

Kwong Cheong Thye

Taking Product Innovation to New Heights

A sauce pioneer with a century-old legacy and modern sensibilities, Kwong Cheong Thye carries a wide range of soy sauces, specialty seasoning sauces and pastes, noodles and mooncake pastes.

Its continuous development of new products has led to the introduction of innovative product such as its Professional Chef sauce, its award-winning Coffee Sauce and a range of healthy alternatives including lower sodium, lower sugar, high protein and less oil variations, among others. Even its packaging has become more eye-catching, durable as well as space and weight-efficient over time.

Kwong Cheong Thye enjoys close to 90% market share for its sauces and pastes in Singapore, and is used extensively in hotels and restaurants. It also enjoys international exposure in markets such as Indonesia, China, USA, Japan, Europe and the Middle East. The company uses distributors to market its products in these regions, but also sells through retail shops in London, Amsterdam and Australia to further enhance its global presence.

“We want to constantly innovate products that consumers can use to whip up delicious restaurant-style dishes,” says Ms Alice Woo, Director of Kwong Cheong Thye. “These easy-to-cook sauces and pastes are for both household cooking and for chefs in food services or industrial kitchens. We use only the purest of ingredients in our sauces and pastes to ensure fast and efficient cooking without compromising on taste.”

Kwong Cheong Thye believes that being co-branded by Tasty Singapore will enable it to specifically market products uniquely Singaporean in flavour, process and quality standards. On a group level, the company hopes that the brand equity of Tasty Singapore will help benchmark Singapore food as a premium standard on the world stage.



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Tasty Singapore-endorsed brands: **Kwong Cheong Thye, Kwong**