

Fragrance Foodstuff Pte Ltd

Fragrance in Every Bite

Since its inception back in 1969, Fragrance has grown to become a hugely successful brand. With more Singaporeans enjoying the taste of Xiang Wei Bak Kwa and other Fragrance products throughout the year – not just during the traditional Chinese New Year period – , the tills have been ringing with joy and sales have hit an all-time high. Fragrance currently have 38 product-packed outlets island wide, with convenience playing a key role in Fragrances' growth.

Fragrance's products are manufactured using only the highest quality ingredients based on time-honoured recipes. Its barbecued pork, beef and chicken are perfect gifts for loved ones, friends and colleagues. It also has a range of chicken, pork and fish floss that come in both convenient and premium gift packaging. Oriental delicacies such as Hong Kong Style sausages, dried mango, prawn roll and mooncakes are also fantastic gifts for loved ones.

In 2011, to cater to the needs of customers who only want top quality pork for enjoyment, Fragrance introduced the US Berkshire Pork Bak Kwa (also known as Kurobuta Pork Bak Kwa). Later in 2014, to attract the young, trendy and upmarket consumer, it launched the Salted Egg Fish Skin product. The product has become one of Singapore's hot favourite snack.

Stringent quality control is a top priority for Fragrance as it strives to maintain its reputation for top notch food hygiene and safety standards. It is certified with ISO 22000 standards for food safety, as well as BizSafe for workplace safety and health. It was also awarded the Singapore Prestige Brand Award (SPBA) in 2007 and Great Singapore Food Gift (GSFG) for Branding & Packaging in 2014.

Signature Sliced Tender Bak Kwa

Fragrance Signature Sliced Tender Bak Kwa contains BBQ meat infused with natural goodness of ginseng and other herbs. The unique manufacturing process is what makes this Bak Kwa different from others – the meat of a whole lean pork leg is cut into slices and shredded into strips, similar to Western-style French fries. The meat strips are then marinated with Fragrance's own specially formulated sauce. With only the freshest pork used, marinated with a perfect blend of 18 different types of precious herbs, through a state-of-the-art equipment under strict quality control, Fragrance's Bak Kwa is able to retain the product's freshness without any use of preservatives.



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Tasty Singapore-endorsed brand:

Fragrance