

**Fragrance Foodstuff Pte Ltd**

**Fragrance In Every Bite**

Inspired by the fervour and optimism of the newly independent Singapore, Madam Ong set up her first bak kwa stall in 1969. Through hard work, she developed a winning formula. Soon, the heavenly scent of her barbecued meat attracted Singaporeans from all walks of life to share this tradition. The brand was named in Chinese, meaning "Fragrance", after the natural aroma of the barbecued meat.

Currently, Madam Ong's descendants, the Tan family, has continued championing the indomitable spirit of a post-independent Singapore with their irresistible barbecued selections as well as traditional Singaporean snacks. It is every Singaporean's pride in our gastronomic traditions that has driven Fragrance to become a leader in barbecued meats, and one of the region's fastest growing chains.

Fragrance is a well-known bak kwa manufacturer with a long heritage in Singapore's food industry. Our Bak Kwas are made with the freshest and finest meat. The meat is marinated with our unique blend of Chinese herbs including ginseng and wolfberry, with no preservatives added in the manufacturing process. Our products are manufactured using state-of-the-art-equipment, and every step of the production process undergoes strict hygiene control. These mouth-watering bak kwa are grilled to perfection for all our customers to enjoy.

Besides, our Flosses range is the perfect complement for many dishes, ranging from Asian cuisine to Fusion creations! You may even choose to toss it with congee, rice, and even salads. You can also try setting them at top buns and tofu, for they would give a satisfying finish to every dish.

Other than that, every packet of our Fragrance Salted Egg Fish Skin is carefully baked and prepared in our Singapore factory. Only the finest ingredients, such as real salted eggs, are used to create this snack for that flavourful crunch. This is perfect as snacks, gifts and even souvenirs for friends and relatives overseas. But beware, our fish skin is extremely addictive! Moreover, Fragrance Salted Egg Potato Chips and Potato Sticks are both lovingly baked for the perfect flavour and crunch. We strongly believe that you will finish our chips in record time!

Ready-To-Cook Frozen Food is also one of our popular food series which you can enjoy a taste of home just by heating up!

Don't miss it! Come share the passion and enthusiasm of Madam Ong and our traditional favourites at Fragrance.



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**Tasty Singapore-endorsed brand(s):**

Fragrance