

Leo Satay Foodstuff Manufacture

Bringing Tradition on a Skewer to the World



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Tasty Singapore-endorsed brands: **Leo Satay**

For three generations of the Leo family, satay making has been a passion. In the hands of the third generation today, Leo Satay is constantly innovating new business strategies and ideas to help the company stay relevant and expand. Having introduced its wildly successful Yakitori satay two years ago, Leo Satay will be unveiling more new products in upcoming years. The company is also planning to export its satay to new overseas markets, especially the Middle East.

Leo Satay founder, Mr Leo Teng Foon, had a dream to start a satay business that would take the world by storm. Leveraging his many years of experience in manufacturing satay, the dream started to become a reality with Leo Satay soon becoming a roaring business and the company continuing to expand over the years. Today, Mr Leo's sons and grandchildren have taken the business to new heights, not only producing the finest quality of satay, but also distributing its satay to other food suppliers and food outlets in Singapore and the world.

The company uses only specially selected high quality ingredients to make its satay. In addition, its manufacturing process still uses the same secret family recipes for special marinades and sauces which were created by founder, Mr Leo Teng Foon. This ensures that the traditional authentic taste and flavour of Leo Satay products are not compromised while they are mass produced. Leo Satay also runs very stringent quality management of its manufacturing processes, achieving both ISO 9001 for its manufacture of satay in 2002, and HACCP for its manufacture of satay and sauce products in 2004.

In 2005, the company began looking to expand its markets outside Singapore, ensuring that people from across the globe could savour the delicious satay that Singaporeans have enjoyed for decades. The consummate entrepreneur, Raymond helped introduce brand building programmes to build and enhance the Leo Satay brand in international markets. To date, the company has participated in many international exhibitions through which it continues to receive good and positive feedback for its processes, and more importantly, increasing orders from countries such as Hong Kong, China and Indonesia.

By 2008, the company will have appointed a marketing representative for its satay products in Hong Kong, and will be working to appoint similar representatives in countries such as Indonesia, Japan, the Middle East and China.

"We have become a beloved brand of satay in Singapore," said Raymond, General Manager of Leo Satay. "To stay a leader in the food industry, we must continually look at ways to improve our business processes, create new quality products for consumers as well as establish a good network to help us bring our satay to as many countries as possible. Leo Satay consistently introduces new products to entice our consumers and maintain our leadership position. We are also always looking for ways to maintain good quality and increase productivity without raising our production costs."

Even with the introduction of new products, the company does not stray far from what it knows best – its famous satay. In addition to its beef, chicken, mutton and pork satay, accompanied by its thick and rich satay sauce, Leo Satay created the Japanese Yakitori Satay in 2006, a hot favourite among its many customers today. This success has led to another invention for the company, the Satay Sausage, which will be launched in 2009.