

# ILC Trading

## Where Tradition Meet Taste

Established 25 years ago in Singapore, ILC Trading has grown into a manufacturer of high quality ready-to-cook-spices that are now a vital part of the cooking process in many local kitchens. Over the last decade, our flagship ILC Bah Kut Tea spices, in particular, has grown to become an indispensable ingredient in preparing a piping hot pot of this traditional pork rib soup, and one of the best selling brand in Singapore. Today, our company offers a variety of spices catering to the easy preparation of some of Singapore's most loved dishes, each one with its own authentic taste and quality.

Founded in 1987, by our Directors – Mr & Mrs Tan Chiang Yeow, the aim of our company has always been to provide our customers with greater convenience in cooking, particularly in the fast-paced urban lifestyle of today. Accordingly, our company began producing a range of high quality spices made with the simplest of ingredients, to help busy local households quickly and efficiently prepare their most favourite local dishes.

Using two main condiments, pepper and garlic, both of which are beneficial to health if consumed on a regular basis, our company has creatively developed an impressive series of spice combinations to prepare dishes such as Bah Kut Tea, Black Pepper Crab and Black Pepper Chicken, as well as a variety of other western and oriental style easy-to-cook recipes.

Over the years, ILC Trading's quality spice products have attracted a strong following of consumers and business associates alike, many of whom have been regular customers of the company for many years. One of the key reasons for this loyalty, is because we consider food quality, safety and hygiene as critical success factors in our production of spices.

As part of our marketing plans going forward, ILC Trading is planning to develop new branding strategies that will increase exposure for our ILC and Lion City brands, improving market share in existing markets and targeting new markets for our spices. We are also exploring new packaging technologies that will ensure our products are well suited to the different markets targeted.



### ILC Trading

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

ILC

LION CITY