东鹏饮料

可持续发展报告

01

02

03

30

2.9

450

海岛椰
椰汁
大咖
生椰拿铁
补水啦
电解质饮料
柠檬味
累了困了 喝东鹏特饮
东鹏特饮
东鹏饮料
果之茶
蜜桃乌龙
蜜桃乌龙
潘氏奶茶
低糖
原味奶茶
焙好茶

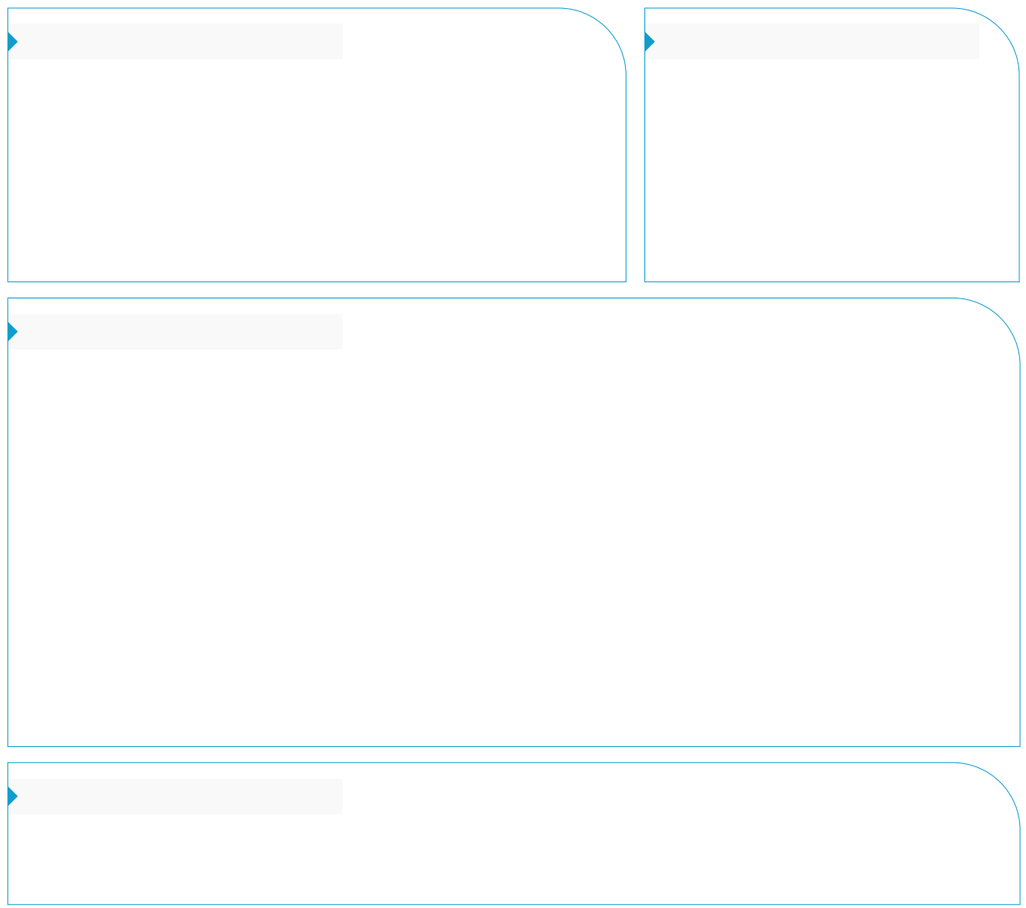
2025

4,130,436	
4.09	10
23,351,153.76	100
8.7	989,964.40
723,566.08	596,046.50
8	5.02

84	335

6,633.84	9	
93	21	72
12,376	100	
100	2,300	

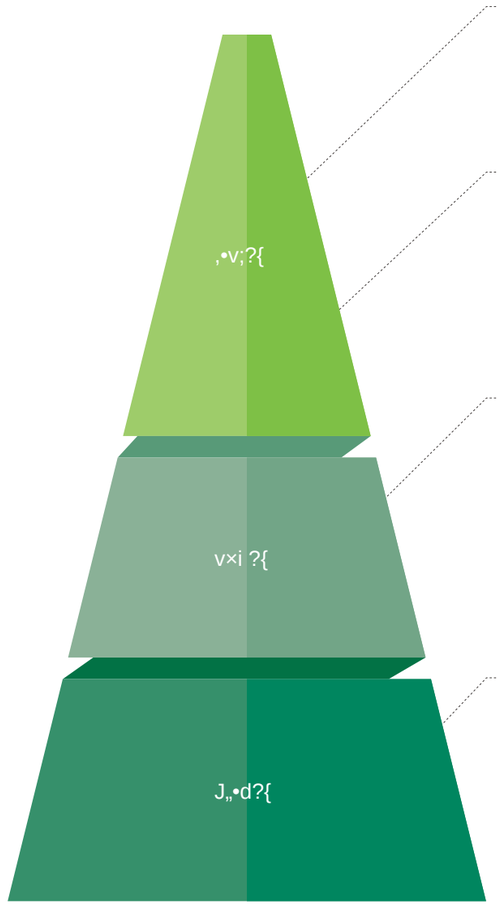
荣誉证书
2025
最佳品牌营销奖
KANTAR BRANDZ
2025
（排名第44位）



C¾? [^)«0 .Ê

\[i

&Ž¶±®ÏOñ? [^)«0 .Êv×i •ß™ , « • , 03Ko}o0 ?•\[i SyS,æ{S,DŠ'+•ß™ ^aQ`m¸ö³^™'2(Iökœ&x03Ko}o0 ?•:<0×(Ì & 4 (v×i :<0×(Ì & 4 (J„•d?-}Fö´&r})\[i (dy¹æ{pÁ)B[^)«nq,"–ó¬ÿ5^Iökœ,•v; nv×i J„•d &x^E5'>JP60P?{« E¤-LRcOj}av,&x/80ZL€•s o



- ? & 4 ('2. æw.«0ŽC¾? [^)«0 .Ê–ó¬ÿæx™ RR}JO®(d ™ 'ã o
