



NATURE'S WONDERS PARTNERS YOGURU TO OFFER HEALTHY TOPPINGS
PREMIUM NUTS BRAND TO PROMOTE RESPONSIBLE SNACKING THROUGH PARTNERSHIPS

SINGAPORE, JULY 23, 2012 – Nature's Wonders has partnered popular yogurt chain Yoguru to offer its range of premium nuts and dried fruits as toppings. Yoguru will be Nature's Wonders' exclusive yogurt partner and the first to offer its products outside of supermarkets.

The partnership is part of Nature's Wonders' initiative to promote responsible snacking. It aims to partner other like-minded F&B businesses to encourage healthier snacking and to introduce nuts as a nutritious snack option.

Sourced from the choicest plantations around the world, Nature's Wonders nuts are lightly roasted to bring out their natural flavours while maintaining all their goodness. They are unseasoned, extremely low in sodium and are a good source of fibre, protein, and B and E vitamins, making them a healthy snack.

"People are on the move a lot more these days, so we're snacking more on the go. That can be a problem if we don't snack responsibly. By working with like-minded F&B brands, Nature's Wonders aims to raise awareness of the healthier options offered by our partners and introduce Nature's Wonders nuts as a nutritious and convenient snack," said Ms Esther Loo, Marketing Manager, Tai Sun (Lim Kee) Food Industries, producer of Nature's Wonders.

CREATING OPTIONS: BAKED PISTACHIOS

To offer more options, Nature's Wonders has also expanded its range with the recent addition of baked pistachios. Pistachios are huge storehouses of antioxidants, vitamins and minerals and make a great addition to salads. The nuts come with their shells on, and are baked just enough to extract the distinct earthy, creamy notes of the pistachio nut.



The brand was also given a makeover at the start of the year with new packaging to better communicate the natural goodness of its nuts and dried fruits. These changes and a growing demand for healthier snacks has made Nature's Wonders Tai Sun's fastest growing brand. They are available at major supermarkets island-wide.

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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 specialising in quality snack foods. Established in 1966 in Singapore as a humble cottage industry, the company has become a leading producer of an ever-growing range of snack foods which are distributed in over 10 countries around the world. It is 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 can be found at all major supermarkets and include Nature's Wonders, UCA Cassava Chips and Tai Sun nuts.