

You Tiao Man Pte Ltd

Savour Tradition at its Best

传统味道，现代打造

You Tiao Man started out as humble hawkers in the 1960s before gradually progressing to become food manufacturers in recent years.

With years of experience in the food supply business, we understand that listening to customers and continuous innovation are the keys to success.

We may be a heritage brand, but we are continuously pushing the boundaries. From improving recipes to looking at technological innovations to enhance efficiency, we pride ourselves on our drive to constantly reinvent ourselves, and our tenacity to help clients grow their businesses.

Our customers include many big players in the market such as airlines, hotels and restaurants. With a strong record and customer recognition in Singapore, we believe that our products are superior and unique.

While our product — *You Tiao* — may be traditional, the approach we take is new and cutting edge.

Through discussions with our head chef and talking to different customer segments to understand their needs, we have come up with different variations of the *You Tiao*, and ways which the product can be infused in both Western and Asian cuisines.

In 2018, we are the first company to introduce the Charcoal *You Tiao*, which has proved to be a success with many F&B establishments in Singapore.

In 2019, we also developed a healthier wholegrain *You Tiao*, endorsed by the Health Promotion Board with the “Healthier Choice” symbol.

Our products are also proudly Halal-certified and suitable for vegetarians.



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Tasty Singapore-endorsed brand(s):

You Tiao Man