

Chinatown Food Corporation

Bringing People Closer Together Daily



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Tasty Singapore-endorsed brands: **Chinatown**

It used to be that glutinous rice balls were handmade and prepared only for special occasions. For more than a decade now, Chinatown Food Corporation has been promoting this humble Chinese dish as a dessert to be enjoyed all year round. Today, these rice balls are one of the company's best sellers among its other traditional Asian food products. It is now an established frozen Asian food supplier to supermarkets internationally.

In the old days, "tang yuan" or glutinous rice balls were prepared only during the Chinese Winter Solstice to celebrate the end of a good harvest. Then, families would get together and tuck into bowls of piping hot sweet soup with red and white rice balls. This traditional Chinese dessert is, today, still served at celebratory occasions such as weddings, birthdays and anniversaries as it symbolises a "perfect union" for the Chinese.

In the belief that friends and family should get together regularly in this 'union' or 'reunion', Chinatown Food Corporation set out to make "tang yuan" available to its customers all year round. But it offers more than just plain rice balls. The company's rice balls come conveniently packed in a variety of flavours such as peanut with white sesame seed, black sesame, red bean and even yam. The best part – its products are available from almost every supermarket in Singapore.

Incorporated in 1992, Chinatown Food Corporation manufactures Oriental and non-Oriental foods. Marketed under the Chinatown brand and Amstar trademark, these range from glutinous rice balls to roti prata, mini puffs to golden layer cakes, and from Asian desserts to cookies. The company also provides private label contracts and customises products to clients' requirements. Today, the Chinatown brand is widely distributed to more than 200 supermarkets and restaurants in Singapore, and to countries in Asia, Europe and North America.

"Quality always comes first for Chinatown Food Corporation," says Mr Sunny Koh, Managing Director. "This is emphasised from our automated manufacturing processes to the appointment of our distributors and agents. Whether we're researching the latest trends or developing better products,

we make sure our products meet public health safety standards. In fact, we require all our suppliers to provide certificates or declarations of the raw materials and packaging they use to ensure these are of best quality."

This sense of quality is so entrenched in Chinatown Food's corporate culture that the company signed the Singapore Packaging Agreement, to ensure its product packaging reduces unnecessary waste and is more environmentally friendly. The company was awarded the "Certificate of Commendation" by the Agri-Food and Veterinary Authority of Singapore for achieving Grade 'A' status in food hygiene, sanitation and processing in the fifteen consecutive years since its incorporation in 1992.

The company is continually researching trends and lifestyle needs to cater to changing tastes. These efforts have enhanced the company's foray into new markets such as the Middle East, India, Russia and other European countries, where there is increasing demand for authentic Asian food and convenience food.