

大台中烘焙主題特產網

## 糕餅的故鄉

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**群聚名稱：**  
大台中烘焙主題特產網

**行業別：**  
糕餅業

**縣市別：**  
台中縣

**群聚參與家數：**  
10家

**主要營業項目：**  
西點、蛋糕、麵包、酥餅  
等買賣。

**網址：**  
<http://bake.hi178.com.tw>

**e化成功工具：**  
網路開店

**輔導開運團：**  
中華電信（股）公司數據  
通信分公司

## 糕餅的由來

中國糕餅歷史悠久，最早可溯及三國時代諸葛亮南征，班師回蜀，到達瀘水時兵不能渡，當地傳說因為有狷神作禍，需要人頭來祭享才能順利渡河。諸葛亮因為慈悲為懷，後來改用麵粉塑成人頭，內包牛羊肉來取代人頭當做祭品，名曰「饅頭」，代替來祭拜瀘水，是糕餅最早的由來。同時諸葛亮也被奉為糕餅業祖師爺，除了在孔明誕辰舉辦大型活動慶祝外，更在中秋節後祭拜諸葛亮，感恩月餅銷售大發利市。流傳到現代，祭祀糕餅祖師爺諸葛亮，庇祐生意興隆，成為糕餅業奉為圭臬的大事。

## 台中地區糕餅發展起源 豐原糕餅街

台中地區因地勢關係分成山線、海線、屯區三區，糕餅文化也分別發展出各別的特色。山線部分有豐原、神岡、潭子、東勢、石岡、大雅、后里、新社、和平等鄉鎮；海線部份有大甲、清水、沙鹿、梧棲、龍井、大安、外埔、大肚等鄉鎮；屯區部分則為太平、大里、霧峰、烏日等鄉鎮。山線區發源最早的是豐原，清代以後，豐原的糕餅是地方仕紳名門交際贈禮的奢侈品，一般民衆只有在節日才買來贈送地主，因此，豐原糕餅聲名遠播。而日本統治台灣期間，日本人在豐原設置製麵粉工廠，得天獨厚的豐原，因原料取得方便，當地糕餅業者還開發出討好日本人的「日本餅」，便奠定了豐原餅鄉的封號。時值今日，知名糕餅業者爭相聚集在豐原最熱鬧的中正路，因此有「糕餅街」之稱。在海線的大甲，正因鎮瀾宮媽祖盛行，而發展出奶油酥餅、芋頭酥等地方名產；其中奶油酥餅、鎮瀾宮與大甲帽席並列大甲三寶。由於大甲鎮瀾宮的媽祖遶境進香成為世界三大宗

# Bakeries in the Greater Taichung area of central Taiwan

## The origin of Taiwanese cakes

### e-Community Profile

**Community Name:**

Greater Taichung Bakery Online

**Business Category:**

Bakeries

**Location:**

Taichung County

**Number of Community Members:**

10

**Major Business Items:**

Bread, cakes, Western style snacks

**Website:**

<http://bake.hi178.com.tw>

**e-Business Instrument:**

On-line shop

**Assisting Team:**

Chunghwa Telecom Co., Ltd. Data Communications Branch

### Cake Country

Chinese cakes and baked goods have a long history, dating back to the time of the Three Kingdoms. Zhuge Liang, an outstanding prime minister and resourceful strategist, was believed to have helped launch the cake business. When leading his triumphant troops home from a successful expedition in southern China in 225 AD, the soldiers stopped at the Lu River (aka the Chinshia River). According to the legend, a water deity created whirlpools in the river to block the troops and demanded a human head as a sacrifice in his honor.

Known for mercy and wisdom, Zhuge Liang molded flour and pasta into a Mantou—a kind of Chinese bread—shaped like a human head, with beef and mutton stuffing inside as sacrifice. He and the troops safely crossed the river of troubled water without sacrificing any human life. Zhuge Liang has since been respected as the pioneer of traditional Chinese cakes. People in the bakery and cake business regularly hold large commemorative ceremonies in his honor, both on his birthday and after the Moon Cake Festival (Aug. 15 on the Chinese lunar calendar) in mid-autumn to show him their appreciation for another profitable year.

