

# TSK Foods Launches New Microwaveable Noodle Boxes

- Complete meal kits designed for busy executives or students
- Comes in Char Kway Teow, Pad Thai and Hokkaido Ramen flavours
- TSK's ground-breaking pasteurised packaging technology gives it a 60-day shelf-life without refrigeration



Heritage noodle maker, Tan Seng Kee Foods Pte Ltd (TSK Foods), is proud to present its latest innovation – Kang Kang (康康) Microwaveable Noodle Boxes. They come in convenient, microwave-ready single-serving boxes in Char Kway Teow, Pad Thai and Hokkaido Ramen flavours.

Embracing Singapore's vibrant hawker culture, each flavour offered in the Kang Kang Microwaveable Noodle Box range reflects TSK Foods' Asian heritage and love for local cuisine. Each Halal-certified noodle box comprises TSK's groundbreaking pasteurised noodles, freshly made sauces and delectable condiments to make a complete meal. This technology, pioneered by TSK for fresh Asian noodles, mean that the kits do not need to be refrigerated, yet have the same long shelf life and easy preparation of instant ready-to eat two-minute meals without compromising on the authentic taste or texture of freshly-made noodles.

Reflecting TSK Foods' expertise in noodle making for over 80 years, and its commitment to innovation, every detail in these Microwaveable Noodle Boxes has been carefully thought out, from the microwave-safe soy ink used to print the boxes to the three flavours and its interesting condiments:

- Char Kway Teow, with its authentic 'wok hei', fresh sambal chilli, fried shallots and fried whitebait  
\*Wok Hei refers to the smoky flavours created by searing heat in a hot wok during stir frying
- Pad Thai, vegan-friendly with its spicy taste, refreshing lime notes, and crispy crushed peanuts and chilli flakes

- Hokkaido Ramen, topped with teriyaki-inspired sauce, whole scallops, bonito flakes and sesame seeds

“As our pasteurised noodles require no refrigeration or preparation before use, these individually packed, microwaveable noodles are ideal as a quick, convenient, delicious snack for busy executives and students. Simply mix in sauce, microwave in the box, and dig in -all within 2 minutes!” says Annie Tan, the third-generation owner and Director of TSK Foods.

These convenient boxes of portable hawker culture are currently available at Cheers , FairPrice Xpress outlets at Esso petrol stations and Shell Select stores or online at Redmart for \$3.95 each.

### **TSK Foods – Embracing Tradition and Innovation**

TSK Foods is a third-generation fresh noodle manufacturer which has been in business in Singapore for over 80 years. It is known for its brave innovations and use of food technology to produce high quality, preservative-and-additive-free noodles to consumers in Singapore and around the world.

In 2010, it was the first in Singapore to utilise state-of-the-art pasteurisation technology on its fresh noodles, marketed under the Kang Kang brand.

Pasteurisation is a heating process that is commonly used in dairy products and beverages. Kang Kang Noodles is sealed in its packaging, then briefly heated to a high temperature, eliminating all harmful pathogens in the food, before hitting the store shelves. This technology results in a safer food product with a long shelf life, with no compromises on its taste and texture. Thanks to this technology, Kang Kang noodles are also additive- and preservative-free. A game changing innovation, it was the first to offer consumers delicious fresh noodles that could be kept fresh without refrigeration for up to 30 days.

All Kang Kang noodles, including the Classic Fresh Noodles and Wholegrain Fresh Noodles range, Kang Kang Microwaveable Noodle Boxes and Kang Kang Express Meal Kits, are ready-to-use out of the pack and do not require washing or blanching.

Proudly Singaporean, TSK’s noodles are all produced right here in Singapore.

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