

FOR IMMEDIATE RELEASE



**Sincere Food Investment Pte Ltd “SF Squid Har Kow”
Selected as a Finalist in the 2025 Seafood Excellence Asia Awards**



Singapore, 26 August 2025 Sincere Food Investment Pte Ltd is proud to announce that its Squid Har Kow has been selected as a finalist for the 2025 Seafood Excellence Asia Awards. Winners will be revealed on 10 September 2025 at 16:00 during the 2025 edition of Seafood Expo Asia, taking place from 10–12 September at the Sands Expo and Convention Centre, Singapore.

The SF Squid Har Kow is a modern interpretation of the classic oriental dim sum favourite. Wrapped in a delicate natural squid-ink dumpling skin and filled with generous chunks of shrimp and cuttlefish paste, this creation delivers an elevated flavor profile. With its rich umami taste and juicy texture, it is designed to be enjoyed on its own without the need for additional sauces. Each bite offers a drizzle of indulgence and a delightful treat that makes the taste buds dance.

The Seafood Excellence Asia Awards celebrate the best new products in the Asian seafood market. Finalists are evaluated by a panel of industry experts on criteria including uniqueness, market suitability, taste profile, packaging, convenience, nutritional value, and originality.

The SF Squid Har Kow will be featured at the Product Showcase (Stand #D19) throughout the three-day event. For more information, please visit Product Showcase @ Seafood Expo Asia 2025 Sands Expo & Convention Centre on Level B2 of the convention centre.

About Sincere Food

With over two and a half decades of heritage, Sincere Food is a trusted name in Singapore’s food industry, specializing in premium Halal-certified dim sum through Sincere Culinary Development Pte Ltd (its dedicated production arm), as well as seafood and value-added products for the HORECA sector and beyond. Renowned for quality, consistency, and service excellence, the company supplies leading hotels, restaurants, and catering businesses, while also exporting its products globally. Today, Sincere Food commands close to 87% of the HORECA market in Singapore, delivering trusted supply and exceptional quality to professional kitchens and foodservice partners worldwide.

Our mission is to elevate the dining experience through quality, creativity, and a dedication to excellence values that guide every product we develop.

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