



tenderfresh  
FOOD SOLUTIONS partner



## SINGAPORE MARKET OUTLOOK

An average small-scale F&B business<sup>1</sup> operates at an annual loss of 8%. It takes about **30 months** for it to recoup its initial investment.

Only 60% of small F&B business<sup>2</sup> survive their first 5 years in operation.

**1 in 3** F&B outlets are **replaced** every year.

The job vacancy rate in the F&B industry was **5.4%** in 2015, among the highest across all industries.

Singapore's F&B sector is projected to grow at a 2.1% compound annual growth rate (CAGR) over the next five years amidst robust expansion in the mass market segment



A chef in a striped shirt and dark apron is holding a wooden tray. On the tray is a large burger with lettuce, tomato, and cheese, a tall glass of orange juice with a tomato slice on top, and a metal basket filled with fries. The background is a blurred kitchen setting.

# CHALLENGES

Biggest challenges for F&B sector are now Labour, Quality Consistency & Menu Innovation.



# SOLUTIONS

A partner to support your business by leveraging on our central kitchen for your bulk preparation, OEM manufacturing and developing new flavors unique to your brand.



# FRESH PARTNER

Tenderfresh Food Solutions is a food service manufacturer that also offers **solutions** that creates delicious, time-saving ingredients and provides ideas and inspiration to help businesses to keep their menus fresh and exciting.







## Your fresh partner at workz

Our strategic objective is to operate a customer-orientated company, offering the client a more personal and specialized service without the red tape and inflexibility of a typical large organization. We are a progressive food solution partner uniquely positioned to create affordable and inspired foods for commercial and institutional foodservice operators.



Managing 21 brands including food kiosk, restaurant, retails, wholesale, R&D and OEM development.



40 years of excellent industry and technical knowledge that has enabled us to exceed our client's expectation.



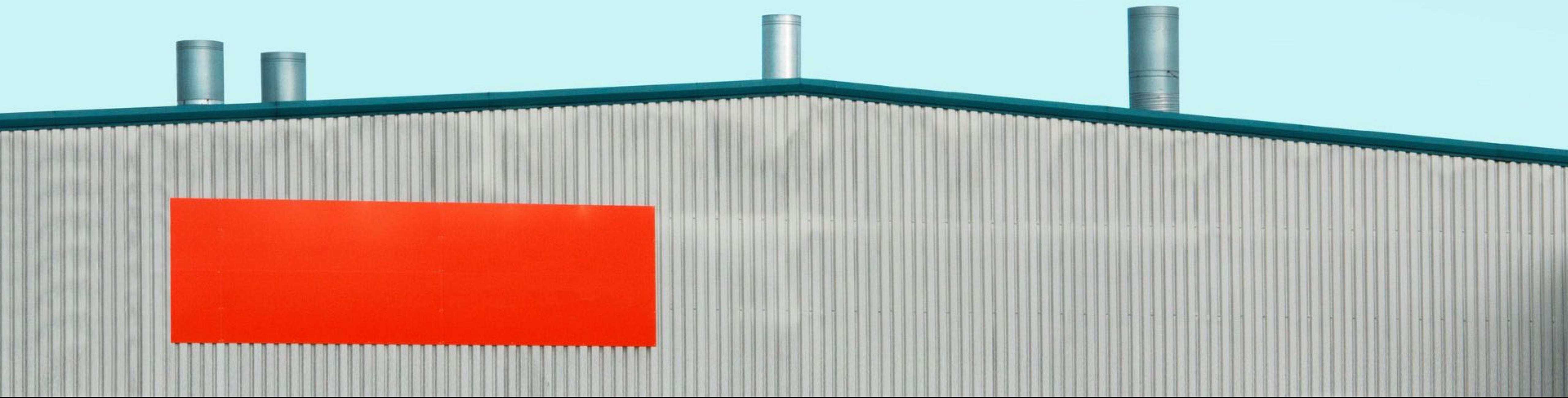
25000 square foot facility that is also ISO, HACCP and Halal Certified



# OUR FACILITY

Our new 25 000 sq.ft central kitchen is equipped with the latest automation facilities for production and capable of supporting a wide range of products. The Central Food Preparation Area is **Halal Certified** and certified with **SS444 (HACCP)** and **ISO22000 (Food Safety Management)**.

- 1) Hot Food production
- 2) Cold food Production
- 3) Assembly/ Packaging
- 4) Cold & Dry Storage





# LOGISTIC

Leveraging on an existing island wide delivery network operating 365 days, we provide efficient and cost effective solutions for our clients.

All deliveries are made either in environmentally controlled vehicles or containers to ensure that the cold chain is not broken and food security is not compromise.



