

[FOR IMMEDIATE RELEASE]

Transforming waste to wonder: How LG Foods exercise sustainability through upcycling

Singapore, 11 July 2023 – LG Foods announces a new addition to its collection of product innovations– Wonton Crisps. Made from wonton skin trimmings, the prototype is a crunchy snack flavoured with spicy nori seasoning that tantalizes your taste buds. With layers of delectable crispiness, this snack eliminates the option for our consumers to pick between taste and impact.



LG Foods launches Wonton Crisps in collaboration with local manufacturer.

As part of LG Foods’ mission to reduce its environmental impact, this prototype represents one step closer towards a brighter and more sustainable future. After months of research and development (R&D), these crisps are the result of upcycling wonton skin trimmings. Done in collaboration with local food manufacturer to eliminate waste, wonton skin trimmings were carefully handpicked and successfully transformed into mouth-watering wonton crisps.

This innovation highlights not only our commitments to reducing environmental impact but also to foster a circular economy. It also aims to be the stepping stone in educating partners within the industry on the benefits of eliminating waste and instead, understand how to make the most of it.



Demonstration of hand cutting wonton and dumpling skin wrappers.

Consumer behavioural trends reveal an increasing concern for sustainability. They are growing smarter and have access to vast amounts of information online. Therefore, they place a lot of importance on measurable contributions to the environment and look out for brands that don't simply make fleeting claims.

In response to this, we see corporations everywhere increasingly allocate time and resources to foster environmental and social responsibility into their business practices. Brands need to look beyond their product or service offerings and into their everyday operations for areas to implement sustainable initiatives. It is clear that environmental concerns among individuals are here to stay thus companies must adapt and pivot in order to remain competitive in their respective markets.

At LG Foods, sustainability and community is at the heart of what they do. It was a privilege for LG Foods to collaborate with local communities to produce impactful work and share it with the public. These Wonton Crisps represent a contribution to our community and to our corporate social responsibility.

In hopes that this will be the first of many innovative products that LG Foods has to offer, they will continue to create opportunities to make real positive impact for people and the environment. To learn more about LG Foods and their sustainability efforts, kindly visit <https://www.lgfoods.co/>.

About LG Foods

LG Foods, a brand by Leong Guan Food Manufacturer, Singapore's largest fresh noodle manufacturer, specialising in noodles and beancurd products. Anchored in food science, the company has pioneered several innovations, from preservative-free long shelf-life fresh noodles and beancurd products, to healthier variations of local noodles and other functional noodles. Proudly made in Singapore, LG Foods is a trusted partner in the local food service industry, supplying hawkers, caterers, and Michelin guide accredited restaurants as well as customising recipes for chain eateries. The LG products are found in all leading supermarket chains in Singapore, as well as in export markets including Southeast Asia, the Middle East, Australia, Europe, and the US.

For any media enquiries, please contact:

Kevin Lim

Head of Strategy & Insights

hello@lgfoods.co

Ardini Insyirah

Marketing Executive

ardinii@leongguan.com