



July 31, 2020

Lancer Corporation Cultivates the Chinese Market

Lancer Corporation, a US subsidiary of Hoshizaki Corporation, has established a sales company in Shanghai China, Lancer Shanghai Co. Ltd., which commences its operation in August.

Founded in San Antonio, Texas, U.S. as a beverage dispenser manufacturer in 1967, Lancer joined the Hoshizaki Group in 2006. In addition to its overwhelming presence in the North American market, Lancer has also built a global sales network, with facilities in Mexico, Australia, New Zealand, Belgium, and United Kingdom, and establishing import agents in such areas as Russia, South America, and Southeast Asia. Until now, Lancer has participated in the Chinese market by supplying component parts to a local partner company, but with the ongoing increase in new stores of global fast food chains, which are the company's main customers, Lancer made a move to expand its market share by establishing a sales company in China that sells directly to customers and provide them with maintenance service. Moreover, as the Chinese market has shown considerable demand for custom designed beverage dispensers that match the atmosphere and image of customers, Lancer Shanghai forms an engineering service team in Shanghai to meet customers' needs in a timely manner.

Hoshizaki continues to challenge further proactive investment for overseas business including M&A, expanding its existing business and venturing into new domains as it aims to become the world's best company for food service business.



■Company profile

Company name	: 嵐瑟（上海）飲料機械設備有限責任公司 (Lancer Shanghai Co. Ltd.)
The date of registration	: April 27, 2020
Address	: Room 108, No. 16, Jiafeng Road, Shanghai Free Trade Test Zone, 200131, China
Address of sales branch	: Room 801, No. 1576, Nanjing Road West, Shanghai, 200041, China
Products	: Beverage Dispenser
Business	: Sales, Service & Maintenance of Beverage Dispenser in China