### The rise of the bakery business in the Taichung area and 'Fengyuan Cake Street'

The Taichung area is generally divided into three districts: mountain, coastal, and farming districts, according to the



有了群聚網站，卡但屋與消費者溝通產品變得更容易。



東利蛋糕堅持產品的新鮮度與好的服務態度為優先，更提供多樣化的產品滿足客人的口味。

教活動之一，使大甲觀光成為國內主要宗教觀光地區，同時亦帶動糕餅業的興盛。

而屯區充滿「鄰家氣息」的糕餅，是屯區糕餅業特徵，不同於其他地區是品牌化、名產化的商品，屯區的糕餅總是令人感到親切萬分，例如一甜一鹹的「公婆餅」，甜蜜蜜的「老婆餅」，濃纖合度的「阿婆餅」，添丁生男的「新丁龜」等，光聽名字就令人垂涎，雖然屯區不佔地利之便，但每家的糕餅都有它獨家的小故事，走一趟屯區餅店，絕對可以挖寶嚐鮮。

### 偏遠地區的傳統糕餅業 知名度受限

台中縣市擁有這些悠久豐富的糕餅文化，可說是台灣的糕餅特產重鎮。但卻因為各家糕餅業者

分散各地，又大多偏離市區，且製作者大部份是傳統家庭式工廠，他們採用的行銷方式主要依靠平面廣告單宣傳，或透過消費者建立品牌知名度，宣傳方式不但需要花費大量金錢與人力，還需要很長時間的累積才可能建立口碑，擴散速度緩慢而且廣度也很有限。

### 透過公會與政府計畫 整合業者 e 化

近年來數位行銷與網路媒體風行，糕餅業者當然也略有風聞網路的潛力，但由於對資訊科技不熟悉，鮮少糕餅業者實際付出行動進行 e 化。為了幫助糕餅業者突破宣傳瓶頸，台中縣糕餅商業同業公會於是登高一呼，整合公會內的會員，希望製作一個以烘焙特產為主題的資訊平台，領導各家不知從何開始 e 化的店家，開始初嚐網路行銷的威力。

此時中華電信靈機一動，將「縮減產業數位落差計畫」的精神與台灣省商業同業公會一起做結合，提供電信網路整合優惠給各公協會，台中縣糕餅商業同業公會正是其中之一。台中縣糕餅公會一直認為要幫助會員走出傳統，雙方便開始進行交流討論，研究如何運用網路的力量幫助台中地區的糕餅業者，最後他們確立出一個「群聚」的概念。台中縣糕餅商業同業公會會長何錦拓認為，目前公會內約有300多家會員，但卻分散在台中地區各地，倘使透過公會整合會員，成立一個糕餅主題群聚網，將可集結眾人的力量，在網路上達成聚集經濟的效益。

於是公會便從今（95）年初開始展開遊說的工作，首先發函給各家業者，表達目前公會將帶頭來做 e 化，以及相關的輔導配套措施，開始一步步輔導散亂分佈台中縣各地的傳統糕餅、特產業者，來建立各自的店家網站。終於在年中集合10家糕餅店家決定第一波加入烘焙網，以群體品牌在網路上建立知名度，整合各家優勢、豐富產品

landscape of the area. Bakery and cake products from these districts developed unique characteristics. In the mountain region the townships include Fengyuan, Shengkang, Tantzze, Tungshih, Shihkang, Taya, Houli, Hsinsheh, Heping, etc. Coastal townships include Tachia, Chingshui, Shalu, Wuchi, Lungchin, Taan, Waipu, Tadu, etc. The new farming district includes townships like Taiping, Tali, Wufeng, Wujih, etc.

Fengyuan boasted the earliest bakery business among the mountain region townships. The cakes were first used as luxury gifts for the wealthy and families with well-educated people, after the Ching Dynasty. Most people purchased the cakes as gifts for landlords during festivals. When Taiwan was under the rule of Japanese colonists, the Japanese set up flour mills in Fengyuan. With the advantage of easy access to material, the bakeries there developed the so-called "Japanese cakes" catering to Japanese customers, and carved out a reputation as the "cake capital." The well-established bakeries lined up on bustling Chungcheng Road, which earned the name of "Cake Street."

In the coastal area Tachia became a cake center because it is where the Chenglan Temple is located, which is dedicated to the worship of Matsu, the Goddess of the Sea who protects immigrants and seafarers in their journeys to Taiwan from China.

The crispy cream cakes, along with the Chenglan Temple, and the Tachia straw hats and mats, together make up "the three treasures of Tachia." The annual pilgrimage to Matsu has now evolved into one of the world's top three religious activities. The thriving religious tourism as well as the large number of Matsu followers and tourists have helped spur the booming cake business, which offers a wide variety of products, notably crispy cream cakes and taro cakes.

