



# PRIMA TASTE



# INTRODUCTION

# What is Singapore food

**Singapore's rich and colourful food history began in the late 1800's, when early immigrants from China, Europe, the Malay Peninsula and the Indian sub-continent arrived in hopes of a better life.**

**Early migrants brought along their diverse food heritage and traditions. The spirit of adaptation has created what is now known as authentic Singapore food.**

**With so many ethnic influences in our food culture, few places in the world can offer as diverse and exotic appeal as Singapore. It's no wonder that Singapore has long been touted as a Food Paradise.**



Hainanese Chicken Rice



Indian Curry



Malay Satay



Laksa

# Our Brand Story

Concerned that the food we knew and loved may disappear in another generation or two, Prima Taste painstakingly uncovered and codified the recipes of authentic Singapore food savoured by generations of Singaporeans.

Since 1998, Prima Taste has embarked on the mission to **Preserve the heritage and tradition of Singapore food and make them available to the world** through our Ready-to-Cook Best Singapore Favourites Sauce Kits, Instant LaMians, and Ready Meals.



# Our Promise

## **Authentic**

Singapore flavours made  
with traditional recipes  
and loved by generations

## **Easy**

An all-in-one  
complete meal that is  
quick and simple to prepare



## **Gourmet Quality**

Cooked from scratch using  
natural and premium ingredients.  
Satisfies the most discerning palate

## **Indulgence**

Gives great enjoyment  
– the more you eat  
the more you like



# Distribution Network

Today, our distribution network spans over **40+ countries globally** and are widely distributed to leading retailers, online and offline:



# OUR PRODUCTS

# Our Product Range

Over the years, Prima Taste has created a wide range of Singapore food that is not only great tasting but also healthier. Proudly made in Singapore, our products are made from scratch using premium and natural ingredients.

## Complete Sauce

A convenient all-in-one base sauce used to prepare authentic Singapore dishes.

## Ready Meal

First of its kind, a rice meal ready in just 90 seconds

## Best Singapore Favorites

Convenient easy-to-cook meal sauce kit to create authentic Singapore food, complete with essential condiments

## LaMians

Our award winning LaMians are created from premium high protein wheat flour paired with our well loved pastes and sauces

## Foodservice

Pastes and premixes for professional Chefs



## Premium Non-Fried Noodle

Highly versatile steamed air-dried noodle

## Wholegrain LaMian

Made with 51% superfine wholegrain flour for nutritional goodness

## Hot Pot Soup Base

Simply add water to enjoy a hot pot

## Authentic Asia Cooking Sauces

Versatile base sauce great for cooking meat, seafood or vegetables



**FOODSERVICE**

# Prima Taste Food Service

**We work closely with chefs and businesses of all sizes, from independent cafes to restaurant and hotel chains and caterers from around the world.**

**Beyond just supplying our products, Prima Taste strives to be a value-added partner that provides solutions to help our partners succeed.**

**We have extensive experience working with:**

- **F&B – leading local and international chains that feature Singapore and Asian cuisines**
- **Hospitality – international five star hotel chains**
- **Airlines – international five star national flag carriers**



# Prima Taste Food Service – Why Prima Taste?

1. **Authentic Asian cuisine** critiqued by international taste panellists and achieved **90% buy-in** against iconic benchmarks.
2. **Consistency** is optimised through the precision in Paste, Premix and simple prep process.
3. **Saves prep time, labour and costs** to help you drive profitable growth.
4. **No refrigeration needed**, stores at room temperate.
5. **Made in Singapore** to high quality and safety standards.
6. Minimises wastage for your professional kitchen.



# Prima Taste Food Service – Why Prima Taste?

## MAGIC is in the Paste

Established Brand  
well-known for  
Authentic  
Singapore taste

Modular, easy to  
use, replicate &  
upscale for growth

No dependence on  
highly skilled chefs

SOP, Recipe &  
Training provided



Consistent Food  
Quality across all  
outlets

18 months Shelf-life  
in Ambient storage

Marketing Initiatives  
& Creative ideas

Regular Audits &  
Business Reviews

# Prima Taste Foodservice Packs

## SINGAPORE CHILLI CRAB

First found in the early 1960s, the Singapore Chilli Crab is a delightful dish developed and enhanced over the years through Chinese and Malay influences. The dish is practically an institution in Singapore today, having won accolades from both locals and visitors for its piquant tomato base loaded with fresh chilli, garlic and other spices!

