

## People Bee Hoon Factory Pte Ltd

### Humble Tradition, International Acclaim

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" Rice Vermicelli is recognised for its excellent quality and distinctively aromatic rice fragrance; it is also highly demanded for its ability to absorb flavours of other cooking ingredients, making it highly versatile across global cuisines. For over 75 years, each strand is meticulously produced and 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 compromising on quality or taste.

The secret behind People Bee Hoon Factory's fragrant and springy vermicelli lies in the quality 100% broken rice grains from Thailand that it uses for production. The company has also incorporated strict process controls across its production processes, ensuring that the proper protocols are followed throughout each step. The company holds the ISO 22000 standard, an internationally recognized Food Safety Management System. The quality assurance team was further doubled in 2019 as they aim to attain even higher food safety standards in the near future.

Automation plays an important part of People Bee Hoon Factory's manufacturing success. Using advanced equipment and technology, the company is able to control the cooking processes and packaging, thus offering a wide variety of options for customers in terms of thickness, application and packaging size. In 2015, the company saw a momentous move to a new compound at Chin Bee Drive, more than 2 times the size of their previous factory. Today, People Bee Hoon Factory boasts a production output in excess of 250 tonnes of rice vermicelli monthly. This figure is likely to double as 2020 will see an upgrade of their factory compound to maximize space and further improve facilities.

As the leading market brand for rice vermicelli in Singapore, Chilli Brand Rice Vermicelli is available through all major retailers, and is widely used in households and commercially, by hotels, restaurants and caterers. This popular *bee hoon* is also enjoyed in Europe, Australia, New Zealand, Brunei, and the Middle East, with People Bee Hoon Factory planning to extend its international scope to more countries around the world. The company also provides rice vermicelli contract manufacturing services to local and international retailers.



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#### Tasty Singapore-endorsed brand(s):

Chilli Brand