

# HACO

## Culinary Variety

This plant in Selangor serves the entire Asia Pacific region where premium convenience products under the foodservice line is concerned.

**H**aco Asia Pacific, a subsidiary of the HACO group, was founded in 2004 in Malaysia. This Selangor situated office is the company's first plant outside of Switzerland. This outfit serves as the regional head office for all sales divisions. Already in the pipeline are plans for an expansion within Selangor, according to Tony Lim, General Manager of HACO Asia Pacific.

This is no wonder. With an impressive history of developing innovative manufacturing processes and producing food products for over 80 years, the facility in Selangor is equipped with state-of-the-art installations. This plant produces high quality liquid and soluble coffees as well as premium convenience products for the foodservice industry in the Asia Pacific region.



High quality products made at the HACO plant



*There is a rising demand for natural products*

### Striving For A Passion

Culinary variety is HACO's passion. Constantly striving to be the leader in the pack, their ambition is clearly cut; the pleasure for them is in seeing good ideas implemented to perfection. At HACO they inspire all those who want to enrich our world successfully with individual, innovative and modern convenience food solutions.

The folks at HACO are known to have a solution on hand even before your problem emerges. With an international reputation for individual and innovative food products, an excellent track record in innovation and unparalleled agility speaks volumes. Here at HACO they develop and offer tailor-made products and services within a record time, bringing their business partners success worldwide. Their motto is simple, 'From

food ideas to great success.

It is evident that the people at HACO have committed themselves to what we can call the secret to their success. Being genuinely close to customers, feedback is obtained and offers some help in the improvement department.

Their high innovative ability and concept of individual solutions with the technology to back it makes this company prompt and flexible enough to meet the needs of today's time.

### Soul Food

For over 80 years, HACO has carefully perfected its manufacturing process of preserving and blending the delicate aromas and flavours of food ingredients to create their products. While excellent taste tops the list of priorities, other nitty gritty

details like perfect convenience and the finest quality is also paid due respect.

Being more than just a manufacturer of premium convenience products, HACO has also become a trusted customer-oriented company working closely with their distribution partners and professional chefs to provide technical support. This enables them to continuously introduce exciting new products to the market.

With the conscious, healthy consumers of today growing in numbers, HACO's foodservice products are a natural choice and does not contain MSG, trans fats, preservatives or artificial colouring. With the rising demand for natural products, here they offer a solution to quality inspired hotels, restaurants, catering companies, airline caterers and ship chandlers. The nutritional value of HACO products is



of the highest international standards, making it the natural choice of foodservice professionals the world over.

### Wide Range

You will definitely be inspired by HACO Swiss's comprehensive range of premium convenience food products including stocks, sauces, soups, seasonings, salad dressings and desserts. Using only the finest quality ingredients and state-of-the-art manufacturing process, their products provide you with the timesaving possibility of preparing an endless range of premium culinary creations without compromising on quality.

Their wide product range covers everything from stocks, sauces, soups, seasonings, dressings and desserts, which are carefully designed and with the highest of standards based on Swiss knowledge transferred to Malaysia.

### Private Label

With ISO, HAP, Halal and Kosher certifications, many MNC's are looking to HACO to provide for them. The Private Label sector kicks off full fledged this year with Business Development Manager, Stefan Mal stepping in from Switzerland to head up the division, implementing workable ideas from the Swiss main office.

In this segment, the Private Label section has been given a boost with an



**A comprehensive range of premium convenience food products by HACO**

establishment of strategy and direct focus that has made the very same sector a huge success in HACO internationally. Growing and increasing its capacity largely, now HACO takes it a step further by offering not just a product, but developing strategies and business concepts to complement. This offers their clients a complete and well-rounded service.

The Private Label sector focuses primarily on food retailers and

Multinational Organizations carefully selected for strategic partnerships. Considering the Malaysian plant is strategically located in Selangor, which is centralized and can offer quality and stability, a high standard of services can be offered to Asia Pacific from this very one point. This strategic notion is acknowledged by international companies that partner and have future plans to partner with HACO Asia Pacific.

For more information on HACO, log onto <http://www.hacoasia.com>  
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