

God tier Farm 1331

Chapter 1331: Supreme delicacy (1)

Su Yu and Ling Xiaotian had a good personal relationship, and Xia ruofei was more familiar with him. They had had a few meals together.

Su Yu knew about Xia ruofei's relationship with Ling Qingxue, so he treated Xia ruofei as his nephew from the bottom of his heart. Otherwise, he was a corporate executive with a net worth of at least tens of millions, and ran ran's Executive Head Chef was almost no longer engaged in specific cooking work, so she would not have agreed to come over and cook for others.

After putting down the Chinese perch, Xia ruofei warmly invited Su Yu to sit beside him.

"President Tang, big brother Lin, researcher Zheng, let me introduce you. Uncle Su is the Executive Head Chef of the lingji F & B group. I've specially invited him to make this dish!" He said to everyone.

At first, Tang weiran saw Su Yu wearing a chef's uniform and thought that he was a chef from Taoyuan farm. It was not until she heard Xia ruofei call him "Uncle Su" and introduce him as the Executive Head Chef of the Ling Ji F & B group that she realized.

Although he wasn't clear about the situation of Ling Ji F & B, he knew that a "group" was usually not small. Although he couldn't rule out the possibility that some small companies would also boast about calling themselves "groups" and even have several subsidiaries under them, in most cases, a group company was still quite large.

Moreover, this was someone who had a good relationship with Xia ruofei.

Therefore, Tang weiran did not dare to neglect and quickly said to Su Yu through Xia ruofei, "So it's President su, thank you for your hard work!"

Su Yu took off his tall chef's hat and carefully put it aside, then said with a smile, "You're welcome. I heard that there's a wild Chinese perch today, so I'm here to try it!"

Seeing that Su Yu had already revealed the answer, Xia ruofei no longer kept him in suspense. He smiled and said, "Everyone, this is the new dish I'm going to introduce to you today! Steamed kun fish! This is Tao Yuan farm's imitation of the wild environment, and the young ones are cultivated from the wild Yangtze River pomfrets. If I remember correctly, it should be the only one in the country and even in the world!"

Then, Xia ruofei smiled and said, "Uncle SU's cooking skills are superb, and he's especially good at cooking pomfrets! That's why I specially invited him over to cook today. Everyone is in for a treat! Uncle Su, could you please introduce this dish to everyone?"

"Alright!" Su Yu laughed heartily and said, "I grew up by the Yangtze River. When I was a child, I had tasted the pure Taste of the Wild Chinese perch. Later, I entered the line of cooking and was lucky to have a master who taught me a few skills of cooking Chinese perch. Later, because of environmental reasons and over – harvesting, the wild Chinese perch was basically extinct, and I have never tasted the taste of the Chinese perch as a child again. However, there are still some United States rays on the

market, so my cooking skills haven't declined since I started cooking. You can all give your comments on this steamed ray later!"

Then, Su Yu pointed to the steamed kun fish and said, "Steamed Chinese perch is a famous traditional dish in my hometown, su Nan. Remove the gills and internal organs of the Chinese perch and then put it in boiling water to remove the fishy smell. Then, put ham slices, mushroom slices, bamboo shoots and other auxiliary materials on the fish. Then, add cooking lard, white sugar, salt, shrimp, cooking wine, chicken soup, and other seasonings. After steaming it on a high fire for about 20 minutes, it can be taken out of the cage."

Feng Rao sniffled and said with a smile, "President su, just the smell alone is enough to make me drool!"

"Then what are we waiting for? Let's dig in!" Xia ruofei said with a smile.

Xia ruofei picked up the serving chopsticks and picked up a piece of fish.

He had some understanding of Chinese perch, so he smiled as he picked it up. "Look, everyone, the scales on the surface are deliberately preserved because the Pomfret is different from other fish. Its scales are rich in high – Quality fat and colloid protein. After cooking, they will turn into a semi – melted colloid and have a very unique taste. If you remove the scales while cooking the pomfrets, it'll be old – fashioned!"

After listening, Su Yu also smiled and nodded, very much in agreement.

Xia ruofei picked up the fish and said, "Uncle Su, you've worked hard today!" Please taste the first piece of fish!"

Su Yu waved his hand and said with a smile, "I'm here today to freeload food and drink, how can I overshadow the host? It's not suitable, it's not suitable!"

Xia ruofei put the fish on Su Yu's plate and said, "It's all thanks to you that we're able to taste the almost extinct Chinese perch today. It's only natural that you're the first to taste it!"

Su Yu could only smile and nod, "Alright then! I'll be arrogant!"

Then, Xia ruofei picked up another piece. When he was about to give it to Tang weiran, Tang weiran immediately refused, "President Xia, you can 't! No one had any objections to giving the first piece to President su, but you'll have to eat this one yourself! Otherwise, it'll really be overpowering the host!"

Xia ruofei saw that Tang weiran was determined, so he turned to Feng Jing. Before Xia ruofei could say anything, Feng Jing immediately covered her plate and said with a smile, "I don't dare to ask my leader to serve me ..."

Xia ruofei looked around and his eyes fell on the person in charge of the pomfrets, Jiang Hua. The pomfrets were all raised under Jiang Hua's careful care. Hence, Xia ruofei had invited him to the first harvest of his hard work today.

"Jiang Hua! It's been hard on you these days!" Xia ruofei smiled and said, "this piece of fish is your reward!"

?

Chapter 1332: Supreme delicacy (2)

Jiang Hua also waved his hand in fear and said, "President Xia, I'm flattered! I ... I can pick it up myself!"

Xia ruofei didn't allow any explanation. He reached out and picked up the plate in front of Jiang Hua. He placed the piece of fish on the plate and then passed the plate back.

He said, "you're the main reason why the pomfret breeding business is progressing so smoothly!" What's the big deal with giving you some food!"

"Thank you, director Xia!" Jiang Hua said with excitement.

Taking care of pomfrets was a very tiring task, mainly because they were too timid. A slight movement could cause all the pomfrets in the pond to turn white. Therefore, Jiang Hua had been very careful and devoted to this work.

Now that his achievements had been recognized by the company's leaders, Jiang Hua felt a strong sense of achievement.

Of course, the only question now was how the taste of the Yangtze River Pomfret, which was cultivated in an imitation of the wild environment, would be like. Could it be compared to the real wild Chinese perch? What was the difference between the taste and the United States kun fish? All these mysteries would be revealed today.

Thinking of this, Jiang Hua looked at the sparkling white fish on the small plate in front of him, feeling both excited and nervous.

Xia ruofei smiled. "Since everyone is so humble, I won't serve you one by one. Everyone can take what you need!"

"This is good, this is good!" Tang Wei Ran smiled and said, "President Xia, first!"

After so much preparation, Tang weiran was also full of expectations for the taste of the steamed kun fish.

Xia ruofei didn't decline. He took the responsibility and picked up a piece of fish near the tail. The scales on this part were finer and the meat was more tender.

"Everyone, don't stand on ceremony!" Xia ruofei said as he picked up the food, "do it yourself!"

Seeing that Xia ruofei had already started eating, everyone also reached out their chopsticks.

"There's a plate of ginger vinegar in front of everyone, it tastes better when dipped in it!" Su Yu smiled and reminded them.

Xia ruofei nodded and looked at the small plate in front of him. The meat of the small piece of fish was very delicate. The silver scales on it were very dazzling under the light.

He picked up the fish and dipped it in the ginger vinegar on the seasoning plate. Then, he put the fish in his mouth with anticipation.

The first thing he bit was the gelatinous fish scales. They had completely softened and had a jelly – like texture. His teeth sank in easily. After going through the scales, he came to the meat. Xia ruofei felt that the meat of the Pomfret seemed to be fatter than ordinary fish, but it was not greasy at all. Instead, it had a refreshing feeling.

Xia ruofei chewed on it instinctively. It was as tender as tofu, but there was an indescribable fragrance. All the taste buds seemed to be cheering at the same time.

Fat but not greasy, fragrant in the mouth, these two adjectives were no longer the jack of all trades in food shows, but instead very appropriately expressed the true taste of the pomfrets.

“Delicious!” Xia ruofei couldn’t help but mumble.

