



# PRODUCT CATALOG

**Be loyal to delicacies!**





# Catalog

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We care about our product quality as we care about you.  
We hope to form a "sunshine lifestyle" for every family  
by offering our sunshine products.

# Content



Every drop of our sauce is fermented under the sun. For the past 300 years, we have immersed in this "sunshine" business and produced hundreds of healthy and delicious products. We always devote ourselves to bringing happiness and joyful "sunshine" lifestyle to our customers!



# 01

## Who we are

## What we do

### Consumer products:

Soy suace

Oyster sauce

Soybean paste

Vinegar

Oil / Other condiments

# 13

15

36

40

50

60



# 64

## Contact us



# Flavor



Who we are 

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# Fill your life with more delicacies





## Mission

To inherit the traditional culture and craftsmanship of Chinese food; to continuously innovate and elevate "Chinese taste" to a whole new level; to spread Chinese food culture around the world.

## Vision

To make the world a more joyful and healthier place by providing high quality delicacies to our customers. To meet various demands via multi-brands sales network and high-level manufacturing technology.

## Value

- **Be humble:** Maintain the traditional craftsmanship in production and keep a low-key simple style.
- **Be perfect:** Only choose the kind, the good and the right.
- **Be practical:** Strive for truth and success based on facts and actions.
- **Be innovative:** Always be a step ahead.



# Our brand ranking<sup>(\*)</sup>

(\*) Kanta World Pannel Brand Footprint 2023 Report



**83.9%**  
Market  
share



**79.8+**  
million  
Reach rate



**NO.1**  
food brand  
in China

# Our capabilities



**7000<sup>+</sup>**  
Employees



**~600**  
R&D  
Specialists



2023 Sales  
Revenue  
**~3.4<sup>+</sup>**  
Billion USD



**600000**  
**m<sup>2</sup>**

Sun-bathing pools  
and fermenting tanks



**4<sup>+</sup>**  
**Million tons**  
Total production  
capacity



**10<sup>+</sup>**  
**Production  
Lines**  
(max speed up to  
**52K bottles per hour**)



**5<sup>+</sup>**  
**Million tons**  
Storage capacity



# Our footsteps

## Before 1955

### Sauce-making Workshops in Foshan

● In the mid Qing dynasty, traditional sauce-making workshops had founded in Foshan area.

● By the end of Qing dynasty, the sauce-making industry was prosperous, **products in salty, sweet, sour and spicy flavor had appeared.**

## 1955 - 1985

### Public-Private Partnership

● **1955:** 25 traditional sauce-making workshops in Foshan were merged and reorganized as "**Haday Sauce Factory**".

● **1961:** Haday built **the first soy sauce sun-bathing pool**, the experiment of fermenting and brewing soy sauce in pools instead of tanks had begun.

● **1971:** The first domestic **vacuum bottling machine** for soy sauce was launched in Haday. In the same year, Haday established its **first automatic packaging line** and put it into use.

