

Chuen Cheong Food Industries

Brewing the Unique Essential Sauce



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Tasty Singapore-endorsed brands: **Tiger Brand**

No company takes soy sauce more seriously than Chuen Cheong. When its founder moved to Singapore more than 70 years ago, he saw the potential to further develop the soy sauce market. From manufacturing soy sauce under its own Tiger brand, the company has moved to other market segments, providing consumers with a range of condiments including chilli sauce and marinades. Today, the company has factories in Singapore and Malaysia, and its products are widely distributed around the region.

Established in 1930, Chuen Cheong Food Industries manufactures a range of soy sauces, chilli sauces and other condiments under its house brand, Tiger. It also packs products on a contract basis for clients under their labels. Some of its well-known products include a range of light and dark soya sauces, chilli sauces, salted soya beans, vinegar and marinades. These, especially its soy sauces, are still produced from recipes using traditional Chinese methods. Handed down through the generations, its soy sauce recipes have remained true to founder, Chia Hou's vision – that the company's sauces should maintain the unique tastes and flavours to be shared with family and friends.

To achieve this, the company insists on using the highest grade of soybeans imported from Canada. It set up its own manufacturing facilities to ensure the company is in complete control over the quality of its production processes and products. That's not all. The company has invested significantly in R&D for its product development. The same quality ingredients used in its sauces and condiments are also used in new product lines. Doing so ensures the flavour and taste of its new products are of high quality and standard too.

Ever mindful of changing consumer tastes and preferences, Chuen Cheong is constantly looking into enhancing its products and researching the acceptance of unique flavours in its market. For instance, to meet consumers' need for convenience, the company has recently introduced sauces that combine two or more flavours in a bottle, such as soy sauce with chilli and soy

sauce with chilli and garlic. It has also come up with 100ml soy sauce travel packs for the consumer who cannot live without soy sauce, even on holiday.

"Soy sauce is a traditional product that is now used in many types of Asian dishes," says Mr Chia Weng Kaye, Managing Director of Chuen Cheong. "It is such an essential ingredient that some of our customers will feel that food is bland without it. Of course, we've been looking into changing lifestyle trends throughout the years and have improved on our products and packaging to suit changing needs. For example, we changed our glass bottles to plastic bottles in the 1980s. With consumer demand for greater convenience and variety, we have also been developing products that match these trends."

Besides adapting its products and packaging to meet consumer needs, Chuen Cheong is also the innovative pioneer when it comes to promoting its products. For instance, it was one of few local companies to use cinema advertising in the early 60s. It has also placed advertisements on public transport and through radio. To reach an even wider audience, the company has been featured in a television game series since 2002.

Currently, Tiger brand products are distributed in Singapore to major hypermarkets, supermarkets, provision shops and convenience stores. They are also exported to other countries in South East Asia and Europe, as well as to Australia and New Zealand.