

## MEDIA RELEASE

### **Discover Singapore's next most innovative snack at Asia's Great Snack Challenge Grand Finals**

- Top 10 finalists to vie for the top spot after a three-month incubation and mentorship program with established F&B brands.
- For the first time, these snack creations will be available to the public in a one-month retail trial at Redmart and Food Folks @ Lau Pa Sat in January 2022.

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1. Asia's Great Snack Challenge 2021 (AGSC), organised by Enterprise Singapore, is set to unveil the next up-and-coming best-selling innovative snack in Singapore and the rest of Asia.
2. First held in 2019, the 2021 edition presents a unique opportunity for aspiring snack entrepreneurs to turn their snack ideas into a reality. Sponsored by Nestlé, Khong Guan, KH Roberts and Tolaram, a total of 127 participants submitted their snack samples and business proposals during the open call. 50 snacks were shortlisted and went through a round of online public voting where the top 20 snacks progressed to the semi-finals. After an intense tasting and pitching session, ten finalists were shortlisted (Please see [Annex](#) for list of finalists).
3. Finalists had the opportunity to undergo a three-month incubation programme with incubation partners Food Innovation and Resource Centre (FIRC), Ideactio, SATS and DSG Consumer Partners. Each finalist was also matched to and mentored by one of the corporate partners, Haidilao Hotpot, Mr Bean, Tong Garden, Polar and Uncle Saba's Poppadoms.
4. "The responses for Asia's Great Snack Challenge have been very positive. This has proven to be an effective platform to discover new and tasty snacks and promote

collaborations among aspiring entrepreneurs and established food industry partners,” said Ms Bernice Tay, Director for Food Manufacturing, Enterprise Singapore.

5. The finalists have a range of diverse backgrounds, many of whom have a passion for food. Some have backgrounds in food technology and science, and there are those who are keen to promote Asian flavours in snack foods.
6. For example, Andrea Koo, Lim Jie Ai and Leonard Chong, the young trio behind “Wok Puffs”, a puffed rice snack featuring Asian flavours such as ikan billis and mala, were undergraduate classmates in the Department of Food Science and Technology in NUS. They used their spare time to develop their product while pursuing full-time jobs in the food manufacturing and technology industry.
7. Another participant is Sinhan Holdings, a Korean restaurant chain founded by a Singaporean and a Korean. The team collaborated with Nanyang Polytechnic to create a meatless snack named Mandu Chips. The cross-cultural collaboration drew inspiration from dumplings (known as Mandu in Korean), a common staple found in both Chinese and Korean cuisine.



Wok Puffs - Ikan Billis



Wok Puffs - Mala



Truffle Flavoured Mandu Chips

### Mentorship and Incubation Programme – The Unique AGSC Experience

8. More than just a competition, AGSC is the first platform that offers startups and budding entrepreneurs with the opportunity to take promising snack ideas and create a new product for retail shelves within just three months. Through the three months, corporate partners Mr Bean, Haidilao, Tong Garden, Polar, and Uncle Saba’s, guided the finalists, advising on matters such as marketing strategy, packaging, food production and food technology.



**Finalists developed snack creations such as Salted Eggless Kale Chips (L) and MAshrooms(R) at the Food Innovation and Resource Centre (FIRC).**

9. The team behind Un-Possible Kitchen's Paleo Torti Chips, a corn-free alternative to traditional tortilla chips, benefitted from working with Uncle Saba's Poppadoms, a brand famous for its poppadom snacks here and in the region. Co-founder of Un-Possible Kitchen, Eunice Yvette Ng said, "Sreenivas (co-founder of Uncle Saba's Poppadoms) has been a great help. He gave invaluable insights into the production of our snack and suggested a few methods such as dehydration as a way to ensure crispness in the snack without the use of additives or preservatives. He also offered to do a test batch for us at his manufacturing facility, which we are eternally grateful for."
10. Finalists also benefitted from the technical expertise and resources of FIRC to refine the taste and quality of their products. Lin Jing, the co-founder of Soynergy who holds a doctorate in food science and technology, created the Fibreworks Chocolate Cookie using upcycled soy pulp through a unique fermentation process. Lin said, "Our FIRC technical mentor, Sheryl, gave us specific advice on improving the cookie texture and flavour by changing the types and ratios of ingredients. She also shared how we can extend product shelf-life and recommended suitable packaging materials for our product."



**Un-Possible Kitchen with their technical advisor at FIRC.**



**Upcycled soy pulp by Soynergy**

11. The Grand Finals of AGSC will take place on 16 December 2021. Finalists will have to pitch their snacks to a panel of judges comprising representatives from Enterprise Singapore and leaders in the food industry, and food critic Wong Ah Yoke. The top two winners will receive a cash prize of S\$10,000 and opportunities to commercialise the

products after the competition. Finalists will get to retail their snacks at Food Folks @ Lau Pa Sat and Redmart, starting 3 Jan 2022.