- n/o Iökœ&x03Ko}o0 ?•:<0×(m¸B¨(r/ú0'0 ,&[¨Jã o
- >N–óC‡J ,¥, 0@C¾? [^)«0 .ÊIökœ/ú,¸LWnaSû o
- >N–ó&x°‰— [^)«0 .Ênq,"m¸-e© nR¼ž•1$Eg1‡æ{pÁ)B ¡~8Ð,•v;+Î- •L• [^)«5 z o
- >N–ó[^)«naSûm¸•*IíG”,ƒ o
- Kw? C¾? [^)«0 .Êm¸O®(d“ -"æ{-V>ACƒCÞ„œ•J,¸q+B¨ (r–æ-"&x,"§v'ã. Pž¨,•• o
- DŠu([^)«nq,"-e© &xR¼ž•^a/@æ{C‡>AR•5 ¬åTMEñ,¸LW '2¬àm¸L€•spGtU&x•d. IíSS o
- DŠu([^)«–ó¬ÿnq,"m¸6Æ–òR¼-Væ{pÁ)Bv×i ?{LMLãq+,¸ LWO_v;/úRRP [^)«™4–ô o
- }F}I0PŸÈ¨v,((dˆE>J([q+Iökœæ{L€. 9uk0'a6Ç5'„œ•J OVž# n.«'3œ½¡€.Êv TMEñ,¸q+–ó¬ÿm¸¬àna>JP6 o
- /8—H0PŸÈ¨vOP©Ëq+LWO^ n•J_B]Š•rv O¨L æ{/8. -V>A 0P@ (Ym¸q+,¸LW}kOjKwSûC‡[¨Fª— (.}USS o
- Zæ=ÍCÞU,TM„œ•J,¸LWnaSûm¸J„•d•sCÞæ{— -F`¶5ˆ[^)« Eg1‡C‡0b & 4 (v×:<(L¿- OV2¤DŠ–ó o

