



台灣餅乾業的專家 The expert biscuit makers of Taiwan

本公司通過 ISO22000 · HACCP 認證

關於福義軒 About Fuyishan



1951年福義軒製菓創立於嘉義，為嘉義歷史悠久的餅乾製造廠，創立至今，福義軒創造出許多美味健康的明星商品，陪大家走過一甲子的歲月。

不管是堅持手工製作的「手工蛋捲」、健康無負擔的「胚芽餅」，還是讓大家等了又等，引頸期盼的「福椒餅」，每一個產品，福義軒都嚴選食材，為消費者把關，讓大家品嚐美味也吃得安心！因為秉持傳統，堅持手作，部份商品限量銷售，但福義軒的用心，消費者感受到了，持續以耐心支持這值得久候的美味，福義軒將繼續堅持以「重新鮮」、「重內涵」、「簡單化」的理念，走向下一個一甲子。

Fu Yi Shan, founded in 1951, is the most historic biscuit manufacturer in Chia-yi. From its inception until now, Fu Yi Shan has been creating a wide variety of delicious and popular snacks that have been a part of our lives for over the past 60 years.

We pay close attention to the quality of ingredients used in all of our products, and take responsibility of the food safety for customers very seriously. The most important thing for us is to ensure our customers receive a tasty, healthy and good quality product. Therefore, Fu Yi Shan uses traditional methods to make all of our products. For certain items such as egg rolls, we insist they are produced by hand. On account of these reasons, we have implemented a purchasing limitation policy. As well, it affects the time period for the customers receiving their online orders.

We wish to sincerely thank our customers for understanding how much effort is made by Fu Yi Shan to maintain both quality and taste. They show us their support by placing orders continuously and waiting patiently for their favorite products. We will strive to uphold our 3 insistences - Fresh, Quality and Simple for another sixty years.

大事記

Milestone

- 1951 ● 「福義軒製菓」創立於嘉義。
Founded in Chiayi.
- 1977 ● 率先推出手工蛋捲，引領業界風潮。
First introduced handmade egg rolls to the market and set the trend for popular snacks.
- 1993 ● 更名為福義軒食品廠有限公司。
Changed the company name to Fu Yi Shan Foods Work Co., LTD
- 2001 ● 成立第一家直營門市-成功門市(位於嘉義市區)。
Established the first branch - Cheng Gong Store (Located in Chiayi City).
- 2002 ● 胚芽餅成功上市，創下供不應求搶購盛況，帶動健康休閒食品風潮。
Successfully launched Embryo Cookies to the market and led the trend of healthy fine foods.
- 2005 ● 導入TPM全面生產管理制度、5S現場管理法。
Implemented TPM (Total Productive Management) System, 5S activities.
- 2011 ● 手工蛋捲創造歷久不衰的排隊搶購熱潮。
Handmade Egg Rolls were remarketed and resulted in long queues of loyal and satisfied customers.
- 2012 ● 福椒餅成功席捲市場，為重量級限購明星商品之一。
Pepper Crackers swept the market successfully and became one of the best-selling products.
- 2013 ● SGS驗證通過ISO9001:2008 / ISO22000:2005 / HACCP。
Certified ISO9001:2008 / ISO22000:2005 / HACCP.
- 2014 ● 成立第二家直營門市-共和店(位於檳意森活村)，銷售業績全村第一。
Established the second directly-managed branch - Gong Ho Store.
(Located in Hinoki Village and won the number 1 sales performance in the Village).
- 2016 ● 成立第三家直營門市，中山店(位於嘉義市區)，以「呷餅配茶」為核心，
現點現做點心搭配飲品的經營模式。
Established the third directly-managed branch - Zhongshan Store(Located in Chiayi City)
New marketing channel.
- 2016 ● 成立第四家直營門市，博物館店(位於嘉義市立博物館)。
Established the fourth directly-managed branch - Museum Store
(Located in Chiayi Municipal Museum)
- 2017 ● 創新噴醬餅乾 - 喀醬蘇打餅上市，帶動料理結合餅乾風潮。
Made with our unique patented "spray sauce" technology, the spiced and soy-seasoned BBQ Crackers set a fashion for the fusion of cuisine and snacks.
- 2019 ● 台灣特色料理風味餅乾「烤玉米餅」
Combining crispy crackers with the local snacks, the widely popular BBQ Corn Crackers give you authentic Taiwan's flavor nsumers
- 2019 ● 新版ISO22000
Certified ISO22000
- 2020 ● 全新線上官網上線
New Official Website Launched



