

CHAMPIONING THE ASIAN FOOD HERITAGE

The Leading Sauce Supplier in Malaysia



CORPORATE PROFILE



CONSISTENTLY RIGHT WITH ASIAN MEALS

all the time!

With over 35 years of experience as asian culinary experts, we understand the intricacies of asian food. We make it our business to know how each & every ingredient works, we have also mastered the art of creating just the right balance of flavors & textures to delight even the most discerning palate.



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COMPANY PROFILE

Company Background

Established in 1989, Care Food Industries Private Limited stands as Malaysia's largest and earliest condiment manufacturer and exporter. Based in Kuala Lumpur, our Company operates from a modern manufacturing facility spanning 16,000 square feet. We specialize in crafting a diverse array of sauces, instant noodles, pre-packaged soups, and pre-mixed paste under our renowned brand, "Asian Meals".

Care Food Industries boasts a diverse portfolio of over 400 products, encompassing a wide variety of Malaysian traditional, Chinese, Nyonya, Indian, Korean, Japanese, and Thai in sauces among others. Our dedication lies in offering customers an extensive selection, ensuring they experience the most authentic Asian culinary delights while aiding foodservice operators in streamlining kitchen operations. Over the years, we have embraced technological advancements, integrating artificial intelligence and automated machinery across our production processes to uphold consistent product quality efficiently.

Since 2013, Care Food Industries has cultivated a robust partnership with a prominent Japanese food manufacturer, focusing on the production of halal Japanese food sauces. This strategic alliance is tailored to address the escalating demands within the ASEAN and Muslim markets. By synergizing resources and expertise, both entities are dedicated to delivering top-tier products that adhere to halal standards, thereby expanding consumer choices. With its unwavering commitment to quality and a diverse product lineup, Care Food Industries remains at the forefront of driving innovation and progress within the food industry.



Vision

Embracing the rich heritage of Asian culinary traditions, igniting a global gastronomic journey for food enthusiasts everywhere. Providing a paradigm shift in kitchen operations, facilitating automation.

Mission

We offer authentic, natural, healthy, convenient, and delicious high-quality sauces, inspiring food enthusiasts worldwide and adding more joy to life. Our halal sauces, with a shelf life of up to 2 years, simplify, accelerate, and add flexibility to Asian cuisine preparation, benefiting both households and restaurant operators.

Core Values

1

Natural Excellence

Offering additive-free, all-natural products to promote healthier living.

2

Authenticity

Crafting sauces that embody true flavors, catering to local and international palates.

3

Innovation

Continuously introducing new sauce varieties to reflect evolving market trends.

4

Community Engagement

Fostering a culture of giving back by supplying superior products and encouraging entrepreneurship within the culinary community.



Primary Brand



Asian Meals® is the condiment brand proudly owned by **Carefood Industries**. With a legacy spanning 35 years, it has attained remarkable recognition in both domestic and international markets. Bearing the registered trademark (®), our brand remains steadfast in delivering excellence, aiming to establish Asian Meals as the forefront leader in Asian cuisine sauces.

Care Food Industries' Headquarter and Factory Overview

Our Company's headquarters and manufacturing facility are situated in Bandar Sri Damansara, in the prime location of Kuala Lumpur, spanning an expansive 16,000 square feet. This strategic location streamlines product transportation and sales, contributing significantly to the Company's economic advantages.



Founder's Story

Mickey Quah Kim Bong serves as the Executive Director of Care Food Industries Private Limited and is an active member of the International Trade Council. Prior to venturing into the food industry, he played a pivotal role in organizing various prestigious international events such as International Supercross, Polo, and the K.L International motor shows. Through his involvement, he noted the interest of the international participants interest in the local Asian cuisine. Drawing from these insights, he seized the entrepreneurial opportunity and established Care Food Industries in 1989. His vision was to provide authentic, flavourful Asian condiments crafted with precision to delight gourmets in Malaysia and worldwide.

It is often said that sauces are the essence of Asian cuisine, particularly in Southeast Asian and East Asian dishes where precise control of sauce proportions, formulation, and their harmony with specific dishes is paramount. Embracing this ethos, Mr. Mickey Quah has diligently overseen the production of his sauces for over 30 years. Working closely with his dedicated team, he consistently introduces new flavors of sauces under the Asian Meals brand, catering to the dynamic Asian culinary market. Through steadfast partnerships with food manufacturers, distributors, and restaurateurs worldwide, he has made significant contributions to the culinary industry by producing top-quality sauces.













