

Foodplex

Blending Cultures in a Frank



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Tasty Singapore-endorsed brands: **Master Butchery**

For Foodplex, a sausage is more than a sausage. This manufacturer of premium sausages and processed meat products has been successfully coming up with innovative ideas to the sausage since 1996. From unique Asian-flavoured sausages and hams under its house brand, Master Butchery, the company has expanded its scope to custom-develop products for the popular GoGo Sausages brand. Its creative concepts for the sausage have increased demand for its high quality, Halal-certified products from customers in Asia and the Middle East.

Most people would probably have seen a GoGo Franks or GoGo Sausages kiosk at Singapore's Changi Airport Terminal 2 and various shopping malls in Malaysia. Not many would know that Foodplex has been custom-developing a range of Asian-flavoured premium sausages for these outlets. The only manufacturer of Asian taste gourmet sausages in Singapore, the company has been producing and distributing these sausages and other processed meat products for clients such as GoGo Sausages, as well as its own brand, Master Butchery.

Recently tasked to develop exciting flavours for young, trendy and upmarket GoGo customers, Foodplex decided to marry the different cultural tastes of Asia with this convenient Western food. Indeed, the company's creative take on East meets West has been enticing consumers to try the different varieties available at GoGo Franks and GoGo Sausages. From Cheezy Chicken and Satay flavours, to Tandoori, Black Pepper and even Lamb Rendang... These sausages are truly a delight. It has even come up with a Halal version of the Chinese sausage or "lap cheong", bringing a traditional Chinese dish – and taste – to more consumers.

That's not all. The company believes in constantly enhancing its products to cater to the ever-changing tastes and preferences of its customers. To this end, Foodplex has been investing in technology and coming up with unique combinations and flavours for its products. For instance, it has been developing a range of meatballs under its Master Butchery brand. Besides the currently available Cheese Balls, it hopes to offer more unique tasting and interesting products, such as prata wrapped sausages and meatballs with fillings.

"Many products and services are now tied to certain lifestyle trends to appeal to customers," says Beatrice Lee, Managing Director of Foodplex. "People want greater convenience and more variety in the things they get, especially food. We have been consistently researching and analysing these trends. At the same time, we're looking into improving our packaging and creating new ideas for people to enjoy our sausages and other products. We have recently acquired new machinery that will enable us to fill sausages or meatballs with sauces."

Indeed, Foodplex is the first manufacturer in Singapore and Malaysia to invest in this co-extrusion technology. The machine ensures that sauces are sealed within the sausage or meatball, which locks in the taste and further enhances the consumer's sensory experience. Ever mindful of lifestyle trends and customer preferences, it hopes the new filled sausage products will offer consumers a faster, easier, tastier and more enjoyable experience. The company plans to market these products through their current distribution network of supermarkets, hotel restaurants and caterers soon.

To further extend its business in the region, Foodplex is looking into joint ventures with foreign partners in Asia and the Middle East. These ventures will enable the company to transfer technological skills and enhance product distribution and marketing. It also believes there is potential for growth in countries such as Indonesia, Malaysia, China and Japan.