行銷區域 Global Network



我們的產品行銷遍及美洲和亞洲，像是美國、加拿大、德國、荷蘭、澳大利亞、新加坡、馬來西亞、日本、香港、澳門、中國和其他國家，福義軒產品深受全球不同地區的消費者喜愛，深耕台灣，放眼全球。

Our products have been marketed to America, Europe and Asia, such as the United States, Canada, Germany, the Netherlands, Australia, Singapore, Malaysia, Japan, Hong Kong, Macao, China and other countries. They are deeply loved by customers from many different regions of the world. FuYiShan makes lots of efforts cultivating the market in Taiwan and also with the ambition of promoting our best products to the global marketplace.

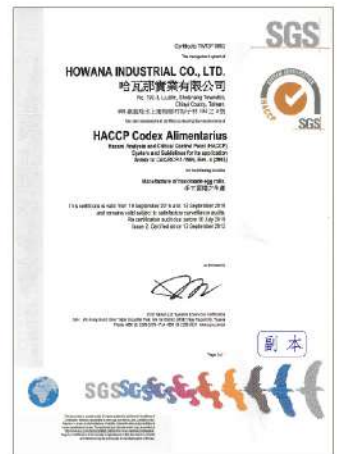
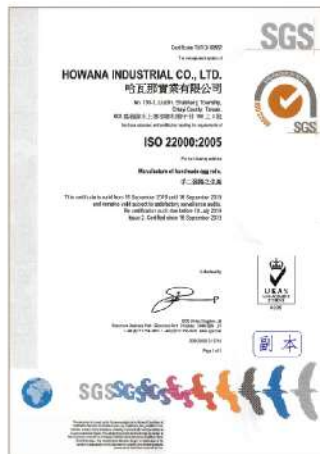
我們的堅持 Our insistence



- ✔ **重新鮮** 講究原料新鮮
 Fresh : Choose fresh ingredients.
- ✔ **重內涵** 真材實料，原味求真
 Quality : Strive for an original and true flavor.
 Ensure ample amounts of the best ingredients are used in our products.
- ✔ **簡單化** 環保訴求，不過度包裝
 Simple : Environmentally friendly packaging.
 No excessive or harmful materials.

國際認證 International certificates

通過ISO22000, HACCP認證
 Certified ISO22000 / HACCP



■ 餅乾 Cookies

■ 手工蛋捲 Handmade Egg Rolls

商品櫥窗

Products



博樂餅乾

B.L. Biscuits



奶酥. 蛋酥

Pastries &
Sparrow Egg
Cookies



薄餅. 脆餅

Cookies



蘇打餅乾

Crackers



手工蛋捲

Handmade
Egg Rolls



噴醬

Spray Sauce
Crackers

薄餅 脆餅 Cookies



黑芝麻脆餅 Black Sesame Crackers

外銷市場銷售第一名! 20%黑芝麻含量
Best selling export!
Contains 20% high quality sesame seeds.

【素別 / Type of diet】 奶素 Lacto Vegetarian

【效期 / Shelf life】 12 Months



盒裝 Boxed
200g
(10 sachets/box)



盒裝 Boxed
120g
(6 sachets/box)



量販包 Bulk
320g / bag



紅麴薄餅 Red Yeast Crackers

嚴選100%純天然紅麴
餅體上輕撒白芝麻增添香氣
100% natural red yeast rice. White sesames are gently sprinkled on the surface to enhance the flavor.

【素別 / Type of diet】 奶素 Lacto Vegetarian

【效期 / Shelf life】 12 Months



盒裝 Boxed
220g
(10 sachets/box)



量販袋 Bulk
320g / bag

薄餅 脆餅 Cookies



純鮮乳餅 Fresh Milk Crackers

不加一滴水，使用百分百鮮乳

A Fuyishan must buy!

No water added & 100% percent milk.

【素別 / Type of diet】奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】12 Months



盒裝 Boxed
200g
(10 sachets/box)



盒裝 Boxed
120g
(6 sachets/box)



量販包 Bulk
320g / bag



檸檬薄片 Lemon Crackers

馥郁檸檬香味，酸甜完美結合

The combination of sweet and sour taste!