&Ž¶±®ÏOñ[^)«0 .Ê–ó¬ÿv×\[SyS,/ú•ß™

v;kœ

Cƒæ{&Ž¶±®ÏOñ6Ç'55B¨â}F}IRRP 0 BÒm¸[^)«nq,"KwD¸&x6Ç,¥æ{y¹}aD“?•[^)«0 .Ê-e© &xR¼ž•m¸, « — (.æ{s0=ÖU i ,"§v[^)«-e© 1$R¼ž•/ú,&`¶5ˆEg1‡æ{C‡-V>A¡Ï? F•m¸C¾? LƒP6æ{Ko}o>$2¤[^)«\[i R¼-V&x-e © 1‡C¾•J. æ{, « L¿/.[^)«•ÓC¾. &x03Ko}o0 ?•uJ'0. o

[^)«G”Q^- S@

&Ž¶±®ÏOñy¹}aD“?•[^)«G”Q^- S@B¨(ræ{? Cƒ n Cƒ/ú Cƒ(r&¹p R• n&¥R• n§ËR•m¸Pž¨,…´55 -"- }vCÞæ{- ¨ÌZ¯— (.[^)«0 .Ê? 'ñ&Œ0 ?•m¸`¶5ˆEg1‡ o

G”Q^0\sf	G”Q^•åKJ	G”Q^—9PÈ	Pž¨,}vCÞ
}•„€G”Q^	• >J(d-e© ö;•ë0V5BO_ CÎ¨,[^)«0 .Ê&•¨v:< 0×(æ|, 'gr"(}Q]8 š Eˆæw 4 4 1 æx • œ®6 -e© ö;8Û•d&xn/ v×R¼S,}•„€¡„• }ø}^ æw / (' 4 ,™a* LWO^æx	• fŸi Eg1‡ö;, i r"(}Q]8RŠnáR?}•„€ nR?.«>, m¸P00bœ®6 æ{ž •BL¿± •J_BOjhg1$F/ž œ®0b([q+•J_Bæ{(ª^›>T[^(dLWO^5ˆR¥&†},&¥0=B©08•* -L,™ª*æ{C‡? /.^›L}-V5ˆ o $ 'Ä,; o • r"(}Q]8Eg1‡ö;, i [^)«O_v;••h¡- S'± m¸/8 0ZF•&x-xo¯F•æ{q+'ßTT5ˆO_v;°n. &tQ ˆ|&s/. o .Êp •J_B5ˆ•J_B}US,&¥m¸/QZñ•=ž &t¨íæ{™4R¥](0b}•„€([q+¬í6– o•ad,-2R•« &°œÅ± m¸q+lí R¥OE- æ{(N'¢§Ë•tn•æ{ž •BJ®R©-/P &x•J_Bœ® 6 æ{03'ÄRcOj“ Ÿ fŸi -e© C Rûm¸B-- L 8ßæ{ >Jh¡>*“ }Q]8m¸C,sØ•B^‹ o	&¥R•ö; Cƒ
UU„€G”Q^	• >J(d-e© ö;•ë0V5BO_ CÎ¨,[^)«0 .Ê&•¨v:< 0×(æ|, 'gr"(}Q]8 š Eˆæw 4 4 1 æx • œ®6 -e© ö;8Û•d&xn/ v×R¼S,}•„€¡„• }ø }^ æw / (' 4 Ê $ V S S F‡ 1 P M J D J F Tæx	• fŸi Eg1‡ö;'¿••'+RRS'unm¸± LWO^¬ë]5æ{)ú— , i r"(}i}o± CÞ(Ü™Fd‹c& np \X1$8Ôd,[^æ{ }Ã&ØRcOjm¸[^)«O_v;C•¬ë o-LR¥&†},R£æ{, i C,5²/.^›S'Rc03•J™„•B o $ o • r"(}Q]8Eg1‡ö„ i [^)«O_v;R¢“ •s&gYÿE .Êæ{ }vKoh¡Rcm¸pñfY.Êg FV o&†kr)BKo™4_B>™©Ë6 7Þ§ËW·D-æ{•J_Bœ®6 •w_Õæ{^a\Ç•J_Bm¸03‡&E¤ F•P}\•E¤-L)B©{ o©enáfŸi -e© æw9uS'un8Ô[^ n ‹Cl‹ &s/.æxm¸¬øhg&xE CÞah7Þæ{, i (ØC¾§F ? « &°}US,F•,~- æ{? ƒ],Z&Œ,¸'a n™4'a,¸)é /úž ™ ,²€Æ. -¢æ{§ËR•>*“ }Q]87Þ§Ë? « &°&š ¡~m¸™ « C•J“ o	§ËR•ö; Cƒ