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### Pack consists of

- Chilli Crab Paste (600gm) X 1 pack
- Chilli Crab Premix (15gm) X 2 packs

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### Cooks 2 crabs

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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### Shelf life 18 months

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### Attributes

- No added MSG
- No added preservatives
- No artificial colouring





# Prima Taste Foodservice Packs

## SINGAPORE CURRY

Traders and immigrants during the early days of Singapore brought curry from India. With cross-cultural influences thriving in our multi-racial society, the dish has evolved into many versions and styles of cooking. The Singapore Curry boasts a smooth rich gravy infused with coconut milk, and a delightful aroma that will surely whet one's appetite!

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### Pack consists of

- Singapore Curry Paste (1.00kg) X 1 pack
- Singapore Curry Premix (475gm) X 1 pack

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**Serves** up to 15 portions

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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**Shelf life** 18 months

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### Attributes

- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring



# Prima Taste Foodservice Packs

## HAINANESE CHICKEN RICE

Immigrants from China's Hainan Island brought this dish with them while seeking a living in Singapore during the colonial days. It has been hailed as one of the dishes that brought Singaporean cuisine international attention. Typically served with pandan-flavoured rice and a medley of sauces – chilli, ginger and dark soy sauce.

### Pack consists of

- Hainanese Chicken Rice Fragrance Oil (480gm) X 1 pack
- Hainanese Chicken Rice Premix (300gm) X 1 pack
- Sesame Soya Sauce Oil (500gm) X 1 pack

**Serves** up to 20 portions

### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

**Shelf life** 18 months



# Prima Taste Foodservice Packs

## LAKSA

A cross-cultural dish found in Singapore and her neighbouring countries with different versions in each. The famed Singapore Laksa is of Nonya origin with a rich spicy coconut gravy that has endeared the dish to both Singaporeans and visitors alike. Typically served with thick rice noodles topped with laksa leaves and sambal chilli.

### Pack consists of

- Laksa Paste (With Laksa Leaves) (1.00kg) X 1 pack
- Laksa Premix (870gm) X 1 pack

**Serves** up to 35 portions

### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

**Shelf life** 18 months

### Attributes

- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring



# Prima Taste Foodservice Packs

## MEAT BONE SOUP

In the early colonial days, Chinese coolies picked up spilled spices and herbs along passageways, then cooked the spices with meat bones and water for a simple meal. Typically served with fresh ribs simmered to perfect tenderness, and accompanied with Chinese dough fritters or 'You Tiao' (fried fritters) and Chinese tea.

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### Pack consists of

- Meat Bone Soup Stock Mix (500gm)  
X 1 pack
- Meat Bone Soup Soya Sauce (20gm)  
X 7 packs
- Meat Bone Soup Premix (10gm) X 4 packs

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**Serves** up to 14 portions

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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**Shelf life** 18 months

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### Attributes

- No added MSG





# Prima Taste Foodservice Packs

## MEE REBUS

Another popular dish that was created through cross-cultural influences, the yellow noodles are cooked in a delicious thick, spicy and sweet gravy prepared with Malay spices.

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### Pack consists of

- Mee Rebus Paste (1.00kg) X 1 packet
- Mee Rebus Premix (132gm) X 1 packet
- Lime Juice (12gm) X 7 packets

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**Serves** up to 20 portions

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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**Shelf life** 18 months

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# Prima Taste Foodservice Packs

## MEE SIAM

A mix of Chinese, Nonya and Malay influences has produced some of Singapore's most popular dishes, one of which is Mee Siam. The rice vermicelli is fried to fragrant perfection and then smothered in tangy assam gravy, and topped with an assortment of tantalising garnishes and lime juice.

### Pack consists of

- Mee Siam Paste (1.00kg) X 1 pack
- Bee Hoon Sambal (160gm) X 1 pack
- Lime Juice (12gm) X 5 packs

**Serves** up to 15 portions

### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

**Shelf life** 18 months

### Attributes

- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring



# Prima Taste Foodservice Packs

## PRAWN MEE

A popular Hokkien noodle dish first found along Hokkien Street in Singapore's Chinatown in the early fifties. Decades later, it is still a firm favourite with its delicious recipe of yellow noodles in a rich prawn-chicken stock. Usually garnished with prawn and meat.

### Pack consists of

- Prawn Stock Mix (Halal) (450gm) X 1 pack
- Prawn Mee Chilli Powder (5gm) X 2 packs
- Fried Shallot & Oil (25gm) X 2 packs

**Serves** up to 6 portions

### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

**Shelf life** 18 months

### Attributes

- No added MSG
- No added preservatives
- No artificial flavouring



# Prima Taste Foodservice Packs

## RENDANG

Rendang is a traditional Asian dry curry, originally concocted to tenderise and disguise tough cuts of meat. Since then, it has become a very popular dish using beef, lamb or chicken chunks. The secret behind great Rendang is the gravy, consisting of spices like coriander, cinnamon, turmeric and a generous dose of coconut milk. With its aromatic blend of spices, Rendang is guaranteed to tantalise your taste buds!

