

## Savour Hawker-Style Fish Ball Noodle Soup – the DoDo Way!

**FOR IMMEDIATE RELEASE: SINGAPORE, 17 December 2003** – Thong Siek Food Industry Pte Ltd, manufacturer of the famous DoDo brand, has introduced an exciting range of convenient seafood meals.



This new range, which consists of Laksa Bee Hoon (Coconut Curry Rice Stick with Fish Cakes), Fish Ball Soup with Kway Tiao (Rice Noodle Soup with Fish Balls), Fish Ball Soup with Bee Hoon (Rice Stick Soup with Fish Balls), Fish Ball Soup with Mee Thye Mak (Rice Pasta Soup with Fish Balls) and Fish Balls with Dry Mee Pok (Fish Balls with Dry Noodles), let you savour *authentic and traditional* Singapore-style hawker Noodle Soup the convenient way.

The final product looks and tastes exactly like noodle soup that you would find at hawker centres in Singapore, or even better! The fish balls and fish cakes are manufactured in a HACCP-certified factory, and hygienically packed into a bowl for ease of handling.



Cooking steps are minimal. One just has to add 300ml of boiling water into the bowl provided, microwave it for 2 minutes\*, stir and serve. To further spice up the dish, you can throw in some vegetables or seafood products.

Each bowl comes complete with 100% natural and fresh ingredients such as fish balls, sliced fish cakes and minced fish, as well as seasonings to deliver a full complement of authentic flavours. The product, which has to be kept chilled or frozen, is also Halal-certified,



and has obtained the Healthier Choice certification from the Health Promotion Board of Singapore.

These noodle delights are currently sold at 7-Eleven, BP and Caltex convenience outlets and other major retail outlets such as NTUC Fairprice, Cold Storage, G-Value, Giant and Shop N Save in Singapore. One single pack of the product retails from S\$2.00, inclusive of GST.

**\* Since microwave wattage varies, please adjust cooking time accordingly. For frozen range, microwave it for 4 minutes High.**

**Notes to Editors:**

**About Thong Siek Food Industry Pte Ltd ([www.thongsiek.com](http://www.thongsiek.com))**

Found in 1978, Thong Siek Food Industry Pte Ltd (TSFI) is the leading manufacturer, distributor and retailer of surimi-based seafood products in Singapore. Its product lineup under the DoDo brand includes: a whole range of seafood balls such as Fish Ball, Cuttlefish Ball, Vegetable Fish Ball, Lobster Flavoured Ball, Crab Flavoured Ball, Chicken Ball, etc.; breaded range such as Breaded Scallop Nuggets, Breaded Fish Cakes, Dino Fish Bites and Breaded Fish Fingers. Other products include Crab Flavoured Stick, Black Pepper Tofu Fish Cake, Fuzhou Fish Ball, Mini Chikuwa, Thai Tom Yum Fish Cake and Japanese Fish Cake. In all, there are more than 60 varieties of seafood products under the DoDo brand.

The first seafood company in Southeast Asia to install a fully automated fish ball/fish cake processing line, TSFI is also Halal and HACCP-certified and has numerous awards to its name, including the Superbrands Award, Singapore Promising Brand Award, Enterprise 50 and Oscar Award, a food safety certification awarded by Singapore's leading food authority, the AVA.

Besides supplying to customers and distributors through its extensive network of wet markets, supermarket chains, food and hospitality outlets and chain stores in Singapore, TSFI has also successfully established a brand presence in more than 20 countries including Australia, France, United Kingdom, Russia, the United States, China, Hong Kong, Thailand, Malaysia and other parts of Asia.

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