever the sales channels, the product quality matters most. For all the media exposure to boost your profile, eventually quality is the fundamental, the real backup for sustainable operations.

### Comment of the Assisting Team

Via digital marketing, Sinyui has promoted the profile of its inherited craftsmanship for producing hand-made cakes with 100 years of history. During the process for building up e-Business, it actively planned online trading, integrated a service platform, and narrowed its distance to the consuming public, via the power of online communities thus breaking the geographical confinement for a traditional industry. In addition to promotion at major department stores and municipal folklore crafts exhibitions, in the future Sinyui Shop will produce commodities in packages with sophisticated designs for use as festival presents, which, plus its online resources, will assure further development of the traditional shop.