

Chuen Cheong Food Industries (Pte) Ltd

Tiger Brand Sauce Makes Better Cooking

Chuen Cheong Food Industries (Pte) Ltd, a well-known Company in our region specialized in manufacturing and distribution of superior quality Soya Sauce, Chilli Sauce and other condiments under the "TIGER" brand logo. "TIGER" brand is undisputedly one of the oldest brands of soya sauce in Singapore and other region.

It is a pioneer Manufacturing Company for sauce/condiments which produces Dark & Light Soya Sauce including other seasonings in Singapore since 1930 and expanded to Johor (State of Malaysia) at later stage. Our sauces' and condiments' products are listed in major super & hyper marts across the world.

The founder, Mr. Chia Hou left his hometown XinHui, a village in Guangdong province of southern China, to settle down in Singapore in 1930s. Current Chuen Cheong Food Industries (Pte) Ltd principal place of business is located at 23 Senoko South Road #01-06 S(758080) and managed by the 4th generation of the Chia's family.

The 4th generation's Management of the Chia's family extended the Company's expansion by setting up a manufacturing plant in Malaysia (Johor) to meet the growth of demand from both local and overseas market.

Soya Sauce is one of the world's oldest condiments. It has been an essential ingredient in Chinese cooking for over 2500 years. As an alternative development to meat-based sauces, it was manufactured from fermented Soya beans and roasted mixed grains. The natural fermentation process requires six solid months to mature in storage tanks and thereafter, the raw sauce produced will then needed further process with strict discipline of handling in compliance with ISO/HACCP standards before the final stage of bottle filling process. With our own equipped manufacturing plant and facilities, our team performs on product research and development round the clock ensuring our products attains the highest quality.

Soya sauce has been used for many centuries in Asia and it was gradually introduced into the western world in the 17th century by the Dutch traders whom enamored by its unique flavour and brought in to Europe. Today, Soya sauce is the key item found in the kitchen and it is used to season and marinate wide varieties of dishes round the world.

In 1985, with the increase of export demand, the company decided to change the packing form from glass bottle to Polyethylene Terephthalate (PET) plastic bottles. Objective was to exercise cost effectiveness and also to reduce breakage rate.



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Tasty Singapore-endorsed brand(s):

TIGER BRAND