## 1986 - 2013

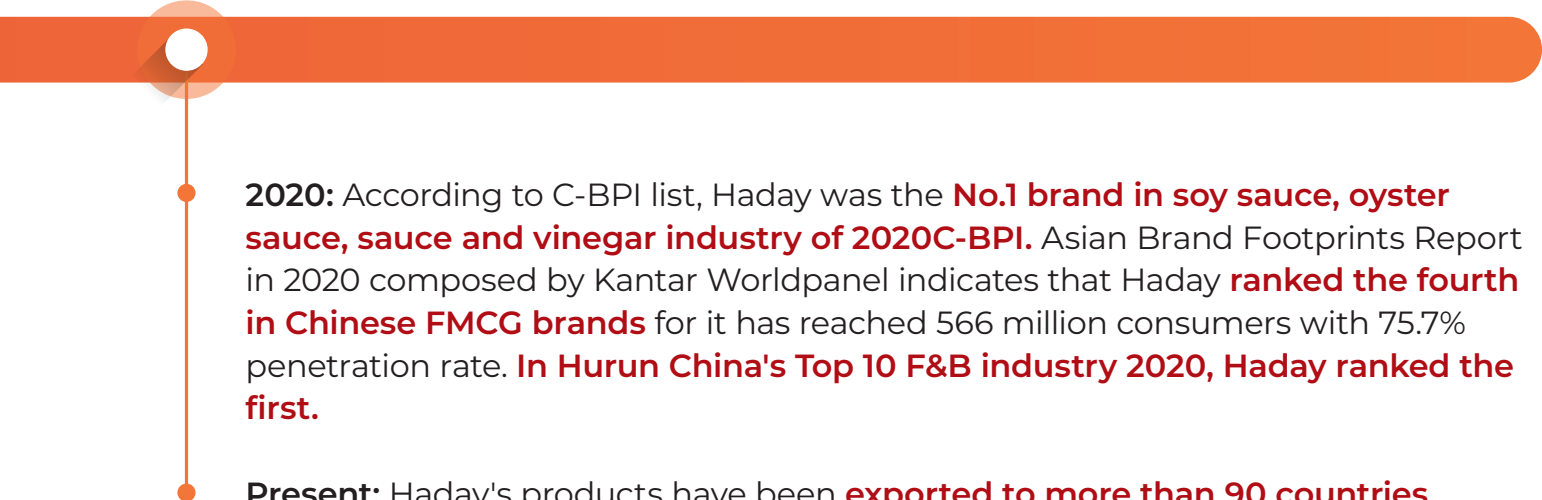
### The Transformation

- **1994:** After restructuring into **limited liability company jointly funded by individuals and the state** from the single state-owned system, Haday entered the fast lane of development.
- **1998:** Haday has grown into a **nation-wide brand** by taking the lead in the seasoning industry and finalizing its brand strategy, which accelerated the growth of products like Haday soy sauce. From then on, Haday has extended to almost every main city in China and gained geometric multiple growth in sales volume, **becoming the No.1 soy sauce brand in China.**
- **2005:** The first phase of Haday Gaoming production base was completed, with an annual output of more than 1 million tons, which makes Haday **the world's No.1 soy sauce production and sales company.**
- **2013:** Sales volume has reached 10 billion Yuan, Haday proposed a **"create another Haday in 5 years" plan.**

## 2014-present Corporate listing

- **2014:** Haday (603288) was **listed on the A- share market in Shanghai Stock Exchange**. In the same year, the first branch factory was set up in Suqian, Jiangsu, marking the beginning of the **nation-wide factory establishment**.
- **2016:** Haday started up the "Haday good product" project, intending to make highly-recognized and competitive products in the seasoning industry. In the same year, Haday was awarded as **"National Demonstration Enterprise of Product and Service Quality Integrity"** by China Association for Quality Inspection.
- **2018:** The "create another Haday in 5 years" plan was completed, and Haday was awarded as **the leading brand in national food industry** by China Association for Quality Inspection.
- **2019:** Haday was awarded as **"China Top 100 Enterprise in Light Industry"** and **"China Top 50 Enterprise in Light Food Industry"** by China National Light Industry Council.





**2020:** According to C-BPI list, Haday was the **No.1 brand in soy sauce, oyster sauce, sauce and vinegar industry of 2020C-BPI**. Asian Brand Footprints Report in 2020 composed by Kantar Worldpanel indicates that Haday **ranked the fourth in Chinese FMCG brands** for it has reached 566 million consumers with 75.7% penetration rate. **In Hurun China's Top 10 F&B industry 2020, Haday ranked the first.**

**Present:** Haday's products have been **exported to more than 90 countries**, introducing the taste of China to the world. Haday has a strong ambition towards globalization as it is rapidly developing. Haday's new motto is **"Anywhere there are people, there will be Haday's products."**



# Products



What we do 

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海天

味极鲜!

