Jinzai Food Group Co., Ltd. is a modernized snack food company integrating production, marketing and research. As a inheritor of Chinese food culture, Jinzai Food Group Co., Ltd. insists on seeking quality for consumers, a win-win strategy for partners, and benefiting employees, continuously improving the level of innovative R&D and intelligent production, and providing consumers with safety , Delicious and convenient snack food, spreading the philosophy of healthy, happy and fashionable life.

        It has been 30 years since the founder Mr. Zhou Jinsong stepped into food industry. Born in the banks of the Miluo River, Mr. Zhou was deeply loved baked fish and dried tofu in his hometown when he was a child, and grew up with his dream of turning "childhood taste" into pocket snacks. In 2010, Mr. Zhou Jinsong, who was concerned about the construction of his hometown, returned to his hometown and founded Huawen Food Company.

        At present, Jinzai owns automatic production bases in Yueyang and Pingjiang, covering an area of about 300 acres. The main product, Jinzai Deep Sea Fish, sold 1.2 billion packs in 2019, ranking first in the industry, and leisure soy products ranked among the top ten in the industry. Jinzai products sell well in nearly 30 countries around the world, including China, the United States, Canada, and Australia.

        Jinzai insists on quality first. Through self-built raw material bases, full-process cold chain transportation, refined storage, intelligent production, global marketing, etc., we will continuously improve the smart supply chain system and actively promote the construction of food traceability systems to ensure food safety and quality. Jinzai Foods has passed many international food safety standards such as HACCP and ISO9001, and has been rated as one of the top 30 enterprises in Hunan's agricultural advantageous and characteristic industries, and the leading enterprise in agricultural industrialization in Hunan Province. The "Jinzai" brand has won honors such as the first choice of food safety brand in Hunan Province and the famous Hunan trademark, and was shortlisted in the first batch of CCTV Chinese brands.

        Jinzai promotes development through research and development. A large amount of capital has been invested in the construction of modern production bases and technology centers. The level of intelligent production lines leads the industry. It has independently researched and developed 18 industry-leading patented technologies such as "Dried bean curd texture improvement technology" and "Fried fish texture improvement technology". In 2018, it passed the "Hunan Provincial Enterprise Technology Center" certification.

        Jinzai focuses on professionalism, continues to deepen the snack food industry, adheres to the strategy of globalization, branding, and rejuvenation, and uses food as a medium to reach the world.