

Singapore's Hey! Chips introduces clean-label fruit bites snacks

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Singapore's leading clean snack brand, Hey! Chips introduced its latest innovation: Hey! Fruit Bites. A first-of-its-kind freeze-dried snack, Hey! Fruit Bites combines the purity of natural ingredients with the power of science to create a crunchy snack suitable for all ages.

Built on the belief that food should be as clean and honest as it is delicious, Hey! Chips has become a trusted name in the healthy snacking scene with its award-winning signature collection of fruit and vegetable crisps.

The idea for Hey! Fruit Bites originated when the founders became new parents and struggled to find baby snacks that met their high standards. Most snack options in the market, even from the baby aisle, are filled with artificial flavourings, concentrates, and industrial food additives (e.g. thickeners, binders and preservatives).

Hey! Fruit Bites stands apart with its simple ingredients, minimal processing and zero added sugar. With 60 per cent fresh yoghurt fermented in-house and 40 per cent real fruit slices, Hey! Fruit Bites delivers the most natural form of snacking. Freeze-dried at -30°C to retain up to 97 per cent of nutrients, every bite delivers a satisfying crunch with probiotics and superfood benefits.