HADAY

haday

سويا ساس  
سيزنگ

Seasoning Soy Sauce

招牌味极鲜

خالص مقدار: 380 ملی لیتر Net Volume: 380 mL



# Seasoning soy sauce



- 1 Made from non-GMO soybeans. It is naturally fermented which results in a rich soy flavor and aroma.
- 2 This is an ideal sauce which enhances the taste and appearance of all kinds of dishes.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ steam
- ✓ dip

## Available size



4.9 L  
PET



1.9 L  
PET



750 mL  
GLASS

# Tasty seafood flavored soy sauce (classic version)



- 1 Made with first extract soy sauce, which has a delectable aroma and rich flavor of soy.
  - 2 Added with scallop extract, it delicately enhances the taste of any seafood dishes especially stir-fried dishes.
  - 3 Zero preservatives
- ✓ stir-fry
  - ✓ dress for cold dish
  - ✓ steam
  - ✓ dip

## Available size



1.75 L  
PET



# Seasoned soy sauce for seafood



- 1 Allows you to enjoy classic Chinese-style steamed fish.
- 2 Simply add this ready-to-use, seasoned soy sauce to steamed fish to create a restaurant quality dish at home.

- ✓ steam (best for fish)
- ✓ stir-fry

## Available size



4.9 L  
PET



1.75 L  
PET



# Haday signature dark soy sauce



- 1 Its rich soy flavor and full-bodied color will delicately enhance the taste and appearance of a variety of dishes.
- 2 No artificial colors, flavors, preservatives, or added MSG.

- ✓ braise
- ✓ stew
- ✓ saute
- ✓ marinate

## Available size



4.9 L  
PET



1.75 L  
PET



150 mL  
GLASS



# Superior light soy sauce



- 1 Made from non-GMO soybeans.
- 2 It is naturally brewed according to traditional methods to give it a rich soy flavor and aroma that will delicately enhance the taste of any dish.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ steam
- ✓ marinate

## Available size



4.9L  
PET



1.75 L  
PET



150 mL  
GLASS



# Haday signature mushroom dark soy sauce



- 1 Its flavorful soy taste and rich color will significantly enhance the taste and appearance of any dish.
- 2 No artificial colors, flavors, preservatives, or added MSG.

- ✓ braise
- ✓ saute
- ✓ stew
- ✓ marinate

## Available size



4.9 L  
PET



1.75 L  
PET



# Haday golden label light soy sauce (classic version)



- ① Created with high-quality wheat blended with non-GMO soybeans in golden proportions, giving it a distinctively smooth, sweet and aromatic taste that brings out the freshness of the food.
- ② Made of first extracted soy sauce, which has a delectable aroma and rich flavor of soy.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ dip

## Available size



4.9 L  
PET



1.9 L  
PET



1.28 L  
PET



150 mL  
GLASS



# Delicious light soy sauce



- 1 Made from non-GMO soybeans and high quality wheat.
- 2 It is an ideal sauce for marinating, cooking and dipping.

- ✓ stir-fry
- ✓ dip
- ✓ dress for cold dish
- ✓ marinate

## Available size



10.5 L  
PET



4.9 L  
PET



1.9 L  
PET



1.75 L  
PET



1.6L  
PET



1.28 L  
PET



800mL  
PET



750mL  
PET



# Delicious light soy sauce (classic version)



- 1 Made from non-GMO soybeans and high quality wheat.
- 2 It is an ideal sauce for marinating, cooking and dipping.

- ✓ saute
- ✓ dip
- ✓ dress for cold dish

## Available size



4.9 L  
PET



1.9 L  
PET



800 mL  
PE

# Dark soy sauce for braising



- 1 Made from naturally brewed soy sauce.
- 2 Its rich soy flavor and full-bodied color will delicately enhance the taste and appearance of a variety of dishes.

- ✓ stir-fry
- ✓ steam
- ✓ stew
- ✓ braise

## Available size



4.9 L  
PET



750 mL  
PET

# Traditionally brewed soy sauce

- 1 Traditionally brewed from water, soybeans, salt and wheat.
- 2 Characteristic rich and mellow umami taste, appetizing aroma and distinctive reddish-brown color.

- ✓ stir-fry
- ✓ steam
- ✓ dress for cold dish
- ✓ marinate



## Available size



20 L  
BOX



1.75 L  
PET



500 mL  
GLASS

# 0 haday golden label soy sauce



- 1 Naturally brewed like wine, from water, non-GMO soybeans, salt, sugar, wheat and yeast extract.
- 2 No artificial colors, flavors, preservatives, or added MSG.

