



Straits Union
Sharing Fun Concepts Since 1985

About Us

Straits Union was set up in 1971 as industrial and commodities traders. In 1985, the company diversified its business, and was appointed authorised distributor for Gold Medal Products Co., industry-leading manufacturer and producer of fun food equipment and ingredients, from USA. In 1994, South Africa's BIGGI Brands appointed Straits Union distributor of non-GMO 'A' grade mushroom and butterfly corn kernels.

Over the past 32 years, Straits Union has established itself as one of the leading importer and distributor of fun food equipment and ingredients, namely, popcorn, candy floss, waffles, nachos, hot dog to name a few.

In 2016, Straits Union extended its portfolio of products by representing Mexex, a food producer of sauces and microwave nachos from South Australia, and Advance Seed, Africa's premier corn producer and processor. In 2017, Pop's, the company's private label was launched, to cater to end consumers with multi-flavoured ready-to-eat popcorn.

To date, Straits Union supplies to a majority of fun food clientele, including movie theatres, integrated resorts, private



gourmet popcorn labels, event organisers, hotels, restaurants, bars, private clubs and associations, in Singapore, India, Vietnam, Thailand, Maldives, Indonesia, Seychelles, Mauritius and Brunei.

Diversification is key in 2017. In an effort to expand into new markets, yet, keeping to its fun food concept, the company chanced upon Willem van Kruijsbergen's Bake4Pets, Chief Executive Officer and founder of healthy and tasty baked treats for pets, produced by Diversi Foods, a leading player in the world of bakery from Belgium.

The all-natural and additive-free muffins, cakes and biscuits will be launched in Singapore by the last quarter of 2017, under the company's private label, Chompétit, *by Willie*. We are really excited about this business venture with Willem, and our new newly-appointed distributorship by Bake4Pets, as we are very passionate pet lovers as well!



Fun Food Products

Straits Union distributes a wide range of equipment, ingredients and snacks. Fun food equipment include popcorn machines, cotton candy floss machines, Belgian waffle and cone bakers, churros extruder and warmer, hot dog grills and bun warmers, nacho chips and cheese warmers, and more.

Ingredients include non-GMO 'A' grade corn kernels, coconut buttered oil, buttered salt, flavoured sugar such as caramel and chocolate Glaze Pop, savoury flavours, including cheddar cheese, bacon and cheese, sour cream and chives, hot jalapeno, as well as nacho chips and cheese sauce. Food products catering to the retail and food service sectors comprise microwave nachos, as well as multi-flavoured ready-to-eat popcorn and microwave popcorn.

Fun food products for pets include all-natural, addictive-free baked muffins, cakes and biscuits, founded by Bake4pets, produced by Diversi Foods.



One-stop Fun Food Solutions

Services that Straits Union provides include proactive customer service, door-to-door deliveries, installations, maintenance, training, after-sales technical service, customised fun food retail shop designs, as well as inventory forecasts of items that our clients require throughout the year.

Distributors and retailers of Chompétit, *by Willie's* range of products will be fully supported by pro-active marketing and branding activities, including print and digital collateral, display shelf units, micro-site content development, social media engagements, media buys, email communications, media and influencers relations and events, as well as corporate social responsibility events.

Why Work With Straits Union

- **Quality: Gold Medal**

Gold Medal equipment, which are manufactured in Cincinnati, Ohio, USA, command the highest quality in design and technology. Some of Straits Union's customers, who bought Gold Medal's equipment, dates as far back as 30 years ago – Still using the same machines.

All supplies by Gold Medal, including sweet and savoury gourmet flavourings, are produced with the finest ingredients, and are halal and kosher certified. With 85 years of experience, Gold Medal is trusted as the industry's leading supplier. You can count on Gold Medal to deliver snacks, smiles and success!

- **Quality: BIGGI & Advance Seed**

The premium-grade corn kernel that Straits Union supplies come from South Africa. The corn seeds are grown in the rich soils along the Orange River, and the water used to irrigate the crop is from the diamond-rich river. The corn kernels, a non-GMO premium-grade corn, is grown in a completely natural environment.

- **One-stop Solutions:**

Straits Union provides a one-stop solution for all their client's needs – from customised retail space design, to inventory forecast, installation, training, after-sales technical service, warehousing and logistics, keeping stock of spare parts, as well as keeping stock of all ingredients.

- **Training:**

Straits Union understands the local staffing issues, and the high turnover, which clients face today. Straits Union provides regular and specialised training for all outlet managers and front line staff members.

- **Maintenance:**

Straits Union offers regular maintenance and servicing packages, to ensure that technical issues are proactively identified, and rectified.

Our Partners



The Leading
Manufacturer Of All Your
Concession Needs from USA.



Producer Of Top Premium-
grade Non-GMO Corn Kernels
from South Africa.



Producer of Fresh, Tasty
Non-GMO Corn Kernels
from South Africa.



Innovative Soft Serve
Solutions



Private Label for
Ready-to-eat Snacks



Private Label for
Baked Treats for Pets



Healthy and Tasty Baked Treats
for Pets, Produced by Diversi
Foods, a Leading Player in the
World of Bakery from Belgium.





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