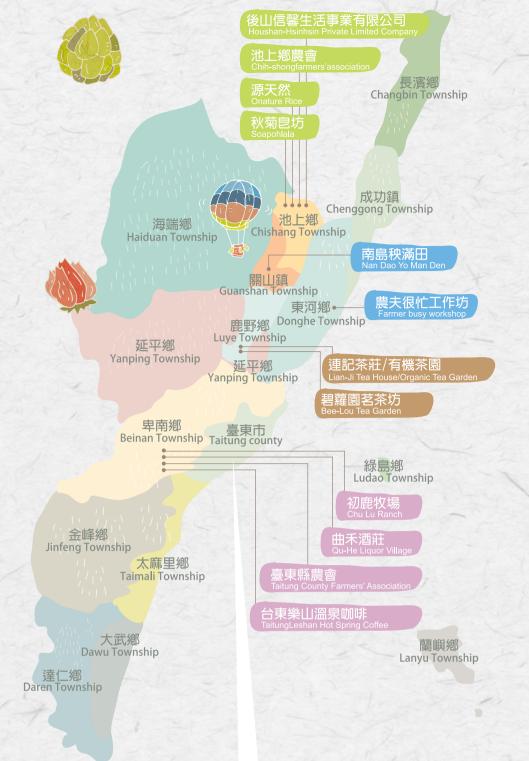


TAITUNG GIFT

自然 健康

安全 在地





豐盛路Fengsheng Rd.

何謂意東好物 What is "TaitungGift"?

以臺東縣整體意象共同推廣臺東縣具在地特色、原 創設計、品質□碑等特質之產品,分為「特色食品 」及「文創工藝」兩大類,品項皆為符合法令規範 、當地生產、充分運用在地材料、研發智慧、傳統 製程及歷史傳統的臺東縣在地特色產品,要讓民衆 了解臺東好物即表示臺東縣特選優質產品。

Products made in Taitungare categorized in two "Local Cuisines" and "Handicrafts," featuring local culture, original design, and quality. All products are officially approved, and are made with local ingredients with traditional techniques, in order to promote Gift products with local features.

品牌理念



Brand Image

近年食品安全的問題層出不窮,臺東產品在消費者 心中原已具備良好印象,臺東縣政府為推廣臺東在 地優質好產品,今年特開創「臺東好物」品牌,網 羅全縣地方特色優質產品進行行銷推廣,由臺東縣 政府將掛保證推動「臺東好物」標章授權,讓消費 者心中建立獨特的臺東形象與價值,未來消費者只 要看到這個標章,就會聯想到臺東優質好禮,除了 買到臺東的「自然」、「健康」外,更是「安全」

、「具在地特色」的臺東好產品,希望將臺東具代 表性的在地商品推薦給大家,活絡臺東地方特色產 業,開創臺東地方產業多元商機!

With food safety issues emerging in recent years, products from Taitung are known fortheirnatural quality, TaitungGift" collects specialties around the county with authenticated mark approved by the Taitung County Government, in the aim of establishing unique image and value of Taitungamong visitors. With such image, what comes into customers' mind is not only natural and healthy products, but also safety and local specialties, while in the hope of promoting signature products to the public, and leading to cooperation with local businesses.





台東樂山溫泉咖啡

本公司成立於98年,主要以有機咖啡生產、加工及銷售,是台東第一 間由產銷班轉型的公司,雖是公司型態,其運作同產銷班運作模式 主要業務為咖啡採收後製加工及咖啡豆銷售,項目為:咖啡去皮處理 、咖啡發酵處理、咖啡烘乾處理、咖啡烘焙處理、咖啡分裝及咖啡銷

The Company was established in 2009, mainly engaged in the production, processing and sale of organic coffee, it is the first ompany transformed from production-sale groups in Taitung, despite it is of company pattern, its operation mode is the same as production-sale groups, and its major businesses include processing after coffee harvesting and sales of coffee bean, items include: coffee peeling treatment, coffee fermentation treatment, coffee



為台灣地區唯一採用地熱溫泉,水洗 發酵處理。咖啡豆採用中深度烘焙, □感層次變化豐富, 醇味久久不散。

Our coffee beans are washed and fermented by geothermal hot springs, the only of its kind in Taiwan. Our medium-dark roasted coffee beans give out a rich variety of lingering tastes.