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### Pack consists of

- Rendang Paste (1.00kg) X 1 pack
- Prima Coconut Premix (440gm) X 1 pack

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**Serves** up to 14 portions

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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**Shelf life** 18 months

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### Attributes

- No added MSG
- No added preservatives
- No artificial flavouring



# Prima Taste Foodservice Packs

## SAMBAL BELACHAN FOR VEGETABLES

A special blend of dried shrimp, chilli and mixed spices for a deliciously spicy and fragrant vegetable dish.

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### Pack consists of

- Sambal Belachan Paste (1.00kg) X 1 pack

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**Serves** up to 16 dishes

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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**Shelf life** 18 months

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### Attributes

- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring



# Prima Taste Foodservice Packs

## SAMBAL CHILLI

A delicate balance of spicy and sweet flavours. Excellent for cooking meat, seafood and vegetables. Makes a great dip too.

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### Pack consists of

- Sambal Chilli Paste (1.00kg) X 1 pack

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**Serves** up to 20 dishes

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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**Shelf life** 18 months

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### Attributes

- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring





# Prima Taste Foodservice Packs

## SATAY BEE HOON

Another cross-cultural dish, Satay Bee Hoon is popular among all ages with its thick, luxuriant peanut gravy embracing an eclectic mix of seafood, meat and vegetables.

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### Pack consists of

- Satay Bee Hoon Paste (1.00kg) X 1 pack
  - Satay Peanut Paste (800gm) X 1 pack
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**Serves** up to 15 portions

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### Storage

- Store at room temperate, no refrigeration needed
  - Refrigerate after opening and use within 3 days
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**Shelf life** 18 months

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### Attributes

- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring



# Prima Taste Foodservice Packs

## SINGAPORE SATAY

This traditional Singapore Satay features juicy meat chunks threaded on bamboo skewers and grilled to fragrant perfection. Served with a distinctive crunchy peanut-based dip that has made this dish a national favourite.

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### Pack consists of

- Singapore Satay Marinade (450gm)  
X 2 packs
- Singapore Satay Peanut Paste (850gm)  
X 1 pack
- Singapore Satay Sauce Mix (1.00kg)  
X 1 pack

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**Prepares** up to 240 skewers

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### Storage

- Store at room temperate, no refrigeration needed
- Refrigerate after opening and use within 3 days

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**Shelf life** 18 months

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### Attributes

- No added MSG
- No added preservatives
- No artificial flavouring



# Prima Taste Foodservice Packs

SKUs			No. of components	Serves up to
1	CHILLI CRAB	Piquant tomato base loaded with fresh chilli, garlic and other spices. This dish is practically an institution in Singapore today.	2	2 crabs
2	SINGAPORE CURRY	A aromatic and smooth rich gravy infused with coconut milk, herbs and spices.	2	15 portions
3	HAINANESE CHICKEN RICE	Immigrants from China's Hainan Island brought this dish with them while seeking a living in Singapore during the colonial days.	3	20 portions
4	LAKSA	A rich spicy coconut gravy typically served with thick rice noodles topped with cockles, fishcake and sambal chilli.	2	35 portions
5	MEAT BONE SOUP	In the early colonial days, Chinese coolies picked up spilled spices and herbs along passageways, then cooked the spices with meat bones and water for a simple meal.	3	14 portions
6	MEE REBUS	Yellow noodle in a delicious thick, spicy and sweet gravy prepared with Malay spices, typically served with hardboiled egg and garnishes.	3	20 portions
7	MEE SIAM	Rice vermicelli in a tangy assam gravy, and topped with an assortment of tantalizing garnishes and lime juice.	3	15 portions
8	PRAWN MEE	Delicious recipe of yellow noodles in rich prawn-chicken stock, usually garnished with prawn and meat.	3	6 portions
9	RENDANG	Traditional Asian dry curry consisting of spices like coriander, cinnamon, turmeric and a general rose of coconut milk.	2	14 portions
10	SAMBAL BELACHAN FOR VEGETABLES	Special blend of dried shrimp, chilli and mixed spices of a deliciously spicy and fragrant vegetable dish.	1	16 dishes
11	SAMBAL CHILLI	Delicate balance of spicy and sweet flavours. Excellent for cooking meat, seafood and vegetables. Makes a great dip too.	1	20 dishes
12	SATAY BEE HOON	A popular dish among all ages with its thick, luxuriant peanut gravy embracing an eclectic mix of seafood, meat and vegetables.	2	15 portions
13	SINGAPORE SATAY	Infuse the meat chunks in this marinade with a deep tone and dip the smoke-kissed satay in crunchy peanut-based sauce.	2	240 skewers

**COMPLETE SAUCE**

# Prima Taste Complete Sauce

Created to appeal to a wide international audience and palate, Prima Taste Complete Sauce is a convenient all-in-one base sauce to prepare authentic Singapore dishes.