# OEM SOLUTION

We work closely with our clients to provide matching, improvements or developing of new products according to their specific requirements thus resulting in cost saving, reducing lead time and providing consistent quality to their customers.

- 1) Spices, Marination & Batter
- 2) Room Temp Sauces





- 1) Signature Coleslaw
- 2) Potato Salads
- 3) Burger Patties
- 4) Chicken Karaage
- 5) Packed Spaghetti/Penne
- 6) Chicken Wings
- 7) Marinated Chicken/ Lamb Chops
- 8) Chicken Bolognese Sauce

*Full Catalogue downloadable via [www.tenderfresh.com.sg](http://www.tenderfresh.com.sg)*

# WHOLESALE

We have been providing support to food kiosks, restaurants and major F&B brands. Let us do the work for you.





# RECIPE DEVELOPMENT

Our culinary team have worked in diverse aspect of food- from local hawker fare to food manufacturing to fine dining. Our extensive experience allow us to customize and develop new recipes to cater to the specific needs of our client in producing consistent quality standard at their business unit.

- 1) Save time in product development
- 2) Save in capital expenditures for in-house R&D team and equipment
- 3) Launch innovative products faster and with more confident.



# OUR WORKS

Some of our past works that are open for sharing.





### Client: Good Chance Popiah House

A traditional Hokkien restaurant since 1977 that is famous for their special popiah. In their first venture into shopping malls and reaching out to younger target audience, our team have assist them with:

- 1) **OEM** production of popiah filling & special chili to reduce in manpower and cooking time.
- 2) **R&D** new presentation of their traditional popiah that appeal to younger target audience, new flavors which includes both savory and sweet.
- 3) Open up to new market segment of Halal consumer market.





A close-up photograph of a bowl of ramen. The bowl is white with a blue floral pattern around the rim. It contains a dark broth, yellow noodles, several pieces of braised pork, a halved soft-boiled egg, and a large piece of seaweed. The bowl is placed on a red cloth with white polka dots, which is on a bamboo mat. In the background, there are green vegetables and a pair of chopsticks.

## Client: Hai Kee Soy Sauce Chicken

A popular food kiosk specializing in Soy Sauce Chicken, our team have assist them with:

- 1) **OEM** production of sauces, dessert and leveraging into supply chain purchase.
  - 2) **R&D** new menu using their famous soy sauce;
- **Soy Ramen** | Adding bonito broth, mirin & their signature soy sauce for the flavorful broth wow by many repeated customers.
  - **Soy Lor Mee** | The traditional Lor Mee using their signature soy sauce





### Client: Mr Teh Tarik Group

The famous lepak & makan session joint found all around Singapore, in a joint collaboration, our culinary team have assist them with R&D a new presentation of their famous hand stretched parts, including 7 Artisanal pratas like Marmite Sausage, Salmon with Yogurt & Truffle, Mala Chicken and the popular Big Breakfast Prata set.





**Client: Good Chance Restaurant**

Started in 1977 by Grandpa Hou, Good Chance Restaurant's authentic Hokkien cuisine have been winning foodie's hearts...and tummies over the last 40 years. In a rebranding project, our team have assist in development of new dishes like Hand Crafted Salted Egg Prawns, Seafood Paste Wrapped Crispy Chicken, Flambé Coffee Ribs and Black Garlic Fried Rice



# OTHER WORKS

Some other projects that we have handled with awesome results...







*Very famous*  
**CHICKEN WINGS**

Crispy on the outside, yet so juicy and tender on the inside.





# *Pho-licious* **PHO & ROLLS**

Our culinary team's diverse portfolio goes beyond local cuisines and would surprise you with our works.





*No clowning in our*  
**BURGER'S PATTIES**

From beef to lamb, fish & chicken patties, we have been satisfying burger lovers for decades.





## 정말 맛있어 **KOREAN**

From robust & savory soy-garlic wings to the popular myeong-dong's kkoichi to kimchi fries, we have supported many brands in central kitchen support.





## *Delicious* **Meatballs**

Dangerously addictive, our meatballs with it's fresh back-of-house quality have been helping our clients in serving up to satisfied diners around the island.






*Japanese*  
**CHICKEN KARAAGE**

Fried to perfection with a crisp texture on the outside and  
super juicy and tender on the inside





PUNCH  
TODAY  
IN THE  
FACE.

**LET US BE YOUR SOLUTIONS**

It might be stressful managing all the day to day issues but you dun need to give up. Let's talk and let us be part of the solution for your problems.





## Contact Us

15 Senoko Drive,  
JTC Foodhub @ Senoko  
#04-07/08 S758202

Tel: +65 6755 6900