臺東縣農會

台東縣農會東遊季農特產品展售中心由台東縣農會經營,整合本 縣各鄉鎮特色農特產品及全省優質農漁會伴手禮,並創自有品牌 山海經脈」系列,運用在地產銷班、小農、農場等有機優質商 品為台東縣内最大農特產品最豐富及完整的店家。

oYuGi Specialty Goods Exhibition Center, TCFA brings together local specialties to come up with an original brand in franchise to make the most of resources from local producers, farms and farmers in chain.

菊花為多年生草本菊科植物菊及其變種的 頭狀花序,有白、黃或微紫等,不同顏色 , 研麗清香。嚴選臺東在地新鮮菊花烘製 是不可或缺的漢方藥材,亦為香氣清新

Chrysanthemum comes in various colors and scent, whi becomes the perfect fit for herbal ingredients in making refreshments without any chemicals and artificial seasoning.

山海紅鑽-洛神花蜜餞禮盒 Roselle Combo

山海紅鑽為天然洛神花研製,其色澤桃紅喜氣 ,透徹瑰麗,洛神花蜜餞如鑽石般閃耀,無須 添加色素增色,是最自然的大地寶石。 其口感混合了酸酸甜甜的好滋味,配方添加了 天然梅及黃花蜜菜,賦予創新的口味,如愛戀 中的美好,如婚姻中的幸福喜悦。隋身包:一 朵花一小包的包裝食用完全不沾手的包裝;食

With a ruby-like shiny appearance, the candied-roselle combined with plums and chinensis brings out a sweet and sour flavor. Light package allows you to enjoy the natural taste at ease.

品嚐一□洛神花蜜餞,手捧著幸福的弧線,讓紅蜜汁的酸甜,笑開 了眼,漾紅了甜.

有植物界「紅寶石」之稱的洛神花,來她豐美的故鄉——台東,在 地製成的紅蜜汁、酸甜味,手捧著幸福的弧線,品嚐一□洛神花蜜 餞,笑開了眼、濛紅的甜。 With a ruby-like shiny appearance, the candied-roselle combined

with plums and chinensis brings out a sweet and sour flavor. Light package allows you to enjoy the natural taste at ease.

洛神葵又名紅角葵,属錦葵科,一年生草本植物。 1914年自夏威夷引進,目前栽培以台東縣最多,品質風味最佳。 Imported from Honolulu in 1914, roselles are most common planted in Taitung nowadays and known for its scent and flavor

1.取自在地生產在地自造、最新鮮、零污染農產品

2.栽培過程絶對無需使用農藥及其他藥物 3. 純天然食品無認何其他不良食品添加物,是最可安心食用之飲品 4. 洛神花、梅子、桑葚皆屬水果類富含豐富維他命C,可說是當今元

氣的最佳來源,又安心 Pollution free products made from the locals. 2. Zero pesticides and chemicals.

3. Naturally made without any preservatives 4. Using fruits rich in vitamin C such as roselles, plums,

金針選擇分布在海拔800~1000公尺之口 上天然栽植,品質穩定優良,不怕光更 易褪色,而金針必須在花朵綻放前一天 先採下緊密的花苞,加以曝曬或烘烤,

由於生長環境優勢,品質及色澤成呈現 然鮮黃,無須再燻以二氧化硫著色,因 健康養生的原色金針每年產量均供不應」 ,現已成為台東最具代表的農產品。

Grown at an altitude of 800 – 1000 meters, daylily of good quality must be picked the day before its blossom before put under exposure of sunlight, in order to seal its scent and flavor. Due to growing environment, daylily features its qualities and natural color of yellow without any artificial chemicals, which makes it out of supply annually, while it has become a signature of Taitung.

