


SOCIAL VALUE

I cannot agree more with David Hockney’s words, “The only things that matter in life are food and love.” Rice Slurp has become a platform to share artisan food and love for our communities.





Gender Education

Gender and identity should not be the shackle that defines right or wrong. For anyone proud to be themselves, we provide an atmosphere of respect and understanding.

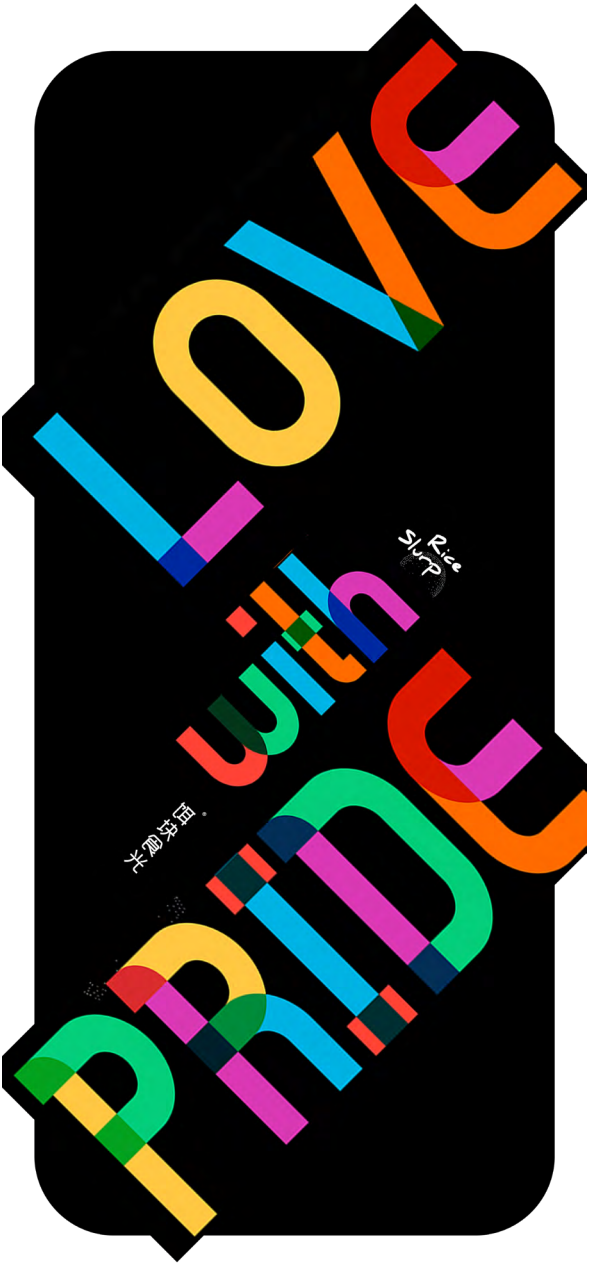
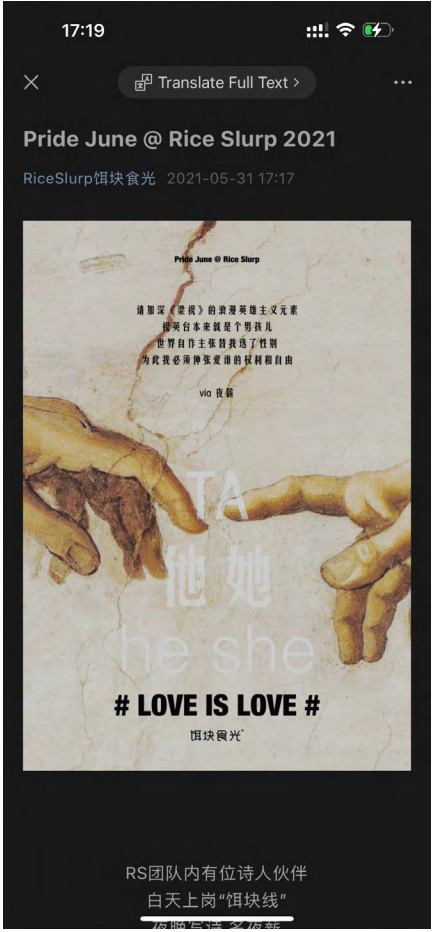
Rice Slurp has collaborated with ALIPAY's public welfare platform to initiate a welfare assistance action. A certain amount of each consumption at Rice Slurp will be automatically donated to the Gender Equality Education Project.



性别友好门店 饵块食光®

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捐赠一分钱
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fted by Rice Slurp

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Organic & Authentic Yunnan Street Foods

饵块食光

Food Justice

食物主权
食物权益
食物多样性

Food Sovereignty



International **Volunteering**

With the help of each Rice Slurp staff member, we have set up a series of international volunteer opportunities to bridge Yunnan with other parts of the world. The programs have enhanced mutual understanding through the deep cultural exchange for people of different ages, racial, and religious backgrounds.

