

Seah's Spices Food Industries

Spicing Up the World



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Tasty Singapore-endorsed brands: **Seah's Spices**

Established in 1991, Seah's Spices manufactures ready-to-cook spice mixes catering mainly to busy households and the food services industry including restaurants. Today, the company produces over 100,000 spice packs a month and exports a large portion overseas. Seah's Spices stays competitive by keeping its costs low and making its products easily accessible to consumers. The company believes that a complete understanding of changing lifestyle needs and consumer tastes will enhance its business scope.

Quality is the hallmark of any Seah's Spices product. Set up more than 15 years ago, the company's founder, Seah Seow Kiang knew that paying attention to customer needs would enhance its success. Today, the company produces easy-to-cook, pre-cooked food mixes for industries and busy households, enabling them to easily prepare traditional Asian meals with restaurant style flavours and quality.

From authentic Asian natural spices to premixes, the Seah's Spices range includes products like Black Pepper Crab, Five-Spice Fried Chicken, Prawn Flavoured Fried Chicken, Stewed Fragrant Spices among others for a variety of deep fried, stir fried, steamed, roasted and braised dishes. It also has a range of soup mixes such as its best seller, Singapore Bak Kuet Teh Spices, and its Nutritious Black Chicken Soup. There is even a ready-to-cook dessert and beverage line comprising Creamy Corn Coconut Dessert Powder, Ginseng Chrysanthemum Powder and Red Beans Dessert Powder.

Seah's Spices believes that its simple, top quality, user-friendly products are ample reason for family gatherings and get-togethers among friends. In addition, its products do not contain preservatives, colouring, or any meat, egg or dairy content – making them the ideal healthy choice for customers across all ethnic and age groups, and even nationalities!

Through constant research into the latest lifestyle trends and consumer tastes, its product development team works with external food testers to enhance and update its product range. For instance, the company has recently introduced its Superior Pepper Powder, which is processed from the highest grade of

fresh white pepper. It is not only free from additives and artificial enhancers, but the quality ingredients used ensures the product has a longer shelf life.

The company has invested in technology to improve the quality of its products. This has helped prolong the shelf life of most of its products and allows longer storage while maintaining optimum freshness. Its product lines are packaged attractively and have user-friendly instructions for customers. Seah's Spices recently embarked on a packaging design revision project to refresh the brand image of its offerings.

"Market research and customer feedback are important to us," says Seah Yin Fen, Marketing Manager. "We have been consistently growing our business by immersing ourselves in understanding customer needs and improving the quality of our products and services. We actively participate in road shows and exhibitions such as the Health & You Exhibition to promote our products to customers. We also hold cooking demonstrations and classes. For our customers, it's the personal touch that counts. And it's this personal touch that differentiates us from our competition."

Seah's Spices can be found in local supermarket chains, wet markets as well as traditional Chinese medical halls. It also exports these products to the Asia Pacific region and several European countries with large Asian communities. To keep up with ever changing consumer tastes and market challenges, the company is looking to export its products to other markets with different lifestyles and food cultures.