- ✓ stir-fry
- ✓ steam
- ✓ dress for cold dish
- ✓ marinate

## Available size



4.9 L  
PET



1.9 L  
PET



100 mL  
PET



# 0 mushroom dark soy sauce



- 1 Naturally brewed like wine, from water, non-GMO soybeans, sugar, salt, wheat and mushroom extract.
- 2 No artificial colors, flavors, preservatives, or added MSG.
- 3 Fast coloring with just a few drops.

- ✓ stir-fry
- ✓ stew
- ✓ braise
- ✓ marinate

## Available size



1.9 L  
PET

# Black bean 0 haday golden label light soy sauce



- 1 Naturally brewed like wine, from water, black bean(soybean) , salt, wheat, sugar and yeast extract.
  - 2 No artificial colors, flavors, preservatives, or added MSG.
  - 3 Preferred black beans, brewed in the sun.
- ✓ stir-fry
  - ✓ dress for cold dish
  - ✓ steam
  - ✓ marinate

# 0 premium soy sauce



- 1 Naturally brewed like wine, from water, non-GMO soybeans, salt, sugar, wheat and yeast extract.
- 2 No artificial colors, flavors, preservatives, or added MSG.
- 3 Made from non-GMO soybeans. It is naturally fermented which results in a rich soy flavor and aroma.

- ✓ stir-fry
- ✓ steam
- ✓ dress for cold dish
- ✓ dip

## Available size



1.75 L  
PET



350 mL  
GLASS

# 0 premium light soy sauce



- 1 Naturally brewed like wine, from water, non-GMO soybeans, salt, wheat, sugar and yeast extract.
- 2 No artificial colors, flavors, preservatives, or added MSG.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ steam
- ✓ marinate



# Light soy sauce (selected version)



- 1 It is brewed according to the traditional, natural method.
- 2 It has a rich soy flavour, color and aroma which will delicately enhance the taste of any dish.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ steam
- ✓ marinate

## Available size



10.5 L  
PET



4.9 L  
PET



1.9 L  
PET



# Light soy sauce (classic version)



- 1 It is brewed according to the traditional, natural method.
- 2 It has a rich soy flavour, color and aroma which will delicately enhance the taste of any dish.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ steam
- ✓ marinate

## Available size



10.5 L  
PET



4.9 L  
PET



1.9 L  
PET



800 mL  
PET



# Dark soy sauce (classic version)



- ① Made from naturally brewed soy sauce.
- ② Its rich soy flavor and full-bodied color will delicately enhance the taste and appearance of a variety of dishes.

- ✓ stir-fry
- ✓ steam
- ✓ stew
- ✓ braise

## Available size



10.5 L  
PET



4.9 L  
PET



1.9 L  
PET



800 mL  
PET

# Mushroom dark soy sauce



- 1 Made from naturally brewed soy sauce.
  - 2 Its rich soy flavor and full-bodied color will delicately enhance the taste and appearance of a variety of dishes.
- ✓ stir-fry
  - ✓ stew
  - ✓ braise
  - ✓ marinate

### Available size



4.9 L  
PET



1.9 L  
PET



1.75 L  
PET



1.6 L  
PET



1.28 L  
PET



750 mL  
PET



150 mL  
GLASS





海天

بیڈے سپیریئر

آنسٹر ساس

海天上等蚝油

صاف وزن: 260 گرام Net Weight: 260g

haday

Haday Superior  
Oyster Sauce

260 گرام  
صاف وزن



# Haday superior oyster sauce (classic version)



1 Made of carefully selected authentic raw materials, resulting in rich oyster flavor and smooth texture.

2 It's an ideal all-purpose seasoning.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ stew
- ✓ dip

## Available size



6 kg  
PE



2.27 kg  
PET



520 g  
GLASS



590 g  
PET



700 g  
GLASS



1 kg  
PET



340 g  
PET



# Haday signature oyster sauce



- 1 Made of carefully selected authentic raw materials, resulting in rich oyster flavor and smooth texture.
- 2 A few drops can bring out the freshness of the dish.

- stir-fry
- stew
- dress for cold dish
- dip

## Available size



2.45 kg  
PE

2.27 kg  
TIN

1 kg  
PET

620 g  
PET

550 g  
GLASS

270 g  
GLASS

# Haday golden label oyster sauce (classic version)



- 1 Made of carefully selected authentic raw materials.
- 2 Exceptionally fresh taste with a smooth texture.
- 3 Classic quality has been popular for many years.

