

商品 Product

便利安心的商品，隨時隨地滿足民衆日常所需

Convenient and Safe Products Meeting the Needs of Consumers Anytime, Anywhere



為了提供消費者多樣化、多選擇的商品服務，7-ELEVEN 每兩週即有新商品上市，各式流行、暢銷商品應有盡有。為不斷強化商品結構，除了以國際採購方式，獨家引進國外暢銷商品，也因應全球性消費趨勢推出平價自有品牌「7-select」，從通路角度擅長的消費行為分析與消費需求來開發商品，以優良的品質及設計美感呈現商品價值，提倡平價時尚的Life Style，引領消費新潮流。



透過飯糰、便當、壽司、三明治等產品不斷推陳出新，7-ELEVEN跨足鮮食產業，採用比國家標準還嚴苛的規定不添加防腐劑，所有供應商都是經過政府認定核可的GMP、CAS及HACCP優良廠商，不僅愛用台灣在地食材更投入食材源頭管理，運用產地契作模式，從蔬菜的保鮮、農藥使用，收成尺寸、加工一一為消費者把關，不但帶動台灣整體鮮食產業升級，也一舉提升台灣外食市場的衛生與品質水準。

To offer consumers a more diverse selection of products and services, new products hit the shelves every two weeks at 7-ELEVEN. Best-selling products from overseas are also introduced to our stores via international procurement to add to our select assortment while the private label 7-select is launched to cater to the needs of our customers in the globalized world. Our in-depth understanding of consumer behaviors as well as demand serves as the backbone behind 7-select product design. Providing consumers with a wide spectrum of high quality products with sleek design, 7-select is expected to set off yet another wave of consumer revolution of affordable fashion.

7-ELEVEN is also a prominent player in the delicatessen market with the constant launch of new fresh food which cover onigiri, bento, sushi, and sandwich products. We boast of preservative-free products and adhere to health and safety standards even more stringent than national standards. All suppliers of 7-ELEVEN deli foods are certified GMP, CAS, and HACCP food manufacturers who source largely from local producers. Adopting the farm-to-table philosophy and contract farming model with local farmers, 7-ELEVEN guarantee that only food of top quality are delivered to our customers. Be it produce preservation, agrochemical use, harvesting standards, or food processing, our best practices are driving the improvement of Taiwan's delicatessen market by raising the bar both in food safety and quality.



Product