

Tat Hui Foods

The Noodle Revolution

Everybody has tried instant noodles in some form or the other. Nothing beats a quick and easy formula where you can have a steaming bowl or cup of noodles in just about two minutes. Tat Hui Foods has taken this phenomenon to a new level, innovating to bring its customers their favorite flavors as well as new ones.

Tat Hui realized that in order to give their customers healthier options in their instant noodle selection, it would have to find a way to reduce the high MSG and fat content found in most instant noodles. Through extensive R&D, Tat Hui perfected the art of producing steam-cooked noodles that were air-dried and never fried. It also found that by using more natural ingredients in place of MSG, it could recreate the delicious taste its customers have come to love.

This has translated into a few firsts for the company; first to produce instant noodles without any added MSG, as well as first to receive the 'Healthier Choice' endorsement in this category. Its noodle range, which includes the popular Koka, Sanwa and Yoodles brands, now have less than 1% of fat content as compared to the average 20% found in other noodle brands.

The company's marketing tagline "Join the Revolution" emphasizes this shift toward the demand for healthier food in the markets it is in. It markets more than 90% of its products to countries in Europe, Australia, Asia and the Middle East. In each of these markets, Tat Hui carries out brand building activities jointly with its distributors, to raise awareness of the company, its brands and of course, its noodles. Tat Hui also customizes its noodles based on the taste profiles for each region. In Asia, its 'stir-fry', 'tom yum' and 'satay' flavors are most demanded while its conventional 'chicken', 'beef', 'seafood' and 'mushroom' flavors are most favored in Europe.

On the quality front, the company uses the latest technology and automation to ensure fast and smooth food processing. Tat Hui understands the need for premium food quality and this is reflected in the highly-specialized conveyor systems, temperature monitoring systems and seasoning processes it carries out. Product development is also a constant. New tastes, forms and packaging are regularly developed and enhanced for new and existing markets.

"We are always innovating in our products", says Lim Shiang, Marketing Director for Tat Hui. "We want to ensure that our customers are always spoiled for choice when it comes to their selection of tasty, yet healthy instant noodles. But at the same time, we have always strived to maintain a high level of environment consciousness. This means working continuously to ensure our systems and processes are in line with safety guidelines and using recycled materials for our packaging wherever possible."