

Sinhua Hock Kee Trading (S) Pte Ltd

Where Quality Meets Unmatched Taste

From humble beginnings as a one-man bicycle seller with just \$10, Sinhua Hock Kee has come a long way. In the 1970s, the company started as a cookies manufacturer, later importing premium Japanese goods in the mid-1980s, before officially becoming a trading company in 1989.

Today, Sinhua Hock Kee is a leading manufacturer and distributor of a wide range of products, including Chinese pickles, dry provisions, biscuits, confectionery, and instant beverages. With its headquarters in Singapore and a network of regional branches, factories, and distribution channels, the brand has firmly established a strong presence across Southeast Asia.

Guided by the philosophy of heritage, quality, perseverance, diligence, and foresight, Sinhua Hock Kee has grown into one of the most sought-after Chinese pickle brands in the region. Its products are celebrated for their superior quality and exceptional flavor, reflecting decades of dedication to culinary excellence.

In recognition of its commitment to heritage and quality, Sinhua Hock Kee received the Heritage Brand Award in 2018, underscoring its enduring legacy and reputation among Southeast Asian consumers. Through the Tasty Singapore branding program, the company aims to further highlight products that are uniquely Singaporean in flavor, craftsmanship, and quality standards.



新華福記貿易(新)有限公司

SINHUA HOCK KEE TRADING (S) PTE LTD

Your Choice!

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Tasty Singapore-endorsed brand(s):

Triple A, Sanwa