

Ha Li Fa

Making Everyday a Celebration



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Tasty Singapore-endorsed brands: **BoBo, Ballgus**

Ha Li Fa Pte Ltd was first set up to sell fishballs more than 20 years ago, and has since evolved into an impressive home-grown enterprise that enjoys a firm foothold in both local and global markets for its popular fishball and fishcake products. Over the years, it has developed other successful product extensions as well, each of which has reinforced Ha Li Fa's standing as a premium local snack maker whose products are enjoyed all year round.

"Everyday's a celebration" - this is how Ha Li Fa has positioned its recent drive to market its food products to customers. Officially registered in Singapore in 1993 as a manufacturer of fishballs and fishcakes, the company has, over time, extended its range of products to include various fishball and fishcake extensions, deep fried seafood balls, wantons and ngoh hiang (deep fried meat rolls), and even soup ingredients. Today, its marquee products are sold under the BoBo brand, and can be found on the shelves of large food retailers as well as wet markets and food stalls across Singapore.

Ha Li Fa does not compromise on the quality of its products by using only the finest and freshest ingredients like wolf herring and yellowtail fish in making its fishball and fishcake varieties. It is particularly diligent about maintaining the highest hygiene standards in its premises and production facilities. It is this careful attention to detail that has seen the company successfully certified to both ISO 9001 and HACCP standards in its operations.

Product innovation has helped Ha Li Fa extend its product range to meet growing customer demand. Today, it makes an extensive variety of fishball and fishcake products including some that are innovatively shaped, those made with vegetables, and those pre-sliced for greater convenience. In addition to its deep fried bean curd rolls, prawn, crab & cuttlefish balls and wantons, it also makes fish slices, white fishballs and fish dumplings which are popular in soups. Recent innovations include cheese seafood tofu and thai fishcake snacks as well as halal chicken sausages in popular local flavours such as satay, black pepper and cheese.

"We place great emphasis on meeting customer demand for healthier food options", says Jill Ang, Managing Director of Ha Li Fa. "By capitalising on unique Japanese lactobacillus technology and innovative manufacturing methods, we now produce a range of healthier fishballs and fishcakes that our customers really appreciate. Manufactured under the Sakura brand, these products have low salt and contain no MSG, yet continue to be great tasting and nutritious. This range was recently selected as a "Lower in Sodium" Healthier Choice food by Singapore's Health Promotion Board, a testament of our commitment to provide healthier food options to their customers.

Ha Li Fa has extended the success of its BoBo brand to the complementary Ballgus range, which will carry similar products to BoBo but will be targeted at different demographic markets. The company is also actively exploring new marketing initiatives such as catering for parties, and participating in large scale food exhibitions both locally and internationally to raise the profile of its delicious fishball and fishcake products. Apart from Singapore, Ha Li Fa's products are now appreciated across Asia, Australia, the Middle East and the USA.