

Supreme Food is Puratos' sole S'wak distributor

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KUCHING: Supreme Food Supply (M) Sdn Bhd is now the exclusive distributor in Sarawak for products made by Puratos Malaysia.

As a leading innovator in bakery, patisserie and chocolates, Puratos is dedicated to meet customers' demand so as to enhance quality of products.

To mark the collaboration, 'Taste Tomorrow' event was held at UCSI Hotel here yesterday, featuring new concepts inspired by various countries in the baked goods market.

In a brief address, Supreme Consolidated Resources Sdn Bhd group executive vice chairman Dato Richard Wee said Supreme is honoured to be associated with Puratos.

"We are excited about the product line and is in the process of getting more agencies for the group," he added.

Wee said Supreme which was established in 1993 will become the distributor of Puratos products to food outlets and bakeries following the collaboration.

Earlier, general manager of Puratos Malaysia, Singapore and Brunei Priscillia Ooi said the corporation is equally excited about the collaboration with Supreme.

"Supreme is an established company and has been distributing global and regional brands for years."



According to Ooi, Puratos is a Belgian- based company with products in more than 100 countries.

Puratos which will be celebrating its 100th anniversary next year, reached Malaysian shore 18 years ago.

“We have more than 7,000 employees across the world, 377 R& D (research and development) staff to deliver fresh and quality bread and cakes to our customers, and 463 technical advisors throughout the world to create interesting recipes,” she said.

She added that recent market trends revealed that the majority of consumers preferred fresh, healthy and tasty bread and cakes.

“We turn technologies and experiences from food cultures around the world into new business opportunities,” she said.

Chef Shane Cheng from Kuala Lumpur featured three signature recipes during a demonstration.

Also present was Supreme Consolidated Resources Sdn Bhd group managing director Lim Ah Ted.