Creamy, texture with a tart lemon flavour.

【素別 / Type of diet】奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】12 Months



盒裝 Boxed
200g
(10 sachets/box)



盒裝 Boxed
120g
(6 sachets/box)



量販包 Bulk
320g / bag



湘辣蘇打 Spicy Crackers

人氣明星商品!

湖南式辣味以多種香辛料調味出鮮辣鹹香與薄脆蘇打餅

Our signature product!

Hunan-style spice, flaky texture.

【素別 / Type of diet】植物五辛素 Five forbidden strong-smelling vegetable elements

【效期 / Shelf life】12 Months



盒裝 Boxed
172g
(10 sachets/box)



量販袋 Bulk
(306g/bag)



亞麻仁蘇打餅 Flax Seed Crackers

樸實的麥香與清爽麻油加上自製花椒油

再添入精心焙炒後亞麻仁籽增添咬感

Wheat flavor and a refreshing sesame oil ,
with added crunch from roasted flaxseeds.

【素別 / Type of diet】純素 Vegan

【效期 / Shelf life】270 days



量販袋 Bulk
(255g/bag)

薄餅 脆餅 Cookies



蛋黃餅 Egg Yolk Crackers

濃濃古早味，令人懷念的童年味道

Traditional crispy flavor that will bring back childhood memories.

【素別 / Type of diet】 奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】 12 Months



隨手包 Sachet
30g / sachet



奶油椰子 Butter - Coconut Crackers

特別添加椰子粉，口感香濃

Coconut powder added.
An unique aromatic blend of milk and coconut!

【素別 / Type of diet】 奶素 Lacto Vegetarian

【效期 / Shelf life】 12 Months



隨手包 Sachet
30g / sachet



巧克力薄片 Chocolate Crackers

嚴選高品質的可可粉

Made with high quality cocoa powder presenting a crispy flavour.

【素別 / Type of diet】 奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】 12 Months



隨手包 Sachet
25g / sachet



檸檬薄片 Lemon Crackers

馥郁檸檬香味，薄脆咬感

The combination of sweet and sour taste!
Creamy, texture with a tart lemon flavour.

【素別 / Type of diet】 奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】 12 Months



隨手包 Sachet
25g / sachet

薄餅 脆餅 Cookies



紅麴薄餅 Red Yeast Crackers

嚴選100%純天然紅麴

餅體上輕撒白芝麻增添香氣

100% natural red yeast rice. White sesames are gently sprinkled on the surface to enhance the flavor.

【素別 / Type of diet】 奶素 Lacto Vegetarian

【效期 / Shelf life】 12 Months



隨手包 Sachet
25g / sachet



特濃牛奶餅 Condensed Milk Crackers

使用純鮮乳為基底，奶香濃郁

A Fuyishan must buy!

No water added & 100% percent milk.

【素別 / Type of diet】 奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】 12 Months



隨手包 Sachet
25g / sachet



蜂蜜薄片 Honey Crackers

薄脆可口 融合蜂蜜香氣，入口後 餘韻在口中縈繞

New Prodcut Launched!

Made with honey with a smoothy and crispy flavour!

【素別 / Type of diet】 純素 Pure Vegetarian

【效期 / Shelf life】 12 Months



隨手包 Sachet
25g / sachet



手工芝麻蛋捲禮盒

Handmade Egg Rolls Gift Boxes - Sesame

承襲傳統純手工製法

銷售人氣商品 精選新鮮雞蛋芝麻味香濃

Top Seller!

Fresh and simple ingredients.

【素別 / Type of diet】葷食 Meat Diet

【效期 / Shelf life】6Months



禮盒 Gift Boxes
600g
(6 sachets/gift box)



手工原味機能蛋捲禮盒

Handmade Egg Rolls Gift Boxes - Original

蛋奶香濃郁

捲覆特選的頂級雞蛋 雞蛋的滋味與淡雅奶香交互融合
清新自然的美味

Made with native eggs.

Compelling aroma, prime choice dairy!

【素別 / Type of diet】奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】6Months



禮盒 Gift Boxes
475g
(5 sachets/gift box)



手工綜合蛋捲禮盒

Handmade Egg Rolls Gift Boxes - Mixed

一次滿足品嚐不同口味

口味: 芝麻、原味機能、咖啡、優格、巧克力鮮乳各一

Satisfaction after your first try!