The cakes in the cultivated farming area in Taiwan have "neighborhood tastes", endearing them to cake lovers. The more famous products have enticing names, including "kung-po cake", comprised of a pair of sweet and salty cakes, the sweet "wife cake", the properly textured "grandma cake", and the "turtle-shaped baby cake" given as a present by families to celebrate the arrival of a new son. A tour of the bakeries in the area can help visitors to familiarize themselves with the unique features of the various shops and their products.

### **Traditional operation and limited promotional efforts**

Its long history and wide product diversity made Taichung County and Taichung City into a major cake supply center. But the scattering of the bakeries, the cottage industry tradition, and the reliance on traditional marketing methods, such as distributing printed flyers, limited the market promotion opportunities and the speed of expansion.

### **E-commerce via industry association and government project**

The emergence of digital marketing and Internet media prompted bakeries to toy with the idea of promoting their products via the Internet. But their unfamiliarity with information technology prevented suppliers from launching an e-commerce business. In order to help member firms break the promo-

種類與網站資訊，讓網站提供實用與便利，同時聚集人氣，更重要的是將電子商務的效益，均分至群聚內所有店家，創造獨具特色的烘焙主題特產入口網。

### 以烘焙為主題的特產網成形

可說穩坐台灣糕餅故鄉權威地位的台中，最有條件迅速形成龐大的網路群聚效益。使用共同的烘焙入口網，同時也是店家間的一種良性競爭，他們會相互比較網頁架構的完整性、設計感及內容的豐富度，彼此觀摩學習，同時也刺激會員店家對於自己企業內部的要求，更積極地創新商品、增加網站內容與便利性，並提升自家產品的價值與獨特性。

因為糕餅特產業者平均年齡較大也屬於傳統產業，對於網路的認知相當淺薄且缺乏信任感，但以往單打獨鬥或透過人際口碑傳播的方式，使糕餅業者無法快速累積利潤，相對的行銷成本又高，讓許多企業紛紛放棄既有的特色，以日式、西式的點心來吸引消費者。為了能保留傳統糕餅的特色，目前「大台中烘焙主題特產網」，決定以網路媒體建立一個共同的主題網站，以生命共同體的認知來建立烘焙特產品的品牌，創新銷售模式。

輔導過程中仍不乏中途退出的店家，多半是因為對電腦網路不熟悉，對電子商務具有無力感。台中縣糕餅商業同業公會會長何錦拓打趣地說：「滑鼠對他們而言，真是比麵糰更難搞定的東西！」但網路互動將為現今企業永續經營的必經之路，於是在中華電信與台中縣糕餅商業同業公會的說明與鼓勵下，加入烘焙網的店家也漸漸增加；中華電信也提供許多網路開店教育訓練的免費課程，幫助降低企業進入網路世界的門檻，使店家減少對資訊科技的陌生與排斥感，願意留在群聚內繼續耕耘。何錦拓有信心地表示，在公會

與中華電信的輔導下，未來至少能幫助100家以上的業者將產品推向網路電子商務，走出一條新的行銷通路。

### 網站帶來聚集經濟與宣傳效益

以群聚統一向網路世界行銷，絕對比店家各自單打獨鬥的生意量要來得大，加上中華電信陸續輔導台灣其他縣市的糕餅特產業者加入，豐富此群聚網站的內容，台中縣糕餅商業同業公會也持續遊說輔導相關產業店家，年（95）底前大台中烘焙主題特產網預計業者將突破30家，也規劃可成為全台灣烘焙業者的主題特產網。

群聚業者之一的朱記素餅第二代負責人朱郁州就說，幾年前他就有做網頁來推廣產品的想法，但因為對於電腦網路不懂，所以也不敢貿然行動，但現在有公會帶頭做，他就有信心多了！而且中華電信是老字号，感覺後盾堅強，讓他很放



朱記素餅老闆朱郁州推薦自家各式素餅。

tional bottlenecks, the Taichung County Bakery Association took the step of integrating the members to establish a common e-business platform.

Chunghwa Telecom came up with the idea of incorporating the spirit of the "Bridging the Digital Divide of the SME Project" and the resources of the Taiwan Provincial Commerce Association to provide various business associations and guilds with integrated telecom networks at a preferential cost. The Taichung County Bakery Association was among the business organizations that helped its members go beyond traditional promotional campaigns. Chairman Ho Chin-tou said there are currently more than 300 members in the association, but they are scattered in different districts. He stated that his association could help to build an electronic bakery community to pool resources and achieve high operating efficiency and handsome profits using the Internet.