## USP

- Complete sauce solution with all the spices and condiments you need in one pouch
- Convenient & easy to use

## Preparation

- Scan QR code on packaging for easy cooking video.

## Storage

- State-of-the-art retort (heat sterilisation) pouch to retain freshness for 18 months
- Unopened pouch can be stored at room temperature, no refrigeration needed

## Healthier options (for selected products)

- No added MSG
- No preservatives
- No artificial colouring
- No artificial flavouring





# Complete Sauce

SKUS			Portions
1	<b>FRIED HOKKIEN PRAWN NOODLES</b>	A scrumptious dish of yellow noodle, thick and/or thin rice vermicelli, braised in an aromatic prawn stock. Add Prima Taste Sambal Chilli and drizzle calamansi for extra umami flavour.	4
2	<b>CHAR KWAY TEOW</b>	Wok-fried noodle in soya sauce and a hint of chilli, with a delectable taste of “wok-hei” or smoked fragrance.	6
3	<b>RENDANG</b>	Authentic dry curry with tender meat chunks braised in rich coconut gravy, myriad of spices and a hint of chilli.	5
4	<b>FISH HEAD CURRY</b>	From the Malay and Chinese food heritage, a tangy sour and spicy gravy that balances well with the sweetness from the fish.	5
5	<b>PRAWN NOODLE SOUP</b>	A local favourite, this noodle dish makes a very satisfying meal prepared in rich aromatic prawn stock	4
6	<b>ROJAK</b>	The Singapore-style salad is made with juicy and crunchy vegetables and fruits tossed in an appetising mix of sweet, sour and a hint of chilli, topped with roasted ground peanuts.	5
7	<b>ROTI PRATA CURRY</b>	Savoury gravy with chicken flavour and chunky potatoes.	3
8	<b>VONGOLE PASTA</b>	Distinct Prima rendition of a rich and aromatic sauce of clam juice and fish consommé to make spaghetti vongole or picante di vongole.	2
9	<b>CHILLI CRAB</b>	Savour succulent crab in a zesty and flavourful tomato and chilli base.	3
10	<b>BLACK PEPPER CRAB</b>	Created with the finest selection of black pepper and spices	3
11	<b>MEAT BONE SOUP</b>	Peppery Singapore Teochew meat bone soup with premium garlic	5
12	<b>MEE SIAM</b>	A mix of Chinese and Malay influences, Mee Siam features a rich tamarind gravy with a hint of chilli.	3
13	<b>MEE REBUS</b>	A noodle dish of Malay origin served in thick tangy sweet gravy with a hint of chilli.	2

# Complete Sauce



**BEST SINGAPORE  
FAVOURITES  
MEAL SAUCE KIT**

# Best Singapore Favourites

## Meal Sauce Kits

**Prima Taste Best Singapore Favourites Meal Sauce Kits** comes complete with condiments, bringing you authentic flavours complemented by sheer convenience.

### USP

- Complete Meal Sauce Kit with condiments ie. accompanying sauces and dips (no sourcing of rare sauces, spices and herbs)
- Simply add 1-4 ingredients, locally available. Free feel to indulge and vary to your liking.
- Rich, robust and authentic

### Preparation

- Quick & Easy to prepare, just 3-6 steps.
- Cooking time 20-30 mins

### Storage

- State-of-the-art retort (heat sterilisation) bag to retain freshness for 12 months
- Can be stored at room temperature, no refrigeration needed

### Healthier options (for selected products)

- 25% less sodium
- No added MSG
- No added preservatives
- No artificial colouring