- ✓ stir-fry
- ✓ dress for cold dish
- ✓ stew
- ✓ dip

## Available size



6 kg  
PE



2.27 kg  
PE



1.07 kg  
PET



530 g  
GLASS



265 g  
GLASS



海天  
Yes! 黄豆

Hada Signature Soybean Sauce

海天招牌黄豆酱

340 g





# Haday signature soybean sauce



- 1 Haday's high-end soybean sauce product.
- 2 Only use authentic raw materials which are visible and chewable, resulting in a full-bodied taste of the sauce.

- ✓ dip
- ✓ steam
- ✓ stir-fry
- ✓ braise

## Available size



2 kg  
PE



800 g  
GLASS



230 g  
GLASS



# 0 hot soybean paste



- 1 Fermented from carefully selected non-GMO soybeans.
- 2 Perfect combination of soy beans and chili, providing a unique spicy flavor.
- 3 Zero preservatives.

- ✓ braise
- ✓ stir-fry
- ✓ stew
- ✓ dip

## Available size



800 g  
GLASS



# Hot soybean paste



- 1 Fermented from carefully selected non-GMO soybeans.
- 2 Perfect combination of soy beans and chili, providing a unique spicy flavor.

- ✓ braise
- ✓ stir-fry
- ✓ stew
- ✓ dip

## Available size



1.9 kg  
PE



800 g  
GLASS





# 0 soybean paste



1 Authentically fermented from non-GMO soybeans, resulting in a full-bodied soybean aroma.

2 Zero additives

- ✓ braise
- ✓ stir-fry
- ✓ stew
- ✓ dip

Available size



800 g  
GLASS



# Haday signature sauce for rice



1 Made of carefully selected non-GMO soybeans and shiitake mushrooms to provide a savory and mild spicy flavor.

2 Zero preservatives.

- ✓ steam
- ✓ saute
- ✓ dip
- ✓ braise
- ✓ dress for cold dish



# Haday signature mushroom sauce



- 1 Made of carefully selected non-GMO soybeans and shiitake mushrooms to provide a savory and mild spicy flavor.
  - 2 Zero preservatives.
- ✓ steam
  - ✓ saute
  - ✓ dip
  - ✓ braise
  - ✓ dress for cold dish



# Chili garlic sauce

- 1 Bright red color with glowing luster.
- 2 Particularly added fresh garlics provide a mild spicy flavor with a little sweet and sour taste.

- ✓ stir-fry
- ✓ dip
- ✓ dress for cold dish
- ✓ steam



## Available size



6.3 kg  
PE



2 kg  
PE



350 g  
GLASS



# Chu hou paste



- ① Authentically fermented from carefully selected non-GMO soybeans.
- ② Particularly suitable for cooking meat to enrich the flavor.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> stew     | <input checked="" type="checkbox"/> dip    |
| <input checked="" type="checkbox"/> stir-fry | <input checked="" type="checkbox"/> braise |
| <input checked="" type="checkbox"/> marinate | <input checked="" type="checkbox"/> dress  |

## Available size



6.5 kg  
PE



2.2 kg  
PE



255 g  
GLASS



# Hoisin sauce (classic version)



- 1 Authentically fermented from carefully selected soybeans.
- 2 Ideal for braising, stewing, stir-frying dishes, to enhance the freshness and flavor of the dish.

- |                                     |        |                                     |          |
|-------------------------------------|--------|-------------------------------------|----------|
| <input checked="" type="checkbox"/> | braise | <input checked="" type="checkbox"/> | stir-fry |
| <input checked="" type="checkbox"/> | stew   | <input checked="" type="checkbox"/> | marinate |

## Available size



2.27 kg  
TIN

海天

海天

零添加醋

好吃又不酸

0金标米醋

谷物酿造·只有4种原料

水 大米 白砂糖 食用盐

酿造食醋 净含量 500ml



# 0 haday gloden label rice vinegar



① Brewed with carefully selected rice authentically grown in the countryside, resulting in high quality of the vinegar.

② Zero preservatives.