&Ž¶±®ÏOñ[^)«G”Q^•åKJ

Talent Development Awards 2025
人才发展
青英奖2025
荣誉榜单
人才发展优秀企业
东鹏饮料（集团）股份有限公司
荣耀揭晓 2026中国企业培训与发展年会

Talent Development Awards 2025
人才发展
青英奖2025
荣誉榜单
品牌学习项目
东鹏饮料集团-供应链知识竞赛
荣耀揭晓 2026中国企业培训与发展年会

Talent Development Awards 2025
人才发展
青英奖2025
荣誉榜单
创新方法论
东鹏饮料（集团）股份有限公司
荣耀揭晓 2026中国企业培训与发展年会

2025
2025第五届
全国人力资源创新大赛
HRLead人力资源人才发展品牌
领军品牌
东鹏饮料（集团）股份有限公司

东鹏饮料

•ß&Œ*4D)B©{

0Pk0'a6Ç5‘ZæCƒ}F}ID“?••ß&Œl;/m>r5 z U,]5æ{C‡ ?]•© @ (Y0×B¨ˆE>J@ -x n5ˆ@ /ús @ (dU,> LW o Yü8ªæ{, 0@&¹0×B¨}¶}5B¨( )B© 1$©Î&º™ 'ã© o

, 0@6Ç'50×B¨> ,)B©{1$-e© ¨ÈL}ª=’³æ{Bº5ˆŸÈ- k0'a6Ç5‘D¸, > , k0'a™ 'ã)B© æ{0ZPž}U0V&v0Zk0 'a6Ç5‘m¸>J¨âG”,ƒæ{Ko}o— (.C‡•öYÿL€•snq,")B© > LWm¸•Ók=&x>$2¤ o

0×B¨,"f6

, 0@5ÏKo'Ä0×B¨&¹R¥æ{55}Wö³*4D B¨(r nC‹r·k0] ö´m¸i FAæ{Ko}oL€•s0×B¨,"f6&¿Lƒæ{,"\¤0×B¨›gEñ*4D 1$8´TK.Ê ª=[æ{. . ˆ ž#,(RcE1?©H-1$,Õ•ø. m¸B¨(rh 7¯ o

•ß&Œ*4D 6Æ–ò

*4D 1$> , naSû

Cƒæ{, 0@Fª03–õE6'2Ofhgæw 5 3 * 3æxIôL 8ßB¨Pž'2Ofhgæw - 5 * 3æ¥&µ¢æ{Ç‡'»n7, (d 0×B¨1$J¬.«2A0×B¨ o

*4D 1$> , naSû•s?•

KwSû	Cƒ	Cƒ	Cƒ
Fª03–õE6'2Ofhgæw 5 3 * 3æx			

'mc?}kOj

Cƒæ{

- , 0@> , k0'aJÏ, ¡„- +Ë o
- , Cƒz!–æD“?•> , U,SÅ™„•B Yƒæ{LWSÅ0Px«> , ©gGV (n¬à o
- B¨( )B© CƒCÞFªJÏ, &¹ +Ëæ{YûD-0×B¨»n7hg•* o
- , &¿. •ß&Œ*4D &x> , nq,"6Æ–ò 5žæ{0×B¨/ì&xFª–æ 'ƒæ{> , 6Æ–òFªPž§Ë ?-Pžæ{z!–æ '»n7 oP 0×B¨, •ß> , 6Æ–ò1$•LTMž •Bhg5²•*-L o

mFª03–õE6'2Ofhgæw 5 3 * 3æx æw03–õE6'2OfFª O¨ – æx ¶ FªB¨Pž o

P˜C"] . 1$5 DŠ] .

