

## Cheng Yew Heng Candy Factory Pte Ltd

Changing with times since 1947.  
Always essential.

Cheng Yew Heng is Singapore's leading manufacturer and food ingredients supplier for more than 74 years. It was established in 1947 as a candy and preserved fruits manufacturer but quickly switched to producing traditional sugars like Rock Sugar, Red/Black Jaggery Sugar for families in Singapore.

Today, the family business focuses on 4 key areas, Manufacturing, Warehousing & Logistics, Food Ingredients Supply, Incubation of food startups and e-commerce.

The company's brands are recognized and trusted with international quality certification standards like ISO22000, Biz Safe, & Halal Certified. It is also a member of the Refined Sugar Association in London. The company aims to be more sustainable in its sourcing and manufacturing. It is part of VIVE Sustainability Program and has switched its bulk packaging to environmentally friendly packaging materials since the end of 2020.

The company is proud to be a "Made in Singapore" manufacturer producing under the B2B, Star Brand. To educate the younger generation on rock sugar and its uses, Jewels Rock Sugar Sticks was introduced. It inspires collaborations and is a twist of innovation. It first started selling in local speciality stores in September 2016 and today retails in more than 170 across high end department stores, specialty stores, supermarkets & airport stores in Singapore, Japan, Indonesia, Malaysia, China and Hong Kong.

The company also has other retail brands like Cheng, D'Petite Baker and more.

In 2021, it officially launched Food Culture Singapore [foodculture.sg], a collaborative e-commerce platform that showcases local food brands that are quintessentially Singaporean, including grocery and craft. The online experience allows one to discover new and lesser-known Singaporean brands, learn about the stories behind each brand and be part of the brands' journeys. It supports up-and-coming local start-ups and time-tested brands who share a common thread of tenacity, passion and innovation.



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### Tasty Singapore-endorsed brand(s):

Cheng