As a dedicated entrepreneur upholding traditional Asian values, Mr. Mickey Quah cherishes leisure moments with his beloved family. His deep regard for family extends to his passion for home cook meals, where he believes homemade dishes possess a soulfulness unmatched by typical restaurant fare. With the changing times, more people prefer home-cooked meals or convenient options. "Ensuring everyone enjoys a good meal" is Mr. Mickey Quah's lifelong aspiration and the driving force behind his continued commitment to the field of food sauces. Care Food Industries will continue to uphold Mr. Mickey Quah's vision by crafting delicious, authentic sauces and other products. With every taste of Asian Meals branded products, one will reminisce about the taste of "home."



FOLLOWS THE HIGHEST GLOBAL QUALITY STANDARDS

WHILE MAKING YOUR
FAVORITE PRODUCTS

Certifications, Awards, and Organization Memberships

CERTIFICATIONS & ORGANIZATION MEMBERSHIPS		
 <p>MS 1480:2007 HACCP 11022008 CB 02</p> <p>Hazard Analysis and Critical Control Points (HACCP) Certificate</p>	 <p>MS 1514:2009 GMP 21012014 CB 01</p> <p>Good Manufacturing Practice (GMP) Certificate</p>	 <p>FSSC 22000 v4.1 14161904004</p> <p>Food Safety System Certification (FSSC) 22000 Certificate</p>
 <p>International Organization for Standardization (ISO) 9001 Quality Management Certificate</p>	 <p>International Organization for Standardization (ISO) 22000 Food Safety Management System Certificate</p>	 <p>U.S Food and Drug Administration (FDA) Certificate</p>
 <p>HALAL Certificate</p>	 <p>Member of the International Trade Council</p>	 <p>Member of Alibaba.com</p>
AWARDS*		
 <p>Annual Best Food Manufacturer (Malaysia)</p> <p>UK "Top 100 Global" (Global 100)</p>	 <p>Annual Best Company Award & Best Taste Innovation Award</p> <p>(International Trade Council of United States)</p>	 <p>Taste Innovation Award (Our instant noodle soup product has been honored with this award)</p> <p>Allgemeine Nahrungs- und Genussmittel-Ausstellung (ANUGA) (General Food and Drink Trade Fair), Cologne, Germany</p>

* Highlighting selected awards

PRODUCT OVERVIEW

Sauces



Asian Meals provides a comprehensive selection of over 400 sauce options, encompassing Western-style pasta sauces, salad dressings, curries, marinades and Chinese-style dipping and stir-fry sauces, among others. This extensive range caters to the diverse kitchen requirements of foodservice operators. By embracing our diverse sauce flavours, both emerging and established foodservice providers can enhance their culinary offerings, expand their food enterprises, and elevate their brand reputations by offering consumers a wide array of fresh and delicious dishes. Our sauces are meticulously crafted by experienced chefs without additives, preservatives, trans fats, artificial flavours, or other chemicals, ensuring both delectable taste and healthier options. Furthermore, we offer customized sauce services tailored to local preferences, addressing the challenges of product innovation faced by foodservice operators. Consistency on menu items is no longer a challenge with Asian Meals sauces.

Pre-mix Sauces



Stay-at-home parents, students, and working professionals are vital target customer groups we prioritize. They often cook at home and seek convenient, easy-to-purchase, and budget-friendly sauce options. Understanding this need, Asian Meals has developed convenient sauce packets tailored to home cooking requirements. We offer a range of classic Malaysian sauce flavours, including Chinese stir-fry sauce, Asam spicy sauce, meat curry sauce, sambal stir fry sauce, and satay sauce, enabling home-cooked meals to be as delicious as dining out. These sauce packets are incredibly simple to prepare: just follow the instructions on the packaging, cook the specified amount of sauce, and pair it with your favourite home-cooked dish, such as diced chicken. This saves time, effort, and money, making home cooking a breeze, simple and flexible!