P˜C"0×B¨r··D

, 0@&¹0×B¨L¿(ØCƒCÞ*4D (d U‚æ{C‡ž •Br··DC‚055ˆ„œ)úPˆ0b0×B¨0 O^,"FUr··D o }U0V&v0Z@ (Y1$0×B¨~ˆ(dfµ c?æ{Ko}oD“?•OÒ(d] . 1$0× B¨r"5 DŠ— æ{¸=. 0×B¨/i&x •X. *4›g1$OÒ.Ê'\](æ{7ÞE 5 ¨-‚Õ•ø. o

&•¬à,"f6¬àna

, 0@kKB¨(f-8â0 ™pö³ f6Eñ'=. P˜ö´] . æ{s%Koö³&v–î&g5žl,l;/“6L &g&¡>{Cíö´m¸i FAæ{ž •B0×B¨ƒHHfKé ™P&g8ÔB¨™4C‡}U0V, 0@Ké™Pæ{&¹›gGV l,l;m¸0×B¨/ú,&nly¹>{?©L¿(ØOEKoæ{ C . 5.©¼>{Cí}•“R>J¨â/“. o

f6Eñ'=. C Jœ

fµZK)B©{

¦Ï? fµ>A0×B¨~ˆ(dæ{, 0@L¿(ØRc¦Ï? F•m¸OEKoLƒP6 o? '58ª]#0×B¨æ{, 0@L¿(ØsFJ;•‰™1Lr'u)úv r··D> LWæ{C . ,&C, •,B¨(r&x>{Cíª=[ož •BKo}o>$2¤,"f6&¿Lƒæ{, 0@&vP L¿/. 0×B¨C‹r·H-1$}F}I–é0ZCÞ o

>{Cí,"FU

, 0@55}W„œPˆ„œc?}F}ID“?• END-8´TKm¸0×B¨,"f6] . æ{ C‡D“?•0×B¨>{Cí&º¬ÿ/ì“ &x ^·=Ö] . æ{Ÿ —<&g}A&Œ. 'ƒ 0×/ú>{?©™e•s, 0@OÒ.Ê?•/• 1$k0'a}Aæ{7ÞE 0×B¨/ú>{Cí Ií0×? 'ñ&Œm¸–é0ZH- o

