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distributions



Gourmet Potato Chips from Singapore

Three Delicious Singapore Flavours



Sold in 400+ Locations in Singapore

Best Seller



Biggest Hypermart in SG

63 Locations



Largest Convenience Store in SG

300 Locations



FairPrice

Biggest Supermarket Chain in SG

79 Locations



Winner of Asia Food Innovation Awards 2018

Asia
FOOD
Innovation
Awards

2018

in association with



WINNER

Best new brand

Foodie Drools

F.EAST Potato Chips



Proud Winners! Founders
Mr YJ Lee / Ms Vern Cheng Kee



Business Times (Singapore) article
Aug 7th, 2018



Hainan Chicken Rice Potato Chips: 70g packet



Premium European Potato Chips

Popular Singaporean Dish

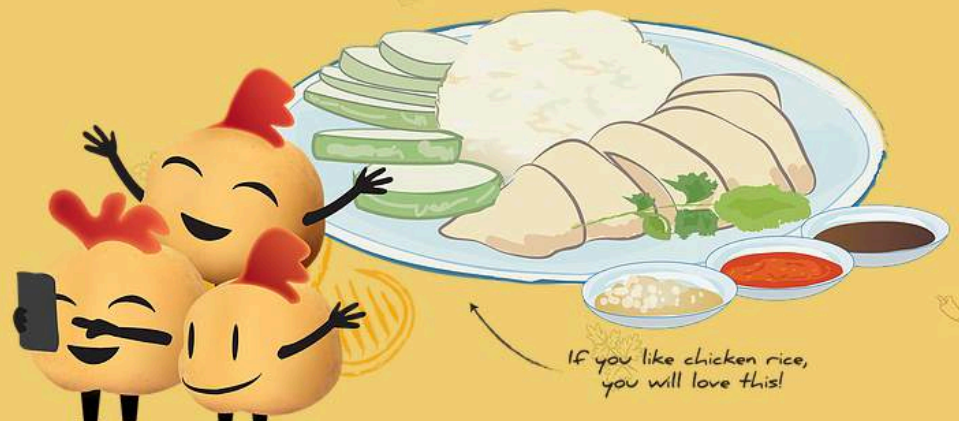
Competitively Priced

Singapore Brand

All Time Favourite

Hainanese Chicken Rice is widely considered to be one of Singapore's national dishes. No food court is complete without it! Adapted over time with local influences to its method of preparation, this beloved dish made whole with the fragrance of ginger and the subtle aroma of sesame oil traces its origins to the island of Hainan in southern China.

If you love chicken rice, you will love this!



Singapore Laksa Potato Chips: 70g packet

Premium European Potato Chips



Popular Singaporean Dish



Competitively Priced



Singapore Brand



Iconic dish

Laksa is a thick, spicy noodle soup of the Peranakan cuisine. Perfect for rainy days! Found in different variations across Asia, Singapore's take on this dish comes with a distinct taste of coconut milk and a hint of dried shrimps, featuring thick vermicelli cut into short pieces and eaten with a spoon.

Slurp. Now crunch!



Egg Prata with Fish Curry Potato Chips: 70g packet



Premium European Potato Chips

Popular Singaporean Dish

Competitively Priced

Singapore Brand



All Day Delight

Roti Prata is a South Indian flatbread that is crisp on the outside but soft inside. A dough and ghee mixture is masterfully flattened and flipped until it becomes a thin layer, then pan-fried. Ingredients can be added to the prata, but it is yummy even when eaten plain! The prata is usually paired with a savoury curry, and has become a perennial Singapore favourite!



Operationally Easy



Long Shelf Life



Room Temperature Storage



1-working day Delivery





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Thank You



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