Instant Noodles

Our instant noodle encapsulate the essence of Asian cuisine from diverse regions, offering flavor-conscious consumers an opportunity to savour delectable noodle dishes at an affordable price without stepping into a restaurant. Unlike popular instant noodle flavours on the market such as clear broth, vegetable, or braised beef soup, Asian Meals instant noodles stand out with innovative soup bases and sauce flavours. These include garlic sesame soup, curry laksa soup, Thai tom yum soup, Chinese shiitake mushroom soup, and noodle flavours based on sauces like black pepper, BBQ barbecue sauce, spicy Italian pasta sauce, and peanut satay sauce. The diversity of flavor options has been a key factor in why consumers have consistently chosen our products over the years. Additionally, to cater to the increasing number of health-conscious and vegetarian customers, we have introduced a healthy series of konjac noodles and vegetarian soup bases.

BUSINESS MODEL

Distribution Channels

- * Large chain supermarkets
- * Food distributors
- * Food wholesalers
- * Retailers

Cost Structure

- * Production costs
- * Operating costs
- * Logistics costs
- * Technology costs

Income Stream

- * Sauce production and sales
- * Instant noodles and sauce
- * packet production and sales
- * Customized sauce services

Customer Segment

- * Restaurants
- * End consumers (including families, students, and working professionals)
- * Cruise lines
- * Airline caterers
- * Central kitchens
- * Hotels

Value Propositions

- * Up to 400 authentic and healthy Asian food sauces
- * Automated and efficient production ensures consistent product quality
- * Multiple business lines
- * Halal certification expands the target market, meeting the needs of Muslim customers

Types of Customers

- * Primarily serving B2B clients

Market Segment

- * Malaysia
- * United Kingdom (UK)
- * Singapore
- * Japan
- * United States of America (USA)
- * China
- * Middle East
- * Asean Region

Marketing Channels

- * Official website
- * Personal contact lists
- * Social media
- * Agents or distributors
- * Importers

Product Portfolio

- * Sauces
- * Instant noodles
- * Pre-mix sauce packets



WHY CHOOSE US ?

CARE FOOD'S TOP TEN COMPETITIVE ADVANTAGES



DIVERSE PRODUCT OPTIONS

- * Under the Care Food Industries brand, Asian Meals offers a wide array of product options, boasting up to 400 types of sauces. From Western-style pasta sauces to Chinese-style stir-fry sauces, the range is comprehensive.
- * Our diverse range of sauce flavours fosters product innovation among foodservice operators. By choosing Asian Meals, they gain access to a plethora of recipes from around the world, enabling them to expand their culinary offerings and streamlining kitchen operations, optimising productivity.
- * In addition to Asian food sauces tailored for foodservice operators, Asian Meals presents a line of instant noodles and pre-mix sauce designed for end consumers, satisfying their craving for authentic Asian cuisine.
- * Our product line-up prioritizes health and authenticity, boasting formulas free from additives, preservatives, artificial colours and flavours. This challenges the misconception of unhealthy sauce cuisine, ensuring that everyone can enjoy nutritious and delicious Asian dishes.



AUTOMATED AND EFFICIENT PRODUCTION

- * Situated in the well-connected northern part of Kuala Lumpur, Care Food Industries' manufacturing facility employs artificial intelligence and automated machinery for production. This approach substantially enhances production capacity while ensuring consistent product quality, minimizing the risk of producing subpar goods.
- * The digitalised automated production model not only reduces labour costs but also effortlessly addresses extensive order demands, effectively meeting fluctuating production volumes across seasons.



ESTABLISHED MARKET POSITION

- * With a rich history spanning over 35 years, Care Food Industries ranks among Malaysia's top food manufacturers. Our outstanding market position in the field of food sauces is evidenced by the successful development of 400 sauce flavours, setting us apart from competitors.
- * Leveraging our extensive industry experience, we have also cultivated a strong presence and networks, particularly in Asian regions and Europe, enhancing our reputation and outreach.



MULTIPLE INDUSTRY ACCOLADES

- * With our exceptional food craftsmanship and innovative spirit, Care Food Industries has been consistently honoured by renowned industry awards since 2019. These accolades include the "Global 100" Annual Best Food Manufacturer Award in the United Kingdom, the International Trade Council's Annual Best Enterprise Award, and Taste Innovation Award in the United States, along with the Taste Innovation Award at ANUGA, the world's largest food trade fair held in Cologne, Germany.
- * These repeated honours reflect the industry's utmost recognition of our dedication, urging and inspiring us to maintain our commitment to excellence.