- 01 - Naama Ben-Dov for Israel
- 02- MAJA from Sweden
- 03 - David and Amy from Ireland
- 04 - Aya from England

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02



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04







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Continuously Support Local Community Flower Farmers During COVID

The COVID pandemic has seriously devastated the Dounan flower farmer’s market in Yunnan, one of the world’s largest flower markets. Countless flowers rotted in the ground due to domestic and export logistic halts. We initiated contracts with many local farmers and mobilized our supply chain resources to deliver seasonal flowers at Rice Slurp branches. Eventually, we give our customers and communities the flowers for free to help revive the market downturn.

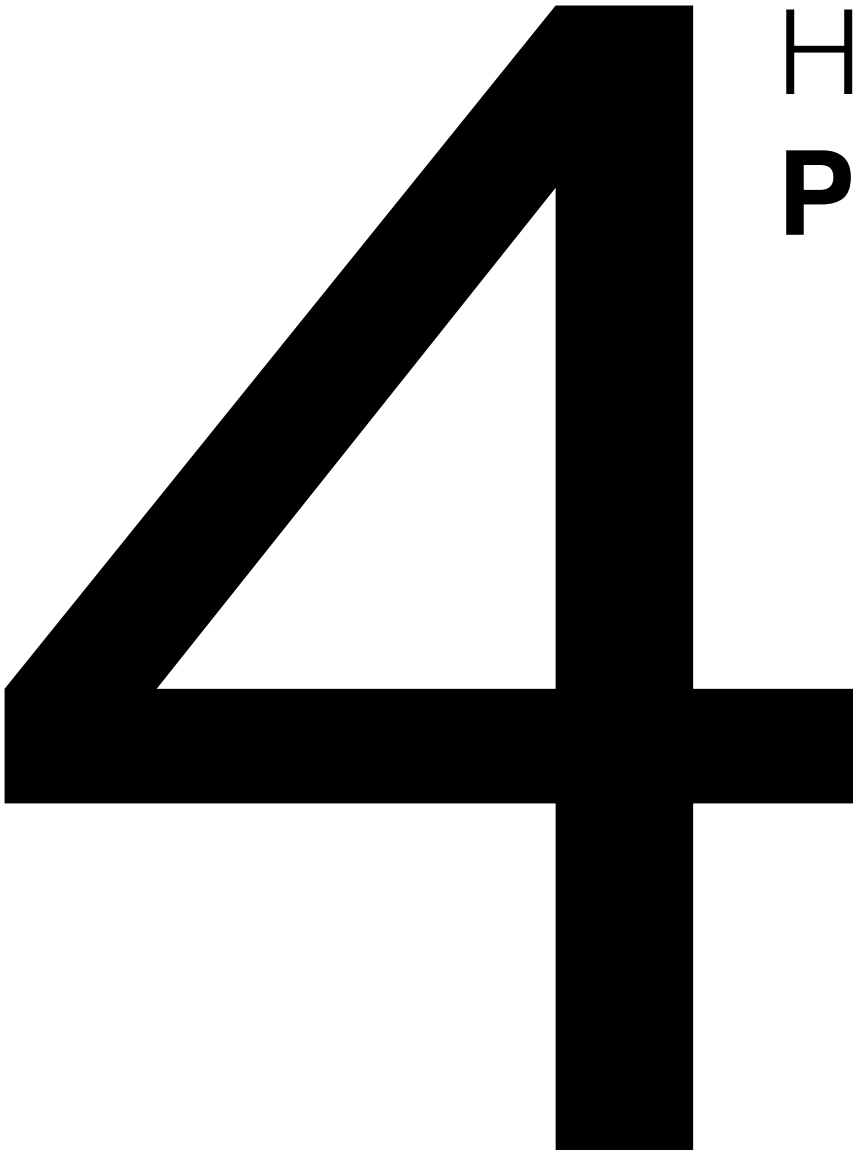
The sunflower farm we have been supporting since the pandemic started under the CSA (community-supported agriculture) model.

Gu Xiaoyu, the third-generation owner of the sunflower farm that we are working with, is a college graduate who returned to her village hoping to make a difference in her hometown economy.









Heirloom Seeds Preservation

With the urgent need to preserve the bio-diversity of Yunnan native species and breeds from agricultural industrialization and homogenization, Rice Slurp carefully selects indigenous ingredients to conduct our gastronomy research and builds our seed bank for product development. Besides introducing our customers to new dining experiences in flavor, we also offer them free Q&A sessions and lectures about local food sovereignty, security, and sustainability.



