

# Canton Fair: Yumart Showcases Its Leading China Hot Sale Soy Sauce Brands To Global Buyers



**Beijing, China Jan 3, 2026** ([IssueWire.com](http://IssueWire.com)) - As the international community converges for the latest cycle of the China Import and Export Fair, famously known as the Canton Fair, the strategic focus on authentic East Asian condiments has reached a new height of industry significance. Beijing Shipuller Co., Ltd., a specialized entity in the Oriental food sector since 2004, has utilized this premier global stage to demonstrate the technical and culinary standards of its liquid seasoning portfolio. Central to this

showcase are the [\*\*China hot sale soy sauce brands\*\*](#) developed under the Yumart label. These products are characterized by a traditional natural fermentation process that spans several months, utilizing non-GMO soybeans and high-quality wheat as primary raw materials. The featured range, including Light, Dark, and specialized Sushi variants, is engineered to provide a balanced umami profile without the inclusion of artificial preservatives or 3-MPCD. By presenting these formulations to a diverse audience of professional buyers, the organization illustrates how standardized manufacturing can effectively harmonize with the rigorous food safety protocols of 100 countries across the global hospitality and retail sectors.

## 1. Global Condiment Industry: Trends and Market Evolution

The international soy sauce market is currently navigating a period of sustained structural expansion, with industry valuations projected to exceed USD 74 billion by 2030. This growth is underpinned by a robust Compound Annual Growth Rate (CAGR) of approximately 4.8%, reflecting a fundamental shift in consumer dietary habits where Asian flavor profiles are becoming a staple in global fusion cuisine and mainstream pantries.

**The Surge in Clean Label Demands** A primary driver in the contemporary market is the heightened requirement for "Clean Label" products. International food safety authorities and health-conscious consumer segments are increasingly prioritizing reduced-sodium, gluten-free, and additive-free variants. This trend has necessitated a technical evolution in the manufacturing sector; the challenge lies in reducing salt content while maintaining the nitrogen levels and flavor depth associated with natural brewing. Additionally, the rise of plant-based diets has positioned soy sauce as a vital natural flavor enhancer for meat alternatives, further accelerating its adoption in Western industrial food processing lines.

**Procurement Efficiency Through Supply Chain Consolidation** Market analysis indicates that professional buyers are increasingly seeking "One-Stop" procurement partners. In an era of complex global logistics, the ability to source a comprehensive portfolio of Asian staples—including vinegar, sesame oil, and noodles—from a single verified manufacturer is a critical competitive advantage. This consolidation minimizes regulatory risks and optimizes inventory management for distributors navigating the varied import laws of different geographic regions.

## 2. The Canton Fair: A Strategic Infrastructure for International Trade

The Canton Fair serves as the primary gateway for international buyers to access Chinese manufacturing excellence and innovation. As the world's largest trade exhibition, it provides a unique and essential infrastructure for quality verification, sensory evaluation, and the establishment of long-term commercial partnerships.

### Sensory Evaluation and Direct Quality Verification

For the food and beverage sector, the fair is more than a mere display of goods; it is a vital platform for professional sensory evaluation. At the Beijing Shipuller exhibit, global importers are provided the opportunity to assess the viscosity, color, and aromatic profile of various soy sauce formulations in real-time. This face-to-face interaction is foundational for establishing trust in the supply chain, allowing distributors to discuss specific technical parameters—such as amino acid nitrogen content and fermentation cycles—directly with technical experts who understand the nuances of industrial food production.

## Real-Time Market Feedback and Innovation

The Canton Fair functions as a living laboratory for global market intelligence. By engaging with thousands of overseas professional buyers, participating enterprises gather immediate feedback on regional packaging trends and localized flavor preferences. This dialogue facilitates the development of market-specific solutions, such as the creation of high-concentration dark soy sauces for Eastern European markets or the design of specialized table-top dispensers for the North American hospitality sector. The fair effectively bridges the gap between China's massive production capacity and the specific, localized culinary requirements of the global market.