Everyone had already started to taste the delicious Chinese perch. For a moment, no one at the table spoke, only the sound of chewing could be heard.

Su Yu’s face seemed to have an expression of pilgrimage, savoring the taste of the pomfrets bit by bit, and his eyes actually became a little moist.

After eating this piece of fish, Su Yu let out a long sigh.

Xia ruofei’s heart skipped a beat and he asked, “Uncle Su, does it taste wrong?” Is there a difference with the wild Chinese perch?”

He felt that this shouldn’t be possible! His taste had been spoiled by the Taoyuan vegetables, but after tasting the steamed Chinese perch today, he was still shocked. Such a taste should not be worse than the authentic Yangtze River Chinese perch, right?

With a hint of excitement, Su Yu said, “Little Xia, this is the taste of my childhood! It’s been so many years ... I can’t believe I can taste this familiar delicacy again ... No! I feel that today’s steamed Chinese perch is even more delicious than the wild Chinese perch I’ve eaten before!”

The dish that Su Yu praised was made by himself, but no one felt anything strange after listening to it, because this steamed kun fish was really ... Too delicious!

Feng Rao, Jiang Hua, and the others almost swallowed their own tongues. Tang weiran and the others from Tongren Hall didn’t have a good reaction either. The temptation of good food was fixed in human genes. This primitive desire was simply uncontrollable when one encountered a truly delicious food.

As Jiang Hua ate, he heaved a sigh of relief. His last trace of worry had disappeared ...

Xia ruofei smiled. “Perhaps it’s because you haven’t had the Chinese perch for many years. Your anticipation is too strong. That’s why you think it’s especially good this time.”

Su Yu couldn’t wait to pick up another piece of Chinese perch, dip it in ginger vinegar, and put it in his mouth. Then, he nodded and said, “Maybe! However, I haven’t tasted this in a long time ...”

“Uncle Su, how does it compare to the United States perch?” Xia ruofei asked curiously.

Su Yu ate the fish in big mouthfuls, then spat out the Fishbone, and said impatiently, "Little Xia, I'll put it this way! There was simply no comparison between the two! Compared to this authentic Chang Jiang Chinese perch, the United States Chinese perch is simply a lump of ..."

Speaking of this, Su Yu closed his mouth in time. It was mealtime, so if he said everything without any restraint, it would really affect everyone's appetite.

After Tang Wei Ran heard this, she didn't agree with him.

As a senior executive of a state – owned enterprise, there were very few delicacies that he had not tasted. He had eaten a lot of strange game, and it was naturally not the first time he had eaten pomfrets.

However, just as Su Yu said before, because of the environment and over – Fishing, wild Chinese perch had almost become extinct. The Chinese perch that Tang weiran had eaten was actually an artificially cultivated United States Chinese perch. The price of this Chinese perch was also quite high, and ordinary people couldn't afford to eat it. Tang weiran felt that although the taste of the steamed Chinese perch was obviously better this time, it wasn't as exaggerated as Su Yu said.

Perhaps this was caused by feelings? Tang weiran thought to herself. However, she didn't slow down and quickly put the second piece of kun fish into her mouth.

Although Xia ruofei felt that Su Yu's words were a little heavy, he still grinned happily.

The taste was so good, and the taste was obviously better than the United States pomfrets sold at high prices in the market. It could be confirmed that the breeding of this batch of Yangtze River pomfrets was a great success!

What did this mean? Cash! A huge amount of cash! Moreover, it was a steady stream of money. The beluga in the anglerfish cultivation workshop was delivered in batches. In the future, there would be beluga on the market almost every month.

Xia ruofei still remembered clearly that Ling Xiaotian had obtained two wild Chinese perch. It was these two Chinese perch that had reproduced in the medium space, allowing Xia ruofei to have an endless supply of Chinese perch. Ling Xiaotian had bought these two Chinese perch for 3000 Yuan per 500 grams.

With the current scale of the pomfrets cultivation workshop, it was easy to produce 1000 pomfrets a month. Based on 2000 catties, the pomfrets were generally small, and one catty per fish was more common. Because of the petal solution of the spirit Heart Flower, the pomfrets in Taoyuan farm could basically reach two catties, which could earn them at least six million a month, which was tens of millions a year.

Moreover, the consumption of pomfrets was getting hotter and hotter. The pomfrets cultivated by Taoyuan farm tasted even better than the wild Yangtze River pomfrets. If Su Yu's memory was correct, the price of the pomfrets might be more than 3000 Yuan, and the income would be even higher.

Thinking of this, Xia ruofei's mood became even better. He frequently invited everyone to drink and eat.

The small pomfrets were quickly divided and eaten, and everyone had a feeling that they had not had enough.

?

Chapter 1333: An order from his future father – in – Law (1)

After the host and the guest had their fill, Xia ruofei personally sent Su Yu out. The Mercedes – Benz from paradise Corporation was already waiting in front of the complex.

Xia ruofei gestured to Jiang Hua, and the latter immediately understood and walked away quickly. Xia ruofei said some words of thanks to Su Yu, while Tang weiran and the others also accompanied him and chatted.

Soon, Jiang Hua came over with two plastic boxes carefully.

Xia ruofei smiled and said, "Uncle Su, there are two Chinese perch here. Please keep one for Auntie to try. Please pass the other one to uncle Ling. This is a small token of my appreciation."

Su Yu looked at the plastic box in Jiang Hua's hand, and a hint of Love appeared in his eyes. However, he still politely said, "How can I accept this? It's too valuable ..."

He had personally handled the Chinese perch in the kitchen today. He knew that the Chinese perch in Taoyuan farm was generally about two catties. What was amazing was that the meat quality of the Chinese perch should have aged a little at this weight. This was also what he had been worried about before cooking, but the results showed that he had worried too much. This Chinese perch was obviously larger than ordinary wild Chinese perch, and the taste was even better. Moreover, the tenderness of the meat was also greater than ordinary wild Chinese perch.

This kind of rare and precious Chinese perch was worth at least a few thousand Yuan per 500 grams. It was indeed quite expensive as a gift.

Xia ruofei smiled and said, "they're all raised on my farm. They're not worth much. It's just a little token of my appreciation. Please don't reject it!"

Su Yu hesitated for a moment and then said, "Alright! Then I won't stand on ceremony with you. Thank you, little Xia!"

Xia ruofei laughed and said, "you already said that you're welcome. Why are you still saying thank you?" It's just a small token of my appreciation!"

Su Yu couldn't help but laugh and said, "Alright, alright, alright, I'll accept it then!"

Then, Su Yu said goodbye to Xia ruofei and the others, got in the car, and left.

After watching the Mercedes – Benz leave, Tang weiran said with emotion, ""President Xia, your life here is still better! The beach, the White clouds, the farmy...Every day, we eat delicious food that we rarely get to see. It's like living like a god!"

“Why don’t you stay for a few more days, President Tang?” Xia ruofei joked. I’ll take it as a vacation!”

“I also want to rest!” Tang Wei Ran smiled bitterly. It’s a pity that I’ve been working my a * s off. I’ve only been out for two days and there’s already a bunch of things waiting to be settled at the group!”

Tang weiran didn’t pretend to be busy. He had a lot of work to do. This time, because of Xia ruofei, a Vice President of the chain company he was directly in charge of had fallen. He had to go back to clean up the mess and stabilize the morale of the Army.

Of course, Tang weiran didn’t dare to blame Xia ruofei. Besides, Chen Weinan and Chen shun had brought this upon themselves. If they were strong enough, this incident wouldn’t have ended up like this. To put it bluntly, it was because they had a lot of bad debts in the past. This time, they were all exposed.

Xia ruofei laughed.”You can’t not let me rest even if I’m working!” He said.

“I really haven’t had a vacation in years ...” Tang weiran said.”After I finished my business here, the company is urging me to go back. I asked the administrative office to book an afternoon flight back to Beijing for me!”

“Alright, since President Tang is busy, I won’t keep you!” Xia ruofei smiled and said,”you’re welcome to visit the three mountains more often in the future!”

