

Seng Hua Hng Foodstuff

Extra Crunchy Good-Time Snacks

Considered the ideal good-time food, Seng Hua Hng's Camel brand of nut products use only the best quality nuts sourced from the USA, New Zealand, Australia, India and China. Camel's extensive range of 40 different product lines enjoys international exposure in 14 countries, with major markets in Asia and the Middle East.

Seng Hua Hng markets its products overseas through a combination of distributors and local partners. All of them are tasked to help build brand awareness and loyalty, and have contributed to the increase in sales and enhanced marketing networks the company now enjoys. Locally, Camel nuts are distributed to every major supermarket and retail chain, and are the most popular snack of choice for major hotels, restaurants and other food service channels.

The only Singaporean nut manufacturer, with manufacturing facilities in Singapore and China, Seng Hua Hng is the clear market leader in this category. But the company continues to innovate, striving to introduce at least two new commercially viable products every year. Its latest offerings include wasabi (horseradish) peanuts, abalone macadamias, a premier nuts canister range, nonya spring rolls with authentic nonya prawn filling, and a natural cocktail mix of nuts and dried fruits.

"Our core business objectives are to nurture the bonds we have with our suppliers, distributors and partners," says Ms Poh Shih Yin, Finance Manager of Seng Hua Hng. "This is what has kept us resilient, a trait easily recognised in the Camel symbol we use to represent our products. We also have ambitions to expand into regions like South Africa and Eastern Europe, and we believe the Tasty Singapore brand can help us increase our presence there."



Seng Hua Hng Foodstuff Pte Ltd

127 Defu Lane 10

Singapore 539234

+65 6383 3388 tel

+65 6383 0689 fax

queries@camelnuts.com

www.camelnuts.com

Tasty Singapore-endorsed brands: **Camel**