

Tan Seng Kee Foods

A Delicious Noodle Tradition, Founded on Perfection



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Tasty Singapore-endorsed brands: **Kang Kang**

Lasting relationships, constant innovation and a strong focus on quality - These are the elements that define the authentic taste of Tan Seng Kee products, each one founded on a time-tested traditional recipe that uses only the finest ingredients. The company's flagship is its renowned "Kang Kang" range of noodles, featuring a broad variety of flavours catering to every desired taste. Today, Tan Seng Kee noodles are enjoyed across Asia, with the company planning to introduce this favourite local staple to more customers worldwide.

Founded in 1936 as a sole proprietorship during the British Occupation, Tan Seng Kee Foods (TSK) first began its noodle production to meet the needs of the Chinese population in Singapore. Since then, this manufacturer and distributor of both rice and wheat-based noodle products has upheld its proud tradition of preserving its original noodle recipes, staying true to its authentic texture and quality with the utmost dedication.

The first company in Singapore's fresh noodle industry to be certified to the Hazard Analysis Critical Control Points (HACCP) standard, TSK is focused on building on its capabilities and resources by adopting technology and innovation to enhance its business growth. Today, the company's manufacturing plant adheres closely to Good Manufacturing Practice (GMP) guidelines, and is well equipped with state-of-the-art machinery to help it optimise its noodle production processes.

In taking a holistic approach to noodle manufacturing, TSK closely controls and monitors its production, selecting the finest raw ingredients and monitoring all manufacturing stages to ensure the highest quality and hygiene standards. The company is also very particular about its packaging capabilities, using only high-barrier materials with low permeability of oxygen to extend the shelf life of its products. This ensures that TSK noodles stay fresh and safe for consumption over a long time, without compromising taste or texture.

TSK's noodles are retailed in major markets through its "Kang Kang" brand, a range carrying a wide selection of noodle

varieties and flavours catering to different palates. Today, "Kang Kang" noodle options include many favourite local choices including Hokkien-style noodles, Hokkien-style flat noodles, Kway Teow Ipoh Hor Fun, Kway Chap, as well as Mee Pok and Mee Khia among many other choices. "Kang Kang" noodles also come in a selection of different packaging types ranging from retail packs to industrial packs, providing flexibility and convenience for different customers needs.

TSK believes in forming strong bonds with its customers, sharing with them its expertise and knowledge, and bringing good taste and premium quality noodles to all. "Our biggest business motivation comes from sharing our products with customers wherever they may be", says TSK Executive Director, Raymond Tan. "Be it taste, knowledge, product innovation or manufacturing capability, we are always happy when we can add another culinary dimension to their lives. We're also planning to share Singapore's favourite staple with customers worldwide, and are looking to develop product options to address global tastes."

Indeed, product development takes centre stage in TSK's business scope and it is constantly creating and innovating new noodle varieties and options to delight its customers. For example, to cater to the needs of wholesale and end-user markets in the Middle East, it has introduced Halal certified noodles so that the taste of TSK can be enjoyed by more people. TSK also offers contract manufacturing of its products to wholesale customers, and is taking active steps to enlarge its global scope of target markets.