

People Bee Hoon Factory

Humble Tradition, International Acclaim



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Tasty Singapore-endorsed brands: **Chilli Brand**

“We recognise our responsibility to ensure all our products are safe and wholesome for customer consumption,” says Company Director, Desmond Goh. “It is imperative that we maintain good hygiene and food safety practices, and manufacture our products in compliance with all prevailing quality and safety standards and regulations, locally and internationally. By doing so, we can, in turn, confidently assure our customers of delicious traditional bee hoon that they can trust for more than just taste and application.”

As part of its social consciousness efforts, the company has actively initiated projects with its packaging suppliers to manage the thickness of its packaging materials for both bulk and consumer orders, helping to reduce packaging waste discarded due to damage during the packing process. These efforts have seen the company reduce its packaging waste by almost 0.2 tonnes annually, efforts that garnered it the Merit Award at the 3R Packaging Awards 2010, organised by Singapore’s National Environment Agency. The company continues to implement plans to build more green strategies and initiatives into its production processes.

As the leading market brand for rice vermicelli in Singapore today, Chilli Brand vermicelli is available through all major F&B retailers, and is widely used in households and commercially, by hotels, restaurants and food caterers. This popular bee hoon is also enjoyed in Japan, Brunei, the US and the Middle East, with People Bee Hoon Factory planning to extend its international scope to more countries around the world including Africa. The company also provides rice vermicelli contract manufacturing services to local and international retailers.

Renowned for its popular rice vermicelli or bee hoon, a staple in many Asian homes, People Bee Hoon Factory prides itself on its transformation from humble beginnings to one of Singapore’s top rice vermicelli manufacturers today. As an important ingredient in many traditional local dishes, the company’s high quality Chilli Brand bee hoon has been long recognised for its excellent quality and distinctively aromatic rice fragrance; it is also highly demanded for its ability to absorb the flavours of other cooking ingredients, making it highly versatile across global cuisines.

People Bee Hoon Factory was founded almost 70 years ago and has not looked back since in its production of delicious rice vermicelli for its customers. With each strand of these traditional Asian staple noodles meticulously produced and improved over the years, the company has actively progressed from labour-intensive, hand-made production to well-honed semi-automated processing, always using the finest rice grains and never once compromising on quality or taste.

The secret behind People Bee Hoon Factory’s fragrant and springy vermicelli, which it markets under its in-house Chilli brand, lies in the quality 100% broken rice grains from Thailand that it uses in its bee hoon production. The company has also incorporated strict process controls across its production processes, ensuring that the proper protocols are followed from grinding the grains, to soaking, blending, steaming, drying, cutting and eventually, packaging. To complete its adherence to Good Manufacturing Practices, it also date-codes all finished products to ensure full traceability, efforts, raising the profile of its vermicelli in the eyes of its customers.

Automation plays an important part of People Bee Hoon Factory’s manufacturing success. Using state-of-the-art German equipment and technology in its 17,000 sq ft factory, the company has been able to exert precise control over the temperature and volume of water used to process its grain raw materials, in turn enabling it to turn out a wide variety of vermicelli options for its customers in terms of thickness, application and packaging size. Today, People Bee Hoon Factory boasts a production output in excess of 250 tonnes of rice vermicelli monthly.