

Chye Choon Foods

Poised to Shine on the World Stage

From its inception as a small family business in the late 1950s, Chye Choon's mission has been to provide wholesome and good quality foods at reasonable prices to satisfy all of its customers' needs. The company has since grown into a well-recognised leading manufacturer of rice vermicelli and rice noodles. Chye Choon's diversified product range also includes various types of imported rice, food starches, flour, sugar and other staple consumables for both retail and institutional customers. The list has grown steadily over the years in tandem with Chye Choon's marketability at home and abroad, and reflects the pride that the veteran food manufacturer and supplier takes in its ability to understand its customers' needs.

Product development is a key element of Chye Choon's business model, especially for its key Gold Leaf and Peacock brands. As part of its long-term direction to globalise its market presence, the company has created an innovative rice vermicelli range under its Peacock brand called "Quick Meals". These deliciously hearty noodles - each packet a whole meal by itself - come with fresh ready-made gravies in retort pouches to render the product the ultimate instant food. These are available in various Southeast Asian flavours, including Singapore Style Curry Chicken, Singapore Style Nonya Laksa, Singapore Style Satay Bee Hoon, Singapore Style Mee Siam, Malaysian Style Ayam Soto, Thai Style Tom Yam Rice Vermicelli, Malaysian Style Paneang (Dried Shrimp) Curry and Thai Style Green Curry Rice Vermicelli.

In recent years, Singaporeans have become more vigilant with their diet. Mirroring this positive development, Chye Choon spares little effort to ensure its recipes adhere to the Health Promotion Board's "Healthier Choice" guidelines. Among its array of options targeted at the more health-conscious, is a rice vermicelli made from pure brown rice, a good source of fibre and protein. At the same time, it strenuously shuns the use of MSG or preservatives in any of its products.



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Tasty Singapore-endorsed brands: **Peacock Brand,**
Golden Flying Horse Brand

Today, Chye Choon enjoys a broad client base within the food arena and markets its products through a variety of distribution channels. "We operate under the business philosophy to continuously better ourselves and grow with our customers," says Mr Jimmy Soh, Managing Director of Chye Choon. "We are currently selling our products through distributors in Jakarta, Shanghai, Manila, New York, Vancouver, and Sydney. We are also working to build our markets in Europe and the USA because these areas present great opportunities for our products. Using these strategies, we envision growing to become a highly respected global food company within the next six years."

Chye Choon stays abreast of the latest food trends and tastes through frequent interactions with, and feedback from, its customers. It regularly attends international food shows to gain a better insight into the various markets where it distributes its products, and to catch up with new standards in food processing. This has helped the company to stay competitive with tasty products, high customer service standards and more importantly, the consistently great quality its customers have come to love and trust.