THE RIGHT INGREDIENTS FOR INNOVATION

How Musim Mas creates new food products from its R&D facility in Singapore



S\$10m R&D and innovation facility at the Singapore Science Park

- First international R&D facility
- Developing new solutions for key ingredients to create healthier and tastier baked and confectionary goods





RESEARCH CONDUCTED AT:

- Confectionary Lab
- Bakery and Asian Food Lab
- Dairy and Frozen Desserts Lab

SUPPORTED BY:

- Analytical Lab for data processing
- Sensory Room to test new products

> 10 NEW PARTNERSHIPS CREATED



20% NEW INNOVATION PROJECTS



▲ 50%
INCREASE IN
INGREDIENT VALUE



ACCESS TO NEW
GLOBAL CLIENTS
FROM COUNTRIES SUCH
AS ISRAEL AND RUSSIA

