

Chia Khim Lee Food Industries

The choice well appreciated  
all across the globe



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Tasty Singapore-endorsed brands: **King's Choice, Sotong, Moon Star, Lion Globe, Dahlia, Iceberg**

"We adhere strictly to our set of values, which we believe is the reason for our success today," says Ms Chia Hwee Khee, Director of the Chia Khim Lee Group. "For example, we have instilled pride in our staff who do their utmost to maintain the highest standards and make customer satisfaction their top priority. We believe in research and development to conceive new ideas and products, and we place great importance on enhancing our operational efficiencies and cost controls. In addition, we also work hard to build and sustain an extensive network of distribution channels and partners to get our products to customers in a timely fashion. Ultimately, we believe in getting it right: the right product at the right price at the right time.

Today, the Group has gained a strong foothold in the manufacturing and distribution of drinking water, juice drinks, edible oils and other foodstuffs for both local and international markets. In keeping up with changing consumer demands and lifestyle, it is also developing products that meet the stringent guidelines which qualifies a number of its products to carry the Healthier Choice and Healthier Ingredient marks, a national project advocated by the Health Promotion Board. The group is also geared towards the needs of special consumer groups by meeting their halal requirements.

In its continual strive to nurture a solid customer base across the world, the Group actively participates in international food fairs and exhibitions, not only to bring its products to the global market, but also to raise its own marketing appeal through branding campaigns, distributorship agreements as well as sponsorship programmes.

A manufacturer of premium food and beverage products, the Chia Khim Lee Group is a firm believer that its interests are best served when it is able to maintain the highest level of customer satisfaction. As such, the Group stays competitive and relevant by ensuring that its customers' needs and expectations are met through product innovation and quality service. Established since 1975, the company has today, firmly established a strong foothold in the manufacturing and distribution of its products in Singapore as well as the global market.

Chia Khim Lee Food Industries has a simple vision: to be a leading food and beverage company. By staying true to this vision, the Group's huge portfolio of food and beverage products – alcoholic and non-alcoholic drinks, bottled water, dried and canned food and edible oils – are now available across the globe via its well-established network of distributors and partners. The Group's portfolio includes familiar household brands such as Sagiko, Iceberg, Gold Cow, Kings' Choice, Good-Life, Moonstar, Top Choice, Lucky, Mum and Dahlia.

In the last 30 years, the Group has steadily grown and expanded its business beyond Singapore. Its products are now found in many countries in Asia, Africa, the Middle East, the Pacific Islands, Oceania, and the USA. Currently with 70 per cent of its output being exported, the Group is constantly innovating and developing new products, and extending its distribution network to meet the demands of its customers from global markets.

Headquartered in Singapore, the Group has a modern and well-equipped 50,000 sq ft factory with state-of-the-art manufacturing facilities. The Group has also set up a manufacturing plant with research and development facilities in Ho Chi Minh City, Vietnam, to meet the growing demands for its products in Indochina. The Group has also engaged licensed factories in many countries, including Malaysia, Indonesia, Vietnam, Thailand, China, Peru and Chile, to produce some of its house brands to meet increasing needs.