

Hock Lian Huat Foodstuff Industry Pte Ltd

## A New Taste of Heritage

The Hock Lian Huat story spans three generations.

It started in 1928 when its late founder Mr Tan Gim Teh from Zhangzhou, China – a new migrant to Singapore, made a living as a mobile hawker selling Five Spice Meat Roll and Crispy Prawn Crackers (also known as Ngho Hiang Hae Piah in Teochew) using his family's well-kept recipe. In 1964, Tan Gim Teh's youngest son, Mr Tan Ah Lay, took over the reins. He converted his father's mobile hawker business into a production kitchen at Xiao Po (the present North Bridge Road) and named it after his three sons – Hock, Lian and Huat.

Today, this near century old family recipe and spirit of enterprise is going strong in the hands of Mr Tan Ah Lay's second son, Mr William Tan. Hock Lian Huat is now the market leader in traditional Chinese snacks and supplies to over 400 businesses in Singapore, including hotels, restaurant chain stores, supermarkets, caterers, food courts and E-commerce platforms.

Hock Lian Huat is also the award recipient of Singapore Prestige Brand 2012 – Heritage Brand category and Great Singapore Food Gift 2014.



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Tasty Singapore-endorsed brands:

Gim Heritage, Hock Lian Huat (福聯發)