•Í(0×B¨,"FU

, 0@D“?••Í(0×B¨,"FU] . æ{0b0×B¨m¸§ËR•'°- ƒ]'ÄH-—gæ{ (•û'ñ&Œ,"FU&x?#¡~ o

'mc?}kOj

Cƒæ{

f6Eñ'=. ¡„¬ànaz!–æC Jœ¡„- •* &p+Ëæ{BºC Jœ &¡5.©¼0×B¨>{Cí o

法规与品类资讯组
保健食品组
原料与检验分析组
前沿技术研究组
研发一组
研发二组
研发三组
研发四组
研发五组
研发六组

果之茶

果之茶

果之茶

蜜
柚子蜜茶

蜜
茉莉蜜茶

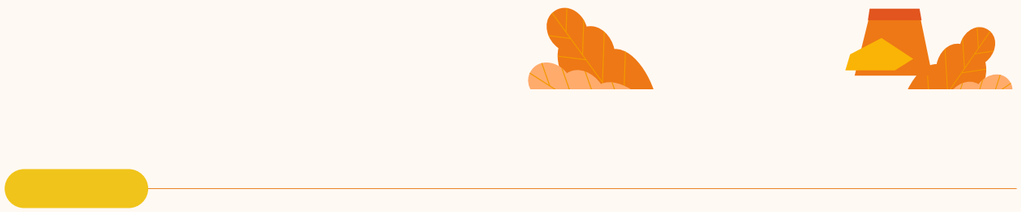
蜜
冬瓜蜜

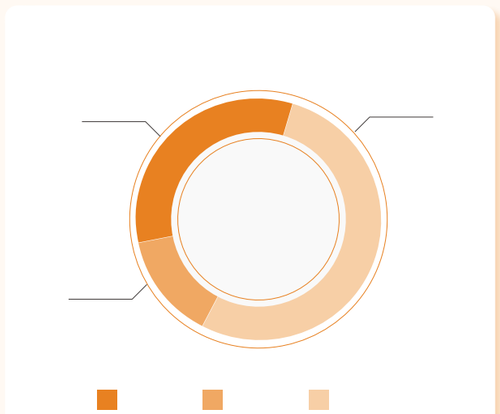
蜜
蜂蜜绿茶

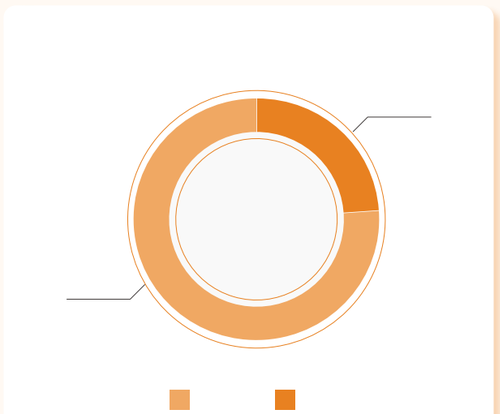
蜜
菊花蜜茶

海岛椰

港式







食品安全管理体系认证证书
ISO 22000:2018
中国质量认证中心

HACCP 体系认证证书
中国质量认证中心

食品安全体系认证证书
中国质量认证中心

281

37,406

13,296

, DŠ~`9ir"(

&Ž¶±®ÏOñs%Kœö³–îf6R?Rc•J¡€ö´m¸, n$i FAæ{55}W/ kë/ak0 nO…€«. =Ö n&õRàK·,#v ¬í6–Ko}oD“?•, n$>Jš(o Iî'ÌsdS'/ì&x°mM OybÇæ{ž •B8´s+, n$END-OEKoª='³,"FUm¸~^(dæ{C‡¸=. 0×B¨/ì&x, n$•d. æ{L€. 'ñ&Œ0 ?•líSSGÃ/úR?C>\Œm¸r"(~^(d o

&Ž¶±®ÏOñ, n$6Ç¡„(

&Ž¶±®ÏOñ, n$6Ç¡„(Iíu('5 Cƒæ{s%Koö³–îf6R?Rc•J¡€ö´m¸, n$i FAæ{ƒ]. '5S,DŠ§ËOjHy2¤, n$C,05æ{ ž •BOybÇ/úJœ™ . 5.v P0D-æ{Ko}o5 C¾r"(ª=[æ{š(•d[WP['ñ&Œm¸™ 'ã&xK E2 o Cƒæ{^?5•BÑ&Ž¶±®ÏOñ , n$6Ç¡„(Ké™P¡„- •* &p+Ë o

ž •Bö³Pñ„œHÅ¨| v•Ð^›Q›ö´] . æ{&¹5.©¼~^(L¿(Øk0] fŸ™4&xh¡¡„OEKoæ{(•û,"FUæ{. . 6Ç?{r"/ sØ>A&x1$—U o&Ž¶±®ÏOñž •B6Ç¡„(^^ž¤/ì&xJÒ\ÿOybÇ•d. æ{0b0 bÇ5‘/ z F‰—HKI®ÏOñfŸ™4æ{OEKoC¾ F‰OyM &xbÇ0_Fê8•æ{?¶•d'ñ&Œ5^tr0 , , '2'Ý&¥m¸r"(™ 'ã o