一壺好茶的誕生,除了需要天然純淨的栽種環境,道道繁複而嚴 謹的程序,也是關鍵要素。來自台東太麻里、鹿野優良茶區,嚴 選柔軟、芬芳、醇化而不苦澀的茶菁,耐沖泡,滋味甘醇滑潤 香氣淡雅,茶湯色明亮,香氣獨到迷人。

A nice cup of tea takes more than natural planting environments. but also strict and standardized procedures of processing Selected tea leaves from Taitung features a mellow and mild

Chin Shin Oolng 100g, Red Oolong 100g, and Golden Daylily 100g/ Per Box. (With container and handbag.)

/農日記 Farmers' Day 小米、紅藜、樹豆)(Millet/ Red Quinoa/ Pigeon P

台東地區是個多元文化豐富的地方,台東縣農會為了將部落傳統 食材介紹,給消費大衆並推出鳥兒歡唱-小米、紅藜、樹豆,來自 原鄉的自然產品,以自然的耕作方式栽培。 内含:小米250g*1、紅藜250g*1、樹豆250g*1

As a county with culture diversity, Taitung County Farmers' Association introduces the public with aboriginal ingredients for food planted with traditional techniques

我們是這片大地的小農夫,但有大的夢想,謙卑敬愛環境,用心培 養作物,用自己的雙手撫摸我的土地。

禮盒内容物:台東好茶紅烏龍100g*1、台東好米600g*1、洛神花蜜 Farmers in Taitung plant with care, while care for the land with decency. Containing: Oolong Tea 100g*1, Rice 600g*1, and Roselle

リ鹿牧場

初鹿鮮乳一直是國人心中美好的滋味,結合無毒農牧、人文與生態,由各方 專業人士打造夢想牧場,努力找尋更健康環保、對環境無害的合適原料,園 區裡增加了許多動物、花卉及有機菜園,打造現代桃花源,讓國人不只是旅 遊觀光,牽手走過10個年頭,初鹿牧場就像園區裡的動物,活潑生動,持續

With good reputation among the public, Chu Lu Ranch combines toxic-free ranching, culture, and ecology to build an ideal ranch, in search of healthier and ingredients for our food. With various kinds of animals, plants and flowers, and organic garden , we give you a modern Garden of Eden to make vour every visit a lifetime experience.



每日現擠新鮮牛乳直接加工製成,堅持成分,無添加無調整 ,所以每一□都是每隻乳牛泌乳的獨特風味,100%純天然優 質生乳,採用H.T.S.T殺菌處理,降低對冤疫球蛋白、乳鐵 蛋白、維生素等成分的破壞,保留完整營養和頂級風味。 Freshly milked every morning with our insistence on thequality without additives, our milk goes under the strict standardized sterilization process to guarantee you whole nutrition with probioticsand the rich taste. 巧克力牛奶 Chocolate Milk

乳牛喝的是中央山脈的純淨山泉,吃的是天然的盤固拉草,每日現擠新 鮮牛乳直接加工,加上高品質巧克力調製而成,□感香醇,風味獨特。 Milked from the cow feeding on natural spring water and forage, we insist that milk of the best quality go with premium chocolate to make the

初鹿牧場原味優酪乳採用初鹿鮮乳加入優質乳酸菌製成,□感溫和柔順, 可改善腸道内細菌叢生態,幫助維持消化道機能。

Chu Lu self-produced milk gives you a mellow and refreshing taste, while improving your digesting with premium lactobacillus.

