



Zoom 美

INNOVATIVE FOOD FOR AN ACTIVE LIFE

Mission & Vision

JOOMA美仁

SMART NUTRITION

BASED ON ALT PROTEIN

OUR MISSION

WITH OUR INNOVATIVE, HEALTHY
PLANT-BASED PRODUCTS WE
CHANGE THE WAY PEOPLE EAT, AND
ALWAYS DELIVER SOLUTIONS FOR A
SUSTAINABLE FUTURE

OUR VISION

ASIA' S LEADING BRAND FOR ALT
PROTEIN BASED SNACKS AND IN-
BETWEEN MEALS

JOOMA美仁

JOOMA - The Brand in the Press (Selection)

这哪是酸奶啊，简直就是流心椰子奶油吧！

Chinainfo 企鹅市场 企鹅吃喝指南

2022-04-21 20:58

这两年椰子酸奶也越来越卷了嘛。

继蓬松如慕斯的Raglan、健康清爽的Yeyo之后，我们又挖到了一款非常出色的椰子酸奶！编辑部的椰子教信徒已经提前定了两箱🙏。



何以食

JOOMA美仁

案例名称
JOOMA植物酸奶

简介：

美仁食品（天津）有限公司（JOMMA）成立于2019年，主营健康植物基食品，目前已推出巴旦木基植物酸奶及椰子基植物酸奶。JOOMA倡导积极、健康、有态度的生活理念，致力于研发生产纯天然、纯植物、高品质、可持续的创新型高端植物基

案例集 | 在低碳环保和营养美味间，JOOMA美仁食品推动可持续

中国绿发会

2022-02-18 13:38

文章来源：何以食

2021年3月，UNFSS-AT2中国行动平台及中国绿发会食食基金共同发起食物可持续转型领域的最佳实践案例征集（征集详情请看：第二轮案例征集 | 联合国粮食系统峰会中国最佳实践案例），案例涉及乡村振兴、绿色食政、公共采购、校餐、食物市场环境、大厨领导力、青年领导力、食品科技创新、植物领先饮食、动物福利、减少食物浪费、食物教育、可持续食物设计等关键性议题。在2021年9月10日召开的第五届良食峰会上，我们正式发布了《2021食物可持续领域实践案例集》，并

FOOD navigator-asia.com

Colour-coded plant-based yoghurt: China's Jooma launches new coconut range and packaging designs

By Pearly Neo



品牌	产品	规格	DCI	评分
美仁JOOMA	美仁JOOMA	¥ 14.5/120g	8.0	优秀
农夫山泉	农夫山泉	¥ 8/135g	7.7	优秀
清水荷花	清水荷花	¥ 13.5/140g	7.7	优秀
Raglan	Raglan	¥ 49.7/350g	7.6	优秀
豆本豆	豆本豆	¥ 5.99/230g	7.0	优秀
豆妃	豆妃	¥ 9.98/240g	6.9	优秀
给与	给与	¥ 11.33/120g	6.7	一般
甄养	甄养	¥ 6.88/200g	6.3	一般
圣牧	圣牧	¥ 6.88/200g	6.0	一般

让我们恭喜美仁JOOMA喜提榜首，以第一名

【犇行动】JOOMA：年度食物友好——巴旦木做的植物酸奶！

Original 华犇会 犇vegan 2021-11-05 17:30

收录于合集

#华犇会 192 #犇行动 19 #犇人 53



thebeijinger



vegconomist
- Das vegane Wirtschaftsmagazin -

Milch- & Molkealternativen
JOOMA launcht Mandelmilch im Glas in China
21. November 2022

Company News
NOIX Wins China's Good Food Award For Jooma Almond Yogurt
January 6, 2022

CHINADAILY 中国日报网

A professional food-lover dedicated to healthy, plant-based foods in China

FOOD navigator-asia.com

'Superior tech': Chinese plant-based brand Jooma outlines regional expansion, co-branding and product extension plans

By Guan Yu Lin

道DAO

Pivoting into China's up-and-coming plant-based food market – an interview with Kamil Gajewski

November 16, 2022 By Jing Lin



突破高端植物基市场 德国NOIX中国设厂 推出巴旦木基植物酸奶

2020-04-30 10:24

GOOD FOOD FUND



Newsires

NEW YORK CITY, NEW YORK, USA.
September 15, 2022 (EINPresswire.com) -
- Market Synopsis

The global coconut milk market size was USD 746.1 Million in 2021 and is expected to register a revenue CAGR of 7.1% during the forecast period. Rising demand for healthy, nutritious, and environment-friendly foods that contain vitamin C, phytonutrients, minerals, potassium, and vitamins and can be used in food products, beauty and personal care products, and pharmaceutical products is expected to drive market revenue growth. Nutritional properties, health benefits, and rising consumer preference for using coconut milk in households, for preparing foods are increasing demand for coconut milk in the market. On 23 May 2022 for instance, Jooma, which is a China-based company, announced the launch of a new coconut yogurt range. This yogurt firm has launched coconut milk-based yogurt with a modified customer appeal in the market for attracting global customers. Coconut milk in food items such as beverages, desserts, and beauty products such as hair care, skincare, and healthcare products add nutritional benefits and other health benefits that assure healthy life and is expected to increase revenue growth of coconut milk in the market.



在做植物酸奶创新的同时，团队在前期选品等环节也是花了很多心思，以确保产品能满足大家对于蛋白质、维生素等天然营养成分的需求。



相比一般的动物酸奶，JOOMA美仁的植物酸奶，和其他植物酸奶产品一样，不含任何动物源激素、乳糖、胆固醇及麸质。

第三方检测报告

不知道大家去逛门店的时候，有没有发现我们偷偷上新了这款椰子基植物酸奶。



AWARDS



Products & Brand



- 2022
- 2023
- **2022 FBIF WOW FOOD AWARD**
The only award-winner in the category
- **2023 Hong Kong Quality Veggie Awards-Experts' Choice Awards**
The only award-winner in the category

Sustainability



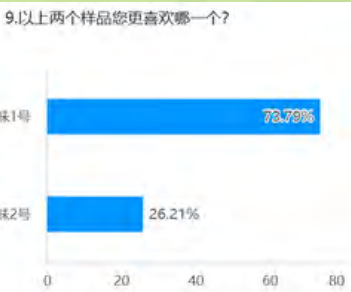
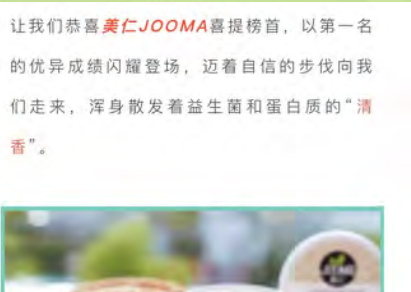
- 2021 & 2022
- **2021 GOOD FOOD AWARD**
- **2022 Benchmark in China for healthy & sustainable diet**

Standard-Setting



- 2023
- **China vegan food standard setting**

IN OTHER NON-OFFICIAL COMPETITIONS (PANEL TEST, PRODUCT COMPARISON BY THIRD PARTY) JOOMA IS ALWAYS RANKED FIRST!





JOOMa美仁

INNOVATIVE FOOD FOR ACTIVE LIFE

LET'S SHAPE THE FUTURE OF HEALTHY PLANT-BASED FOOD TOGETHER!

STRICTLY CONFIDENTIAL