

SPW Food Industries Pte Ltd

Innovating Traditional Flavours

The love for tradition and the passion to preserve its culture and heritage have been the main ingredients to SPW Food's success. Since its incorporation, the company has looked at product requirements from customers' point of view, and constantly innovates to modernise traditional Chinese foods.

SPW Food was established in 1999 to distribute frozen food to wet markets around Singapore. It quickly built its success within a year of incorporation with a network of more than 800 customers. Through its customers, SPW Food learnt the importance of branding and created its own "Bee Globe" brand of traditional snack products.

SPW Food is passionate about preserving Chinese heritage by reinventing food products that have transcended generations. It launched two new products: 'Bao' or pork-filled buns – the second most popular staple next to rice for the Chinese – and 'Nian Gao' or glutinous rice cake, a must-have dessert that represents prosperity during the Lunar New Year festivities to appeal to a wider audience, especially the younger generation. The company not only reinvented and introduced new bite-size 'Baos' in a variety of attractive colours, it also developed new fillings such as seafood and vegetarian, which are Halal and in healthier choice to adapt to changing consumer tastes.

It has expanded its product range to include other traditional Chinese snacks such as dim sum, glutinous rice balls, Teochew yam dessert, rice dumplings, mooncakes and its newly launched Japanese mochi.

With a mission to bring great tasting products to consumers all over the world, SPW Food is strongly committed to research and development to improve its value and quality.

Bee Globe products can now be found in Australia, Indonesia, Hong Kong, Macau and China, Canada, and The Netherlands.



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Tasty Singapore-endorsed brand(s):

Bee Globe, King Ocean