Sesame, original, coffee, yogurt, chocolate milk.

【素別 / Type of diet】葷食/奶蛋素

Meat Diet/Ovo-Lacto Vegetarian

【效期 / Shelf life】6Months



禮盒 Gift Boxes

490g

(5 sachets/gift box)

蘇打禮盒 Crackers Gift Boxes

■ 經典 Classical



福椒蘇打餅禮盒

Pepper Crackers Gift Boxes

特選胡椒搭配數種辛香料，輕灑於金黃薄脆的蘇打餅體上，鹹香中帶著胡椒特有的舒服微辣感。

The pepper is carefully selected with several spices, ground into powder, then lightly sprinkled on golden crispy soda crackers. Full of peppery comfort with a hint of salty aroma.

【素別 / Type of diet】植物五辛素 Five forbidden strong-smelling vegetable elements

【效期 / Shelf life】45 Days



禮盒 Gift Boxes
530g
(20 sachets/gift box)



嬌麻餅禮盒 Spicy Numbing Crackers Gift Boxes

花椒粒的香麻氣味，加上經典胡椒及嚴選多種辛香料，前味香辣，後韻酥麻。

The typical flavor of Sichuan peppers! Initial spicy taste, followed by a numbing pepper aftertaste.

【素別 / Type of diet】植物五辛素 Five forbidden strong-smelling vegetable elements

【效期 / Shelf life】4 Months



禮盒 Gift Boxes
510g
(20 sachets/gift box)

蘇打禮盒 Crackers Gift Boxes

■ 噴醬 Spray Sauce



喀醬蘇打餅禮盒 BBQ Crackers Gift Boxes

獨特"噴醬技術",醬燒完美風味

Patented "spray sauce technology" produces a unique rich and smoky flavor.

【素別 / Type of diet】葷食 Meat Diet

【效期 / Shelf life】5 Months



禮盒 Gift Boxes
450g
(18 sachets/gift box)



休歡麥(烤玉米餅)禮盒

BBQ Corn Crackers Gift Boxes

濃郁沙茶醬搭配鮮甜的玉米

鹹甜台式"燒番麥"風味

Get your grilled white corn on the cob with Taiwanese satay sauce in this sweet and salty authentic Taiwanese flavor!

【素別 / Type of diet】葷食 Meat Diet

【效期 / Shelf life】2 Months



禮盒 Gift Boxes
312g
(12 sachets/gift box)

餅乾禮盒 Crackers Gift Boxes

■ 水果 Fruit



桔醬蘇打餅禮盒 Kumquat Flavoured Crackers Gift Boxes

採用台灣在地小農，新鮮水果製作(產季11月至隔年2月)
"柑"醇桔香，"棗味"香濃

Rich tangerine scent with concentrated jujube flavor.

【素別 / Type of diet】 奶素 Lacto Vegetarian

【效期 / Shelf life】 4 Months



禮盒 Gift Boxes
300g
(12 sachets/gift box)



榴槤餅禮盒 Durian Crackers Gift Boxes

精選「水果之王」貓山王榴槤，新鮮水果製作

High-quality durian "cat mountain king" with fresh fruit aroma.

【素別 / Type of diet】 奶蛋素 Ovo-Lacto Vegetarian

【效期 / Shelf life】 3 Months



禮盒 Gift Boxes
144g
(12 sachets/gift box)

■ 噴醬 Spray Sauce



紐奧良烤雞風味餅禮盒

New Orleans Roasted Chicken Crackers Gift Boxes

嚴選多種辛香料，獨特異國料理風味
微甜微辣口味，愛不釋手

New Orleans-Style Crackers.

【素別 / Type of diet】葷食 Meat Diet

【效期 / Shelf life】4 Months



禮盒 Gift Boxes
210g
(14 sachets/gift box)



博樂起士餅 B.L. Cheese Biscuits

濃郁香醇卻不膩口的起士風味

Thick cheese sauce!

Rich mellow flavour but not greasy.

【素別 / Type of diet】葷食 Meat Diet

【效期 / Shelf life】12 Months



盒裝 Boxed
180g
(12 sachets/box)

傳承一甲子 
諸羅城美味記憶

 福義軒食品廠有限公司
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