

Golden Bridge Foods Manufacturing

Delicious Sausage Innovations to Savour



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Tasty Singapore-endorsed brands: **Golden Bridge**

Golden Bridge Foods Manufacturing produces a variety of Eastern and Western sausage products under in-house brand names such as Golden Bridge and Kelly's. It is currently a leading supplier and key manufacturer of a wide range of sausages as well as stuffed fish and seafood products in Singapore. The first sausage production plant in Singapore to obtain ISO 9002 and HACCP certification, Golden Bridge focuses on providing consumers with an ever-increasing range of flavourful and high quality sausages and stuffed meat products.

For Golden Bridge Foods Manufacturing, making a sausage is more than just the simple process of stuffing meat into shape. It involves the careful selection of meats, seasoning and mixing these with other ingredients and meticulously drying and smoking the sausages to preserve aroma and taste. The company's edge lies in the way it make its sausages retain moisture and tenderness during production, a methodology it keeps improving on – whether through new technologies or R&D.

Established 24 years ago, Golden Bridge manufactures and supplies a variety of Eastern and Western sausage products, hams, stuffed fish and seafood products, as well as waxed meats including pork bellies and chicken, duck and pork legs. However, its best selling product is clearly its XO Special Lean Sausages – a Chinese sausage produced using only the finest and leanest pork, and smoked together with a special marinade.

Other popular products it produces include its Red Wine sausages, BBQ pork and chicken Taiwanese sausages, fish rolls, sushi fish rolls, shrimp paste, back bacon, and ham and cocktail sausages. Marketed under the Golden Bridge and Kelly's brands, the company is now one of the largest Chinese sausage suppliers in Singapore. What's more, it has been steadily capturing market share for Taiwanese sausages as well. Its products are now widely distributed to major supermarkets such as NTUC Fairprice, Giant and Carrefour, wet markets, food courts and cafes, hotels and restaurants in Singapore.

"To better serve our customers, we have established a streamlined production process and set up a dedicated sales team to meet their needs," explains Karen Ong, Managing Director of Golden Bridge. "This not only ensures that our production processes meet the stringent quality and hygiene requirements, it also means we have the right channels to understand customer tastes and accommodate them through our products."

Always on the lookout for new, innovative products, Golden Bridge has consistently researched consumer tastes and manufacturing methods to improve its production efficiency. Golden Bridge currently caters to the Singapore market. To reach out to more consumers, it is also exploring setting up a halal manufacturing facility soon.

Indeed, Golden Bridge's belief in providing excellence and quality has the company constantly improving on its various operational processes. For instance, it recently introduced a range of mixed sausage festive gift packs, a functional and convenient method of getting consumers to try its products. The company is also collaborating with Singapore's Agri-Food & Veterinary Authority to provide public education programmes on food safety.