# Best Singapore Favourites Meal Sauce Kits

SKUS		No. of components	Portions
1 SINGAPORE CHILLI CRAB	Savour succulent crab in a piquant and flavourful chilli base. This full-bodied dish is a popular feature in Singapore seafood restaurants.	3	2 - 3
2 SINGAPORE CURRY	Various herbs and spices are skilfully blended to create a delicious dish that has attracted legions of fans among both locals and visitors to Singapore!	2	3 - 4
3 HAINANESE CHICKEN RICE	Starring tender chicken served over fragrant rice cooked with chicken stock and pandan leaves, this delicious dish delights with its rich flavours!	6	5 - 7
4 LAKSA	This rich noodle dish is created with a blend of fresh spices and herbs. Featuring rice noodles typically topped with seafood in an aromatic coconut-flavoured soup.	3	2 - 3
5 MEAT BONE SOUP	Meat Bone Soup is an aromatic dish of stewed meat and peppery soup. Dip the meat in dark soya sauce with freshly cut chilli and minced garlic to enjoy a taste of heaven!!	3	3 - 4
6 MEE REBUS	A popular dish with a Malay origin, this delicious dish features noodles served with a rich sweet and spicy sauce and topped with bean curd cubes, egg and prawns.	4	2 - 3
7 MEE SIAM	Irresistible spiced vermicelli served in a tangy sweet-sour tamarind gravy and an assortment of garnishes and sambal chilli.	4	2 - 3
8 PRAWN MEE	A noodle soup dish immensely popular with Singaporeans, Prawn Mee makes a very satisfying meal with noodles in a rich aromatic prawn-chicken soup.	4	3 - 4
9 PRIMA SATAY	A popular Asian appetiser, Satay is a traditional dish made up of juicy, grilled meat chunks threaded on bamboo skewers. Served with our refreshing and healthier tomato-flavoured dip.	3	2 - 3
10 RENDANG	Rendang features a rich, thick coconut gravy that gives meat a delightful texture and flavour. With its aromatic blend of spices, Rendang is guaranteed to tantalise your tastebuds!	3	5 - 7
11 SAYUR LODEH	A popular Malay dish featuring a delicious assortment of vegetables simmered to perfection in a lightly spiced rich coconut gravy.	3	2 - 3
12 SINGAPORE SATAY	A national favourite Singapore Satay features juicy meat chunks threaded on bamboo skewers and grilled to fragrant perfection. Served with traditional crunchy peanut-based dip.	3	3 - 4
13 VONGOLE	Vongole sauce in Asian style – a rich and aromatic sauce of clam juice and fish consommé. Perfect with any noodles or pasta. Top it off with any of your favourite seafood!	1	2



# Best Singapore Favourites Meal Sauce Kits



# **HOT POT SOUP BASE**

# Prima Taste Hot Pot Soup Base

**Made of natural ingredients, so simply add water to enjoy a hot pot with family and friends.**

## USP

- Cooked from natural ingredients. Simmered for hours to bring out the robust flavor
- Quick and easy to prepare. Just add any ingredient you fancy, from simple mushrooms to exquisite abalone and lobster

## Preparation

- Just add water
- Ready in minutes

## Storage

- State-of-the-art retort (heat sterilisation) bag to retain freshness for 12 months
- Can be stored at room temperature, no refrigeration needed

## Attributes

- No added MSG
- No added preservatives
- No artificial flavouring
- No artificial colouring



# Prima Taste Hot Pot Soup Base

SKUS		No. of components	Portions
1 <b>LAKSA HOT POT</b>	From the kitchen of Singapore's favourite Laksa expert, Laksa Hot Pot Soup Base is created from a blend of natural ingredients, fresh spices and herbs. Enjoy the aromatic and flavourful coconut-flavoured soup with every mouthful!	1	5 - 7
2 <b>PRAWN STOCK HOT POT</b>	Rich and tasty prawn stock simmered for hours to bring out the robust flavour.	1	5 - 7



# **AUTHENTIC ASIA**

## **COOKING SAUCES & PASTES**



# Authentic Asia

## Cooking Sauces & Pastes

**Prima Taste Authentic Asia sauces and pastes are versatile bases great for whipping up delicious Asian dishes, simple and fuss-free!**

### USP

- Versatile. Great for cooking meat, seafood, vegetables, rice, noodle or pasta
- Also good as a dip or BBQ marinade
- 80 g. Small but a heavy weight in flavor and volume

### Preparation

- Cooks in minutes, up to 15 mins max

### Storage

- State-of-the-art retort (heat sterilisation) bag to retain freshness for 12 months
- Can be stored at room temperature, no refrigeration needed










### Healthier options (for selected products)

- Lower in sodium
- 25% less fat
- No added MSG
- No added preservatives
- No artificial colouring



