



Since 1978

Co-located with



Organiser



# SHOW DAY 3 DAILY



MEET US AT SINGAPORE EXPO  
24 - 27 APRIL 2018



**HALL 1  
BOOTH NO. 1N2-07**



THURSDAY • 26 APRIL 2018 • SINGAPORE EXPO & SUNTEC SINGAPORE

foodbiz  
asia

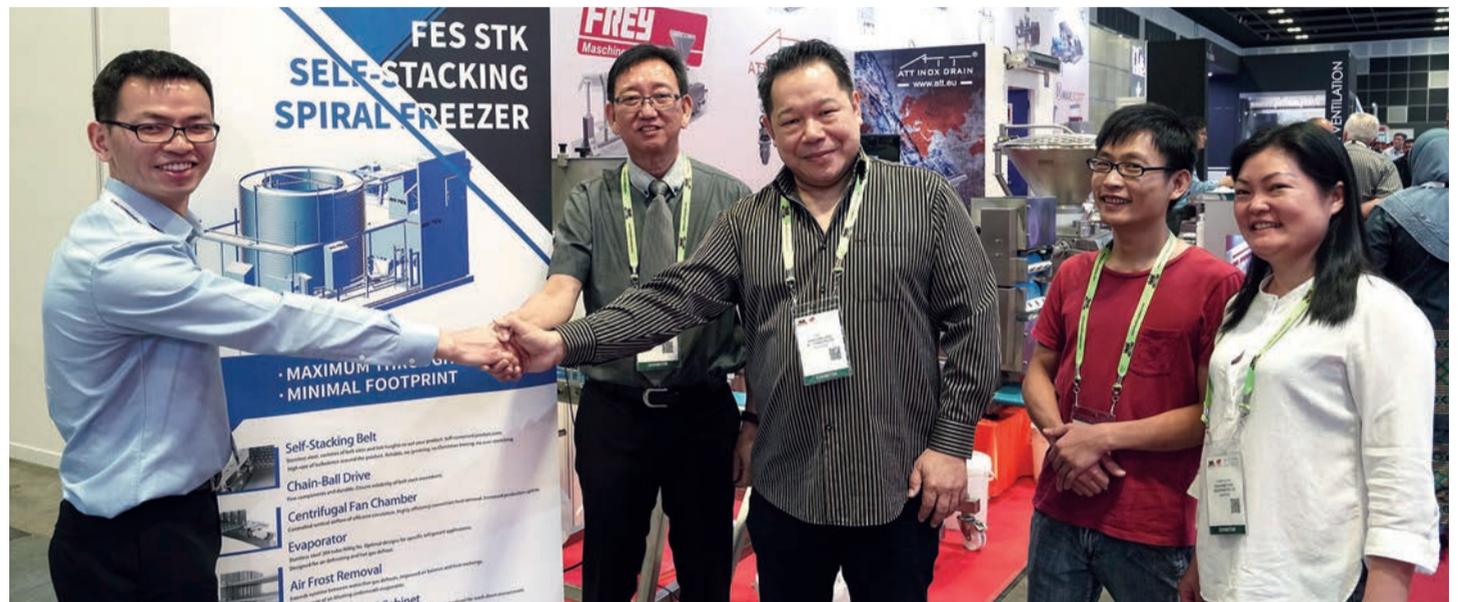
Official Show Daily published by

www.foodbizasia.com



My name is Bint.  
**James Bint**

Story on Page 4



A happy partnership. From left, Thomas Zhu from FES Technologies Co. Ltd; Andrew Khoo, managing director of Cretel Food Equipment Pte Ltd; and Dino Lim, CEO of Chun Hong Food Industries Pte Ltd. Joining in are Mr Huang, Factory Manager, and Ms Huang, Director of Chun Hong Food Industries Pte Ltd.

## Red hot deal on freezer

BY SHARON TIAN

WHEN a businessman finds the right solution that can help his business and his customers, it is not difficult to make an investment decision. That's how Singapore company Chun Hong Food Industries decided on a S\$500,000 deal almost overnight for a continuous spiral freezer with self-stacking belt and a one-ton-per-hour capacity from equipment supplier Cretel.

Chun Hong Food Industries produces a range of food products like breaded

chicken pieces, fried pork and other packaged ready-to-eat products to the F&B industry in Singapore, supplying mainly to restaurants, food courts and hawker centre operators.

"It's a business where the quality of our products is vital because we are supplying to other businesses. We need to supply high-quality products that are food ingredients for our customers.

