

Hiap Giap Food Manufacture

## Traditional Noodles of the Finest Quality

Hiap Giap first began manufacturing fresh noodles back in the late 60s, starting out in a 300 sq ft factory, hand-mixing ingredients and employing workers to manually crank the noodle presses. The company has since come a long way from its humble roots, and is now fast gaining a solid reputation among its commercial and retail customers for high quality delicious noodles that have stayed true to their time-honoured traditions.

Since its incorporation in the late 60s, Hiap Giap Food Manufacture has actively strived to enhance the quality of its product mix, backed by its mission to produce the highest quality noodle and noodle-related products for consumers across Singapore. Over the years, business has flourished significantly, with growth that has seen the company evolve from a small sole proprietorship into a private limited company well geared to meet the evolving tastes of its customers.

Leveraging modern machinery that has seen the gradual automation of a large part of its noodle-making process, Hiap Giap has enjoyed a multifold rise in its productivity levels over time. Together with its committed team of sales, customer service and logistic staff, it has consistently produced quality noodles that serve a wide spectrum of customers from wholesalers, retailers and distributors, to institutions, food manufacturers and food service agents.

To maintain and enhance the quality of its noodles, Hiap Giap has had its products and processes accredited with international quality and safety standards such as HACCP as well as Halal-certified. It also actively sources its own raw materials and has made product development a core corporate focus, thereby ensuring it regularly introduces new and improved healthier noodle options for its customers. To date, it maintains a product mix of 30 different types of noodle and noodle-related products.



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Tasty Singapore-endorsed brands: **Hiap Giap Brand**

While its manufacturing facility in Singapore produces fresh noodles and related items including Wonton noodles, Ramen and dumpling skins, Hiap Giap also maintains a production facility in Johor Bahru, Malaysia, manufacturing dry noodles. Concurrently, it also deals in the trading of other specific noodle-related products like Kway Tiao and Bee Hoon, as well as a good selection of cooking and dipping sauces and pastes.

“Hiap Giap has long been recognised by our customers for our commitment to using the highest quality ingredients in our noodle products,” says Kim Nah, Sales Manager of Hiap Giap. “We have also incorporated new product packaging that helps to preserve and extend both product quality and condition, elements that have further endeared our customers to our brand and products. In buying our noodles, they know they are guaranteed both consistent quality and excellent service.”

Hiap Giap is currently working on their new product branding, packaging and marketing to launch more noodle products, among them variations such as The Noodle Factory brand of dry noodles. In addition, it is actively educating consumers on the best and most convenient ways to prepare and enjoy these noodles and including in its packaging the necessary sauce and premix sachets to ensure a delicious bowl of noodles that can be prepared quickly and without hassle, anytime and anywhere.