



# Crafting Future Flavours

THE BRAND BEHIND THE BRANDS

**Reimagining the flavours of tomorrow.**



## Crafters and innovators that bring joy.

At KH Roberts, we craft future flavours that bring delight and imagination to the world. As one of Asia's leading creators of aromas and tastes, we are constantly pushing the boundaries, always discovering, always innovating.

# Making good food taste better.

We bring to our customers crafted aromas and tastes that deliver authenticity, delight and more.

Underlining more than half a century of flavour creation experience is KH Roberts's world-class research, innovation, and manufacturing expertise.





A young woman with long brown hair is smiling broadly, holding a fork to her mouth. Next to her, a young man with glasses is also smiling. They are seated at a table with various dishes, including a roasted bird, a glass of orange juice, and a plate of food. The background is softly blurred, showing green plants and a bright, indoor setting.

**We craft future flavours  
that bring delight and  
imagination to the  
world.**



**Fostering a unique culture,  
making a meaningful  
difference.**

Our unique culture is built upon our core values. We live and breathe these values every day through our creations, unifying and driving us to achieve our purpose. Our values empower us to dream, discover, explore and innovate.





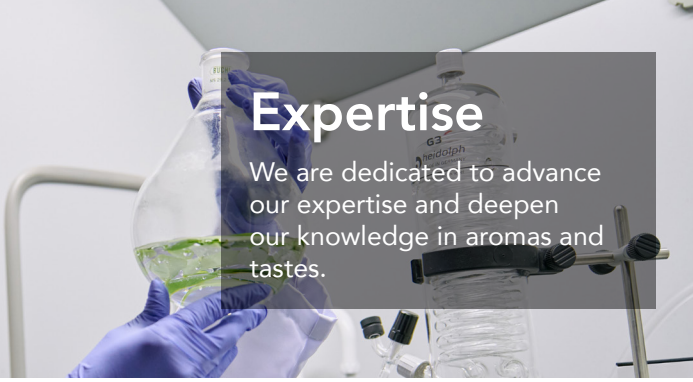
## Innovation

Reimagining the possible. We are constantly learning and discovering new wisdom, translating them into timeless innovations.



## Expertise

We are dedicated to advance our expertise and deepen our knowledge in aromas and tastes.



## Integrity

We are committed to exceed the highest demands for quality and food safety, building trust and delivering our purpose.



## Collaboration

We thrive on teamwork, we collaborate to inspire and we work together to help deliver sustained solutions for our customers.



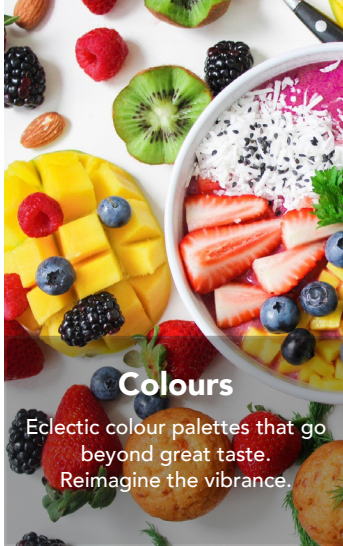
**Reimagine  
aromas and tastes.  
Redefine your  
experiences.**



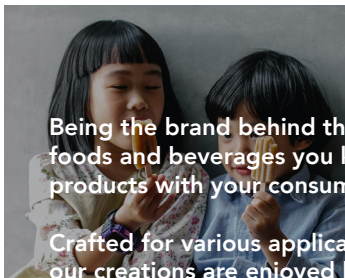


# Fine crafts made to delight

Our products are crafted with the purpose to delight. From aromas and tastes, colours, to extracts and ingredients, we are the experts on what it takes to create finer sensorial experiences for consumers.



# Brand behind the brands





# Putting artistry and science in the flavours that we craft.

## From Imagination to Innovation

At the heart of KH Roberts is our research and innovation scientists, dedicated to the art and science of aromas and tastes.

Our experts and scientists collaborate and work to achieve the right balance of aroma notes, tonalities and tastes.