“Definitely!” Tang Wei Ran said. Our Chairman has repeatedly urged me to tell President Xia that if you go to Beijing, please contact me and give Tongren Hall a chance to be the host!”

“Definitely, definitely!” Xia ruofei said with a smile.

He even bought a big three – story courtyard house in the capital! Moreover, with the further growth of the Paradise Corporation, he would probably have more time to go to Beijing.

Xia ruofei personally arranged a car for Tang weiran and Zheng Xu in the afternoon, and then sent them upstairs to rest.

After sending Tang weiran back to her room, Lin Zhongming said to Xia ruofei gratefully,””Brother Xia, this time ... Forget it. I can’t thank you enough for your great kindness! Let’s see how I perform in the future!”

Xia ruofei chuckled.”Big brother Lin, it’s not as serious as you say. It’s just something that happened in passing. We’re old friends and I hope to have a long – term cooperation with you. If it’s someone else, we’ll have to get to know each other again, right?”

Lin Zhongming said sincerely,”to you, it might be a small matter, but to me, it’s the grace of rebirth!” Brother Xia, you’re really nice to your friends!”

Xia ruofei smiled and patted Lin Zhongming’s shoulder, saying,””We’re partners! It’s a win – win situation!”

“Yes, yes, yes! Brother Xia, don’t worry, as long as I’m in the East China region, the cooperation between our two families will be solid!” Lin Zhongming said seriously,”even if I’m transferred one day, I’ll definitely make arrangements in advance and not let the cooperation be affected!”

Xia ruofei smiled and nodded.

.....

On the second day after Tang weiran returned to Beijing, the people arranged by Lin Zhongming from the East China region of Jiangsu and Zhejiang Province also arrived at the three mountains Paradise Farm.

This time, the transaction amount exceeded 100 million, so Lin Zhongming also attached great importance to the escort of this batch of aweto.

Not only did he inform the company's security Department to send out elite forces, but he also hired the best escort company in Qiantang to drive a modified van to Sanshan.

?

Chapter 1334: An order from his future father – in – Law (2)

All the work had been arranged yesterday afternoon. This group of people set off from Qiantang early in the morning and drove for seven to eight hours to San Shan.

Xia ruofei personally led a few core members of paradise Corporation to retrieve all the Cordyceps from the villa. Then, with both parties present, they weighed the Cordyceps again and sealed it.

He and Lin Zhongming signed and confirmed the transfer of ownership. Then, the people from the escort company took over the batch of expensive medicinal herbs and loaded them into the modified bulletproof small truck.

This transaction was considered complete.

And the payment of more than 100 million Yuan would be transferred to the public account of the peach blossom company by tomorrow at the latest.

The entire process of the transfer was recorded by the people from both companies. After all, it was a transaction that involved hundreds of millions of dollars, so everyone was very cautious.

As for the subsequent transactions involved in the contract, because the amount would be equally large, Tongren Hall would still contact the escort company to complete the transfer of the goods.

Of course, when all aweto was being packaged, it was necessary to have paradise corporation's in an eye – catching position to reflect the huge profit. Xia ruofei even placed more emphasis on the increase of brand awareness.

Lin Zhongming attached great importance to this deal. He was also worried and gave up on taking the plane. He chose to take the escort company's car back and personally escort the car.

Therefore, after the goods were loaded, Lin Zhongming said goodbye to Xia ruofei and left the Paradise company in the small truck.

Xia ruofei watched as the truck carrying the Cordyceps that was worth hundreds of millions of Yuan left Taoyuan farm. Then, he said to Feng Jing, ""Boss Feng, please let me know when the funds from Tongren Hall have been transferred to your account."

"Alright!" Feng Jing nodded.

"By the way, will the other funds arrive on time?" Xia ruofei asked.

"It's not a big problem!" Feng Jing smiled and said, "a few major online sales platforms have agreed to pay the sales funds in advance. After this sum of money comes back, other than paying for the building, we should still have a balance of 20 to 30 million on our books. We have enough cash flow and our cash flow structure is very healthy!"

Feng Jing was already immune to Xia ruofei's ability to close a business deal worth more than 100 million Yuan with a flip of his hand and fill up a seemingly impossible financial gap in an instant.

Not only her, but the entire paradise Corporation seemed to have a blind trust in Xia ruofei. It was as if there was nothing that Xia ruofei couldn't handle.

The company's development was getting better and better, and the morale of the employees was high.

Xia ruofei nodded and said, "yes!" Then, after the sales funds have been transferred to my account, I'll pay for the purchase of the building as soon as possible! There's no need to delay it for a few more days. In addition, transfer the property rights as soon as possible so that we can make overall arrangements!"

"Understood!" Feng Rao said, "bojun real estate will do their best to cooperate with us. They also hope to settle the payment as soon as possible."

Xia ruofei smiled and nodded. He thought for a moment and said, ""We'll have a meeting tomorrow. Everyone will talk about the recent work and the main direction of the next step. In addition, everyone will discuss the sales of pomfrets. You can also understand the market situation in advance!"

"Okay, I'll inform the sales department to prepare the information!" Feng ke said.

Xia ruofei nodded and yawned. ""It's finally settled. I'm going back to rest. I'll leave the company to you all!"

Feng Rao was already used to Xia ruofei's nonchalance. She said helplessly, ""I know! You can go back! I'm not counting on you for these trivial matters anyway ..."

Xia ruofei chuckled and cupped his hands at Feng Jing. After thanking her for her hard work, he walked towards the small villa.

Feng Rao smiled bitterly and shook her head. She also turned around and walked into the complex. She urged Xia ruofei to call for a meeting tomorrow. She still had a lot of things to prepare and could not afford to be idle!

.....

After Xia ruofei returned to the small villa, he did not immediately take his afternoon nap.

He lit a cigarette and walked to the balcony. He sat on the recliner and planned Zhao Yongjun and the others' arrangements for their visit to the three mountains.

Xia ruofei wasn't close to Hou Liang and the others, but he was good friends with Zhao Yongjun. Moreover, Zhao Yongjun and Hou Liang had put in a lot of effort for the Tongren Hall incident. In addition, the people who came to the three mountains were close to Song Rui, so he had to treat them well.

However, Xia ruofei couldn't figure out why the second and third generation of the Xia family would come to the three mountains in the middle of winter.

Although the three mountains was located in the southeast of China and had been upgraded to one of the new furnace cities of China, it was very cold in winter. It was silly to go to the beach in such weather.

However, apart from the seaside, the three mountains did not have a lot of tourist resources. He could not bring a bunch of second – generation and third – generation children to play on the farm, right?

Xia ruofei was also having a headache.

Of course, with the size of the southeast province, there were many places to visit. For example, Egret Island, which was often more famous than Sanshan and was often mistaken for the southeast province's capital by foreigners, was a famous tourist city. It was not far from Sanshan. It was a three to four hour drive and only one or two hours by high – speed rail.

"If it doesn't work, I'll bring them to live on the farm for a day or two. Then, we'll kill our way to Egret Island. At the same time, I can also visit Lin Qiao ..." Xia ruofei said in his heart.

Just as Xia ruofei was racking his brain to find a way to deal with Zhao Yongjun and his men, his phone rang.

Xia ruofei looked at the caller ID and a gentle smile appeared on his face. He immediately picked up. "Qingxue, did you miss me?"

On the other end of the phone, Ling Qingxue pouted and said, "I miss you ... The Yangtze River beluga in the farm! Hehehe ..."

Xia ruofei couldn't help but roll his eyes, but he still asked, "You and uncle Ling tried it? How's the taste?"

"It's pretty good!" Ling Qingxue said, "my dad is full of praise, but I think ... It's mainly because Uncle SU's cooking skills are good!"

"Tsk! You're not sincere!" Xia ruofei said, "no matter how good uncle SU's cooking skills are, without the high – Quality ingredients from our farm, how could he make such delicious food? Even a clever housewife can't cook without rice!"

"You're good, alright?" Ling Qingxue said with a smile, then muttered, "aren't they all raised by your men? You probably don't even go there once a month, do you?"

“That was also the result of my wise leadership!” Xia ruofei said proudly, “besides, without my high – tech means, do you think you can easily raise the Yangtze River beluga? Do you know how delicate this fish is? You’ll be scared to death if your footsteps are a little heavier ...”