"Efficiency and cost control are also key

•Continued on page 4

foodbiz asia Business never tasted so good

**WIN AN APPLE NIKE SERIES 3 WATCH**



Visit us @ Booth 2N3-10 (Hall 2)

**DAILY LUCKY DRAW @ 4PM**

Visit us @  
Singapore Pavilion,  
Booth No. 6K1-11



Chee Seng is a leading sesame oil producer whose success can be attributed to the innovative processing of 100 percent pure sesame oil from the finest natural sesame seed.

Visit our website for recipes



**Nº.1**  
SESAME OIL BRAND  
IN SINGAPORE\*



**CHEE SENG OIL FACTORY (PTE) LTD**  
SINCE 1943

No 1, Defu Lane 9, Singapore 539243. Email: csoil@cheeseng.com.sg Website: www.cheeseng-oil.com

\*Chee Seng Oil Factory Pte Ltd's calculation based in part on data reported by Nielsen for the Sesame Oil Segment in the Edible Oil Category, for the 12-month period ending May 2016, for the Singapore modern grocery market. (Copyright © 2016, The Nielsen Company)

## Dough-how and more

FOR 70 years, Swiss company Rondo has been developing and producing high-quality machines and systems for the production of pastry of all types.

These include dough sheeters, sheeting and cutting machines, make-up lines, bread and rolls equipment, croissant machines, feeding solutions, diverse machines and installations, as well as industrial production lines.

To highlight how Rondo can help turn dough into delectable pastry, the company is holding a number of daily demonstrations at **booth 1M2-01**:

*Plain & Filled Croissant on Cromaster:*

10.30 am – 11 am and 2.30pm – 3pm

*Double Decker Décor Cut Product on Starline:*

2.30pm – 3pm and 4.30pm – 5pm



## A Smarty in the field

AT Fieldcrest Enterprises (**booth 3H2-01**), it is hard not to have your attention drawn to a futuristic capsule-like object.

As it turns out, it represents an accommodation concept that promises to sustain the future, says Sven Reumkens, founder and managing director of Rheinland Hotel Kollektion, presenter of the Smarty philosophy.

Each Smarty pod comes with a boxspring bed, and contains amenities such as high-speed Internet connection, a multimedia TV and an in-room tablet PC.

According to Reumkens, Smarty represents low start-up capital and minimised labour costs to the hotelier, due to automated processes. For guest occupants, particularly backpackers, it offers comfortable and uncomplicated accommodation at an affordable price.

Rheinland is just one of a number of companies exhibiting with Fieldcrest Enterprises this year. Established in 1997, Fieldcrest Enterprises has transformed from a mere tableware supplier to a hospitality supplier providing complete tabletop products solutions in Singapore and beyond.