Starting from early 2006, the association led the way to introduce the e-business plans and supplementary measures to help interested bakeries and souvenir stores set up their own Web sites. Ten suppliers have joined the Phase I program to combine their resources in a single online community and jointly promote their products and brands. The unique bakery portal has helped attract streams of customers that are shared by all stores.

### **Souvenir cake network with bakery theme**

With its authoritative position as the homeland of Taiwanese cakes, Taichung offers the advantages of forming a large Internet community Community in order to propel sales of the products. The common portal helps generate beneficial competition and lets different stores learn from each other to improve product development, enrich the contents of the Web sites, add convenient features such as catalogs and order placement orders, and at the same time enhance the added value and the unique features of each individual store and its products.

While high promotional costs are forcing many bakeries to switch to Japanese or Western bakery products, the "Greater Taichung Souvenir Cake Network" enables bakeries to maintain the characteristics of traditional Taiwanese cakes. The common theme of the web site helps the stores build brand names for their unique products and innovate sales models.

But the transition to electronic commerce is a bumpy one, and some stores withdrew from the program due to the owners' lack of understanding about the Internet and e-business model. Chairman Ho Chin-tou of the Taichung County Bakery Association joked that for certain bakeries, "it is much tougher to master a PC mouse than pastas!"

Interaction via the Internet is now a requirement for sustainable business operations. Encouraged by Chunghwa Telecom and the association, the number of bakeries participating in the project has continued to increase. The assistance from the two organizations, including free training courses, has gradually eliminated resistance. They plan to help more than 100 stores enter the field of e-commerce



東利食品老闆劉東成個性熱情、豪爽，有一身好手藝。

心，既然有這樣的資源，他也決定為朱記素餅放手一搏。幾個月下來，曝光度明顯提高；雖然平常忙於做生意，沒有仔細去量化計算網站行銷所帶來的效益，但今年中秋節就多了從網路來的訂單，相較去年中秋節估計有多一成的營業額！此外透過中華電信龐大的流量，以及整個糕餅業群聚的力量，相信更能讓堅持傳統工法製作的純素食糕餅，能夠與全台灣的朋友一起分享。

另一家以公婆餅著名的卡但屋食品行，老闆劉東成也是考量時代在進步，使用電腦的人愈來愈多，便決定率先加入群聚網站。他將網頁管理的部份交由店內較熟悉電腦的同仁負責，不過中華電信的模組產品操作簡易，負責管理卡但屋網頁的店長也說其實很快就能上手，資訊公司也會一直從旁輔導，沒有想像中的困難。有了網站之後，卡但屋的老闆娘感覺與客戶的溝通變得很容易，例如以前有人打電話來訂貨，他們很難一下

子把產品完全解釋清楚，現在只要請客戶上網先看一下，再和他們說要訂什麼糕餅，溝通方面簡化很多；另外提高曝光度就更不用說了，有些打電話來訂餅的客人，經詢問後發現蠻多是在網路上看到卡但屋，相信再過一段時間，網路的效果會更發酵。

### 群聚效益指日可待

由於大台中烘焙主題特產網才上線時間還不算長，故公會與業者都還在繼續豐富網站內容，中華電信也仍持續幫助這個網站增加曝光度與其中金、物流的建置。因烘焙業者大多人力與財力有限，沒有多餘的人力與經費進行行銷活動，故藉由成本費用低的網路行銷手法，讓全世界的人藉由群聚網站認識更多台灣的烘焙名點，正是公會帶領這些烘焙業者要開創的新局。

目前已稍具規模的大台中烘焙主題特產網，提供網友在家瀏覽糕點的實物照片與其他相關訊息，了解烘焙網的特色與服務。從前對於業者而言，接觸一個潛在客戶需要花費許多的人力與財力，但目前利用網站連結與關鍵字搜尋，可大幅提升其知名度，進而開發新客戶。加上網路電子商務可縮短產品供應鍊，跳過上、下游中間廠商，直接面對顧客或供應商，如此一來，不但能節省成本，同時能與顧客與供應商建立新的關係。例如消費者可以在烘焙網中，與業者進行雙向的意見交換與溝通，業者也可以得到第一手的消費者意見回饋，做為日後改進的依據。

此外，相較於成立新的分店，網路開店成本不到實體店面的十分之一，且建置快速，店家可以用低成本開拓網路市場，並建立網路品牌印象與網友間知名度。而至於一些歷史悠久的傳統店家，由於早有好口碑與知名度，透過網路虛擬商店，又可以吸引忠誠客戶很方便地回購，進而刺激消費，著實為傳統百年老店注入活力。

and better utilize the new marketing channels.

