

SPW Food Industries Pte Ltd

Innovating on Tradition

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 its customers' point of view, and has innovated new ways and styles of offering their favourite Chinese traditional foods to them.

SPW Food was established in 1999 to distribute frozen foods to wet markets all over Singapore. The company was so successful that within a year of incorporation, its strong and aggressive sales team had built a marketing network of more than 800 customers. From this customer base, SPW Food learnt the importance of branding, which it later applied effectively to the creation of its own "Bee Globe" brand of traditional snack products. With Bee Globe, the company aims to create new products and expand its network beyond wet markets, marketing to supermarkets, restaurants, hotels, schools and also to more overseas customers.

SPW Food is passionate about preserving Chinese traditional culture through the reinvention of food products that have transcended generations. The company has already done this successfully by launching its first two Bee Globe 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 enable these products to have wider appeal with younger generations of customers, the company not only reinvented and introduced its new bite-size 'Bao' in a variety of attractive colours, but it also created new fillings, including seafood, vegetarian, Halal and healthier choice versions to adapt to changing consumer tastes.

The company's product range has also expanded to include other traditional Chinese snacks such as Dim Sum, glutinous rice balls, Teochew yam dessert, rice dumplings, mooncakes and its recently launched Japanese mochi. "Our products are really food items that we all love," says Lau Swee Khim, Director of SPW Food. "And our customers love our new varieties as much as we do. We are just getting started with this trend. There are so many traditional Chinese snacks that we'd like to bring to the market, to share with other races, and in time to come, with the world."

With the mission of preserving the food heritage of generations past, the company is strongly committed to focusing its research and development on traditionally popular foods, to improve its value and quality, and to bring its great tasting products to consumers all over the world. Bee Globe products can now be found in Indonesia, Hong Kong, Macau and China, Canada, Holland and Australia.



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Tasty Singapore-endorsed brand(s):

Bee Globe

King Ocean