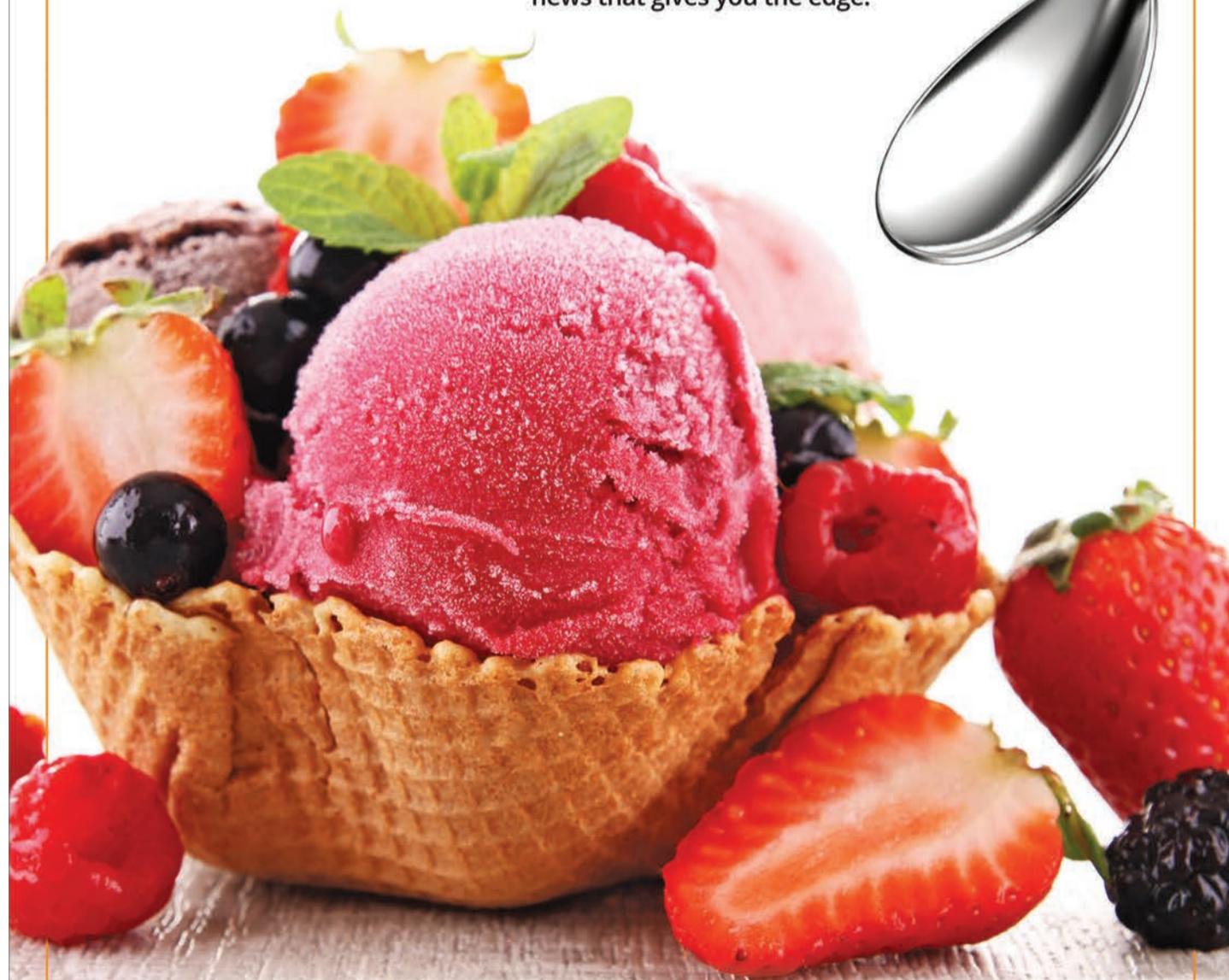
The company's FHA2018 partners include Portugal's Herdmar, who has been dressing tables around the world since 1911, and has continued to build on its "fashion on table" concept.

The company offers a wide range of cutlery and stainless steel tableware, including a 1911 model. Created with a soft touch, a balanced weight and robust forms, the flatware takes the user back in time, bringing to the quotidian table a tribute to the history of cutlery and to the year of Herdmar's foundation.

foodbiz  
asia

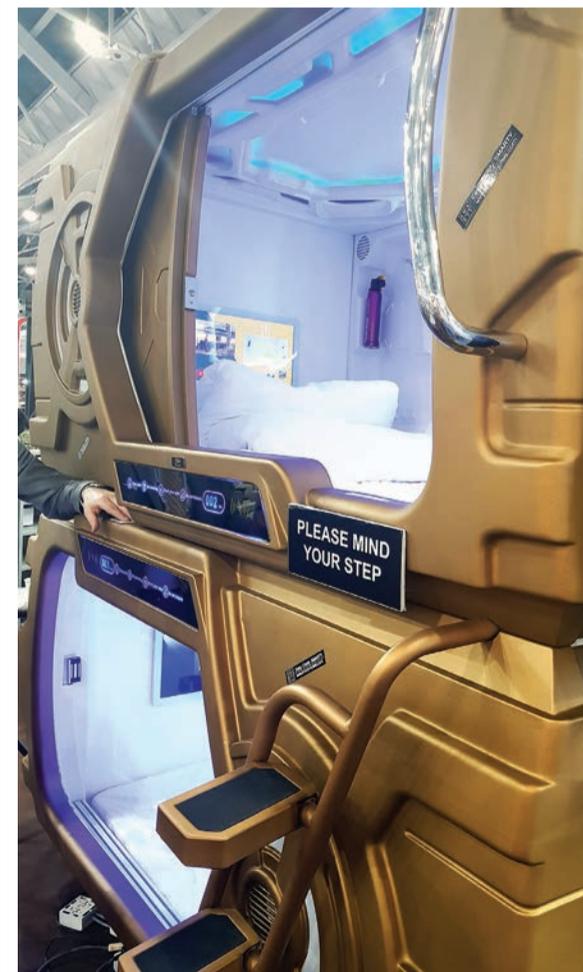
## Business never tasted so good

Flavour and savour the best  
that you can for your business.  
Keep it fresh and up to date with  
news that gives you the edge.



Now available in digital, app and print.  
Access your free subscription today.

[www.foodbizasia.com](http://www.foodbizasia.com)



It's not a space machine – it's Smarty, a new accommodation concept offered by Rheinland Hotel Kollektion.