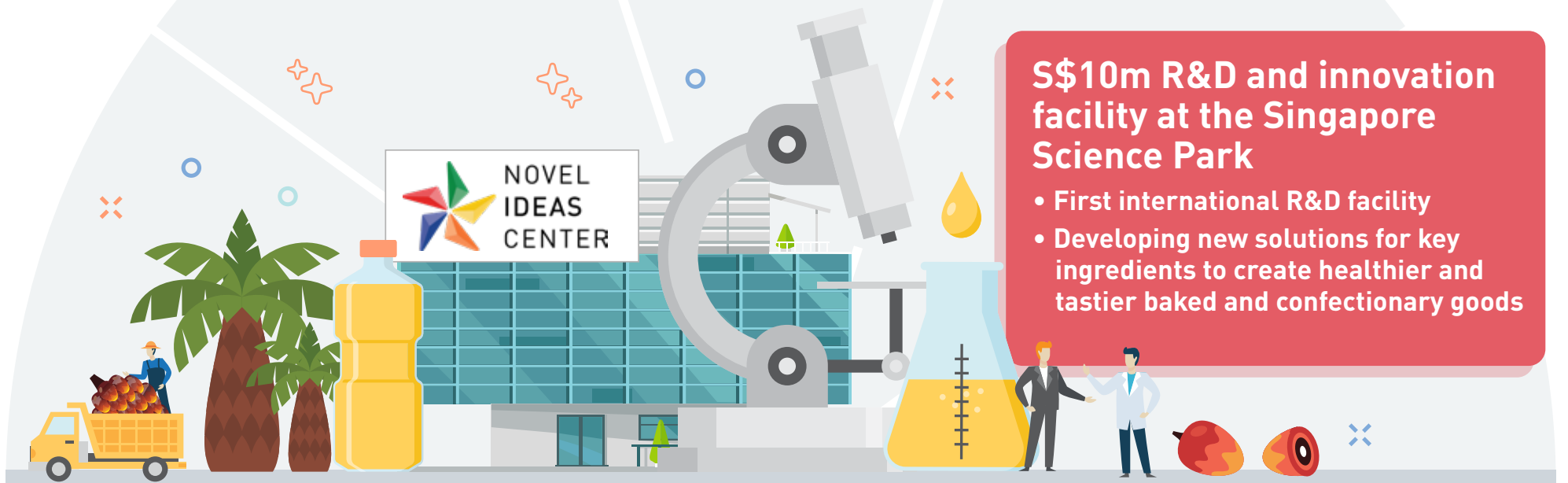


# THE RIGHT INGREDIENTS FOR INNOVATION

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



**> 100  
PROJECTS  
SINCE 2019**



## 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**

