

融合傳統與創新，經營顧客終身價值

一提到郭元益



315年 VS. 156年



福建漳州龍溪縣流傳村的天德公祖厝



1708年

先祖 郭龍自福建漳州渡海
來台



1867年

創辦人 郭樑楨於士林開設糕
餅店舖



1945年

上冠郭姓而成郭元益



郭元益

KUO YUAN YE
1867



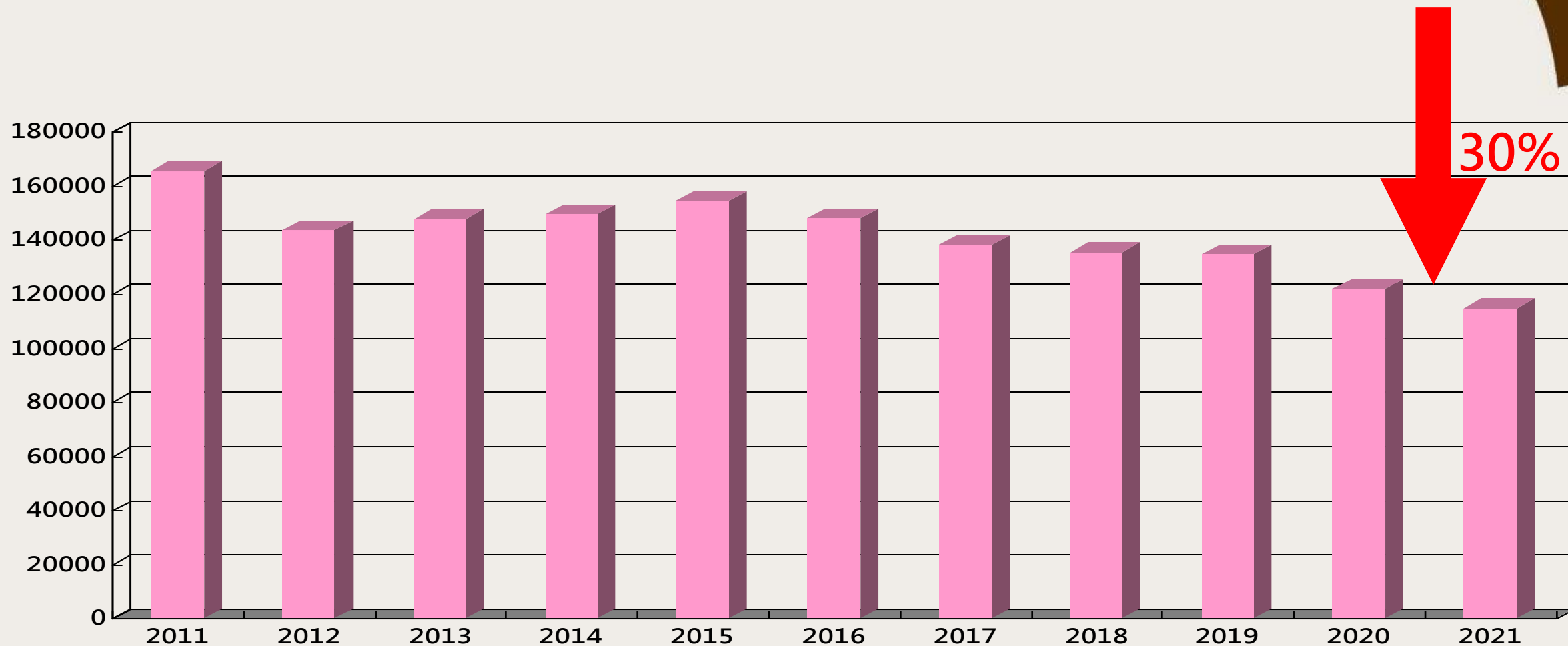
甜點的定義



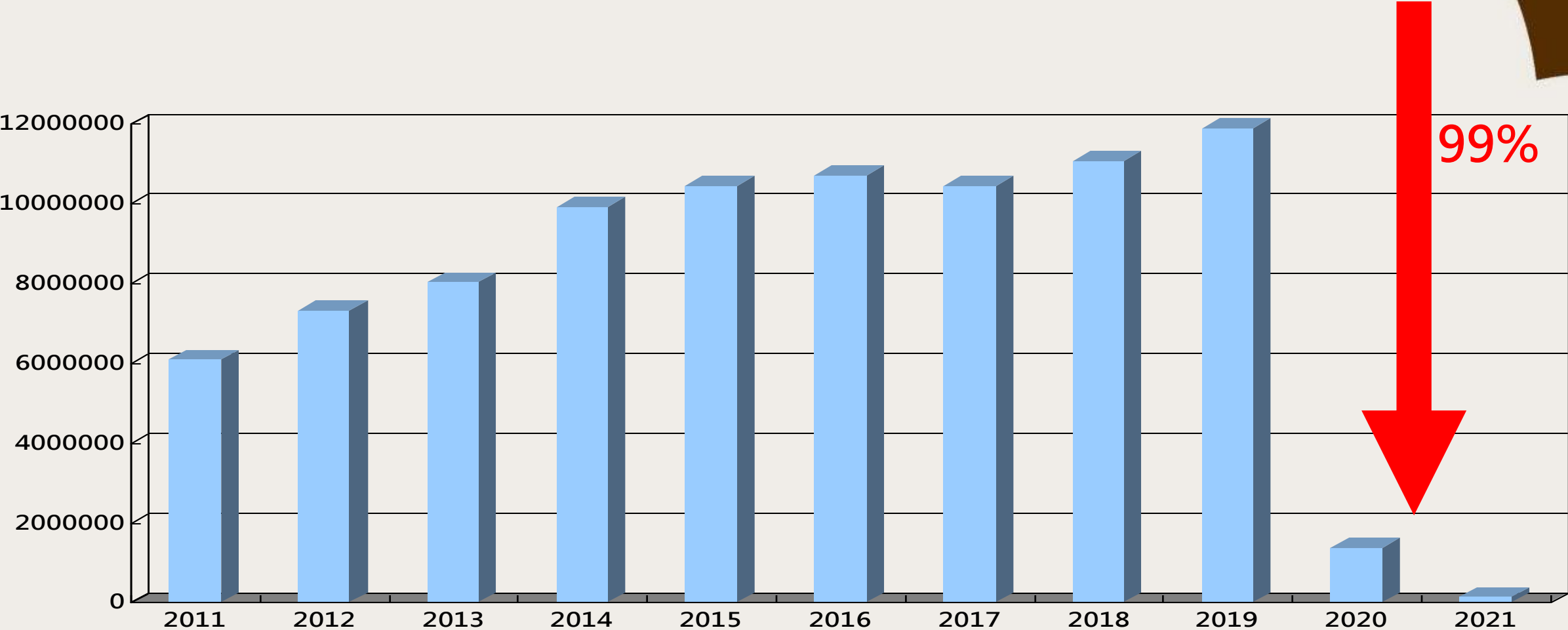
156年+



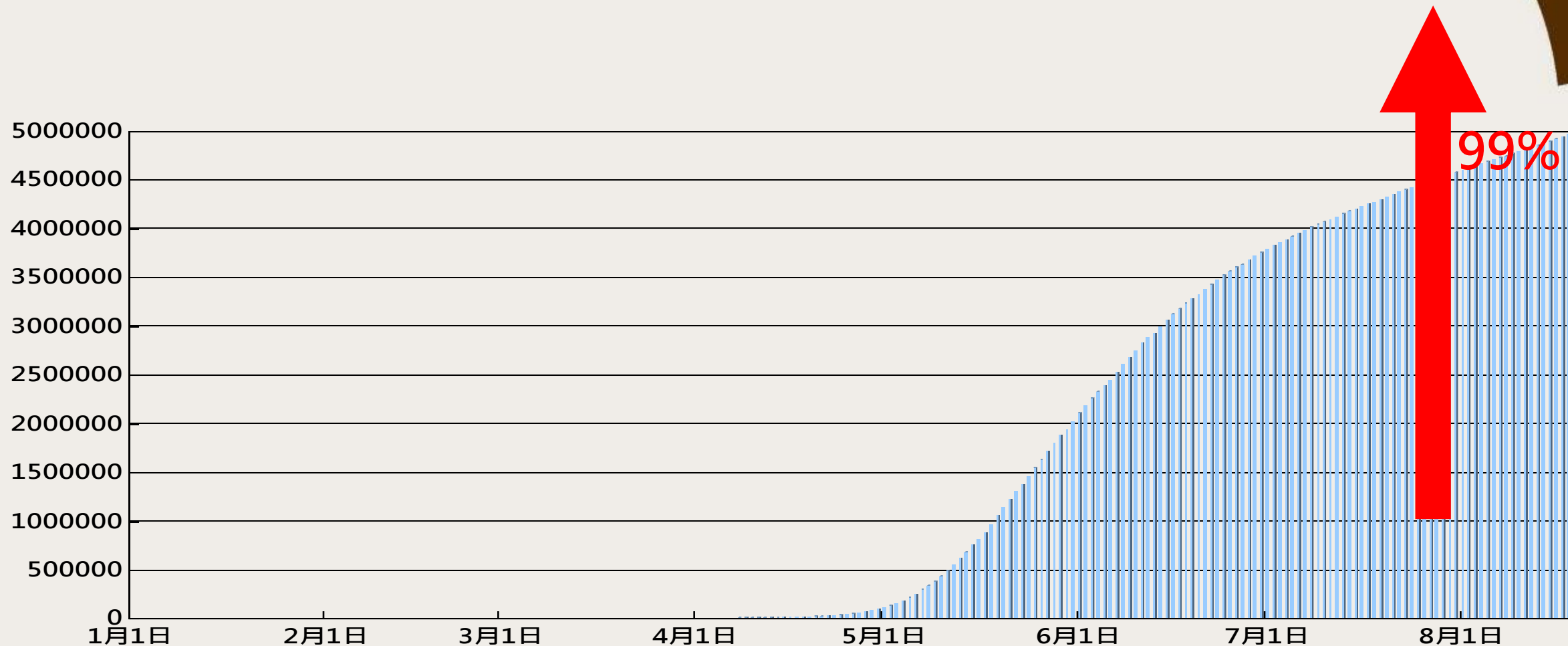
2011-2021全臺結婚對數



2011-2021國際觀光客來臺人數



2022全臺累計確認案例



156年+







KUO YUAN YE
150
Anniversary

郭元益