- ✓ dip
- ✓ dress for cold dish
- ✓ marinate
- ✓ stir-fry



# 0 haday golden label black vinegar



- 1 Brewed with natural raw materials like grains, water, glutinous rice, wheat bran, salt and white sugar.
  - 2 Reddish-brown color and traditional Jiangnan style flavor which combines a mellow taste with a strong sour aroma.
  - 3 Zero pervervatives.
- ✓ dip
  - ✓ dress for cold dish

## Available size



1.9 L  
PET



1.28 L  
PET



800 mL  
PET

# White rice vinegar



- 1 Brewed with carefully selected rice authentically grown in the countryside, resulting in high quality of the vinegar.
- 2 Classic quality has been popular for many years.

- ✓ dip
- ✓ dress for cold dish
- ✓ marinate
- ✓ stir-fry

## Available size



1.9 L  
PET



800 mL  
PET

# Glutinous rice vinegar



- 1 Brewed with natural glutinous rice, water, salt and sugar.
  - 2 Light yellow color, refreshing and pleasant aroma and soft sour sweet taste.
  - 3 Zero preservatives.
- ✓ dip
  - ✓ dress for cold dish
  - ✓ marinate
  - ✓ stir-fry

# 5% acidity white rice vinegar



1 Brewed with carefully selected rice authentically grown in the countryside, resulting in high quality of the vinegar.

2 Zero preservatives.

- ✓ dip
- ✓ dress for cold dish
- ✓ marinate
- ✓ stir-fry

# Mature vinegar



1 Mellow and smooth, with a lingering aftertaste.

2 Zero preservatives.

- ✓ dip
- ✓ stir-fry

✓ dress for cold dish

## Available size



1.9 L  
PET



1.28 L  
PET

# Black vinegar



- 1 Reddish-brown color and traditional Jiangnan style flavor which combines a mellow taste with a strong sour aroma.
- 2 Zero preservatives.

brew

dip

dress for cold dish

## Available size



1.9 L  
PET



1.28 L  
PET

# 5% white vinegar



- 1 Brewed with carefully selected rice authentically grown in the countryside, resulting in high quality of the vinegar.
- 2 Suitable for dressing, marinating, stir-frying and dipping, by providing a fresh and mild sour taste.

- ✓ dip
- ✓ dress for cold dish
- ✓ marinate
- ✓ stir-fry

## Available size



1.9 L  
PET



4.9 L  
PET

# 9% white vinegar



- 1 Brewed with carefully selected rice authentically grown in the countryside, resulting in high quality of the vinegar.
- 2 Suitable for dressing, marinating, stir-frying and dipping, by providing a fresh and mild sour taste.

- ✓ dip
- ✓ dress for cold dish
- ✓ marinate
- ✓ stir-fry

## Available size



4.9 L  
PET



海天味业  
正品保证

haday

海天天赐良谷

芝麻香油

纯物理压榨

100%  
纯芝麻

只取头道



海天味业·正品保证

净含量: 250mL



# Sesame oil



- 1 Natural sesame is the one and only ingredient.
- 2 Made from physical pressing method without any leaching.
- 3 Pure materials convey a strong and long-lasting sesame aroma.

- ✓ dip
- ✓ stir-fry
- ✓ dress for cold dish

## Available size



1.9 L  
PET



1.28 L  
PET



480 mL  
GLASS



150 mL  
GLASS



400 mL  
GLASS

# Tomato flavoured sauce



- 1 It is rich in tomato flavour with natural bright red color.
- 2 It is great for dipping finger food, preparing sauce mix and cooking pasta sauce.

- ✓ dip
- ✓ stew
- ✓ steam
- ✓ stir-fry



*Culture*



Contact us 

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# Contact us

**FOSHAN HADAY FLAVOURING &FOOD Co.Ltd.(Haitian)**

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Foshan City

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## For Media Cooperation:

Warmly welcome media for further understanding about Haday. In case you need to schedule an interview, please contact us by the following ways:

**Department:** Haitian brand center

**Tel:** 0757-82817307

**Email:** [ad82817307@126.com](mailto:ad82817307@126.com)







**Every drop  
is heartfully made  
for delicious meals!**