### 3. Core Advantages and Strategic Application Scenarios

The operational foundation of Beijing Shipuller Co., Ltd. is built upon two decades of specialization in the export of Asian food ingredients. The company's core strength is defined by its integrated manufacturing network, which includes 9 specialized bases and 280 joint factories, ensuring a stable and diverse supply of over 278 distinct product lines.

### Technical Precision and Global Certification

The Yumart brand's soy sauce is produced using a high-pressure, short-time steaming process for raw materials, followed by a meticulous fermentation cycle in controlled environments. This technical rigor ensures that every batch meets the international safety standards of **HACCP, ISO, BRC, Halal, and Kosher**. One of the organization's primary competitive advantages is its "Magic Solution" for private labeling (OEM). Supported by five dedicated R&D teams, the company can adjust salinity levels and flavor intensities to match the local palate of a destination country, ensuring that the product is both authentic and market-ready.

### Diverse Industry Application Scenarios

The versatility of the soy sauce portfolio allows it to serve three critical levels of the global food industry:

**Industrial Processing:** Large-scale manufacturers utilize Yumart's bulk soy sauce (available in formats up to 1000L drums) as a natural coloring agent and flavor stabilizer in pre-packaged meals and sauces.

**Professional Food Service:** Executive chefs in international hotel chains and specialized sushi bars rely on the 1L and 1.8L formats for their consistent salinity and reddish-brown hue, which are essential for maintaining brand standards across global branches.

**Mainstream Retail:** Consumer-ready 150ml and 500ml bottles are supplied to major supermarket chains, where the brand's commitment to non-GMO ingredients and natural brewing drives high consumer retention.

### Logistical Expertise and Client Success

The company's ability to manage complex international logistics—including a specialized cold chain system established in 2018—ensures that liquid condiments are protected from temperature fluctuations during maritime transport. By offering professional LCL (Less than Container Load) services and flexible trade terms (including EXW, FOB, CIF, and DDP), the organization simplifies the complexities of international trade. This hands-on approach has solidified Yumart's position as a

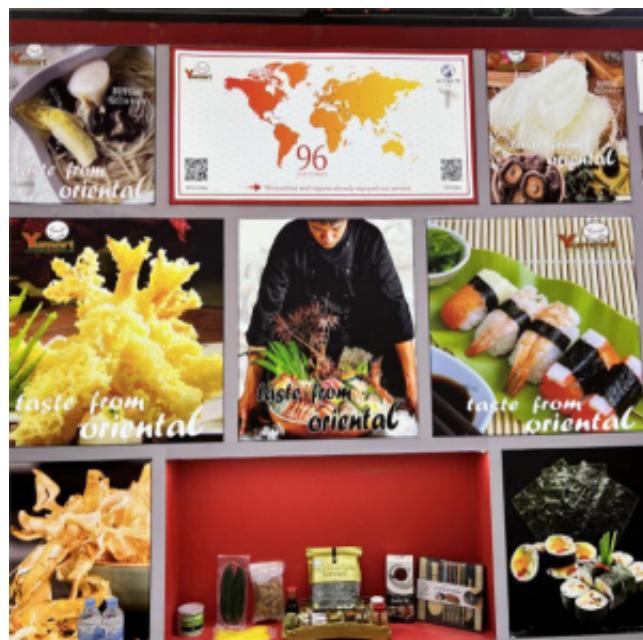
dependable partner for wholesale distributors and food manufacturers seeking to bring the original Oriental taste to nearly 100 countries worldwide.

#### 4. Conclusion

As the global appetite for authentic, safe, and certified Asian ingredients continues to expand, the importance of strategic trade platforms like the Canton Fair becomes increasingly clear. Beijing Shipuller Co., Ltd. remains committed to utilizing these international forums to demonstrate its leadership in the condiment sector and its dedication to technical innovation. By delivering consistent, high-performance soy sauce under the Yumart brand, the organization supports the continued global expansion of Asian culinary culture while adhering to the highest standards of food safety and quality control. From the industrial production line to the professional kitchen, the commitment to excellence in every drop remains the cornerstone of the company's international mission.

For more information regarding product technical specifications, international certifications, or to view the full range of Asian culinary solutions, please visit the official corporate website:

<https://www.yumartfood.com/>



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