“Is it that exaggerated?” Ling Qingxue didn’t believe him. “Then wouldn’t you have to put the Chinese perch deep in the mountains and forests?”

“I’m doing some soundproofing!” Xia ruofei said, “back then, it was almost made to the standard of a recording room. Even if there was lightning and thunder outside, no movement could be heard in the breeding workshop!”

Then, Xia ruofei asked again, “by the way, did our dad give any advice?” I’m going to start selling the Chinese perch soon. ”

Ling Qingxue giggled. “I don’t have any opinions. However, I do have an order for you to pass on!”

“An order?” Xia ruofei was confused. “What orders does dad have?” I’ll definitely carry it out!”

Ling Qingxue was embarrassed and annoyed, “you keep calling me dad, are you addicted to it?” That’s my dad! It’s not related to you ...”

Xia ruofei was thick – skinned and chuckled. “Isn’t that something that will happen sooner or later? I’ll start practicing now, so that I won’t be unable to say it when I change my name in the future ...”

Ling Qingxue couldn’t help but burst out laughing. “I’ve never seen such a thick – skinned person like you ...”

She then continued, “I’m not going to joke with you anymore. Let’s get down to business!” My dad said that when this kind of Yangtze River Pomfret is on the market, our Ling Ji restaurant will have to sell at least 300 catties a month!”

?

Chapter 1335: The older the ginger, the spicier it is (1)

“Swish!” Xia ruofei almost jumped in shock. “Aren’t you guys too greedy? The farm probably produces less than 2000 catties of pomfrets a month!”

Each batch of baby fishes was about a thousand. Although Tao Yuan farm’s pomfrets were larger than normal, reaching about two catties on average, there were still some that were less than two catties. Even if all kinds of measures were taken to the extreme, losses were inevitable during the breeding process, so the monthly output was about two thousand catties.

Xia ruofei continued, “moreover ... This is a high – end ingredient. It doesn’t match your user profile, right?”

Ling Qingxue retorted, “who said that we can only be in the middle to low consumer group?” Don’t you know how popular the private kitchen is?”

Xia ruofei facepalmed. He had not thought about the private restaurant.

As far as he knew, Ling's F & B group had branches all over the province. These branches were for ordinary consumers, but the money – making ability after being conglomerated was quite amazing.

If it was a private restaurant, it would definitely be a high – end place for consumption. The design of the dishes was very exquisite, and of course, the price was quite touching. Putting everything else aside, the signature 'Buddha Jumps Over the Wall' dish that Xia ruofei had provided with the secret recipe was definitely not something that ordinary working class people could afford.

Xia ruofei chuckled. "The problem is, there's only one private restaurant. Do you think it's worth 300 catties of fish?"

"Why can't it be used up?" Ling Qingxue said, "300 catties is only about 150 fish. That's an average of only five per day. If you ask me, I'd say that it won't be enough to sell in the end!"

"That's a few thousand or even tens of thousands of Yuan! Five fish a day?" Xia ruofei couldn't help but be a little speechless.

"There are a lot of rich people these days," Ling Qingxue said. "And with the help of your 'Buddha Jumps Over the Wall', many gluttons have come to our restaurant to spend money. Many of these people don't care about money at all. As long as they can eat delicious food, they don't care how much money they spend ..."

"It seems like I've underestimated the spending power of the people of the three mountains ..." Xia ruofei smiled bitterly. After a moment of silence, he said, "sure! Since his father – in – Law had spoken, he had to agree even if there were difficulties! Three hundred catties a month, huh? I guarantee that I'll be the first to supply!"

"That's the way!" Ling Qingxue smiled. "You're quite enlightened!"

Xia ruofei smiled bitterly. "If I don't have a high level of awareness, what if I'm single for the rest of my life? wouldn't I be in trouble then?"

Ling Qingxue couldn't stop laughing.

Xia ruofei continued, "Oh right, Qingxue, is uncle Ling free?" I have some questions about the sales of pomfrets that I want to ask him ..."

"He went home for an afternoon nap." Ling Qingxue complained out of habit, "he doesn't care about the company's Affairs as much as he can now. He often leaves them to me ..."

"Don't be too tired!" Xia ruofei said with heartache, "if we really can't do it, I'll talk to uncle Ling!"

In reality, with Xia ruofei's ability to earn money, there was no need for Ling Qingxue to work so hard. However, Ling Qingxue was not only his girlfriend, but also the only daughter of Ling Xiaotian. She would inherit the family business in the future.

Besides, Xia ruofei knew that Ling Qingxue did not want to be idle all day. She had her own career. She had been exposed to the gastronomic industry since she was young. Furthermore, it had been passed

down from her father. It was a matter of great accomplishment for her to be able to bring it to greater heights.

Ling Qingxue was an independent person and not Xia ruofei's subordinate.

"No need," Ling Qingxue said. "I'm actually not that tired. I just don't have much time to spend with you ..."

"After we're done with this, we'll find some time to go on a vacation abroad!" Xia ruofei said, "I have a big farm in Australia and two wineries. We can stay there for a while!"

"En!" Ling Qingxue felt a sweetness in her heart. "Then you should tell me in advance so that I can arrange the work at hand!" She said.

"No problem!" Xia ruofei said, "Qingxue, I'll call uncle Ling later!" You should rest in the office for a while!"

"Alright!" Ling Qingxue said happily.

Xia ruofei's suggestion to go on a vacation abroad had lifted her mood and filled her with anticipation.

After chatting with Ling Qingxue for a while more, Xia ruofei hung up the phone and went back to his bedroom to rest.

When he woke up, it was already around three in the afternoon.

Xia ruofei estimated that Ling Xiaotian should not be taking a nap at this time, so he simply washed his face and picked up his phone to call Ling Xiaotian.

"RUO Fei!" Ling Xiaotian said straightforwardly, "Qingxue said you were looking for me?"

"Uncle Ling, I'd like to ask you about the sales of pomfrets." Xia ruofei said respectfully.

This was his future father – in – Law, and he couldn't be neglected.

"Hmm ... That Chinese perch is really good! Su Yu's evaluation is very high!" Ling Xiaotian seemed to still be reminiscing about the deliciousness of the pomfrets. He paused for a moment before saying, "Oh right, our Ling Ji private kitchen is selling 300 catties of it every month! Did Qingxue tell you?"

"I said it, I said it." Xia ruofei quickly replied, "300 catties is no problem. We will definitely prioritize the supply!"

"Hahaha! I knew you wouldn't refuse!" Ling Xiaotian said happily, "that's right, you were talking about the sales of pomfrets. Is there a problem?"

Xia ruofei said, "there are two main aspects. The first is the price. Since authentic Chinese perch is very rare, there is no standard for reference."

?

Chapter 1336: The older the ginger, the spicier it is (2)

"That's true ..." Ling Xiaotian muttered to himself, "but the artificially cultivated United States rays on the market are already selling for hundreds of Yuan per catty. The taste is not even close to the quality of your Yangtze River rays!" Therefore, the price can not be too low!"

"Do you have any suggestions?" Xia ruofei asked.

"Between 3500 to 5000!" Ling Xiaotian thought for a moment and said, "the two Chinese perch I bought last time were 3000 Yuan per 500 grams. Now the price has risen again. According to old su, the Chinese perch you cultivate is more delicious than the wild Chinese perch. So if it's less than 3000 Yuan, it's a bit of a loss, and it's also a drop in grade!"

"I'm just worried that if it's too expensive ... The consumers' enthusiasm to buy will decrease." Xia ruofei voiced out his concerns. "After all, we're selling it in bulk. It's different from the special case where you bought the pomfrets."

Ling Xiaotian couldn't help but laugh. "How can one or two thousand catties a month be considered a batch sale? Besides, there's no shortage of rich people in China today. Not to mention big cities like Beijing and Shen Cheng, even in the three mountains, the 300 catties you gave us will definitely be in short supply!"

As expected of father and daughter, their judgment was surprisingly consistent.

