

YU KEE DUCK AND NOODLE HOUSE PTE LTD

Yu Kee is Singapore largest braised duck food chain. Under Yu Kee management, we manage many brands as follows: Yu Kee (Duck Rice), XO Minced Meat Noodle, Shi Jia Fried Hokkien Noodle, Penang Kitchen, Suka Ramai Fried cockles Kway Teow and My Kampung. Yu Kee operates non-halal and halal food stalls in food courts, coffee shops and Hawker centres. Yu Kee also operate food shop and eatery in shopping mall.

Over 30 years ago, a man named Mr Seah Boon Lock decided to take off his father's duck rice stall to greater heights, creating the Yu Kee brand in favour of his father's name.

Based in the "old Yishun" kampong area, Mr Seah realised that his father's scrumptious duck rice could not reach the majority of the people. Back then, people who came to that area for business, happen to chance upon and try his father's duck rice and popularity would be passed on verbally outside of Yishun.

This is the driving point for Mr Seah to bring Yu Kee to as many people as possible so that they will not miss out on the great taste of Yu Kee. He started out in coffee shops and hawker centres in heartland areas and have now moved on to franchising, ensuring greater coverage in the food industry.

Currently, this is the Yu Kee brand – a brand that is committed to their taste and quality by not forgetting their roots; a brand that reaches out to the public as far and wide as possible and a brand that is not driven

Mr Seah's mantra in Yu Kee is: **"Do everything that is within your capabilities systematically, while putting in your heart and soul in them."** – wise words from his father that is etched in his mind forever.

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Tasty Singapore-endorsed brand: Yu Kee

