

Tai Hua Food Industries

## Where Quality is the Sauce of Life



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Tasty Singapore-endorsed brands: **Tai Hua, KING**

Tai Hua's 58 years of success stems from its traditional taste and deep commitment to quality. Exporting to more than 30 countries around the globe, including the USA, Asia, the Middle East, and Europe, Tai Hua brews its soy sauces from premium natural ingredients, resulting in a pure, flavourful sauce.

Tai Hua products are present in most Singapore homes, food companies and catering operations, and are also contract manufactured for private labels. In addition to its signature soy sauces, the company produces braising sauces, ready-to-cook sauces and pastes, and distributes canned foods and fruits.

Currently ranked one of Asia's top 500 brands, Tai Hua has garnered many honours for its brand building, packaging and health food status, including the Asian Star Packaging awards and Singapore Promising Brand Award. It also received the Agri-food Veterinary Authority's Food Safety Excellence Award for attaining Grade A status 12 years in a row.

"We believe strongly that good quality is critical to building trust in a brand and to business sustainability – quality not only in our products but in every aspect of our organisation, from sourcing to sales to internationalisation," says Mr Thomas Pek, Managing Director of Tai Hua. "Singapore is a brand in itself and people around the world are already aware of its quality. We plan on leveraging the Tasty Singapore brand to enhance our brand and build selective partnerships. There are many companies who compete in this area but our customers can easily recognise and appreciate superior quality."