傳自義大利食譜配方,以100%初鹿鮮乳為原料,精選進口鮮奶油,封存鮮 乳天然的風味與營養,全程堅持用心嚴謹製作,口感綿密不甜膩,濃郁乳

Following from traditional Italian recipe, we use 100% fresh milk and whipping cream to seal in all the rich and creamy yet refreshing taste.

以香醇初鹿鮮乳加入優質益生菌,自然健康無負擔,更加入嚴選的台灣 本土水果讓優格有不同的口味可品嘗,酸酸甜甜好順口,單吃或隨心情 搭配水果、生菜、堅果、果醬,好吃趣味多。

Fermented from our own produced milk with probiotics and various kinds of local fruits to add to diverse flavors. Best choice of snack to eat neat,

快樂雞 Free Range Chick

初鹿牧場快樂雞,健康放養5個月,天天爬山吃天然穀物及有機蔬果,是 真正的快樂放山雞,不打針自然長大,無藥物殘留,可以放心拿來烹煮燉 湯,天然的美味與家人朋友分享。

Raised for 5 month of free range, our chicken only feed on natural grains and organic vegetables without injections of any kind of medicine, in the purpose of providing you with the best ingredients for cooking.

自產牛奶玉米,非基因改造,員工又稱它為「猴子玉米」,因為是跟猴子

比賽採收的玉米,猴子的最愛,比香蕉更有吸引力 日出前鮮採,採用牧場自產天然堆肥,加上發酵的牛奶做澆灌,無化學添 加劑,真空保鮮,拆開立即可享用。

Self-produced and non genetically-modified corn, also called "Monkey Corn," since it's also a cuisine for monkeys, and we have to race them in Cultivated with all natural fertilizer and fermented milk without any

chemicals, the corn is vacuum packed, and is ready to eat whenever you

採用新鮮生乳,加上蔗糖精煉濃縮製成,容易消化,最適合一般家庭使用 。初鹿煉乳加水調和稀釋三或四倍即可食用,亦可添加於挫冰、水果、咖 Condensed and fresh milk and extracted cane sugar, we give you the

taste so rich yet easy to digest. Best diluted with water, and goes perfect with snacks as dips and seasoning.

人氣商品:100%鮮乳薄餅,自然·香 醇·濃郁,不使用氫化油、防腐劑、 人工色素,傳統的鮮乳餅乾含水量約 為22%,100%鮮乳薄餅將這22%的水 份,全部以初鹿鮮乳取代,這就是這 塊餅乾這麼香脆自然的原因。

Biscuit made from 100% milk without preservatives, artificial color, and hydrogenated oils. A crunch bite with rich flavor makes the best snack for







64) 台東縣卑南鄉明峰村鹿鳴橋2鄰29之3號

來到曲禾酒莊,可以品嚐到最在地的有機酒,體驗最純樸的農家生活,感受 最真實的人情味。依照不同的季節,可以進行各種不同的活動,用簡單、有 趣的方式學習製作最實在的古早味,還可以選擇漫步在原始的櫸木森林中 感受大城市裡沒有的生態與風情,或是到林區露營,體驗自由自在的野趣 「曲」是鹿野溪的潺潺流水聲,「禾」則是河岸邊的金黃稻穗,「曲禾」二 字就代表了台東最好的農特產。

When it comes to Qu-He Liquor Village, you can taste the local organic wine, experience the simplest pleasant life, and feel the most authentic human interest. You can carry out all kinds of different activities according to different seasons, learn to produce the most authentic old-fashioned taste in a simple and funny way, you can also choose to ramble in the original beech rests to feel the ecology and customs which are rare in big city, or you can o camping in forest zone to experience the free and unrestrained delight in

Qu" stands for the sound of river flowing, while "He" for the spike of rice long the river, and these two words together represent the products of best uality from Taitung.

