



# DEDICATED TO NUTS

## 專注用心 | 建立果仁王國 |

**Years of diligence enable supplier to grow into an international trading company**  
多年來的默默耕耘，讓崑崙企業一躍成為今天的國際貿易公司

Kwan Lun is proof that “great oaks grow from little acorns”. Registered in Macao in 1985, the company started off as a peanut and nuts supplier. Years of diligence have enabled it to expand its presence, first nationwide and now around the globe. Today, it owns the household “Triangle Brand” and “Menglembu” names alongside a burgeoning nuts, dried fruits and pickled fruits wholesale and processing business. Kwan Lun has grown into an international trading company thanks to extensive knowledge about its products and stringent quality control.

### Premium plantation

By the early 1970s, “Triangle Brand” was popular in Hong Kong and Macao. “Menglembu” only rose to prominence after it was acquired and sent for trademarking by Cheung Kwan-lun, general manager of Kwan Lun.

「萬丈高樓平地起」，崑崙企業有限公司成功的故事正好印證了這句話。公司以經營花生果仁起家，於1985年在澳門註冊，經過多年的默默耕耘，現時業務已遍佈全國並走向國際。除了果仁、乾果及涼果銷售及加工業務外，公司亦擁有「三角嘜」及「萬里望」兩個馳名中外的商標。憑着對產品的深入認識，以及對品質的嚴格要求，崑崙企業得以從小小的花生舖發展成規模龐大的企業，並成功擠身於國際企業的行列。

### 嚴格挑選 從微細開始

上世紀70年代初期，「三角嘜」這個花生品牌已在港澳地區建立了一定的知名度。崑崙企業董事長張崑崙先生接手後，將「萬里望」註冊為商標，變成家喻戶曉的名字。他說：「『萬里望』其實是印尼當年一個人口不足一萬人的地方。當地以種植花生為主，而且質量甚佳」。崑崙企業出產的印尼萬里望花生同時印有三角嘜註冊標記，讓買家更易分辨真偽。雖然只是一包經濟小食，但亦引起眾多模仿，足見其受歡迎程度。

**Opposite:** Kwan Lun owns the household “Triangle Brand” and “Menglembu”.

**對頁：**崑崙企業擁有「三角嘜」及「萬里望」兩個馳名中外的著名商標。



## “In its own laboratory, quality control professionals examine raw materials, semi-finished and finished products.

**Above, from left:** Crispy roasted and salted walnuts, delicious peanuts and dried sweet potato, the only product sourced from the mainland

**上，由左起：**香脆鬆化的鹽焗核桃、清甜味美的花生及唯一於內地選取原材料的地瓜乾

“Menglembu takes its name from a region in Indonesia, where most of the population, which was less than 10,000 back then, was engaged on a premium quality peanut plantation,” Cheung says. The Menglembu peanuts distributed by Kwan Lun also carry the “Triangle” trademark for added protection against counterfeiting.

Cheung puts Kwan Lun's success down to stringent quality control. “The growing cycle of a peanut takes 120 days in general,” he says. “It is only in the last 20 days that oil is produced in the embryo, and this is a time when the quality of the peanut changes from inside out. Premium peanuts are marked by narrow and slender kernels. They are delicious with a fresh taste. Look for white, clean pods with a clear pattern and those without insect damage on the surface; this is because insects will not feed on immature kernels.

能夠在芸芸品牌中脫穎而出，靠的就是嚴格的品質檢定。張崑崙說：「花生的成長期一般為120日，最後20日才會長出油分，這段時間會改變其由內至外的品質。肉粒細小和瘦削的花生品質最佳，清甜味美，加上蟲蟻不會咬食尚未成熟的花生，這樣就能讓帶有明顯花紋的白色薄殼得以保存，薄殼表面亦不會有黑色小孔」。

「打開我們的花生，會發現肉粒雪白中略帶紅色，並被白色薄衣包裹着，這就是正宗的印尼萬里望花生。我們會要求農民提早從泥土裏取出花生，在24小時內進行蒸煮，令水分抽乾至剩下0.3%，以提升花生的酥脆感。由種植、收成到銷售，整個過程必須嚴格控制在100天內完成。統計後，在一百斤的收成



## 崑崙企業自設實驗室，為原材料、半成品和成品進行多次及全面的檢驗。

中，只有三至四成能達到我們的要求，所以我們的花生又被稱為妙齡花生，入口即溶，肉質嫩滑清甜。」張崑崙如是說。雖然已貴為集團的領軍人物，但張崑崙仍時刻不忘監控整個生產過程，所以花生的品質數十年來一直為人所津津樂道。

### 引入多種果仁 以天然健康為宗旨

秉承「誠信第一、質量就是生命」的原則，崑崙企業選擇行銷的產品亦以天然為主，繼花生這一佐酒佳品後，公司繼續引入其他產品，例如由美國入口的鹽焗核桃、杏仁、腰果及開心果等，更於美國自設開心果種植場，完善品質控制。此外，崑崙企業還自設實驗室，邀請具有專業資格的質檢人員，按照國家或行業規定和要求為原材料、半成品和成品進行多次及全面檢驗，以確保所有成品均符合指定標準，讓大眾嘗到健康、天然的食物。M

**Above:** Almonds and pistachios imported from California cost more than peanuts, but their crunchy taste makes them worthwhile.  
**Below:** Cheung Kwan-lun, general manager of Kwan Lun

**上：**由美國加州入口的杏仁及開心果，售價雖較花生高，但爽脆鮮甜，物超所值。  
**下：**崑崙企業有限公司董事長張崑崙

“When you crack our peanuts, you will find pinkish kernels wrapped inside the white seed coat, a sight that confirms it as an authentic Menglembu peanut. We ask farmers to harvest their peanuts earlier than usual and boil them within 24 hours to reduce the water content to 0.3 per cent for a crispy palate. From planting and harvesting to sending them to the market, the process should be completed within 100 days. Our statistics indicate that only 30 to 40 per cent of every jin harvest are up to scratch. This is why our peanuts are called ‘young and beautiful’ – they have a crispy texture and fresh taste.”

Cheung insists on overseeing the entire production process, and this is why the quality of Kwan Lun's peanuts remains so high.

### Natural offerings

“Integrity and quality” are the founding principles of Kwan Lun. Most of the company's offerings are natural. Besides peanuts, it introduces salted walnuts, almonds, cashews and pistachios from the United States. To ensure quality, Kwan Lun operates its own pistachio plantation in the US.

The company manages its own laboratory, where quality control professionals examine raw materials, semi-finished and finished products, with a view to providing consumers with healthy and natural products. M

