

Bachun Food Industries

A Passion for Taste



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Tasty Singapore-endorsed brands: **Ong's, D'Vinz**

Since its incorporation in 1976, Bachun has made a name for itself in the local wholesale market for cooking sauces and marinades. Its distinction lies in its adaptability to fast-changing food trends and taste profiles, developing products to ensure its customers adapt with minimal fuss. Its signature brands, Ong's and Bachun, serve top quality, authentic local sauces and condiments, along with a range of fusion marinades and sauces to cater to changing food trends.

To address a growing focus on Western markets with their lighter, sweeter palates, Bachun has developed a range of premium syrups to add to coffee, tea, ice cream, cakes and other desserts, under its new brand D'Vinz. Derived from the phrase "delicious and very 'in'", D'Vinz plans to introduce more new products including other gourmet syrups and a healthier range of bread spreads.

Bachun exports close to 80% of its products to Australia, New Zealand, Africa, South Asia, USA and Europe. Almost half of their exports are catered to major food manufacturers as part of Bachun's contract manufacturing activities. In each market, the company retails its products through major distributors.

"Product development is an ongoing process for us," says Mr Ong Chun Wan, Business Development Manager for Bachun. "We are constantly innovating so that we can market new products to keep us competitive, while at the same time, add to the strength of our product offering. Our diversification to include a western-style approach to cooking will complement the strong Asian focus that we already adopt, and give our customers more choice in terms of flavours."