After hearing Ling Xiaotian's words, Xia ruofei made up his mind. He nodded and said, "Alright, then I'll consider it according to the range of 3500 to 5000! I've already asked the sales department to collect information. We'll decide on the price in the meeting tomorrow!"

Then, Xia ruofei suddenly thought of something and immediately said, "Uncle Ling, I'll give you the 300 catties of kun fish from the lingji private kitchen at the price of 2000 Yuan!"

However, Ling Xiaotian said, "there's no need for special treatment!" Business matters should be done as they should be. I'm already very satisfied that I can get a quota of three hundred catties through your back door!"

"That won't do! How can I sell it to you at the market price?" Xia ruofei said, "besides, even if we follow the price of 2000 Yuan per 500 grams, our profit is still very big!"

"Profit is profit, selling price ..."

"Uncle Ling, this matter is settled!" Xia ruofei immediately interrupted Ling Xiaotian and said, "if you want to buy the Paradise mandarin fish, then pay me the price I set. Otherwise, I will not give you a single one!"

"You child ..." Ling Xiaotian could not help but smile bitterly and said, "alright! Then we'll do as you say!"

Xia ruofei was his future son – in – Law. He would not be so unreasonable as to reject Xia ruofei's offer even if he offered a better price.

"You mentioned two problems. Other than the selling price, what else do you have?" Ling Xiaotian asked.

Xia ruofei said, "the other problem is the transportation problem!" You know that Chinese perch are very timid. If there's a slight bump during transportation, or even a little bit of noise, they might turn white. If we don't solve this problem, we won't be able to sell it."

"This is a little troublesome." Ling Xiaotian couldn't help but feel a little troubled.

"Uncle Ling, you have a lot of experience in the food and beverage industry. If there is a similar situation, how do other companies usually deal with it?" Xia ruofei asked humbly.

Ling Xiaotian said, "I'll provide two ways to solve this!" The first is to sell it locally, which means that you're mainly doing it in Sanshan city and its surrounding markets. This way, the transportation distance is short, and if protective measures are taken, it should not be a big problem. "However, the drawback is that the range of influence is too small, and the market is a little small. 2000 catties a month can barely be digested by the market, but it's not easy to create a situation where the supply is short of supply. Maybe the price will not be so firm."

Xia ruofei nodded. "If it's not a last resort, I'm sure I want to do more than just Sanshan market."

What Xia ruofei valued more was the brand's value. If it could only be sold in the Sanshan region, the added value of the brand would be next to nothing to the Paradise Corporation.

The peach blossom company's three mountains was already very famous, and the launch of pomfrets would only be the icing on the cake. However, if it could be sold to other parts of the country, or even overseas, it would be a different scene.

"Then there's probably only one option, which is the quick – freeze." Ling Xiaotian said.

"Frozen?" Xia ruofei was stunned.

"Right! The Pomfret is quickly frozen in a professional cold storage to maintain the taste and nutrients of the fish to the maximum." Ling Xiaotian said, "as long as there is no problem with the transportation, the journey from the cold storage to the dining table will take at most one or two days. It should not affect the taste."

Xia ruofei thought for a while. "Our farm is adjacent to San Shan airport. It's very convenient to transport it to all parts of the country by Air Express."

At this point, Xia ruofei paused and said with some concern, "What I'm worried about is whether the consumers will accept it."

Frozen pomfrets and fresh pomfrets were two completely different concepts. When eating seafood outside, the prices of frozen and fresh pomfrets were completely different.

And the Chinese perch was a high – end food, and high – end consumers were very picky about the quality of ingredients. Would they not like the frozen Chinese perch? Xia ruofei had to consider this possibility.

"I can't think of a way to have the best of both worlds at the moment," Ling Xiaotian replied. However, as far as the Pomfret itself was concerned, if it was frozen quickly and used within three days, the taste would basically not be affected. However, for the consumers ..."

At this point, Ling Xiaotian could not help but fall into deep thought. He slowly said, "We can only rely on public opinion to guide the consumers! After all, we can't control other people's thoughts. If we publicize the special characteristics of the pomfrets and let more people know about the freezing technology that locked the taste and nutrition content of the pomfrets, the impact will be minimal."

Ling Xiaotian's idea had opened Xia ruofei's mind. He thought about it and felt that it was a feasible idea.

Xia ruofei's thoughts were scattered as he said, "I think this is a good idea! 'Uncle Ling, we can still cooperate with e-commerce in the early stage. Now, Ali, Jingbei, and other Big e-commerce companies have formed a complete ecosystem and have a great influence on the internet. 'In addition, we can also consider asking the Internet Water Army to write some soft articles and the like to spread knowledge to everyone ..."

Ling Xiaotian and Xia ruofei both laughed with a tacit understanding.

Ling Xiaotian continued, "Oh, that's right. Even if it's the goods from the three mountain region, you can use the quick-freeze method. There's no exception even if it's for our Ling Ji private kitchen."

"All frozen?" Xia ruofei couldn't help but hesitate.

In fact, if it was sold in the Sanshan area, it was possible to transport fresh and live fish. As long as they were a little careful during the transportation process, it would not be a big problem.

It could obviously be kept fresh, but was there a need to freeze it and sell it? Xia ruofei thought.

Ling Xiaotian explained, "didn't you just say that we should form everyone's mindset?" Even if it's sold at our doorstep, it's all frozen. Isn't that the most convincing?"

Xia ruofei was suddenly enlightened and said, "That makes sense! Uncle Ling, the older the ginger, the spicier it is!"

Ling Xiaotian couldn't help but laugh heartily.

Xia ruofei then asked hesitantly, "But ... Will the taste really not be affected after being frozen?"

"If you say you won't, then you naturally won't!" Ling Xiaotian said, "who has ever really eaten fresh Pomfret? But don't worry, even if there's an impact, it'll be very small and won't ruin your Tao Yuan signboard."

"Understood!" Xia ruofei said in his heart.

"But ... If you're bringing it to show your respect to me, it's best if it's still a live fish!" Ling Xiaotian continued.

Xia ruofei was stunned for a moment and quickly said, "No problem! Uncle Ling, I'll get someone to send another one over later! It'll be just right for you and Qingxue to steam it for dinner!"

"Um ... You don't have to be so polite, right?" Ling Xiaotian said, then immediately added, "I'll be at home around Five O'clock!"

Xia ruofei couldn't help but laugh. "Alright! I'll have it delivered on time!"

?

Chapter 1337: Inspiring people (1)

In the conference room of paradise Corporation.

Xia ruofei sat in the middle. The management of paradise Corporation, from Feng Jing to the directors and managers of various departments, as well as the people in charge of the farm and the pharmaceutical factory, were all present.

Feng Jing and the others were in a very good mood. Recently, there had been a lot of good news about paradise Corporation. The jaded skin cream had become popular all over the country, the top – grade abalone and truffles had become famous in Hong Kong, and the sales of Paradise Red robe had been rising steadily. Two days ago, they had made another business deal worth 100 million Yuan. Soon, the expensive Chinese perch would be listed on the market for sale. In addition, the company had also bought an entire office building in the city center, and soon, their headquarters would be moving to the city. All of this was good news.

The meeting was hosted by Feng Jing, and the leaders of each department first reported on their work in their respective fields.

The peach Garden vegetable production that Cao tieshu was in charge of was basically full. Every month, the sales reached more than 10 million Yuan. Under Cao tieshu's management, the modern greenhouse was in good order and became a very stable source of income for the farm.

Similar agricultural products enterprises, even if the scale was ten times that of Taoyuan farm, it was not easy to generate a monthly revenue of more than ten million in vegetable sellers. Taoyuan farm's vegetable greenhouse could achieve this result mainly because of the high unit price.

The price of the vegetables in paradise was generally ten times or even dozens of times that of ordinary vegetables.

Furthermore, even with such an expensive price, the supply would always be in a state where the demand exceeded the supply. As the saying goes, you get what you pay for. As the income level of the people increased, they would naturally not be satisfied with just surviving. The pursuit of a better quality of life had become the lifestyle of more and more people.

Of course, Xia ruofei had no intention of expanding the scale of vegetable cultivation.

On the one hand, compared to his other industries, the profit of vegetables was still relatively low. Moreover, if he expanded the scale, the demand for seeds would increase sharply, which was not worth it.

