

International Operations



SFI is a leading integrated food company in Singapore, drawing synergies from its various businesses. The Group is focused on meeting changing food needs driven by changes in lifestyle and demographic patterns. Besides Singapore, we have established a significant presence in the United Kingdom, and made forays into the Republic of Ireland, China and Australia as the footholds for future development into the promising European and Asia-Pacific markets.

Our three core businesses are Food Distribution, Food Preparation, Manufacturing and Processing, and Abattoir and Hog Auction.

• Singapore

The Group is headquartered in Singapore and our main businesses here are Food Distribution, Food Catering and Manufacturing, and Abattoir and Hog Auction. We believe we are the only fully integrated food logistics and catering services supplier in Singapore. The company in Singapore has worldwide sourcing capabilities and a wide network of market channels to service a wide range of customers.

Besides being one of the largest institutional caterers in Singapore, serving the Singapore Armed Forces (SAF), homes and cafeterias, SFI also operates a retort manufacturing line, producing ambient and shelf-stable products including ready-to-eat-meals, sauces, gravies, and desserts under the Farmpride and Taj Foods brands. Leveraging on Singapore's reputation for high standards in hygiene and food safety, SFI's export market range from Australia and Japan to the United Kingdom.

• China

Our subsidiary, Shanghai ST Food Industries (SSTFI) manufactures under its leading brand, Farmpride (金手指) frozen value-added chicken products in Shanghai for sale in China and for export to Singapore and other markets. Its other product range includes frozen rice-based convenience food products targeted at the fast-paced lifestyle of urban consumers in the China market. It has also launched a new range of Noodle Mate (营养伴侣) products which complement instant noodles to make a complete meal. Farmpride products are available in hypermarkets and supermarkets in more than 20 cities in China.

• United Kingdom/Europe

Revenues from UK/Europe operations now constitute 52 per cent of Group turnover. In the UK, the company is focused on the £12 billion high growth chilled convenience food sector. Having been in the UK market since 1991, SFI has a good understanding of this sector and is operating in the four highest growth categories, namely chilled ready meals, fresh prepared fruit, fresh fruit juices and fresh soup.

Our wholly-owned subsidiaries are Daniels Chilled Foods which is involved in the manufacture of various chilled convenience foods, including New Covent Garden fresh soups, a leading brand with a market share of 50 per cent in the fresh soup market; and International Cuisine Limited which is a private label manufacturer of chilled ready meals for major UK retailers. We have also acquired an Irish food manufacturing company, Cresset Limited, to tap on the growth opportunities in the Irish chilled ready meals market. We are presently the sole indigenous chilled ready meals manufacturer in the Republic of Ireland.

• Australia

Our Australian subsidiaries present a platform from which to source and process high value quality seafood. Through its two subsidiaries in Queensland, SFI owns and operates a fleet of fishing vessels and seafood processing plants. The two subsidiaries are engaged in commercial fishing, processing, wholesale and export of premium seafood (such as scallops and prawns) to East Asian markets such as Hong Kong, China, Taiwan, as well as Singapore.