# Authentic Asia

## Cooking Sauces & Pastes

10 SKUs		Spiciness	Portions
1	<b>BLACK PEPPER SAUCE</b> Created with the finest selection of black pepper and spices.		2 - 3
2	<b>HAINANESE CHICKEN RICE</b> An aromatic chicken stock sauce for cooking Fragrant Hainanese Chicken Rice. Perfect complement with meat, vegetable or seafood dishes.	Non spicy	1 - 2
3	<b>LAKSA FRIED RICE SAUCE</b> A rich stir-fry sauce laced with herbs and spices to whip up a full-bodied dish. Inspired by Laksa, one of Singapore's favourite dishes!		2 - 3
4	<b>LAKSA PASTE</b> Created with a blend of fresh spices and herbs, this rich and versatile Laksa paste allows you to whip out a bowl of piping hot Laksa noodles or a plate of stir-fried Laksa Fried Rice.		2 - 3
5	<b>MEE SIAM GORENG PASTE</b> Goreng means 'fried' in Indonesian and Malay. A tangy sweet-sour tamarind paste for frying vermicelli, seafood or meat.		1 - 2
6	<b>NONYA SAMBAL</b> A delicate blend of shrimp, chilli, tamarind, tomato paste and mixed spices great for seafood and meat. Great as a dip too.		2 - 3
7	<b>NONYA CURRY PASTE</b> Great with vegetables and as a meat marinate.		2 - 3
8	<b>SAMBAL BELACHAN PASTE</b> A special blend of dried shrimp, chilli and mixed spices for a deliciously spicy and fragrant fried rice dish. Also great with vegetables, meat and seafood.		2 - 3
9	<b>SAMBAL CHILLI</b> Tantalising blend of chilli, garlic, shrimp paste and other spices to help you whip up a spicy full-bodied dish. Great as a dip too.		2 - 3
10	<b>SWEET &amp; SPICY SEAFOOD SAUCE</b> A piquant tomato base loaded with fresh chilli, garlic and other spices. Perfect with seafood.		2 - 3

# Prima Taste Authentic Asia

## Cooking Sauces & Pastes



**LAMIAN**



# LaMian

**Our Number 1 Seller, Prima Taste LaMian is a premium noodle in aromatic broth or sauce, available in 6 flavours**

## USP

- Renowned for its steamed non-fried premium noodle
- Retains *al dente* standing quality
- Cooked from premium Prima Taste paste, not seasoning powder

## Preparation

- 7 mins for an al dente experience

**Shelf life** 12 months

## Storage

Can be stored at room temperature, no refrigeration needed

## Healthier options (for selected products)

- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring





# LaMian

SKUs		No. of components	Packing
1	<b>BLACK PEPPER CRAB LAMIAN</b>	Premium noodle in black pepper sauce made with the finest selection of black pepper and Asian spices.	2 1s / 4s
2	<b>CHILLI CRAB LAMIAN</b>	Premium noodle in sweet & spicy tomato base sauce loaded with fresh chilli, garlic and other spices.	2 1s / 4s
3	<b>CURRY LAMIAN</b>	Premium noodle in a rich curry broth artfully blended with spices and herbs to create this delicious dish	3 1s / 4s
4	<b>FISH SOUP LAMIAN</b>	Premium noodle in fish soup stock made of Red Snapper fish bone and chicken bone for a sweeter note.	3 1s / 4s
5	<b>LAKSA LAMIAN</b>	Premium noodle in a rich coconut sauce laced with herbs and spices	3 1s / 4s
6	<b>PRAWN SOUP LAMIAN</b>	Premium noodle in a robust prawn broth, made using fresh and dried shrimps	2 1s / 4s

# LaMian



# Wholegrain LaMian

Prima Taste Wholegrain LaMian is a premium noodle in aromatic broth or sauce, available in 3 flavours

## USP

- Made with 51% superfine wholegrain flour
- Renowned for its steamed non-fried premium noodle
- Retains *al dente* standing quality
- Cooked from premium Prima Taste paste, not seasoning powder

## Preparation

- 7 mins for an al dente experience

**Shelf life** 12 months

## Storage

Can be stored at room temperature, no refrigeration needed

## Healthier options (for selected products)

- Higher in wholegrains
- No added MSG
- No added preservatives
- No artificial colouring
- No artificial flavouring



# Wholegrain LaMian

SKUs		No. of components	Packing	
1	CURRY WHOLEGRAIN LAMIAN	Premium wholegrain noodle in a rich curry broth artfully blended with spices and herbs to create this delicious dish.	3	1s / 4s
2	LAKSA WHOLEGRAIN LAMIAN	Premium wholegrain noodle in a rich coconut sauce laced with herbs and spices.	3	1s / 4s
3	PRAWN SOUP WHOLEGRAIN LAMIAN	Premium wholegrain noodle in a robust prawn broth, made using fresh and dried shrimps.	2	1s / 4s



# Wholegrain LaMian





# Premium Non-Fried Noodles

**Prima Taste LaMian is a premium noodle created from superb high-protein wheat flour**

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## USP

- Renowned for its steamed non-fried premium noodle
  - Highly versatile and excellent for stir-fry, soupy or saucy dishes
  - Retains *al dente* standing quality
- 

## Preparation

- 5 mins for an *al dente* experience
- 

## Packaging

- 340 g
  - 4 portions
- 

**Shelf life** 12 months

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## Storage

Can be stored at room temperature, no refrigeration needed

---

## Attributes

- Low fat
- No added MSG
- No added preservatives
- No artificial colouring



# Premium Non-Fried Noodles

**Prima Taste Wholegrain LaMian is a premium noodle created from superb high-protein wheat flour**

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## USP

- Made with 51% superfine wholegrain flour.
  - Renowned for its steamed non-fried premium noodle
  - Highly versatile and excellent for stir-fry, soupy or saucy dishes
  - Retains *al dente* standing quality
- 

