

Seawaves Frozen Foods

## Delightfully Snacking the Asian Way



### Seawaves Frozen Food Pte Ltd

206 Pandan Loop  
Singapore 128397  
+65 6265 8883 tel  
+65 6263 1368 fax  
seawaves@singnet.com.sg  
www.seawaves.com.sg

Tasty Singapore-endorsed brands: [Seawaves](#)

Drawing from a deep-rooted passion and commitment to provide its customers with the best food snacks, Seawaves Frozen Foods has successfully weaved its attentive customer-centric approach into an exceptional array of deliciously snacks that has captured the hearts, minds and tastebuds of Seawaves fans across the globe. From cuttlefish balls and prawn balls, to Korean dumplings, samosas and spring rolls, every Seawaves product bears its company's pride, a testament to why this delightful range is regularly the snack of choice for many Asian households.

First established in 1982 from humble origins producing cuttlefish balls, Seawaves Frozen Foods has grown over the years to establish itself as one of the leading food manufacturers and distributors in Singapore today. For all its success, the company's mission is founded on the simplest of beliefs: that only the best ingredients can truly bring out the superiority, flavour and true potential of any food product.

With this driving philosophy behind its strive for excellence, the company now boasts a wide range of frozen finger foods to cater for practically every discerning taste, temperament and occasion. Its more popular options include varieties of cuttlefish balls, Korean dumplings, seafood and vegetable rolls, curry samosas and a range of french fries, potato wedges and onion rings. Seawaves also distributes a good selection of frozen meats and seafood products, gaining popularity especially for its fresh abalone, a delicacy in many Asian homes.

In developing products of outstanding quality and taste across the last three decades, Seawaves has proactively strived to have an intimate understanding of the changing preferences and taste profiles of its customer base. Consequently, it has channeled this understanding into a comprehensive product development and product extension programme that continues to see innovative new food options introduced to its range on a regular basis. Today, more fusion items can be found in its ever-growing range, among them finger foods like Japanese takoyaki balls, Korean kimchi dumplings and a clear favourite of its younger customers, cheese-infused cuttlefish balls and prawn balls.

Despite its success, Seawaves has never lost sight of its core prerogative to always use the best and safest ingredients. Indeed, food safety is, and always will be, among its top priorities. The company is very careful in sourcing only for the best quality raw materials and its food manufacturing processes are regularly audited to ensure the company always maintains full conformity to all prevailing international food standards. In addition to its variety and taste, it is this attention to quality that has gained Seawaves products many loyal customers, not just in Singapore and the rest of Asia, but as far away as the US and Australia.

“Our goal is to become a one-stop service for quality frozen food, no matter the occasion”, says Company Director, William Tang. “We have always strived to offer our customers food products of impeccable quality and taste, which also provide them with convenience in preparation. However, our level of service to them goes beyond offering products that just anticipate their taste needs. It is about delighting them with familiar favourites that they will always appreciate and enjoy, whoever they are with and whatever the occasion.”

As part of brand building and to enhance its product appeal further, Seawaves has added a recipe segment to its marketing scope, in which it profiles the ideal cooking methods to ensure the best appreciation of its products. Such efforts have endeared the company to its customers around the world, not only to have a great range of snacks and finger foods to choose from, but also how best to enjoy these anywhere and anytime.