EXPANDING MARKET REACH THROUGH HALAL CERTIFICATION

- * Since securing halal certification in 1994, Care Food Industries has effectively accessed the lucrative market of Muslim consumers, enabling them to enjoy the authentic flavours of Asian cuisine.
- * Additionally, our collaboration with a prominent Japanese sauce manufacturer has further diversified our range of halal products, offering consumers an expanded selection of delectable choices.



PROACTIVE ADHERENCE TO ESG PRINCIPLES

- * In recent years, the industry has increasingly valued the concept of ESG, which stands for Environmental, Social Responsibility, and Corporate Governance. We firmly believe that companies embracing ESG principles can achieve greater success. Here's how we fulfil ESG principles:

E - Environmental Protection:

- Utilise eco-friendly packaging solutions.
- Enhancing supply chain efficiency.
- Minimizing industrial pollution on production lines

S - Social Welfare:

- Producing healthy food to promote an active lifestyle.
- Implementing automated machinery to reduce the risk of workplace injuries.
- Providing more employment opportunities and vocational training for local employees.

G - Corporate Governance

- Enforcing transparent accountability.
- Ensuring that business settings, operations, packaging, distribution, and corporate governance comply with industry regulations.
- Cultivating a positive working culture within our organisation.



CUSTOMIZED SAUCE SERVICES

- * Recognizing that innovation can emerge spontaneously and irrespective of time or place, we offer exclusive custom sauce services. Restaurant owners can engage with us to explore unique sauce ideas tailored to their preferences.
- * Our bespoke services extend the potential for restaurant owners, enabling them to dedicate more time to understanding evolving customer preferences. This allows them to introduce food solutions that align closely with their clientele's tastes and preferences.



UNLIMITED MARKET POTENTIAL

- * The restaurant industry, acting as a natural stronghold, remains resilient to significant environmental shifts. Human beings consistently require sustenance, and our niche within the sauce market, being integral to cuisine (sauces being the essence of food), ensures stable revenue streams even amidst challenging periods, such as the onset of the COVID-19 pandemic.
- * Our additional product lines, including the instant noodle series and the pre-made sauce packet series, cater to the burgeoning demand for home-cooked meals, capturing a broad customer base comprising families, students, and the working class.
- * Our reach extends beyond Malaysia, encompassing markets in Singapore, Japan, the UK, and the USA, underscoring the robustness of our brand and business reputation on a global scale.



SOLID STRATEGIC PARTNERSHIPS

- * Care Food Industries has established strong strategic partnerships with restaurants, food manufacturers, and distributors worldwide, facilitating seamless global product distribution. Collaborating with food manufacturers has expanded our business potential, enabling us to jointly produce innovative products.



METICULOUSLY PLANNED BUSINESS MODEL

- * Care Food Industries has meticulously crafted a business model honed by years of operational experience. It aims to optimize our productivity and enhance our business capabilities. We actively pursue diverse revenue streams and broaden our customer base, positioning Asian Meals as a premier brand in the food sauce industry.

CUSTOMER TESTIMONIALS



Helmut F.J. Holzer

(Certified Chef from the American cooking reality show "MasterChef")

“ Authentic, premium recipes, Asian Meals is my top choice. ”



Nick Johnson

(CEO of Asian Etc LLC in Atlanta, USA)

“ I'm thrilled to introduce Asian Meals' premium Asian sauces to the American public! They've truly won over the hearts of Americans! ”



Dorene Internicola

(Reuters journalist, United States)

“ Asian Meals is an excellent representation of Malaysian cuisine. ”



Barb Lance

(Housewife, United States)

“ These delicious, healthy, and all-natural Asian cuisine sauces are a must-have for every household. ”



Christine Wong

(Student, Kuala Lumpur, Malaysia)

“ This is the most delicious curry laksa instant noodles I've ever tasted. ”



Stephanie Genkin

(CNN journalist, United States)

“ I can't believe the black pepper sauce I tasted was from a pre-packaged sauce mix. ”



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ASIAN MEALS

provides a diverse array of healthy, delicious, and authentic sauce options, assisting restaurateurs in fulfilling their culinary aspirations.

Asian Meals by Care Food Industries

www.asianmeals.com

|

www.carefood.com