## Preparation

- 5 mins for an *al dente* experience
- 

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# **MEDIA COVERAGE**

# Media



Lee Hsien Loong

Monday · 🌐 📷

After dinner with PM John Key, I presented him some packets of chilli crab sauce - one of his favourite Singapore dishes! (PMO Photo)

## THE RAMEN RATER

YOUR GUIDE TO THE WORLD OF INSTANT NOODLES  
TOP TEN 2019



#1: Prima Taste Singapore Wholegrain Laksa La Mian — Singapore



For the fourth year in a row, Prima Taste wins with it's excellent Wholegrain Laksa. If abandoned on an island with only a life supply of instant noodles, I'd want them to be these, period. Hearty artisan noodles which are thick and of good quantity are combined with a broth which has a strong flavor and richness from coconut milk powder. A flavorful and striking noodle dish. *Original review*




# Media





# Media





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37.5k followers

17 following



Rating:

10/10

Prima Taste Beef Rendang



clicknetwork

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130,000

196,119

@ooshuan exclaimed:

"Oh my god, it's very good!" & rated our Beef Rendang with Rice with flying colours 10/10

EVERY TIME I MAKE



FOOD IN THE OFFICE

spaggy

Following

spaggy

This is why I hate microwaving food in the office. 🤢 #althavulture #microwaving #kneading #instantnoodle #spaggy

Full video link in bio.

Local theme comments

spaggy

I hate these trash kind of people. if I was bobby I would straight away give them a body slam and big fat punch earlier. be serious please

weekangine

Does not seem to be a time can't find it

beautyscience

all types of ppl on earth

pristin

@richmondeko yoooo

HA, please. Oh my that is amazing of

chillpikhuang

I will cut any bitch that tries this with my meat. @snygaming @mangamemogame

pristin

@richmondeko yoooo

101,148 views

video • 2020

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Prima Taste's Laksa and Prawn Stock Hot Pot Soup Base can be your solution to a flavourful steamboat this Chinese New Year. Made with natural ingredients and no MSG, impress your guests with rich soup to go along with any hot pot ingredients. Retailing in major supermarkets at \$7.90, grab them before they run out!

@maucly

like

pota.tde

@sinanpop

@lutterercoch

like

1 like

Reply

Like

Comment

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Liked by foodhaki and 613 others

1 hour ago

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## THE STRAITS TIMES

### Wholegrain instant laksa noodles taste just as good

I distinctly remember the first time I tried "healthier" instant noodles.

They were coarse and had an odd flavour that clashed with the gravy they were served in.

So when Prima Food invited me for a blind taste test of its wholegrain instant laksa noodles, I did not have high expectations.

The first bowl of noodles I tried was a little chewy and springy, and tasted like regular laksa noodles.

This must be the wholegrain version, I thought.

The second bowl of noodles, which I later found out was regular laksa noodles, was similar in texture and taste.

The only difference was that the first bowl of noodles was a slightly darker yellow.

As it turned out, my first guess

was right, but only by chance.

Perhaps it was the strong flavour of the laksa gravy, but I could not tell the two bowls apart.

The Health Promotion Board has been encouraging local firms to develop healthier versions of staple ingredients such as noodles and oil.

Known as the Healthier Ingredient Development Scheme, the programme will provide a total of \$20 million in funding over three years.

As of April, about 30 firms had expressed interest in the scheme.

Prima has been selling its wholegrain noodles since 2015.

But it was not an easy task to develop a palatable healthy alternative to its existing line-up.

Coarse wholegrain flour had to be milled to a fine texture so that it was almost indistinguishable from



Both bowls of noodles are similar in taste and texture. The wholegrain noodles are in front. PHOTO: ALICIA CHAN FOR THE STRAITS TIMES

regular white flour.

The company experimented with different mixtures of white and wholegrain flour to make sure the taste was just right.

"Taste comes first," said Mr Eric Sim, general manager of the Prima Taste Division at Prima Food.

"My chairman always says if it's

healthier but tastes terrible, nobody is going to eat a lot of it."

The final product was tasted by the company's master chef, a board of senior executives and a group of consumers before it hit the supermarket shelves.

