



**THE MARKET**

When it comes to Asian food, rice, rice vermicelli and noodles are staples, gracing plates and bowls throughout the region as an accompaniment to everything from won ton to instant noodles to chow mei fun (stir fried rice vermicelli). Few places hold noodles and rice vermicelli in such high regard as Hong Kong.

Chevy is a leading player in the production of rice vermicelli and instant noodles in the territory today. Targeting the local catering market in particular, Chevy noodles are served in some of the most frequented Chinese restaurants, Hong Kong-style restaurants, and canteens in town. Chevy also boasts an impressive retail chain, and its products are stocked in most of the major supermarkets, Japanese department stores and wet markets throughout the territory. But far from just a local phenomenon, Chevy noodles are exported throughout the world and can be bought in North America, Europe, South Africa, Australia and even Iceland.

**ACHIEVEMENTS**

Chevy has accomplished a great deal more than simply keeping families well fed and healthy over the years. In June 1989, Chevy was presented with the European Award by the president of Office Magazine in Paris as a comment on its quality food.

Chevy obtained the world-recognised ISO 9001:2000 certification guaranteeing quality

control systems in December 2001 and it is expected to acquire the international recognised food safety methodology system Hazard Analysis and Critical Control Point (HACCP) accreditation by the middle of 2004. The ISO and HACCP accreditation ensures every product manufactured by Chevy will be put through a world-class quality control and safety system before it is ready to be consumed by the public.

In 2004 Chevy was bestowed with the honour of the Superbrands seal of approval, demonstrating its excellent endeavours in product development, marketing and brand development. This places Chevy firmly among the market leaders, making it a company to be admired as much for its business practices as for its products.



**HISTORY**

Boasting over 32 years of experience in manufacturing and marketing rice vermicelli and instant noodles, the Chevy brand was introduced to Hong Kong by Edward Mok Kwok-On in 1972. Initially an importing company that shipped in rice vermicelli, instant noodles, and other foods products mainly from Taiwan and Thailand, three short years down the line the company acquired a noodles factory in Hong Kong and began producing its own delicious noodles.

Following this, the group showed remarkable growth and set up production lines in southern China in 1989 in order to accommodate its rapidly increasing sales demand from Hong Kong and overseas markets. In 2003 the company became an authorised HKSAR registered rice stockholder and importer and exporter.

Today the company is an expert in sourcing supreme quality rice from the best areas in Thailand. With well-established network and huge customer base in both catering and retail

market, the industry is demonstrating a remarkable growth and a fast acceptance of the company's products.

**THE PRODUCT**

The company offers a wide range of products housed under the Chevy and Pagoda brand names including rice vermicelli, non-fried ramen noodles, instant noodles, Japanese fresh udon noodles, pasta, seasoning, glutinous rice ball and Chinese noodles. Chevy mainly focuses on the local and overseas Chinese market, whereas Pagoda tackles the global market – with all the product information printed in seven languages.

Apart from producing house-brand rice vermicelli and instant noodles' products, Chevy is also an expert at producing OEM products for its customers, having been appointed as the manufacturer of instant noodles and rice vermicelli for a number of well-known international brands around the world. Its ability to make noodles in different sizes, flavours and forms has proven Chevy to be flexible in serving its customer needs and requirements.

The company also produces noodles for several



major airlines. It has been long been an authorised supplier to air caterers, delivering pot noodles to most of the major airlines in the world.

**RECENT DEVELOPMENTS**

In January 2003, Chewy began importing top quality rice such as Hom Mali rice from the best growing regions in Thailand. Hom Mali Rice is grown in the northeast of the country where the weather and soil quality is especially good for growing rice that boasts a distinguished taste and natural fragrance. Shoppers who buy Thai Hom Mali Rice are guaranteed a product that confirms to the strictest of quality control standards. This is because the Royal Thai Government, through the Department of Foreign Trade Ministry of Commerce, has issued the Thai Hom Mali Rice Mark of Certification. The right to display this mark is granted only to producers and exporters of Thai Hom Mali Rice who have followed a series of stringent inspections and procedures laid down by the Royal Thai Government.

During its long and illustrious career in the rice product industry, Chewy has developed some excellent connections and has established fruitful relationships with the major rice exporters in Thailand. Its sourcing team has over 30 years of experience in selecting the best rice for its rice vermicelli, which in turn manifests itself in the confidence of Chewy's customers. Due in large part to this trust, Chewy acquired the status of authorised HKSAR registered rice stockholder and importer soon after the liberalisation of the rice trade in January 2003.

Chewy has also recently branched out to encompass new products to feature alongside the more traditional fried instant noodles. The

revolutionary non-fried noodle caters to an increasing health conscious population that shies away from greasy fried food, opting instead for products that not only contain no cholesterol but

redemption programme. The promotion was a huge success.

Chewy also regularly takes part in tradeshow throughout the region such as the Hong Kong Food Expo and the Sial trade show in France. The Sial International Food Exhibition is one of the world's largest food shows and is held every two years in Paris. Lasting five days, over 135,000 visitors attend the event to discuss business with over 5,200 exhibitors from 98 countries.

**BRAND VALUES**

Chewy has long been admired for using only the finest ingredients to produce the best-quality rice vermicelli

and noodles. Chewy is a local company in the sense that it places great emphasis on family values and nutrition, yet a global company in that it strives to bring the joy of noodles to people around the world.



are also better for the heart. As such, Chewy will be launching the newly developed non-fried ramen noodle by the middle of 2004. An impressive 99 percent fat free and with no MSG added, these new noodles can be cooked in just three minutes either on a conventional stove or in a microwave oven.

**PROMOTION**

A leader in its field, Chewy has long enjoyed a reputation for the quality of its produce and experience in the market. Chewy promotes its products by conducting in-store demonstrations, although the majority of the company's promotional strategy employs a combined approach to advertising, mixing traditional channels such as television commercials, newspapers and bus advertisements with more innovative promotional activities. In July 2002, Chewy sponsored the Hong Kong premiere of the international hit *Stuart Little 2*, with a free tickets



**THINGS YOU DIDN'T KNOW ABOUT CHEWY**

- Chewy rice vermicelli and noodles are sold to some of the hottest and coldest countries in the world such as South Africa and Iceland
- In 1972, Chewy was awarded the Governor's Award for Packaging Design at the Governor's Mansion in Hong Kong for its gift box set designed like James Bond's briefcase
- As early as 1973, every Chewy delivery truck was equipped with walkie-talkie radios to ensure the prompt and accurate delivery, making Chewy a pioneer in the noodle industry when it comes to communication efficiency between the customers, the sales office and the warehouse
- Chewy is Hong Kong's biggest importer of rice vermicelli from Thailand