On the other hand, the farms in Australia were larger in scale, and their profits were obviously higher. In contrast, domestic farms might be a good choice in the early stages of development, but now it was not the case.

Of course, the current scale would continue to be maintained, and it was necessary for the Paradise Corporation to maintain the diversity of its products.

Other than the routine maintenance, the production line of the Jade skin cream at the pharmaceutical factory was basically running at full capacity, with three shifts of production. Coupled with the purchase restriction policy, the production capacity of the Jade skin cream was basically enough to meet the demand.

In terms of revenue, it actually depended on the purchase policy and production capacity.

If the production capacity could keep up and they could buy it freely, the revenue of the jaded skin cream alone from the manufacturing factory would be amazing.

The current situation was that it was open to purchase about twice a month, which had reached a revenue of more than 200 million Yuan. In paradise corporation's product line, it was definitely a celebrity product.

There was still good news from the manufacturing factory. The preparations for the heart – nourishing soup to be launched on the market were basically completed. This was the first drug produced by the Paradise company in the truest sense of the word. It had also gone through strict approval and clinical trials before it was launched. Moreover, it had quite an important social significance. To the majority of children with autism, it was no doubt a great blessing.

Xia ruofei also attached great importance to this. He instructed Xue Jinshan to do a good job at the news conference of the heart – nourishing soup and increase the production in the follow – up production. Even if he had to temporarily sacrifice some production of the Jushi ointment, he had to do his best to ensure an adequate supply of the heart – nourishing soup.

In order to allow more children with autism to be able to afford the medicine, the pricing strategy had been lowered as much as possible. Therefore, in terms of profit, the jaded skin cream was more than a hundred times more expensive than the heart nourishing soup. However, Xia ruofei did not care about the temporary loss of money.

This was a good thing to do. Even if it did not earn him any money, Xia ruofei would still prioritize the production of the heart – nourishing soup.

The sales of the other stores, including the peach blossom Da Hong Pao, were also rising steadily. Xia ruofei was supplying tea leaves regularly, and this area was gradually on the right track. As for projects with huge profits like iron dukedom and aweto, needless to say, the situation was definitely good.

After Xia ruofei heard this, he expressed his approval of everyone's work and continued, "Everyone has worked hard in the past period of time, especially those present here. They are the backbone of our company and have made great contributions. I've discussed it with director Feng a few days ago, and we're preparing to give everyone some benefits during the relocation of the company's headquarters!"

When Xia ruofei mentioned the welfare, everyone was overjoyed. They knew how generous their boss was. If he said it personally, it must be a big deal!

Xia ruofei smiled and continued, "As I don't have any plans to go public in the near future, I won't be giving you empty promises like the options. I'm prepared to give you a portion of the profits as

dividends. As for the specific amount and restrictions, CEO Feng is currently working on it, but it will be linked to your contribution in general!”

Xia ruofei’s words were like a stone that stirred up a thousand ripples. Everyone’s heart could not help but surge with emotions.

The Chief Financial Officer, pang Hao, had just reported the company’s financial situation.

Now, because of the Jade skin cream, the company’s monthly revenue was almost over 300 million Yuan, and the profit margin was very high.

If they were to take out a portion of the profits as dividends, even if it was only one point, it would still be a huge amount of wealth!

Xia ruofei smiled and said, “I hope that everyone here will continue to work hard and continue to contribute to the company’s development!” I’m also looking forward to the day when we can be like Ali and have dozens of billionaires! I believe that as long as we work together, this day will not be far away. Do you have the confidence?”

?

Chapter 1338: Inspiring people (2)

Xia ruofei was so excited that he unknowingly used the same tactic used in the Army to boost morale. However, the effect was really good!

Everyone shouted in unison, “There are!”

The sound was so loud that even the staff passing by outside the meeting room could hear it. They couldn’t help but wonder, “What were these executives doing inside? Why does it look like a legendary marketing company?”

Xia ruofei gestured with his hands. “I’m just informing everyone about the dividends. We still need to plan how to implement it. Let’s talk about the sales of the beluga first.”

The company had invested a lot of money to build the pomfrei cultivation workshop, and it had always been a big eater. It was a waste of money to serve these delicate pomfrets well. Now that the day had finally come, the person in charge of pomfrets breeding, Jiang Hua, was very excited.

When Xia ruofei talked about this, he looked at Jiang Hua and laughed, “Jiang Hua, you’re the most familiar with the pomfrets. Tell me!”

“Chief Xia, chief Feng, and the other leaders.” Jiang Hua nodded and said. The success of the pomfrets will bring a large and stable cash flow to the company. The United States pomfrets on the market are several grades lower than our Yangtze River pomfrets, but the customers are still flocking to them, and the price is a few hundred per catty. So once our pomfrets are put on the market, it will definitely bring a wave!”

Jiang Hua paused for a moment before he continued, "However, there's a problem that I don't know how to solve ..."

Xia ruofei smiled and said, "you want to talk about the transportation problem, right?" I've already thought about this, so let's not talk about it now. I'll tell you later. "

Jiang Hua was stunned for a moment, but he quickly nodded and said, "Okay, President Xia. If we don't consider the transportation problem, there are two things that need to be confirmed. The first is the price, and the second is the sales channel."

"Mm! Let's talk about the price first!" Xia ruofei turned to the marketing director, Xiao Qiang, and asked, "director Xiao, do you have any suggestions from the marketing department?"

Xiao Qiang had received Feng Rao's notice yesterday, so he was prepared. After being called by Xia ruofei, he cleared his throat and said, "Mr. Xia, we've done a preliminary survey on the market situation, mainly on the sales of United States perch. According to public information, the price of American Chinese perch ranges from 300 to 800 Yuan. The quality and taste of our company's Yangtze River Chinese perch are several grades higher. I don't think we can be too conservative in terms of pricing."

"Do you have any information on the market sales of the Chinese perch?" Feng Rao asked.

"The Chinese perch went extinct 20 to 30 years ago," said Xiao Qiang with a bitter smile. "The prices in the 1970s and 1980s have long since lost their value as reference. "We've looked up some news. Two years ago, there was a Chinese perch in su Nan. At that time, a Chinese perch of about one catty was sold for 8000 Yuan. However, there's not much reference value in this case ..."

Xia ruofei nodded and said, "8000 is indeed too high. After all, we're selling it in bulk. It's not good to have a high threshold ... Let me say my opinion!" I know there was a deal a year ago for two Chinese perch, and the unit price was 3000 Yuan per 500 grams. I think we can refer to this price and set it between 3500 and 5000 Yuan. "

In fact, this was the analysis that Ling Xiaotian had told Xia ruofei. He felt that it was very reasonable.

However, the price was in line with everyone's expectations, including Jiang Hua.

After a short discussion, Feng Jing smiled and said, "Why don't we set it at 3888! Give me an auspicious number!"

Xia ruofei laughed and said, "sure!" We'll do as President Feng says! However, you have to remember that you have to provide 300 catties of pomfrets to the Ling's private restaurant every month. This portion of the fish will be settled at the price of 2000 Yuan per catty. "

Jiang Hua and Xiao Qiang nodded in unison and said, "Alright!"

Everyone knew about the relationship between Xia ruofei and Ling Ji restaurant, so they were not surprised and would not object to it.

Feng Rao felt a strange sourness in her heart, but she concealed her disappointment and said, "There's also the problem of the sales channel that Jiang Hua just mentioned. Of course, the chairman hasn't said how to solve the transportation problem yet!"

“Director Xiao, what do you guys think?” Xia ruofei asked with a smile.

Xia ruofei didn’t want to make all the decisions by himself. At this time, he still had to listen to everyone’s opinions because he knew that Xiao Qiang and the others must have worked overtime yesterday to prepare. If he made a decision by himself, it would inevitably hurt their enthusiasm.

Sure enough, Xiao Qiang said, “we had a meeting last night to study it. We feel that the channels of online e – commerce are very strong now, and we have good cooperation with them. For example, the cat supermarket and jingbei supermarket have fresh food sales business, and even the sales volume has exceeded many traditional channels. If we can solve the transportation problem, it is a better choice to cooperate with them.”