### **Internet generates intensified economic and promotional benefits**

A concerted worldwide promotion on the Internet by a community definitely generates much higher business volumes than what can be done by traditional stores confined to individual efforts. Chungwa Telecom has been assisting bakeries in other counties and cities to go online. The association in Taichung continued to persuade and help more stores in a bid to increase the number of online stores to 30 in the near future. The partners aspire to expand the bakery Web site to include all bakeries in Taiwan.

Ju Yu-chou, the second-generation owner of the Ju Ji Su Bing (the Ju Family's Vegetarian Cakes), hatched the idea of marketing his products via the Internet. But the plan was put off because he was not familiar with computers and the Internet. With the assistance from the association and Chungwa Telecom, Ju has now leaped into E-commerce. His products have now gained greater exposure and the orders placed through the Internet helped lift sales for Moon Cakes by more than 10 percent from the previous year. He is now confident that his decision to stick to the traditional vegetarian cakes and the employment of the e-business model in the integrated community will help create a "much bigger pie" for sharing with all of his friends on the island.

### **Ripple effects and benefits of online community**

The Greater Taichung Bakery Internet community is still a newcomer to the Internet world. Both the association and its member firms are still beefing up their web sites while Chungwa Telecom continues to help them boost its exposure and streamline the cash flow and logistics support. All of these efforts will help the bakeries overcome the problems of limited manpower and capital, and allow them to utilize the most cost-effective e-marketing techniques to let more people, both in Taiwan and overseas, learn about the baked delicacies offered by Taiwanese firms.

Photos of the actual products and related information are available at the Greater Taichung Bakery Internet community Web pages for Internet surfers, who don't have to leave their homes or offices. The hyperlinks and keyword search methods also efficiently elevate the reputation of the bakeries, and help to quickly attract more new customers. E-commerce also enables the bakeries to eliminate middlemen both upstream and downstream, and connect directly with customers. This will not only help lower operating costs, but will also let them engage in direct communications in order to acquire first-hand feedback from customers, to spur further improvements in products and services.

In addition, opening an online store saves considerable time and costs less than 10 percent to operate than a physical store. For a traditional shop with a long history and reputation, a virtual store on the Internet can help to inject new vitality into the time-honored store and attract loyal customers, who can conveniently make repeat purchases.



### 頭家經營 小秘笈

從大台中烘焙主題特產網中，點選每一個糕餅業者，每一家都訴求健康新鮮。透過e化與群聚的曝光，店家開始導入更多的客人，品牌印象是否繼續擴散開花，回歸產品本身的製造與老闆的用心，是中小企業經營的核心；此外，更多的訂單進來之後，後續如何做好內部管理，以維持相同的產品水準，同樣也是e化頭家們開始要努力的方向。

### 開運團 輔導心得

經濟部中小企業處的計畫與台中縣糕餅商業同業公會的確是本群聚成功的推手，大家都積極地投入，推動店家去聆聽說明會、學習e化軟體等等，配合度很高，因此大台中烘焙主題特產網能有此成績，雙方的功勞實在功不可沒。中華電信開運團認為，他們在輔導群聚網站的過程中，發現公會扮演很重要的角色。例如在為台

中做群聚的時候，正巧台北市政府也同時在推鳳梨酥為台北伴手禮的公關活動，此時台中糕餅公會就備感壓力，於是奮力地集結台中地區業者把群聚效益做出來。一般的群聚通常是同一個產業或是地區性整合，但中華電信認為要有一個「中心主題」是最好的，再加上主管機關的輔導與協助，較有機會去聚集多家業者一起來，聚集經濟的效果才能產生。

此外如大台中烘焙主題特產網的模式，他們多半利用公會召集會員開會的時候，進行e化的說明，如此便很容易能服務到整個群聚。中華電信指出，其實就中小企業網路開店而言，業者單獨開店的成本是一樣的，但若透過公協會整合多家共同經營，也可以取得較低的價格與較多的優惠；而一個主題誕生後，中華電信也會幫他們做宣傳，例如協助登記在一些政府出版品或各種媒體曝光等。像台中縣糕餅商業同業公會，有辦法能找到志同道合的業者，對於經營網站群聚，他們認為是很重要的成功關鍵。