Rice Slurp’s first location is in the old town of Lijiang, a UNESCO Heritage Site on the Yunnan plateau. This land is where many ethnic minority groups such as Naxi, Mosuo, Pumi, Lisu, and Tibetan live together. An heirloom lentil crop called “Ji” by the locals grows at the foot of the Jade Dragon Snow Mountain. The bean is also considered one of the most indispensable gourmet ingredients for Naxi traditional cooking.



Rice Slurp serves freshly made dishes because we believe in “eat local, eat fresh.” We put the “Ji” bean seeds into small recyclable glass bottles for our customers. Many of them learned about seed germination and plantation for the first time because of us.

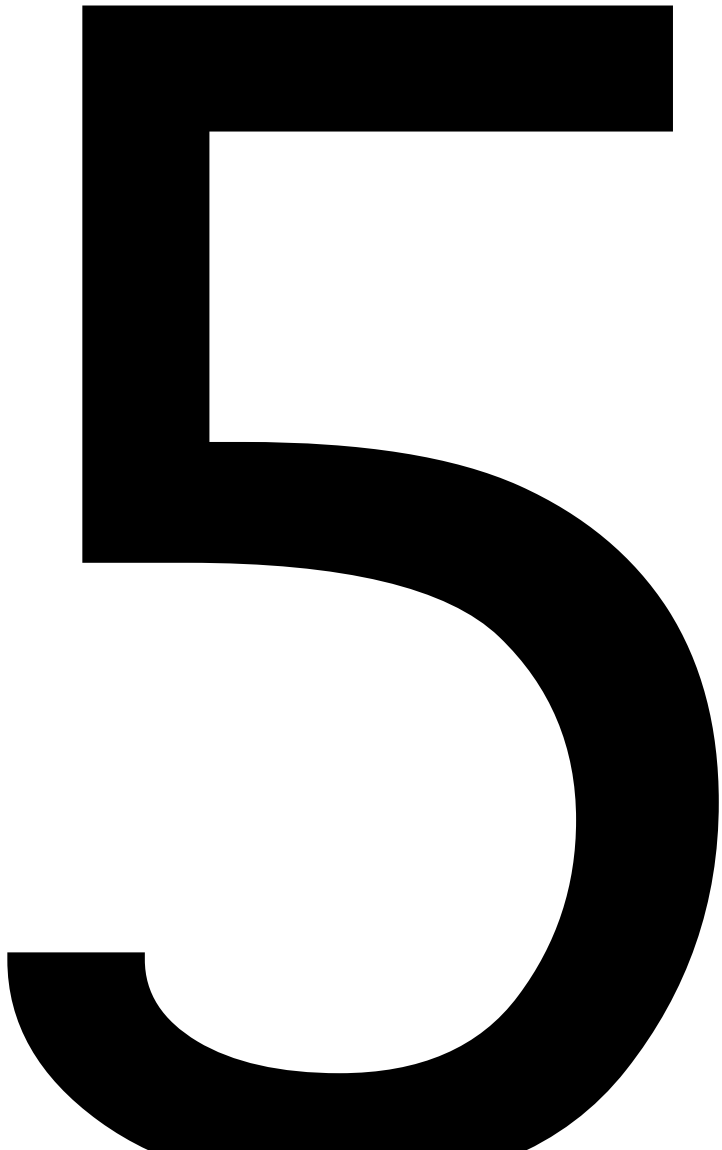




Our customer’s planting experiment at home, and they used the home-grown “Ji” bean sprouts as a salad ingredient.

