

Tungsan Food Industries

Making Delicious Singapore Food More Accessible



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Tasty Singapore-endorsed brands: **Tungsan, Straits Story**

A passion for food has seen Tungsan Food Industries turn a one-man one-product operation into one of Singapore's most well-loved sauce and condiment companies. Envisioning the sharing of authentic Singaporean tastes with the world, Tungsan has, created a plethora of quality pastes, sauces and pickles to help it achieve its vision. Today, its loyal customers not only include families who seek convenience, but also discerning restaurateurs and food-stall operators.

Believing that its consumers deserve only the highest quality products, Tungsan Food Industries set out to win over new customers and build a good solid reputation for itself since its incorporation in 1973. Over the years, it has become an important partner to its customers, providing them with fuss-free culinary solutions to help create many great tasting dishes.

The company was first founded by Managing Director, Mr Tan Siah Wee, to create high quality chilli products that the market would savour. Today, Tungsan is easily recognised as one of Singapore's key chilli products suppliers – its manufacturing facilities can generate an annual production output of 200 metric tonnes of chilli products!

What makes Tungsan's pastes and sauces so demanded by food connoisseurs and chefs around the region is its simplification of Southeast Asian cooking by premixing spices and packing them into convenient ready-to-cook solutions that anybody can use to recreate their favourite Singapore food. "I love to cook, especially for large gatherings. That is why we have created so many pastes and sauces," said Mr Tan. "We want our customers worldwide to experience the true taste of Southeast Asian cuisine and we want to make it as accessible and easy for them to whip these up. Anyone, anywhere, can now discover the joy of cooking with minimal fuss."

Assessed and graded annually by the Agri-Food & Veterinary Authority of Singapore, Tungsan has been awarded Grade A status for achieving Food Safety Excellence, a testament to its commitment to provide customers with food products that not only packs in an authentic taste, but also complies with the highest of quality standards. Tungsan achieves this by observing strict guidelines for its manufacturing processes and using the highest quality raw materials. It has also built up a comprehensive wholesale and distribution infrastructure and well-stocked retail branches to ensure its products are easily available to its customers.

One of Tungsan's highly demanded signature pastes today is its Chilli Crab paste. Another favourite is its Hainanese Chicken Rice paste and the accompanying Chicken Rice Chilli. Today there are more than 100 pastes, sauces and seasoning condiments in Tungsan's portfolio. Most have been developed by the company's in-house research and development team. Not only do these pastes, sauces and marinades make home cooking easy for the modern household, it also allows visitors to Singapore to bring back the taste of Southeast Asian cuisine to share with their loved ones wherever in the world they are.