### 大台中烘焙主題特產網成員

| 群聚成員      | 企業網址  |
|-----------|---|
| 朱記素餅      | <a href="http://hi0842.hi178.com.tw">http://hi0842.hi178.com.tw</a> |
| 東利餅行      | <a href="http://hi0859.hi178.com.tw">http://hi0859.hi178.com.tw</a> |
| 卡但屋食品有限公司 | <a href="http://hi0871.hi178.com.tw">http://hi0871.hi178.com.tw</a> |
| 好來香食品行    | <a href="http://hi0853.hi178.com.tw">http://hi0853.hi178.com.tw</a> |
| 東美食品行     | <a href="http://hi0854.hi178.com.tw">http://hi0854.hi178.com.tw</a> |
| 桂田食品行     | <a href="http://hi0855.hi178.com.tw">http://hi0855.hi178.com.tw</a> |
| 益昌餅行      | <a href="http://hi0877.hi178.com.tw">http://hi0877.hi178.com.tw</a> |
| 新永興珍食品行   | <a href="http://hi0866.hi178.com.tw">http://hi0866.hi178.com.tw</a> |
| 集元裕有限公司   | <a href="http://hi0850.hi178.com.tw">http://hi0850.hi178.com.tw</a> |
| 麥卡多蛋糕麵包店  | <a href="http://hi0843.hi178.com.tw">http://hi0843.hi178.com.tw</a> |

### Business Tips

All member firms in the Greater Taichung Bakery Internet community site underscore the importance of hygiene, health, and freshness for their products. While the shops' exposure has increased significantly, the hard work of the bosses and the continuing effort to improve products remains the core task for small and medium enterprises. The improvement of internal administration and maintenance of product quality and image are still among the top priorities for business proprietors, while more customers and orders flow in.

### Comment of the Assisting Team

The "Bridging the Digital Divide of the SME Project" and the Taichung Bakery Association are undoubtedly the driving forces behind the successful community Community project. Many bakeries were urged to attend business presentations and familiarize themselves with the new e-business software.

Executives at Chunghwa Telecom noted that the industry association will always play a crucial role. When bakeries in Taichung area were forging new joint promotional campaigns, the Taipei City Government was also coincidentally promoting the same product—pineapple cakes—as an ideal gift. This added pressure on the Taichung association and its members. But the association was able to step up its efforts and coordinated with firms in central Taiwan to effectively deal with the situation and iron out the ensuing competition problems. Internet communities are generally formed by companies in the same business line or area. But Chunghwa Telecom suggested that using a "core theme" would be the best option. The extra assistance from the government agencies will increase the opportunities for team efforts and the generation of economic synergies for eventual success.

### Members of Greater Taichung Bakery Online

| Member                          | Website   |
|---------------------------------|---|
| Juji Su Bing (vegetarian cakes) | <a href="http://hi0842.hi178.com.tw">http://hi0842.hi178.com.tw</a> |
| Daun Liuy Food Co.              | <a href="http://hi0859.hi178.com.tw">http://hi0859.hi178.com.tw</a> |
| Cardanwo Foods Co.              | <a href="http://hi0871.hi178.com.tw">http://hi0871.hi178.com.tw</a> |
| Hao Lai Siang Food Co           | <a href="http://hi0853.hi178.com.tw">http://hi0853.hi178.com.tw</a> |
| Tung Mei Food Co.               | <a href="http://hi0854.hi178.com.tw">http://hi0854.hi178.com.tw</a> |
| Kuei Tien Food Co.              | <a href="http://hi0855.hi178.com.tw">http://hi0855.hi178.com.tw</a> |
| Chang Bakery Co.                | <a href="http://hi0877.hi178.com.tw">http://hi0877.hi178.com.tw</a> |
| Hsin Yung Hsing Jeng Co.        | <a href="http://hi0866.hi178.com.tw">http://hi0866.hi178.com.tw</a> |
| Ji Yuan Yu Co.                  | <a href="http://hi0850.hi178.com.tw">http://hi0850.hi178.com.tw</a> |
| Maikado Bakery Co.              | <a href="http://hi0843.hi178.com.tw">http://hi0843.hi178.com.tw</a> |