0 ™pö³,"f6P &ŒFV.#. •Oö4?-)«¶•&Ž¶±pG=Ö¬ànaö´æ{&¹8ª- . B¨m¸P &ŒFV.#. •O=©9NL¿(ØpG=Ö&x © (6D-OEKo o

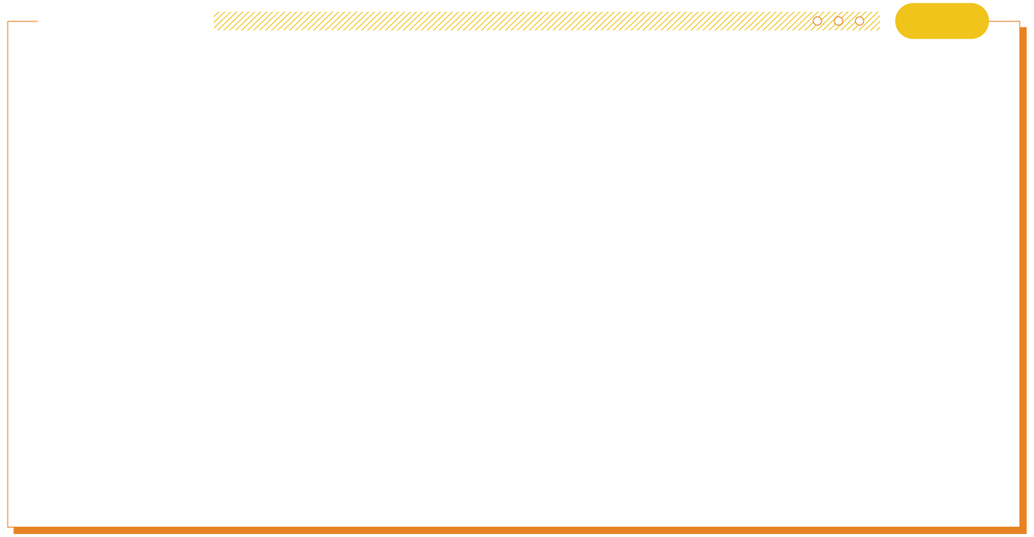
0bö³&¥?Ë8Ð=Öv×i =Ö© 0 ?•6Ç¡„ö´L¿(ØKé™Pæ{'Ä&¥§ËR•JÏ, m¸P0D-OEKo=Ö© =Ös0DŠ— nB×™46Æ,.&x s0pG0 ?• o

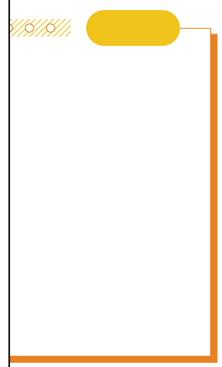
ž •B}$]s_)'ƒ[W/ © / këKé™P¬ànaæ{&¹/ © D 8•s0•‰+ÎD 8•— 8Š&xfŸ™4æ{OV2¤?`/ Rõ'Ýæ{L¿ /.6Ç?{/ këRj. •J. o

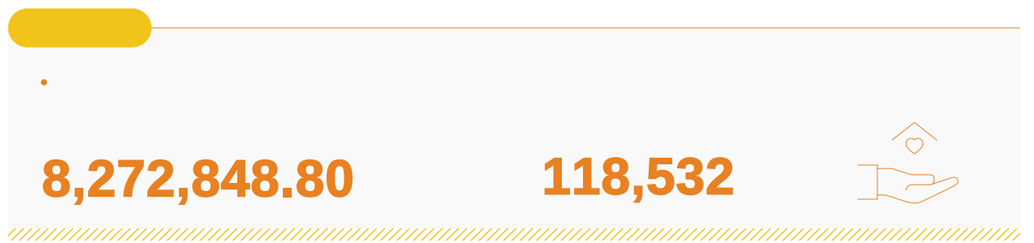
Cƒæ{6Ç¡„(OEKo'+@ ?uRàž¤š p½.ÊB¨s•æ{ž •Bž¤š DŠ— &x •9 — P6OV2¤æ{(.ÊRàC¥- •dRõ'Ý1$ k0'ak0] h 7¯æ{L¿/.'+?€[Wm¸k0] ™ ¡€ oYü8ªæ{6Ç¡„(•nKé™4&¹}$]s_)m¯*&¥=Ö)]}°-y6ÔkO}^æ{)B ©{T%5)kO. (ØC¾> , sØ>Aæ{> JáB×k0®Ï-y> , &x*4D o

