

Prima Food Pte Limited

The Taste That's Taking on the world

Prima Food is in the business of food manufacturing, licensing and franchising. Its signature brand, Prima Taste, has earned awards and accolades for its premium quality ready-to-cook pastes and sauces.

Launched in 1999, Prima Taste's 'Best Singapore Favourites' range of main dishes, side dishes, desserts and dips offers over 30 authentic Singapore favourites, such as Laksa and Hainanese Chicken Rice, in easy-to-use, ready-to-cook pastes. Each pack comes complete with essential ingredients and condiments, ensuring a full complement of authentic, consistently delicious tastes and flavours.

Prima Taste's products, which include its 'Authentic Asia' range of versatile cooking sauces for whipping up delectable Asian-style dishes, are available in retail, foodservice and premium gift packs, marketed locally and internationally through distributors.

In 2000, Prima Food launched the Prima Taste 'True Singapore Cuisine' concept restaurants, serving authentic and delicious Singapore dishes that showcase the premium quality of Prima Taste products.

"Prima Taste products are now exported to more than 15 countries worldwide, including USA, Canada, UK, Australia, China and Japan," says Mr Lewis Cheng, General Manager of Prima Food Pte Ltd. "Our strategy to promote Singapore cuisine and Prima Taste globally is three-pronged. We have retail products for the consumers and foodservice solutions for restaurant and cafe operators. We have also launched the Prima Taste restaurant franchise in cities like San Jose, Shanghai, Perth, Manila and Jakarta so potential customers in these countries can sample Singapore food and appreciate our food heritage. As testimony to the premium quality of Prima Taste products, the restaurants themselves are viable F&B operations."

Prima Food also manages the award-winning PrimaDeli bakery chain, Singapore's first home-grown bakery franchise and longest-running food franchise. The chain boasts more than 40 bakeries in Singapore and nine in Malaysia. In addition, Prima Food manufactures a range of breads, buns and pastries in frozen dough form for foodservice operators.



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Tasty Singapore-endorsed brand(s):

Prima Taste