Linette Lai



## 国会 【拨款委员会辩论】

# 未来三年 保健局拨2000万助业者研发较健康食材

从今年7月起推出的较健康食材开发计划，主要为食材制造商和供应商提供津贴，研发以全谷食材制作的米和面食等主食，以及较健康食用油等，并由它们鼓励餐饮业者和消费者选择这些食品。

## 卫生部长

保健促进局今年7月起拨款2000万元，在未来三年资助食材制造商和供应商，研发品质更好、种类更多元的较健康主食，并鼓励餐饮业者和消费者选择这些食品。

卫生部长陈汉礼在国会拨款委员会辩论卫生部长预算案时宣布推出较健康食材开发计划（Healthier Ingredient Development Scheme，简称HIDS）。

HIDS计划着重研发以全谷食材制作的米和面食等主食，以及较健康食用油等，以增加全谷粮食、食肉和食小中心餐式或食用全谷食品及较健康食品的比例。

保健促进局将为食材制造商和供应商提供津贴，让它们研发较健康的主食，并由它们鼓励餐饮业者和消费者选择这些食品。

HIDS计划将取代保健促进局于2015年1月推出的较健康食材计划（Healthier Ingredient Scheme）。

之前的较健康食材计划在两年内提供1200万元的津贴，让食品供应商以较低价格采购和增加全谷食品不超过35%的较健康食品的食品业者，鼓励它们改用这类食品。

根据保健促进局的数据，目前已有约15%的餐饮业者采用较健康食品。

保健促进局在宣布通过HIDS计划，与另外二十多家业者合作，为消费者提供多元化的较健康餐饮选择，鼓励人们预防和管理肥胖。

的选项之一。我们的研发产品，无论是品质或口味，都受到全球市场的肯定。在政府与业界紧密合作下，我有信心，我们能进一步提升这个领域的增值，除了研发口味一样的较健康食品，也能提供人们信任的新加坡品牌，扩大海外市场版图。”

## 公共部门从下月起 根据新准则为活动举办餐伙

陈芳达也宣布，公共部门从下月1日起采纳整体政府较健康餐伙准则（Whole-of-Government Healthier Catering Guidelines）。

根据这新准则，政府部门在举办活动和培训课程等时供食用的餐饮供应，必须提供无糖茶水，让使用者自行加糖；选择以全谷食品代替一般精制米饭；减少油炸食品；以水果代替甜点，以及提供白开水。

人民协会去年12月已率先采用这由保健促进局订立的准则。

据了解，政府部门开始按照较健康餐伙准则采购食品。

保健促进局目前正与餐业供应这个领域的业者合作，协助业者更快地符合新准则。当局也鼓励公共部门所属的组织和机构等，选择较健康餐饮。

保健促进局希望随着有越来越多餐饮业者提供较健康餐饮选择，这也能鼓励私人企业的消费者也采纳类似的选择。

陈芳达说：“我在社区层面上也采纳这新准则，居民们的反馈普遍正面，并认同我们提供较健康餐饮和零食——我们也希望为公务员和访客们，提供美味的较健康食品，让他们在享用美食之余，也能保持健康活跃。



百胜厨房健康饮食（右一）受访时说，百胜集团将加入评估资源研发的较健康食材和食品即食餐点，获得消费者的欢迎，但毕竟一家公司的力量很难改变整个市场，政府在这方面的早期推动对食品业者有帮助。（廖静雅摄）

## 百胜厨推出全谷面粉产品 迎合健康销量增

随着多吉马和鸡肉沙律加入全谷印度香米和杂粮粉，以及玛沙和咖喱拉面使用的面条都以全谷面粉制作，这些本地食品制造商在近两年研发的新产品，以满足消费者在追求健康饮食选择时的需求。

百胜集团（Puma Group）旗下百胜厨（Puma Taste）并推出健康饮食研究时指出，百胜厨研究两年，才从2010年研发出所生产的全谷食品原料都不含麸质。

百胜厨之后还研究全谷面粉一年多，由年下半年完成研发后，由百胜厨推出以全谷面粉制作的面条，作为玛沙和咖喱拉面这些和亚洲食品点的主食。全谷面粉也售卖给国内外商家业者，本地客户包括与面包和面食相关的餐饮业者。

沈茂清透露，公司发现全谷面粉制作的产品推出后，并没有影响其他产品的销量，反而吸引到更多新顾客。百胜厨今年会推出多款以全谷面粉为食材

的产品。

百胜厨的全谷面粉和食品也是畅销其马来西亚、香港、中国大陆、美国和新加坡等市场，为集团扩大海外版图。

百胜厨研发的全谷面粉或其他较健康食品，目前正送到小坡中心零售店，或可中增加健康食品开发计划的津贴。

沈茂清认为资源对业者有帮助，“我们开发产品须承担风险和成本，付出时间和资源等。单以一家公司的力量很难改变整个市场和消费者的观念，因此，政府积极鼓励业人对较健康食品的意识，对我们这些业者也有帮助。”

# Thank you

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