

T.G Kiat

A Rosy Tribute to Pure Flavour

Often attributed deeper meanings and used to deliver messages between lovers and friends, the rose has always been a popular gift for almost all occasions. Part of the flower's allure is its distinctly rich and sweet fragrance, the unique essence of which goes into flavouring the delicious taste that T.G. Kiat has been bottling in their premium Rose Brand rose syrup for more than 70 years. Today, T.G. Kiat's famous rose syrup is enjoyed by people across the globe, from Asia, to Europe, and even to the Middle East.

T.G. Kiat was first incorporated in 1935 as a manufacturer and trader of a variety of edible products from syrups to food colourings. In 1965, the company streamlined its operations to focus solely on manufacturing its famous rose syrup, a product that has made T.G. Kiat a household name internationally.

A truly authentic Singapore creation, T.G. Kiat's Rose Brand rose syrup first found its way across the globe by visitors who brought the product home to be shared with family and friends. Today, Rose Brand rose syrup is globally enjoyed and exported to many countries including the USA, the UK, France, Hong Kong, Brunei and Australia. In particular, it is also a firm favourite of people in the Middle East. In fact, the famous rose nectar is now frequently served and savoured from small and humble households in Dubai, Bahrain and Kuwait, all the way up to the region's royal kitchens!

Using only premium rose ingredients, Rose Brand rose syrup embodies the unique charm of its namesake flower. Whether it is in concocting cold thirst quenching drinks, or using it to flavour dishes and desserts, the rose fragrance promises a naturally refreshing and enjoyable culinary experience.

T.G. Kiat strives to retain what it calls a 'real rose experience' through strict control over every step of its fully automated manufacturing process. The best breed and bloom of roses are first carefully sourced from all over the world, and then put



T.G. Kiat & Co (Pte) Ltd

Blk 15 Woodlands Loop

#01-23 Woodlands East Industrial Estate

Singapore 738322

+65 6758 9152 tel

+65 6259 1315 fax

info@rosesyru.com

www.rosesyru.com

Tasty Singapore-endorsed brands: **Rose Brand**

through a stringent harnessing method through which the highly valued rose essence is collected and processed. Both extraction process and rose syrup formulas are closely guarded family secrets handed down from generation to generation, small wonder that even though many have tried to replicate T.G. Kiat's famous rose syrup, none have ever come close.

In aiming to keep all its products tasting natural and fresh, T.G. Kiat prides itself on its combination of three key elements – high quality ingredients, a tried and tested recipe and good manufacturing control. Leveraging this winning formula, the company has gone on to create and introduce several other flavours which are slowly becoming highly demanded like their very famous cousin. It introduced the blueberry syrup and mango syrup in 2006 and 2007 respectively. These join T.G. Kiat's stable of other delicious syrups including barley and banana syrups, already firm favourites of all those who have tried them.

"We believe in concentrating on our strengths, both in syrup manufacturing, and working with partners to bring our products to consumers," says Mr Chua Hwee Hong, Director of T.G. Kiat. "While our syrups have become household names in many of the countries we export to, we now take on customisation for OEM orders and private labels because we want to continue serving our delicious syrups to more and more people around the world."