At this point, Xiao Qiang felt that he was being too absolute, so he added, “Of course, it’s necessary to set aside a portion of the Chinese perch for local sales. After all, the Paradise corporation’s headquarters is in the three mountains, and we have a great influence in the three mountains area.”

Xia ruofei nodded and listened to Jiang Hua, Feng Rao, and the others’ opinions. Then, he said, “In principle, I agree with director Xiao’s opinion. The marketing department can start contacting a few e – commerce companies. If there are any e – commerce companies that are interested in working with us, we welcome them to come to the company for an inspection!”

“Alright!” Xiao Qiang saw that Xia ruofei had accepted his suggestion and was very excited. He quickly wrote it down in his notebook.

Xia ruofei continued, “I hope that our cooperation will not be limited to low – Level cooperation like that of a sales agent. I hope that our e – commerce partners can provide us with some resources and establish a concept for everyone.”

“Is this the high – end concept of our Taoyuan brand’s Yangtze River pomfrets?” Feng Rao asked with a smile.

Xia ruofei nodded and continued, “Yes, but it’s not comprehensive. We keep emphasizing our high – end, that’s for sure. There’s another concept. I hope that through the powerful e – commerce channels, we can be deeply rooted in the hearts of the people. This will involve the transportation problem that I didn’t mention earlier.”

Everyone’s attention was immediately drawn over.

Xia ruofei said, “I thought about it yesterday. I also asked for some opinions. I feel that the only way for us to solve the transportation problem is to freeze the pomfrets.”

“Frozen?” Jiang Hua cried out. He was somewhat disappointed.

Xia ruofei told him what Ling Xiaotian had analyzed for him yesterday.

Then he added, “our cold storage is ready. The equipment is also very advanced. We can conduct an experiment first to verify if freezing and then thawing will have an obvious impact on the taste of the pomfrets.”

“Alright, I’ll organize the experiment immediately,” Jiang Hua nodded.

Xia ruofei said, "if the quick – freezing method is feasible, then we have to solve the issue of transportation time limit. If we cooperate with e – commerce companies, we can coordinate Air Resources through them. I don't think it will be a big problem."

"I understand. I'll contact several major e – commerce companies at the same time," said Xiao Qiang.

Xia ruofei nodded and said, "yes, it's what I said just now. Other than establishing a high – end image, we also have to promote it through e – commerce so that everyone can accept the concept of frozen transportation of pomfrets." Just like the Bluefin tuna, it must be transported in frozen conditions, but the price is still extremely high. As long as everyone forms this mindset, it will not be a problem. "

Xia ruofei paused and continued, "Director Xiao, if necessary, we can also contact some internet trolls to create a batch of soft articles, including content about the frozen pomfrets. After we start selling them, we have to create a wave of public opinion on the internet without leaving any traces. Then, it'll basically be done!"

?

Chapter 1339: The arrival of the luxury tour group (1)

Under the stimulation of the bonus rewards, the originally very efficient team of paradise Corporation started to operate quickly. Everyone performed their own duties and invested in the marketing of pomfrets.

Jiang Hua was in charge of the quick freeze experiment, while Xiao Qiang personally led the marketing team to start contact with e – commerce.

The design team also began to prepare the information in an orderly manner. This information about the pomfrets could be used for the e – commerce flagship store's product information, and at the same time, it could be used when they asked the Internet Water Army to write a soft article in the future.

Feng Jing, on the other hand, focused on the personnel structure adjustment, the distribution plan, and the preparatory work for the relocation of the headquarters.

In addition to maintaining the production of the jade skin cream, Xue Jinshan also began to shift his focus to the production of the heart – nourishing soup and the release of new products.

After receiving the money from Tongren Hall, Feng Jing immediately arranged for the finance department to settle the payment for the building with bojun real estate. She also sent professionals to complete the transfer and acceptance of the property.

Then, he contacted the company in charge of the renovation of the new headquarters and re – planned the entire building.

All of bojun's properties were rented out, and they would remain in their original state before the lease expired. Of course, the rent would be collected by the Paradise Corporation after the property was transferred.

The Paradise Corporation had also specially gathered the tenants for a meeting and expressed that they would not renew the lease after it expired. This was to give them a heads – up and let them find an office in advance. Of course, if one wanted to terminate their contract in advance, the Paradise Corporation could handle it immediately.

According to Xia ruofei's plan, the functions of the new headquarters of the peach blossom company would remain unchanged for the time being. The original floors of Bojun real estate would be temporarily idle after renovation and would no longer be rented out.

This was because the future development of the Paradise Corporation would definitely not be slow. With more and more manpower, the demand for office space would also increase. At that time, these idle floors could slowly be used.

Now that Paradise Corporation's financial situation was very healthy, they didn't need to earn this rent. Although the office building in the city center was also very expensive, Xia ruofei was more concerned about the convenience of the company's future use.

Everyone in Paradise Corporation was full of energy and busy with their own work.

On the other hand, Xia ruofei himself was the usual hands – off boss when he delegated the work.

Zhao Yongjun's group of six or seven people were scheduled to fly to the Three Mountains the day after tomorrow.

Xia ruofei instructed the logistics staff to prepare the reception room in the mixed – use complex first. Then, he called Ling Qingxue and told her that a few friends from Beijing would be coming over in a few days. He asked her to find time to meet everyone. At the same time, he reserved a large private room at Ling Ji private kitchen and prepared the secret Buddha Jumps Over the Wall and other signature dishes in advance.

The first result was the frozen pomfrets experiment. The peach blossom company had a ready – made cold storage with very new equipment, which was usually used to store peach blossom vegetables.

The company had decided on an expensive price of 3888 RMB at a meeting. Jiang Hua did not want to waste it, so he only used two pomfrets. The pomfrets were frozen for two days before they were unfrozen. This was the fastest speed in the current logistics conditions. If it was refrigerated transportation, under the premise that the air Resources were guaranteed, it could theoretically reach most parts of the country in two days.

The defrosted Chinese perch was immediately sent to the cafeteria of Paradise Corporation.

The cooking method of steamed Pomfret was not complicated. After Su Yu made it once that day, Cao Tieshu's wife had basically learned it. Although the heat control might not be as good as Su Yu's, it was still no problem to test the quality of the Pomfret.

Jiang Hua invited Xia ruofei and Feng Rao to the canteen.

Everyone had tried the steamed kun fish cooked with fresh kun fish a few days ago. Today, they compared it and felt that it was the most intuitive feeling.

The result was gratifying. The Pomfret's meat was fresh and tender, and the taste was excellent. Even the jelly – like scales were basically the same as when the pomfrets were cooked.

Basically, one wouldn't be able to tell the difference just by tasting it with one's tongue.

This was the only thing that Xia ruofei was worried about. After the experiment, he was finally able to relax.

It seemed that as long as the low temperature during the transportation process was guaranteed, the quick – freezing sales plan of the beluga was completely feasible.

Xia ruofei praised Jiang Hua's work and asked him to keep the beluga farm running, especially the latest batch of beluga that was about to be sold on the market. He had to take good care of them and be ready to ship them out after freezing them.

If there was a problem with this batch of pomfrets, the next batch of pomfrets would have to wait until at least the next month, and the marketing team's overtime work would be wasted.

Jiang Hua also knew how important it was to make the first shot, so he solemnly agreed. He didn't even bother to taste the delicious pomfrets and directly returned to the breeding workshop.

The remaining half of the pomfrets were naturally devoured by Xia ruofei and Feng Rao.

Basically, no one, regardless of gender or age, could resist the temptation of the pomfrets, a delicacy that came from the most primitive memory in their genes.

Besides, the belly fish had very little fat content. Even the girls who loved to look pretty did not have to worry about getting fat if they ate too much. Hence, Feng Jing did not hold back when she snatched the fish from Xia ruofei.

The marketing team's progress was also smooth.

Because of the popular product, the Jade skin cream, the major e – commerce companies attached more importance to the Paradise company.

Xiao Qiang's main contacts were the two e – commerce companies, Skycat supermarket and kyokuboku shopping center.

?

