

Philippines Mega Sardines celebrates 50 years

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As it celebrates its 50th anniversary, Mega Prime Foods Inc. reflects on a remarkable journey—one that began with a simple mission to provide affordable, nutritious food to Filipino families. What started as a humble fishing company has now become one of the most innovative and socially driven food manufacturers in Southeast Asia, producing over 3 million cans of sardines daily from its advanced facilities in Batangas and Zamboanga.

Sardines, long a staple in Filipino households, are among the most nutritionally dense foods in the world—rich in Omega-3 fatty acids for brain and heart health, vitamin B12 for metabolic support, and a host of other essential nutrients like calcium, iron, and selenium. Mega Sardines ensures these health benefits are preserved through its industry-leading “catch to can in 12 hours” process, setting it apart in freshness, quality, and care.

For Chairman and Founder William Tiu Lim, the journey has not been easy. From natural disasters like the devastating 1970s typhoon that destroyed much of their fishing fleet, to political and economic crises, Mega has endured and grown stronger. Through it all, Tiu Lim held fast to three core values: Quality, Innovation, and *Malasakit*—a uniquely Filipino term meaning selfless concern for others.

“We’ve always aimed for the best possible quality,” said Tiu Lim. “Our fish go from sea to can in just 12 hours, compared to the industry’s usual 1–3 days. That freshness is our edge.”

This commitment to innovation and excellence recently culminated in a global milestone: Mega Sardines was designated a “Superfood” by the Medical Wellness Association (MWA), becoming the first seafood product ever to receive the distinction. The recognition was awarded during Mega’s 50th anniversary celebration by MWA Board Member and faculty member James Michael Lafferty, underscoring the brand’s role in promoting global wellness.