有機養生肉桂酒42度:以台東地區有機方式種植的甜 肉桂為原料,再加上有機米酒頭為基酒蒸餾而成,酒 🖊 香濃郁甘甜久久不散。

有機胭脂梅酒18度:以有機胭脂梅經過漫長的浸釀而 成,帶有濃濃的果實香氣及微甜和酸澀口感。 Distilled with organic cinnamon and millet wine, the wine with 25% of alcohol content gives out a bit ho and natural aftertaste lingering in your mouth.

The 18% organic plum wine is brewed straight from fresh plums, featuring its strong scent of fruits, and a bit sour and sweet taste.







臺東好物 Facebook 粉絲專頁 Taitung Gift Facebook



臺東縣政府網站 Taitung County Government

指導單位/經濟部中小企業處

Advised by Small and Medium Enterprise Administration, Ministry of Economic Affairs 主辦單位/臺東縣政府

Organized by Taitung County Government

執行單位/紫銨整合行銷有限公司 Executive Unit Zian Marketing Integrated CO., LTD.









連緜著三代製茶的深遠情感。「連記」以中央山脈東邊唯一沒有工業污染的環 境做為茶鄉,栽種過程堅持有機種植,保持茶樹的自然純淨。記憶中的永恆茶 味。茶葉採收時節,採茶人的身影是茶園的美麗影像,細膩的手工採茶去蕪存 菁。從採茶到焙茶,每一道手續都是細緻的心意,只為焙製出一口好茶。

LianMianzhu has profound emotion in tea making of three generation "Lian-Ji" takes the only environment free of industrial pollution at the east side of central mountain range as the tea village, and sticks to organic planting in the planting process, so as to keep the nature and purity of tea trees. Th eternal tea flavor in the memory. At the season of tea leaf harvesting, the figures of tea pickers are the beautiful image in the tea garden, the exquisite manual tea picking eliminates the impure and retains the pure. From tea picking to tea firing, every procedure is of meticulous purpose, only for making

咖啡與紅烏龍的相遇,猶如西方爵士樂與中國古樂,在 紅烏龍的韻加上咖啡的醇,顚覆傳統的層次,挑逗熟悉的味蕾,相互輝映,

第一泡咖啡香,第二泡紅烏龍茶香,第三泡咖啡加茶的淡香。 Mild taste of oolong topped wit

with a unique and unprecedente

whole new experience in tas

古法新制時尚為自然無毒栽種,嚴選一心二葉茶芽以手工採摘,重萎凋、重 攪拌,經過深度加工特殊的烘培技術,茶湯水色澄紅,兼具烏龍茶的甘醇滋 味,茶為圓滑,富有熟果香,活性加且耐泡,冷熱泡各有不同茶韻,更適陳

Made with traditional techniques to guarantee a nice cup of tea free of chemicals. The mellow aftertaste with a scent of fruits makes it a good choice served both hot and cold.

野牛山茶-為台灣原生種茶之一,本旨在台東鹿野的永康山獨有,屬冰河文遺 性的物種,滋味帶有濃厚蕈類風味,非常特殊。 Mountain tea is one of the native breeds of tea in Taiwan. Best known for its light scent of mushroom.





碧蘿園茗茶坊

創立於1980年代,經歷了福鹿茶的巔峰,從製作到自產自銷,一條 龍經營,茶園品質安全的把關,及用心製作好茶,是比賽得獎的常 勝軍,第二代返鄉打造休閒農業及觀光工廠,並獲得五星級安全衛

Founded in 1980, Bee-Lou Tea Garden insists in the best quality and standard of making tea, while witnessing the heyday of Fu Lu Tea, which leads to our second generation tourism theme farms





最新時尚紅烏龍,風味獨特,回甘、耐泡、熟果香氣,在烘焙圈 更是新寵,搭配紅烏龍的點心更是令人回味無窮。(可混搭烏龍茶 與蜜香紅茶) 烏龍茶具花香、甘醇、滋味清爽。非常適合清晨一泡

> Featuring a unique aftertaste with scent of fruits, the refreshing red oolong tea not only makes the best afternoon with snacks, but