"Gao", or paste cakes, is the root of Kuo Yuan Ye, as well as an important part of origin to Taiwanese style sweet pastries. In 1867, the founders of Kuo Yuan Ye began selling the pastries made with the recipe passed down in the family, distributing them door to door in basket loads placed on a shoulder pole. For the past 150 years, "Gao" has been inseparable from Taiwanese rice culture; the sweet treat is intrinsic to the shared memory to all Taiwanese people, from one generation to another.



KUO YUAN YE
150
Anniversary

郭元益

精緻糕點——百年傳承

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郭元益 一百五十年 × 聯合美術設計總監設計 Laminated Design by Collaborative

KUO YUAN YE

PLATE 1 傳統糕點

豆 | 茶

紅豆抹茶、花生紅茶

PLATE 2

鳳梨酥、麻油綠豆
法式牛軋巧克力
花生、珍珠奶乳

Tea Mate
Cute Taiwanese Paste Cake



GOLDEN
PIN
DESIGN
AWARD









郭元益

KUO YUAN YE
1867





156年+







L'AFFECTION

CLEAN LABEL

156年+



156年+





156年+





1867
1867

13.43
13.43
13.43

APLUSAN FOR KUO YUAN YE

FOR YOU

39 53 897 6 UA

2067



FOR YOU

謝謝聆聽