

Kim Hing Food Industries

Where Quality is a Prerequisite

Once synonymous with imperial cuisine and traditional remedy, bird's nest today has become more mainstream as its health benefits receive wider recognition.

The measure of good bird's nest – an oriental delicacy – is in its taste, texture, consistency, quality and preparation. With its commitment to top quality manufacturing, it is little wonder that Kim Hing's Dragon brand of bird's nest enjoys wide popularity. Its range of standard to premium products include bird's nest with varying sugar content, or combined with other health products such as ginseng and cordyceps. In addition to boxed, pre-cooked bird's nest, Dragon Brand bird's nest is also available bottled and ready to drink or concentrated. Its innovative and convenient packaging ensures product quality and freshness are uncompromised and preserved. Moreover, its 'halal' certification makes its products accessible to Muslims in Kim Hing's key markets, where Dragon brand bird's nest products are sold through retail buyers, distributors and specialty shops.

"Trust in the brand usually equates to trust in our bird's nest products," says Mr Allan Tan, President of Kim Hing. "This means we have to ensure that each bottle of bird's nest sold maintains the high standards which our Dragon brand has come to be valued for. We take quality very seriously; profit at the expense of quality is not an option for us."

Having Tasty Singapore's endorsement will reinforce Kim Hing's own brand values of high safety and quality standards. At the same time, the acknowledgement of Dragon brand bird's nest as a Singapore brand serves to reinforce the positive perception of Singapore as a trusted source of high quality food.



Kim Hing Food Industries Pte Ltd

60 South Bridge Road

Singapore 058690

+65 6538 2288 tel

+65 6533 7446 fax

kimhingf@singnet.com.sg or allan@dragonbrand.com.sg

www.dragonbrand.com.sg

Tasty Singapore-endorsed brands: **Dragon Brand, Kim's Brand**