



TAI SUN UPDATES AN OLD FAVOURITE

TRADITIONAL NUTS RANGE GETS NEW LOOK AND A NEW FLAVOUR

SINGAPORE, JUL 18, 2012 – The Tai Sun brand of nuts and snacks is a familiar sight in local supermarkets. With its beginnings in 1966, its snacks have become a tradition and its logo a symbol of quality and value. Now, 46 years after it was started, the family-owned, heritage brand is giving its traditional nuts range its first major makeover and adding to it a new product.

THE TAI SUN NUTS RANGE



Tai Sun nuts is the flagship product range of Tai Sun and is inspired by the original hand-roasted flavours created by founder Mdm Han Yew Lang in the kitchen of her home in the 1960s. While the methods have changed, these flavours have stayed very much the same, preserved by

the 2nd and 3rd generations of the family business – Mdm Han’s children and grandchildren – and inspiring this range of 14 products (see below for list).

NEW PRODUCT: WASABI PEANUT MIX

New to the range is the Wasabi Peanut Mix – fragrant roasted peanuts mixed with wasabi peanut crackers. The two make a perfect pair – the wasabi provides a kick of brightness and spice to balance the earthiness of the peanuts, while the texture of crisp crackers contrasts with the crunch of the nuts.

This is now being debuted at supermarkets island-wide and will sport new packaging for the Tai Sun nuts range. The new foil bags are resealable and are designed to preserve the freshness of the products.



The new look is the first major change for the brand and is part of a recently completed rebranding exercise to refresh all of Tai Sun's brands.

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TAI SUN NUTS RANGE

- Honey Roasted Almonds
- Roasted Cashew Nuts
- Coated Green Peas
- Cocktail Nuts
- Roasted Peanuts
- Oriental Mix
- Peanut Crackers
- California Pistachios
- Nonya Prawn Rolls
- Seaweed Peanuts
- Sesame Peanuts
- Roasted Broad Beans
- Satay Broad Beans
- Onion & Garlic Broad Beans
- Wasabi Peanut Mix (New)

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.

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