## Delivering Pure Aroma

We are committed to our ethos of delivering pure aroma in all our products and solutions, safeguarding our customers' and the end consumers' well-being.

From innovation to research, planning to production, we put our products through extensive testing and advanced manufacturing processes, to ensure that we deliver only the best to our customers.



## Flavours of Trust

KH Roberts's facilities comply with local and international food safety, quality and ethical standards, including:

- FSSC 22000 (Food Safety System Certification 22000)
- HACCP (Hazard Analysis and Critical Control Point)
- ISO 9001 (Quality Management System)
- Sedex

As operators of innovation centres and manufacturing facilities across the world, our products and operations meet and comply to the relevant regulations of the country of manufacture and religious guidelines, which include Halal and Kosher certifications.



## 1930s

### Pioneering Specialty Food Ingredients

Founder Mr. Ong Boon Seng started his trade specialising in food ingredients distribution. He was considered one of the pioneers in specialty food ingredients.

## 1968

### Founded in Singapore

The business quickly took on a specialised focus in aromas and tastes, and the very first dedicated food flavours production and R&D facility was built in Singapore.

## 1970

### Expansion in Asia

KH Roberts invests in Southeast Asia and beyond, establishes presence in key growth markets including Indonesia, Thailand, Malaysia and Philippines.



## 1998

### Expansion of Singapore Facility

Backed by strong demand and growth, KH Roberts invests and expands on its flavours factory in Singapore.

## 2001

### KH Roberts Malaysia

KH Roberts opens Malaysia facility integrating commercial centre and distribution warehouse to serve our customers in whole of Malaysia.

## 2002

### KH Roberts Indonesia

KH Roberts sets up Indonesia facility housing a purpose-built flavours manufacturing and creation centre, bringing our flavour expertise to customers in Indonesia.



## 2010

### Delivering Pure Aroma in Every Drop

KH Roberts rebrands with its unique "pure" positioning – bringing to customers and consumers safe, high quality, unadulterated and innovative aromas and tastes.



## 2018

### 50 Years and Beyond

KH Roberts relocates to a new manufacturing facility in Singapore integrated with flavour research, innovation, creation, analytical and production capabilities in liquid, powder and encapsulated flavours.



# Our Heritage

55 years of innovation and beyond.



## 2000

### Aroma Encapsulation First in Southeast Asia

KH Roberts became the first regional flavour house to set up commercial flavour encapsulation and R&D facilities in Singapore and Southeast Asia.

## 2000

### Aroma Encapsulation Today's Caproma®

Building on our own proprietary encapsulation technique, today KH Roberts's Caproma® encapsulated flavours is well acclaimed in the market.

## 2003

### Natural Extracts and Purification

KH Roberts acquires menthol refining technologies and production capabilities, and started supplying highly refined natural menthol crystals in high purity form.



## 2004

### KH Roberts Thailand

KH Roberts opens Thailand facility integrating flavours production, commercial centre and distribution warehouse, supplying our products to Thailand and the Indochina market.



## 2020

### Crafting Future Flavours

KH Roberts rolls out its new purpose – Crafting Future Flavours. As we continue to discover, explore and reimagine the possibilities, our experts and scientists commit to craft flavours that are future-ready.

**KH ROBERTS**  
Crafting Future Flavours



## **A commitment to our people and the community.**

The cornerstone of our values is our commitment to our people's health and safety, and the community at large. The policies that we have implemented within the group cover important areas of ethical business practices that include workplace health and safety, prohibition of child and forced labour, and responsible practices in our supply chains.



## Bridging Cultures, Connecting the World.

For 55 years, KH Roberts has built an extensive network of partners and clients worldwide. We have gained a deep understanding of an array of taste palates, always immersing ourselves especially in the diverse cultures of Asia.





# KH ROBERTS

Crafting Future Flavours

Connect with us.



**KH Roberts**

+65 6265 0410 | [kh-roberts.com](http://kh-roberts.com)

[linkedin.com/company/kh-roberts](https://www.linkedin.com/company/kh-roberts)