

Thong Siek Food Industry

Seafood Delicacies to Whet the Appetite



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Tasty Singapore-endorsed brands: **DoDo**

Thong Siek's commitment to providing healthier food choices for their health-conscious customers is evident in their popular Surimi-based products and strict health and safety production guidelines. Using a healthy recipe of minced fish that is low in cholesterol, fats, calories, salt and sugar, their 'DoDo' brand of products also contain no preservatives and no added MSG for a healthy, balanced meal solution.

The company's impressive range of Surimi seafood products includes fish balls, breaded fish fingers, crab-flavoured sticks, Thai tom yum fish cakes, and a revolutionary range of convenient seafood meals. Comprising local noodle soup favourites like Laksa Bee Hoon (Coconut Curry Rice Sticks with Fish Cakes), and Fish Ball Soup with Kway Tiao (rice noodles), this range of products comes complete with fresh ingredients, and offers authentic Singapore-style hawker fare in convenient, attractive packaging.

The first seafood company in Southeast Asia to install a fully automated fish ball and fish cake processing line, Thong Siek firmly believes in leveraging technology to improve its processes.

Besides supplying its products to local wet markets, supermarket chains and food outlets, Thong Siek also distributes its products to more than 20 countries worldwide, including Australia, New Zealand, USA, Europe and Asia. In exploring new opportunities in Europe and the Middle East, the country is seeking distributors to help promote the 'DoDo' brand and its products.

"Singapore has long offered an attractive proposition for international food buyers because of the emphasis it places on branding and food safety," says Mr Lim Boon Chay, Chairman and Managing Director of Thong Siek. "That is why there has always been stable demand for food manufactured in Singapore. With the introduction of the Tasty Singapore brand, we hope we can now further improve on this demand, especially for companies looking to compete on a global level."