FFOODS Spectrum
perspectives on food technologies & business
ASIA

NestlÃ© (Hsufuchi Foods) identifies TOMRA as a long-term partner

06 July 2017 | News

Singapore - Aflatoxin is a major issue for Chinese food manufacturers and processors. Food exporters face even more challenges, as products exceeding the aflatoxin level imposed by import countries can often be rejected, which can have a negative impact on the brand image.

NestlÃ© recently identified TOMRA as a long-term partner to assure a solid quality control solution.

Singapore - Aflatoxin is a major issue for Chinese food manufacturers and processors. Food exporters face even more challenges, as products exceeding the aflatoxin level imposed by import countries can often be rejected, which can have a negative impact on the brand image.

Hsufuchi Foods, a sub-brand of Nestlé Group, is a well-known food brand with the biggest snack and candy market share in mainland China, Hong Kong and Taiwan. To reinforce its position, Hsufuchi Foods puts quality as its top priority and enforces strict quality control measures to gain and retain consumers, leading to a large market share. Even with strong quality control measures in place, Hsufuchi Foods never stops actively seeking effective measures for quality enhancement. Since its acquisition in 2011, Hsufuchi Foods has adopted Nestléâ??s global quality standards, which are more stringent than Chinaâ??s domestic food safety regulations.

Nestlé recently identified TOMRA as a long-term partner to assure a solid quality control solution, with several of its processing lines across the world installing TOMRAâ??s state-of-the-art sorters, helping to ensure the quality of raw materials and final food products, meet Nestléâ??s uniform global standards.