

Thai Sing Foodstuffs Industry

Better Choice, Better Convenience, Better Taste



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Tasty Singapore-endorsed brands: **Thai Sing**

Drawing on almost four decades of experience in food manufacturing, Thai Sing Foodstuffs Industry produces a delicious array of Chinese and Nonya sauces and pastes to help customers appreciate the authentic flavours of iconic Singapore dishes like Chilli Crab and Laksa. Today, the company offers more than 20 delectable varieties of its sauces and pastes, each one a perfect embodiment of the rich local culinary traditions and recipes that have been handed down and enjoyed, generation after generation.

Thai Sing Foodstuffs Industry was founded almost 40 years ago with the vision to offer customers the authentic taste of local food favourites conveniently and cost-effectively. Officially incorporated as a private company in 1996 and operating out of a 20,000 sq ft high tech manufacturing facility in Singapore's prime food zone, the company has built up a solid reputation for its delicious range of cooking products, now highly sought after by its customers the world over.

Using the finest ingredients and recipes that have been honed and perfected over time, Thai Sing has created an extensive range of sauces, pastes and pre-mixes that allow its customers to replicate on their own many signature Singapore dishes such as Chilli Crab, Laksa, Hainanese Chicken Rice, Nonya Rendang and Mee Siam. It also offers other sauces and pastes in flavours such as Black Pepper, Gong Bao and Nonya Curry, as well as, a variety of generic cooking ingredients like Hoi Sin Sauce, Soya Sauce, Oyster Sauce and Sambal Chilli to enhance their food preparation.

To help customers appreciate the delicious variety and flavours of its pastes and sauces even further, Thai Sing is one of the few local companies which also provides comprehensive cooking training for its distributors and institutional customers. This ensures that its customers use the pastes and sauces correctly, allowing end-consumers to fully savour all these local food favourites as they were meant to be enjoyed. The company also offers contract manufacturing services for its products, customising each one perfectly to the requirements of its customers.

Product development has always been a priority for Thai Sing. It regularly conducts food taste tests and market research to stay abreast of how changing consumer demand, and actively works to develop new tastes and improve familiar ones to meet the needs of its customers. Another key focus of the company is ensuring the highest quality and hygiene levels in its food preparation. Thai Sing uses state-of-the-art fully automatic cooking and filling equipment to prepare its sauces and pastes, and uses the latest packaging technologies to seal in their flavours and retain freshness.

"Thai Sing adopts a very simple business philosophy in our food manufacturing operations", says Richard Lai, Thai Sing's Managing Director. "We just aim to offer our customers better taste, better convenience and better choice. This means that in using our pastes, sauces and premixes 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."

Today, in addition to being easily available to consumers in many major supermarkets across Singapore, Thai Sing products, especially its Chilli Crab and Laksa pastes, are also widely used in hotels and restaurants and food courts around the world including Singapore, China, Australia, New Zealand, Indonesia, Sri Lanka, Mauritius, the Philippines and the United Kingdom.