



# 甜蜜结晶 SUGAR RUSH

Home-grown rock sugar manufacturer Cheng Yew Heng Candy Factory hits a sweet note with new retail products

从生产糖果、物流、商品货易，到出品包装新颖时尚的冰糖棒，钟友兴糖果厂赋予糖新的生命。

TEXT TEO WOAN YEE / 赵琨仪 PHOTOGRAPHY 龙国雄

## Brand Owner 品牌舵主

John Cheng, 35, is the director of business development and trade at Cheng Yew Heng Candy Factory. A business management and marketing graduate of Singapore Management University, he has been the key driver in modernising the company for the past eight years.

钟友兴糖果厂商业发展和贸易董事钟程龙(35岁)毕业于新加坡管理大学，拥有商业管理文凭，双主修经营管理和市场营销。加入家族企业前，他在国际银行任职，负责采用六西格玛(six sigma mythology)技术，改善企业质量管理。

过去8年，他透过更新品牌形象、人力资源管理、自动化及获取食品安全体系认证ISO 22000等多管齐下，推动糖果厂现代化经营。

## Brand Story 品牌故事

Founded in 1947, Cheng Yew Heng Candy Factory, Singapore's biggest and oldest rock sugar supplier and manufacturer, marks its 70th anniversary this year.

It used to produce traditional Chinese sweets such as hawthorn and sour plum, and started selling rock sugar in the 1950s. It also manufactures red and black jaggery, which is made from sugar cane.

John Cheng and elder brother Cheng Liang Kheng, 47, executive director of Cheng Yew Heng Candy Factory are third-generation owners of the family business, which has retained its original name even though it no longer produces candy.

A member of the Refined Sugar Association (RSA) headquartered in Britain, Cheng Yew Heng now focuses on three areas: international bulk trade, logistics (the import and supply of flour and sugar products) and the domestic production of sugar.

The long-time supplier to shops and enterprises ventured into the retail market two years ago with the Cheng brand of sugar packs for daily use. Last year, it also launched Jewels, a range of colourful rock-sugar sticks that come in innovative flavours such as Singapore Sling. The brand is pitched at younger consumers, who can pair the sweeteners with tea or coffee. Jewels is stocked at stores such as Naise and 1872 Clipper Tea Co..

Through its products, the company seeks to educate consumers on rock sugar and its uses. For instance, it is the purest form of sugar and takes 14 days to crystallise. Rock sugar has a mild, smooth flavour and is often used in local dishes such as prawn soup and bak kut teh.

钟友兴糖果厂创立于1947年，是本地品牌最大规模的糖果厂，主要生产冰糖、黑糖和红糖等。钟程龙和哥哥钟良庆(47岁)——钟友兴糖果厂执行董事，是公司第三代传人。

现在的钟友兴糖果厂已不是生产糖果的工厂，但仍然保留原名。公司现有三项业务，即国际大宗商品贸易、物流(入口与供应面粉和糖)，以及在本地生产糖。公司也是英国精制糖协会会员。

数十年来，公司的客户都是企业和机构，近期开始进军消费市场。去年创立品牌“Jewel”，定位为生活时尚产品，为喝咖啡、茶和气泡水带来新体验，争取年轻消费群体青睐。

The Cheng brothers hope Singaporeans will grow to place more value in home-grown brands, especially those with a long history and proven track record.

钟程龙说，在收集了客户意见以及参考海外考察结果后，公司出品包装缤纷新颖的冰糖棒，选在诗家董、罗敏申、创意产品零售商Naise及本地精品茶品牌The 1872 Clipper Tea Co.发售。公司也赋予冰糖棒教育使命，希望透过商品传达关于冰糖的美味信息，以及使用糖果的健康贴士。糖的最纯净形式是天然结晶的冰糖，结晶时间需要14天。冰糖拥有圆润的甜味，所以大虾汤、肉骨茶多采用冰糖熬煮。

## Secret To Success 成功秘诀

Seek passion in your work. Be a good listener. Make friends from far and wide.

在工作中寻找热忱，擅长聆听，广结好友。

## Significance To Singapore 对新加坡的意义

The Cheng brothers hope Singaporeans will grow to place more value in home-grown brands, especially those with a long history and proven track record. Successful brands, they say, serve as cultural ambassadors that help foreigners understand Singapore better. Local success stories can also inspire other enterprises here to strive for innovation and creativity.

钟家兄弟希望更多人珍惜本土品牌。这是新加坡历史及文化遗产的一部分，拥有历史悠久及文化深度的本土品牌值得国人自豪。成功品牌也是文化使者，有助于开拓外国人对新加坡的认识。本土品牌的成功经验，也能激发其他商家再创造及创新。

## Plans For The Future 未来计划

The company is working to increase the plant's capacity and to establish learning and R&D facilities. Through collaborations with schools and industry players, it hopes to boost brand visibility and productivity. It also has plans to expand worldwide, and targets to enter markets in China, Taiwan, Japan and South Korea in the next two years.

钟友兴糖果厂目前正在提升产量，建立学习及研发设施，以便于和工业及教育伙伴合作。与此同时，公司也在探索新市场，计划在未来两年进军中国大陆、台湾、日本及韩国。