12. Public may catch the action at the Grand Finals of AGSC beginning 3pm at <https://www.youtube.com/channel/UCsonPAV7PkxhizrqiRZQvBg>

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For media enquiries, please contact Saffron Communications:

**Cheryl Khong**

Mobile: 9724 2698

Email: [cheryl@saffron-comm.com](mailto:cheryl@saffron-comm.com)

**Xaveir Yeung**

Mobile: 83323435

Email: [xaveir@saffron-comm.com](mailto:xaveir@saffron-comm.com)

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We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

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**Asia's Great Snack Challenge Top 10 Finalists**

<b>Snack name</b>	<b>Creator(s)</b>	<b>Description</b>
Salted Eggless Kale Chips	Carmen Low, Lionel Ang, Chin Jia Jun	Afterglow's unique 'Salted Eggless Sauce' is a plant-based version of Asia's favourite salted egg yolk sauce. It is created using nuts, chillis and curry leaves and coated generously with fresh kale - this snack has a savoury, umami salted egg flavour without the use of any eggs alongside a cheesy undertone with a hint of spice.
Angie's Tempeh Bak Kwa	Angeline Leong, Andrew Goh	Angie's Tempeh Bak Kwa is a plant-based version of our Singaporean Chinese New Year staple - Bak Kwa (barbequed meat). It is high in protein (raw soybean tempeh tested in the lab to have over 25 g protein) and low in carbohydrate content. Vegan-friendly and jam-packed with rich prebiotics that promotes digestive health. Marinated and barbecued on high heat to provide the flavour and texture of the meat-based original.
Ardens Seeded Sourdough Crackers	Cameron Arden, Judy Tan	Ardens Seeded Sourdough Crackers are a plant-based fuss-free snack that uses sourdough as a base. Low phytate levels to help promote digestion, a super low GI, a high protein/nutritional profile, nut-free, nutrient packed with Premium seeds, and a great flavour.
Truffle Flavoured Mandu Chips	Jason Goh	"Mandu" means dumplings in Korean, hence MunchDu chips are designed in the shape of dumplings, which makes it true to its name. Dumpling fillings traditionally contain meat. However, this snack is entirely meat-free and is made only from plant-based products like rice, wheat and truffle oil. This bite-sized dumpling skinned-based snack is easy to consume and has a unique truffle and umami taste.
Eat My La Jiao	Marcus Lee, Maxi Lim	Shiok La Chilli is the first and only locally produced fried Chilli Snack that can be eaten on its own or with food. Inspired by fried chilli padi snacks from Thailand, Shiok La Chilli uses Kashmiri chilli that's larger and has more bite to it.
MÁShrooms	Johanan Teo, Cheryl Ann Ruthrayson	Founded by two energetic university students interested in food product development and wanting to create their own unique snack, MÁShrooms is the first local mushroom snack to use oyster mushrooms in their MÁLÀ-flavoured snack. MÁShrooms offers crispy roasted peanuts and edible chili crisps for that extra texture, spice and numbing aftertaste.

Fibreworks Chocolate Cookie	Lin Jing, Sew Shu Wen, Wng Yi Jie, Jocelyn Leong	Fibreworks is a chocolate cookie incorporated with upcycled soy byproduct - okara. With Soynergy's unique fermentation, the fibre rich okara becomes a probiotic product potentially promoting good gut health. This fermented okara allows Fibreworks cookie to be a tasty, sustainable and healthier alternative for all.
Arrowroot Paleo Torti Chips	Eunice Yvette Ng, Gervor Quek	The Un-Possible Kitchen's Arrowroot Paleo Torti Chips might look like traditional Tortilla Chips, but it is corn-free and made from curated ingredients free from common allergens, hence suitable for people on special diets such as Keto, Paleo, Auto-Immune Protocol, Diabetics, Vegans. Those with food intolerances, sensitivity, allergies and who subscribe to "clean eating" can also enjoy this bag of chips. It also uses fairly unusual ingredients not found in traditional snack foods - coconut flour, arrowroot flour and psyllium husk which have been shown to be good for digestive and heart health.
TCM Granola Bites	Marcus Tan, Tan Yin Li, Ryan Soh, Queen Er	TCM Granola Bites are made with all natural TCM ingredients that contain health and functional benefits. It tastes sweet and chewy accompanied by refreshing acidity or floral notes. It's also high in fibre, low in fat and salt with no added artificial flavours.
Wok Puffs	Andrea Koo, Lim Jie Ai, Leonard Chong	Wok puffs are air-puffed wholegrain based snacks that allow for a mess-free snacking experience with its open and pour #snackshot concept. It comes in two different flavours - Ikan Bilis and Mala.