Chapter 1340: The arrival of the luxury tour group (2)

The main reason was that these two companies combined monopolized at least 80% of the country's e – commerce market. They were the two most powerful channels, and the production of pomfrets was not high to begin with, so there was no need to distribute the goods all over the internet.

When the two e-commerce's seafood managers heard that paradise Corporation was about to launch the almost extinct Yangtze River pomfrets, their interest was also very strong. They happily accepted the

inspection invitation sent by paradise Corporation and would fly to San Shan in the next few days to personally inspect this project.

Of course, Xiao Qiang would be the one to receive them. At most, Feng Jing would show her face at an appropriate time. Xia ruofei did not need to show up in person.

After all, although the size of the other company far exceeded that of paradise Corporation, they were only the category Manager of the level 2 business department. Xiao Qiang's appearance was absolutely in line with the principle of reciprocity.

Hence, Xia ruofei's main focus was on receiving Zhao Yongjun and the others.

In the blink of an eye, it was the day that Zhao Yongjun and his group came to the three mountains.

Other than Zhao Yongjun, song Rui had also returned to the three mountains. However, what made him regret was that even though his progress with Zhuo Yiyi had gone quite smoothly, it wasn't enough to trick her into coming to the three mountains to play. Therefore, his wish to take the opportunity of traveling to improve himself and even go straight to third base had come to nothing.

The rest were Liu Jian, Hou Liang, and a group of people. Xia ruofei had drunk with them before, so they were familiar with each other.

Before boarding, Zhao Yongjun gave Xia ruofei a call.

Xia ruofei stood on the balcony of the small villa and laughed."Brother Zhao, I've already prepared everything. When everyone arrives, we'll go straight to the city for dinner and stay at my farm for the night! I'm telling you, we've cleaned the reception room several times ..."

Zhao Yongjun snorted and said,"you really welcome me with open arms!" Isn't this a little too Grand?"

Xia ruofei smiled and said,"it's rare for you guys to come here. It's necessary to be fully prepared!" I must make you feel at home!"

"Hehe, then I'll have to trouble you!" Zhao Yongjun said,"will it affect your work?"

"My most important task now is to welcome the arrival of our brothers!" Xia ruofei joked.

"I really don't deserve that!" Zhao Yongjun said,"ruofei, we're just wandering around the world when we have nothing to do. If you have time, you can accompany us. If you don't have time, you don't have to care about us. You know that no matter where we go, we'll always have someone to welcome us."

"I know what I'm doing, don't worry! It won't affect my money making. " Xia ruofei laughed and asked,"your flight will land at 4:30 pm, right? I'll go to the airport in advance to wait. "

"There's no need to pick us up," Zhao Yongjun said immediately."Song Rui has already arranged a car for us."

"How can I do that? No matter what, this is your first time coming to the three mountains! As the host, I have to show some enthusiasm!" Xia ruofei said.

Zhao Yongjun laughed and said, "ruofei, we're brothers. Why do we care about these red tape?" Just do whatever is convenient! Why did he have to go to the airport on such a cold day? Besides, didn't you say that we would have dinner together? You can just wait at the dining area!"

Xia ruofei thought for a while. It was good that he went to Ling Ji private kitchen in advance. He could meet up with Ling Qingxue there and check out the situation in the private room. He had also ordered a few dishes in advance, including the secret Buddha Jumps Over the Wall soup, steamed kun fish, and so on. He would only be at ease after seeing them for himself.

Moreover, he had to personally deliver the pomfrets to the lingji private kitchen. He had specially invited Su Yu to cook just to make this pomfrets.

If he went to pick them up, he would not be able to make it.

Besides, the song family's power was deeply rooted in the southeast province. Song Rui had personally arranged for the pick – up, so there was nothing to worry about. In fact, any 'tour group' brought by Zhao Yongjun would be welcomed by a large group of people when they arrived in the southeast province. He didn't have to worry so much.

At the thought of this, Xia ruofei said, "alright, I'll go and prepare for dinner. I'll treat you to two dishes. I guarantee that you won't be able to eat anything in the capital!"

"Hahaha! Then I'll be looking forward to the surprise you'll give us!" Zhao Yongjun said.

"Alright! I'll send you the location in a bit. " Xia ruofei said, "come here immediately after you get off the plane!"

"Alright! See you tonight!"

"See you tonight!"

After Xia ruofei hung up the phone, he called Jiang Hua and asked him to prepare three Chinese perch. With Xia ruofei and Ling Qingxue, there would be more than ten people eating tonight. Two catties of Chinese perch might not be enough, so Xia ruofei decided to prepare three at once.

At around 3:30 am, Xia ruofei drove the Knight XV to the beluga breeding workshop to get the beluga that Jiang Hua had prepared. Then, he drove straight to the lingji private restaurant.

At around four o' clock, before Zhao Yongjun's plane reached the three mountains, Xia ruofei had already arrived at the Ling Ji private kitchen.

After he met up with Ling Qingxue, he first brought the Chinese perch to the kitchen and handed it to Su Yu. He also expressed his gratitude to Su Yu for being the Executive Head Chef of the Ling Ji food and beverage group. If it were not for Xia ruofei's relationship with the Ling family, it would be impossible to get him to cook personally no matter how much money he offered.

Then, he asked the head chef of Ling Ji's private kitchen about the preparation of the Buddha Jumps Over the Wall.

The head chef was Ling Xiaotian's first disciple. He knew that this was his Junior sister's future husband. He also knew that the secret recipe of 'Buddha Jumps Over the Wall' was actually provided by Xia ruofei. Hence, he was very enthusiastic towards Xia ruofei.

The preparatory work for the Buddha Jumps Over the Wall soup was very cumbersome. Many ingredients had to be processed a few days in advance.

The Ling's private kitchen 'Buddha Jumps Over the Wall' was the best – selling dish, and the reservation number was a month away. Only someone like Xia ruofei, who had an internal relationship, could have it whenever he wanted.

After walking around the kitchen, Xia ruofei and Ling Qingxue went to the private room to make tea and wait.

Although it was called a private room, it was actually a small courtyard reserved for the Ling Ji private kitchen. It was basically not open to the public. Last time, Xia ruofei had used this private room to receive song Qiming and his family.

Xia Qing's space red robe. After the tea was brewed, the fragrance of the tea spread. Behind the screen, there was a woman in a cheongsam playing the guzheng. Beautiful music, a quiet courtyard, the alluring fragrance of tea, and a beautiful girlfriend ... Xia ruofei felt that this was simply the ideal life.

He even had the urge to bring Ling Qingxue to a place with a beautiful environment, build a small courtyard, and live a carefree life, no matter what kind of business or career he had.

Of course, this kind of wish was not too realistic at the moment. Ling Qingxue still had Ling Xiaotian's career to rely on, and Xia ruofei's paradise Corporation was not just his own paradise Corporation. With an ever – expanding employee team, it was not easy to just abandon them.

Ling Qingxue stood behind Xia ruofei and gently massaged his shoulders. Xia ruofei was so comfortable that his eyes were half – closed, enjoying his girlfriend's gentle service.

The two of them chatted casually, and the atmosphere was very warm and pleasant.

Xia ruofei felt that it was about time, so he opened his eyes and opened the Feichang quasi – APP to check on Zhao Yongjun and the others' flight status. After confirming that the plane had just landed, he sent the location of Ling Ji's private kitchen to Zhao Yongjun.

Xia ruofei guessed that they were getting ready to get off the plane and would have to take their luggage later. It would take more than ten minutes for them to come out, and Zhao Yongjun might not even have turned on his phone! So he didn't rush to call Zhao Yongjun. After sending the location, he put his phone aside.

After a few minutes, Xia ruofei's phone vibrated.

As he picked up his phone, he turned around and smiled at Ling Qingxue. "They should be on their way here. Tell the kitchen to prepare the free – range chickens and ducks in advance. It'll take a lot of time."

Ling Qingxue responded and was about to go to the kitchen when she heard Xia ruofei's "huh?". She turned around and saw that Xia ruofei was slightly surprised.

However, Xia ruofei quickly picked up the phone and said with a smile, ""Liu Zhe, why are you suddenly looking for me today?"