

Kim Hing Food Industries Pte Ltd

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 receive wide popularity.

It is range from 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, pre-cooked 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.

The company's commitment to new product development is evident in the recently launched of Collagen Bird's Nest with Reduced Sugar and we are also in line with (HPB) to roll out new innovative products with lower or no sugar.

"Trust in the brand always equates to trust in our bird's nest products," says Mr Allan Tan, Director of Kim Hing. "This means we have to ensure that each bottle of bird's nest sold maintains the high standards which our 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 Dragon Brand's own brand values of high safety and quality standards. Coupled with SPBA Heritage Brand Award is a tribute to our time-honoured, home grown brands who have embraced exceptional brand practices over a period of 30 years. Through the years, we are also bestowed with other awards such as Golden Brand Award, Professional Enterprise Award Prestige and Professional Enterprise Award Significance in Quality Assurance.

Dragon brand, a quality brand you can trust for quality Bird's Nest!!



Kim Hing Food Industries Pte Ltd

23 Senoko South Road, #01-02

Singapore 758080

+65 6280 4169

allantss@kimhingfood.com.sg

www.dragonbrand.com.sg

Tasty Singapore-endorsed brands:

Dragon Brand