

Sin Hwa Dee Foodstuff Industries Pte Ltd

Innovative in Every Way

Since the 1970s, Sin Hwa Dee has been producing CHNG Kee's high-quality Chinese and Asian sauces. The company aims to become a global market leader through innovations in product development, manufacturing and marketing of its convenient and healthy food.

Besides producing oyster, soy and other basic sauces, Sin Hwa Dee was the first to produce ready-to-use Laksa paste for the food service industry. Its product innovation includes line extensions of its sauces and premixes, its ready-to-use meal pastes and even gift packs for tourists to bring home a taste of Singapore. Its investments in R&D, technologically advanced equipment and facilities and fully-computerised order fulfillment mechanisms ensure high standards of efficiency and quality assurance.

The company established a unique 'Spice of Life' retail concept, partnering their retail store with an adjoining eatery featuring local favourites made from their CHNG Kee's brand of products. Sin Hwa Dee is sourcing for partners to expand this creative concept beyond its current tourist locations to other local and international retail areas. Their innovative marketing strategy includes brand communication activities such as advertising in local and foreign publications; cooking classes, workshops and seminars; international cooking competitions; and active participation in international tradeshow, and they have earned several brand awards.

Sin Hwa Dee has a presence in more than 30 countries worldwide, including USA, Europe, the Middle East, and Taiwan, and its exports continue to grow exponentially every year.

"We want people to recognise CHNG Kee's as a homegrown brand and a household name," says Ms Jocelyn Chng, Managing Director of Sin Hwa Dee. "We also want our customer, whether local or international, retail or commercial, to form a positive association with our products, and then we build on and enhance the brand experience from there."

As an ambassador of Tasty Singapore, Sin Hwa Dee is keen to bring the taste of Singapore to every corner of the world, while leveraging its own brand identity in the joint partnership to attain global prominence.



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Tasty Singapore-endorsed brand(s):
CHNG Kee's