

# Thai Sing Foodstuffs Industry Pte Ltd

## Authenticity in a Bottle

With 50 years under their belt and 3 generations, Thai Sing continues to ripen with age, producing an array of Chinese, Singaporean and Nonya flavours, and presenting the best flavours to the world. Determine with showing the authentic flavours of Singapore, Thai Sing actively and continuously educates internationally on the use of their products to bring out the finest flavours and experience of Singapore's vibrant food culture, all while working on providing food solutions to the industry.

Founded 50 years ago, by Mr. Lai Joon Chuan, Thai Sing began its journey by brewing their very own soya sauce and producing chili and tomato sauces. Officially incorporated as a private company in 1996, the entity produces all their products locally in Singapore's prime food zone in Woodlands and is now helmed by second generation Mr. Richard Lai. Today with 5 decades of experience in sauce manufacturing under its belt Thai Sing has built a solid reputation for their quality authentic cooking solutions that brings out complex local dishes in quick and simple steps.

Using the finest ingredients and well researched recipes, Thai Sing has developed a wide range of products from Chinese condiments like Soya Sauce, Oyster Sauce, Hot Bean Paste to Singaporean and Nonya pre-mix flavours such as Laksa, Hainanese Chicken Rice, Nonya Rendang and much more. In fact, their Nonya range is well sought after by their online customers, traditional customers, as well as their international partners.

Emphasizing on quality and authenticity, Thai Sing is ISO 22000 certified, and ensures that their manufacturing processes are monitored and upgraded so as to keep up with times and demand. To help their international consumers appreciate and understand the flavours of Singapore, Thai Sing often provide overseas on location cooking demonstrations in commercial and training kitchens so as to educate and spread the Singaporean food culture to the rest of the world. This ensures that their customers uses the products correctly to bring out the legitimate flavours of Singapore, helping them to fully savour our local favourites as they were meant to be.

Being in the trade for such a long time, Thai Sing has position itself as some sort of food solution for the industry in terms of sauces. Offering contracted manufacturing and packing services, Thai Sing helps others in the industry to realise the kinds of flavours they wish to present to their customers. Due to the passion that Mr. Richard has for food, Thai Sing also helps with the creation of sauce flavours for their industry partners by performing taste tests and researches. These OEM solutions are of course done so with the utmost confidentiality so as to protect their customers interest, a point that is very important to Mr. Richard's believe.

Mr. Richard adopts a simple business philosophy "We aim to offer our customers better taste, better convenience, better choice. This means that in using our products in their food preparation, both our B2B and B2C customers are assured of being able to enjoy a wide range of local food delights, conveniently and more cost-effectively, wherever they are across the globe."

In 2018, the third generation has entered to help continue this legacy. In addition to Thai Sing's presence in the food industry and being available in supermarkets across Singapore, the third generation are making efforts to bring the business into an era of the internet and to a large and ever growing younger demographic while maintaining traditions and keeping their roots.



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