

Lim Kee Food Manufacturing Pte Ltd

Staying True to the Good Old Ways

With over 30 years of manufacturing and distribution experience, Lim Kee Food Manufacturing Pte Ltd (Lim Kee) is one of Singapore's leading homegrown food manufacturers in the Chinese Pau (filled steamed buns) industry.

Lim Kee adopts a strong commitment in ensuring high food quality and safety. All its products are fully manufactured in-house, using the finest ingredients, in accordance to in-house protected recipes, and produced under ISO22000:2005 standards. Today, its customers include the local food services sector (traditional trade and modern trade), food distribution and wholesale sector, food retail sector, and also the export sector.

It is actively seeking and establishing new partnerships with those who are keen to build long-term relations on a win-win mindset in the distribution and retail of the "Lim Kee" brand.

Brand Culture

Staying true to the good old ways is its way of making the new better.

A dedication to quality for over 30 years. Its humble paus, made with much care and sincerity, use only real ingredients and authentic recipes.

It thinks of fresh ideas. To bring the joy of pau to all, allowing everyone to have a piece of the familiar. A bite of tradition, savoured in different ways. Anytime, anywhere.

At Lim Kee, this is its culture. A philosophy it lives by. It remains new by being true to the old. A homecoming of then and now. A joy shared across the passages of time. A joy that brings tradition of the new.

A New Tradition

Vision

Bringing new traditions to every home, everywhere.

Mission

1. Staying true to our heritage

Over 30 years of making quality, traditional paus made from authentic, real ingredients with the same homemade taste.



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Tasty Singapore-endorsed brand: **Lim Kee**

2. Innovating new flavours

Using traditional recipes as a base, it makes its paus healthier, tastier and introduce new flavours to suit the modern palate.

3. Sharing our passion

It upholds relationships with partners, brand loyalists and pau connoisseurs to keep the tradition of pau alive.

Values

- **Integrity**

It believes honest, good work is its own reward. We give what is fair to all, honouring every commitment to its employees and customers, protecting the integrity of quality, products and people.

- **Passion**

Pau is not just a product. It is its passion. Inspired by its founder, Lim Kee aims to spread the love for pau wherever it goes.

- **Unity**

Lim Kee finds joy in working together, respecting and supporting each other. It learns how to merge and unite individual strengths to become better as a whole.

- **Excellence**

Maintaining quality and excellence is in its core. It aspires to learn and be better. Strengthening its knowledge, skills and processes to deliver the best paus for generations to enjoy.