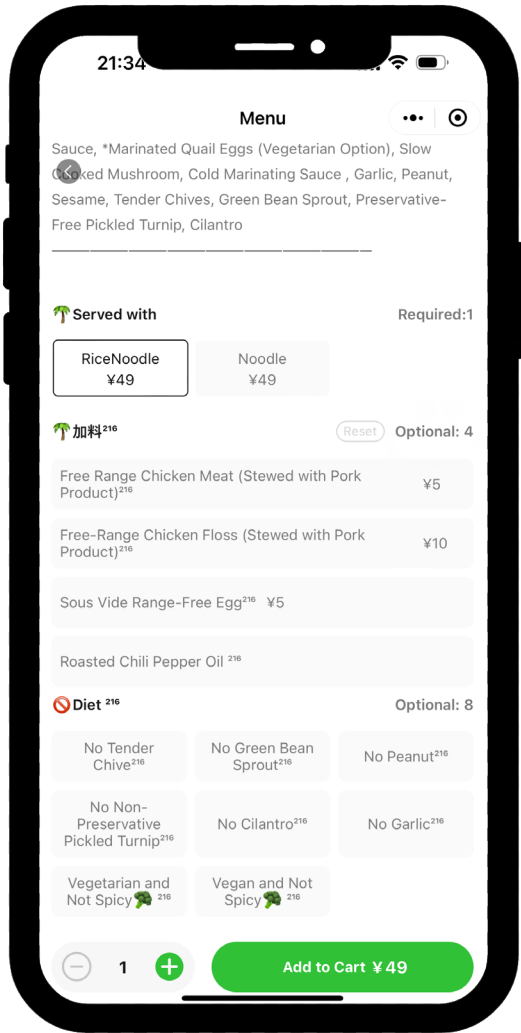
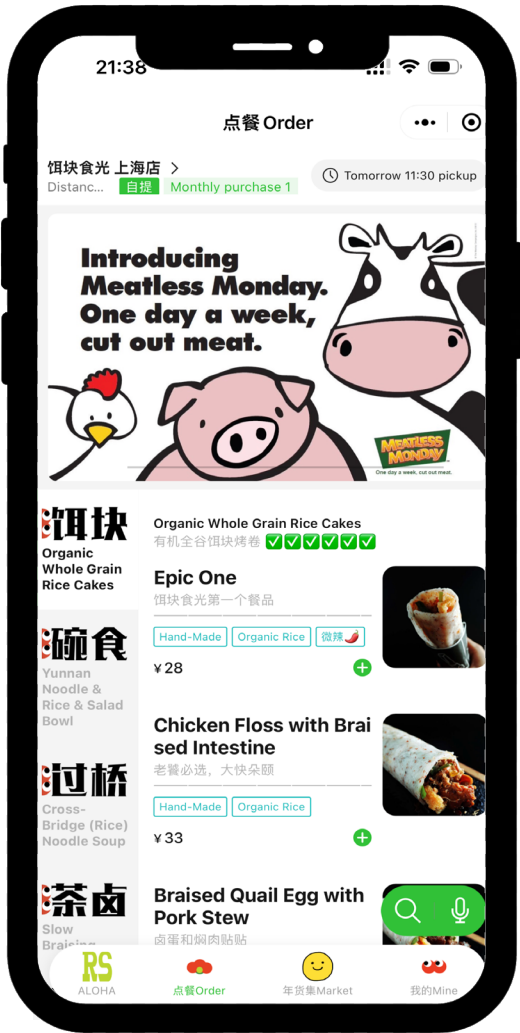


Animal Welfare Education



Rice Slurp believes that every creature is affected and linked by each other. Treating each life on the planet fairly and respectively can achieve long-term sustainability for future generations.

Many of our signature dishes come with a vegetarian or vegan option. Rice Slurp endorses Meatless Monday Movement to promote animal welfare and environmentally-responsible meat consumption.

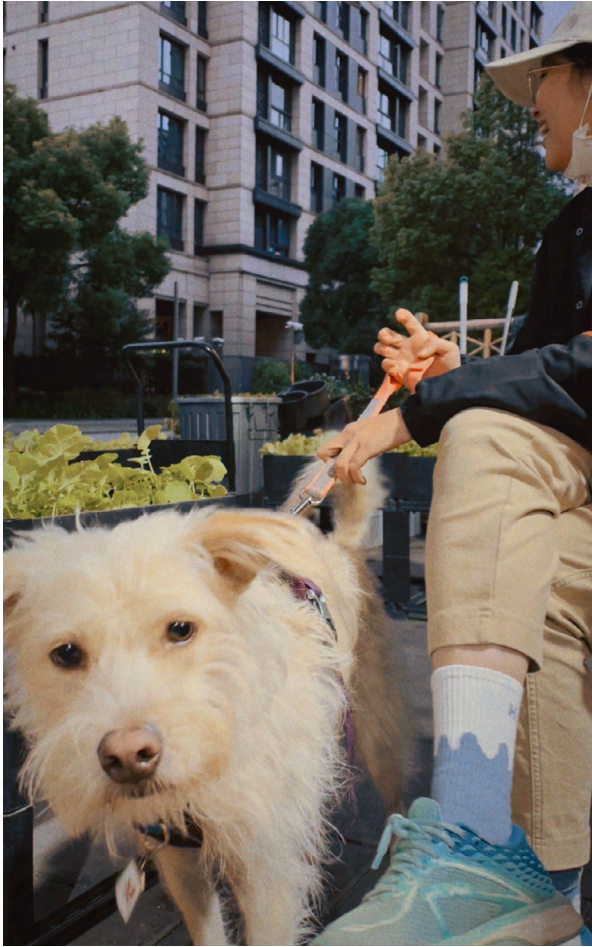


Rice Slurp works hard for animal rights. For example, we have established a pet-friendly community to provide a safe dining environment for customers with pets. We also regularly make small snacks without additives for dogs to enjoy.



After the COVID lockdown in Shanghai, Rice Slurp launched a public education program on pet socialization for dog owners, ensuring that pets and their owners can maintain a safe and healthy relationship after what they endured during the pandemic.





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Education

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Support Local
Community Flower
Farmers During COVID

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Animal
Welfare
Education

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