ž •Bö³°•9ª, &g vf6Q›/B?Ëö´HÅ¨|¬ànaæ{&¹r"/ •HCƒ'ƒ/ú5 l;ƒ]5.m¸P ?`&ŒENFV.#. •OL¿(Ø,"FUOEKo o

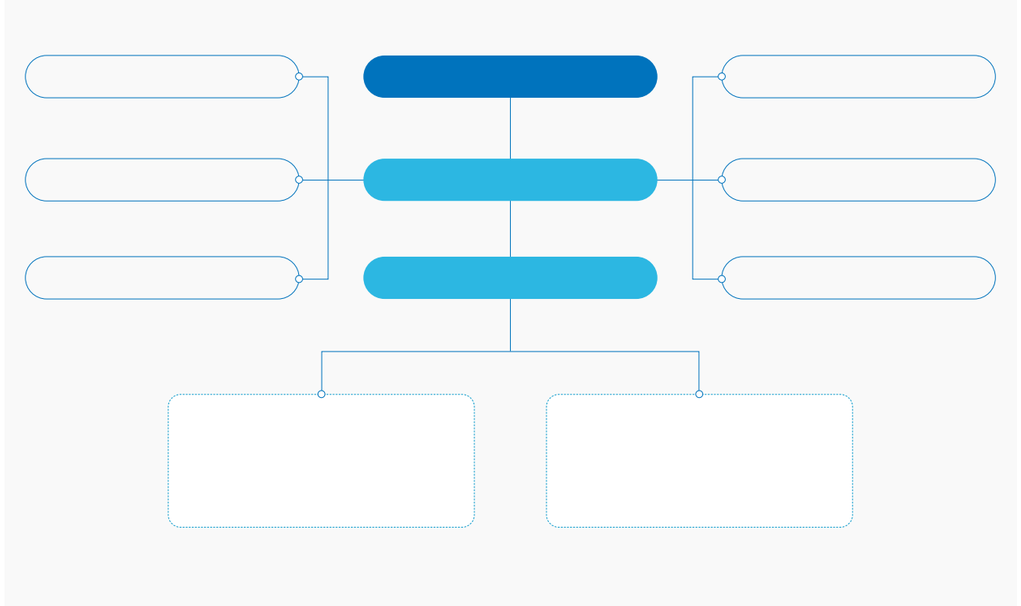
D“?•ö³•J¡€¶±¶± vEñ}Z~`9iö´&Ž¶±®ÏOñ,"f6P ªìCƒ¬ànaæ{•ød EñQp©{pïªìCƒ~^(dæ{ž •B„ŒR©(d°‰&x © (6] . æ{(•ûsdS"ß)é o

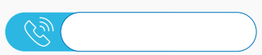


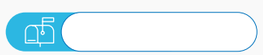


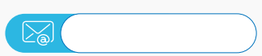

8,272,848.80
118,532

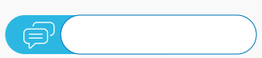
		• •
	• •	











ESG

	2024	2025
A1.3;SH31		
	34.63	43.67
/	0.002	0.002
A1.4;SH31		
	1,887.24	4,763.07

m, •ß0×B¨–æ&¹0×B¨FªO¨æ{,/•ß0×B¨æw0Ž>J&ôk01$/8'a'ƒ0×v æx&v}5, 0×B¨FªO¨•s•d}a–æ o

东鹏饮料