FFOODS Spectrum
perspectives on food technologies & business
ASIA

Tasty Sâ??pore food in Indonesia

18 January 2018 | News

More Singapore firms in the food business are getting onto the shelves in top supermarket chains in Indonesia.

The initiative, which started in 2015, has already paid off for 19 Singapore companies, which have secured permanent listings in Indonesian supermarket chains.

More Singapore firms in the food business are getting onto the shelves in top supermarket chains in Indonesia.

The charge is being directed by the Singapore Food Manufacturersâ?? Association (SFMA) and IE Singapore, which have devised the Tasty Singapore Food Aisle campaign.

This allows different food manufacturers to sell their products in supermarkets as a group through a common Singapore branding.

The campaign will run in AEON, Diamond, FoodHall, and Farmers Market, a new partner, this year. There are more than 100 products from 12 companies in this latest campaign, which started on Dec 23 and runs until December this year.

Some of the participating brands include Chye Choon, which produces rice vermicelli and rice noodles under the Peacock label, instant coffee maker and supplier Gold Kili, and Ha Li Fa, which supplies BoBo fishballs and fishcakes.

The initiative, which started in 2015, has already paid off for 19 Singapore companies, which have secured permanent listings in Indonesian supermarket chains.