

Gold Kili Trading Enterprise

## Maximum Taste and Instant Convenience



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Tasty Singapore-endorsed brands: **Gold Kili**

Established in 1979, Gold Kili has become a leading manufacturer and supplier of instant beverages in Singapore. Its extensive product range includes its 3-in-1 range of instant coffees, teas and cereals, premium coffee bags, instant red date beverages and a variety of green teas. Gold Kili was the first company to launch innovative products such as the instant honeyed chrysanthemum drink, instant honeyed ginger drinks, and 2-in-1 coffee bags.

To build a strong brand and cultivate brand loyalty both locally and internationally, Gold Kili employs a two-pronged approach to their branding initiatives – introducing the Qilin mascot, an animated dragon, as the company's spokesperson, and embracing a new marketing slogan, "Just Gold Kili n Water", to emphasise the convenience of its products.

The company's commitment to new product development is evident in the recently launched café latte series that includes milk coffees in various flavours and an instant honeyed ginger latte drink. Gold Kili also introduced two Singapore-signature coffees: Espresso Asia, the first espresso coffee bag in Singapore, and Espresso ccino, an espresso with the frothiness of a cappuccino. Besides supplying to local supermarkets and food service channels, Gold Kili also contract manufactures its products for private label clients.

"We are still a relatively new company on the international front," says Mr Desmond Ng, Managing Director of Gold Kili. "Although we have a market presence in Asia, Europe, Canada, Australia, USA, Africa and New Zealand, the bulk of our products is still distributed in the local market. We are always on the lookout for good international distributors who can carry and promote our products in their own markets. This is one of the areas that the Tasty Singapore brand can help us in and complement our own branding."