



TAI SUN UNVEILS NEW BRAND IDENTITY AT SINGAPORE FOOD EXPO 2012

IT WILL SHOWCASE NEW PACKAGING AND ITS LATEST PRODUCTS

SINGAPORE, MAY 23 2012 – The Tai Sun brand is a familiar sight in local supermarkets. Its utilitarian yellow and blue logo, emblazoned on a large range of snacks, has become a sign of quality and good value. Now more than 40 years after it was started in 1966, the family-owned, heritage brand is getting its first makeover. It will unveil a new logo, new products and new packaging under its various brands, at the Singapore Food Expo 2012 (25–29 May 2012).

CONSUMER RESEARCH

At the start of 2011, Tai Sun conducted in-depth consumer research to find out what consumers felt about the brand and its products. The research was prompted by plans to expand the company's range of snacks and introduce new brands to supermarket shelves in Singapore and around the world.

Key results of the consumer research:

- Consumers found Tai Sun's products to be of exceptional quality
- High scores were given for taste and enjoyment
- Brand awareness and trust was high amongst mature consumers
- Younger people were less aware of and less drawn to the brand

"Since the first generation started Tai Sun in the kitchen of their home, building trust in the product has been at the heart of the company. We want to preserve that family value, but create brands that are fresh, relevant and personable," says Esther Loo, Marketing Manager and third generation member of the family business.

THE REBRANDING

With the results of the consumer research, Tai Sun embarked on a rebranding exercise to develop new brands, new products and a new look for each brand, all guided by a fresh articulation of its brand ethos – ‘Goodness in Everything’. These are being rolled out progressively.

In late 2011, Tai Sun released UCA Cassava Chips, a healthier alternative to regular potato chips, free of gluten, trans-fats and cholesterol, and made using the cassava, or yucca, root. Major sampling exercises were carried out in the streets and social media platforms were used to engage younger consumers. The brand has been well received and is distributed in major supermarkets.

“Tai Sun’s objective is to become a trusted purveyor of an entire spectrum of quality products in the snacks category of supermarkets both locally and abroad. The creation of new, exciting brands and products will help us do that and appeal to various segments of the market.” says Winston Lim, Sales Director.

Tai Sun will be showcasing the following products at the Singapore Food Expo 2012:



TAI SUN NUTS – New packaging for the Tai Sun Nuts range of eight products will debut at the Expo, and will soon be found at supermarkets. New products are also in the pipeline and will be released soon.



UCA CASSAVA CHIPS – UCA Cassava Chips come in three flavours: Hot & Spicy, Original and Grill BBQ. They are made using the cassava root, and are up to 10% lower in calories and 40% lower in fat and sodium than regular potato chips.



NATURE'S WONDERS – A premium brand of nuts and dried fruits sourced from specialty growers and the choicest plantations around the world. Nature's Wonders received a makeover recently with new packaging and an addition to the range – pistachios.

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ABOUT TAI SUN (LIM KEE) FOOD INDUSTRIES

Tai Sun (Lim Kee) Food Industries is a family-owned and operated, packaged-food company based in Singapore. It specialises in producing quality snack foods. Established in 1966 as a humble cottage industry, the company has since become a leading producer of an ever-growing range of snack foods which it distributes in Singapore, Malaysia, Indonesia, UK and the Middle East. It is also a major supplier of nuts and snacks to hotels and restaurants in Singapore. With a keen focus on quality, Tai Sun was awarded the ISO 9001 and HACCP certifications in 2003. Its brands include UCA Cassava Chips, Nature's Wonders – a brand of premium-grade nuts and dried fruits, and Tai Sun nuts, which can be found at supermarkets island-wide.

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