

## Most Innovative Food Manufacturing Company 2025 & Food Manufacturing Pioneer of the Year 2025: Mickey Quah Kim Bong

# Carefood Industries Sdn. Bhd.

Championing the rich heritage of Asian food, Carefood Industries Sdn. Bhd. is Malaysia's leading manufacturer-exporter of authentic Asian sauces. Through 'Asian Meals', its innovation-led product line, Carefood Industries delivers more than 400 products spanning Malaysian, Chinese, Indian, Korean, and Japanese sauces, as well as pre-mix sauces, instant noodles, and more. This operation dates back to 1989, when events expert Mickey Quah Kim Bong pivoted into the food industry. On the back of this dual recognition, we caught up with Mickey for more on this 35-year journey.

Incorporated nearly four decades ago with a vision to manufacture authentic, wholesome sauces that could take both the difficulty and mastery out of cooking some of Asia's signature dishes, Carefood Industries' products see the process reduced to just two or three simple steps able to be carried out anywhere in the world. This reflects the company's unchanged dedication to offer an authentic taste of Asia whilst simultaneously streamlining kitchen operations – either at home or for those working in HORCEA environments.

Starting out with just sauces – which remain its speciality to this day – Carefood Industries' portfolio has grown to encompass instant noodles, pre-packed soups, and pre-mixed pastes, all delivered under the name of its renowned, aforementioned brand: Asian Meals.

Exporting its more than 400 recipe/sauce packets to countries such as Taiwan, Singapore, Japan, Australia, Canada, the US, and the UK, Asian Meals' products are defined not only by their global reach, but also their rigorous adherence to global quality standards. This includes halal certification, which is important due to Carefood Industries being located in Kuala Lumpur in Malaysia, a predominantly Muslim country. This is why none of its products contain pork or lard, and why its factory is maintained according to Muslim standards.

**“For over 35 years, we have maintained a culture of being a responsible food manufacturer.”**

It is no surprise then that Asian Meals' portfolio is incredibly popular across both Muslim and ASEAN countries more broadly, something driven further by the company striking a robust partnership with a prominent Japanese food manufacturer

in 2013. This has seen the production of a line of halal-certified Japanese sauces, addressing what is an escalating demand for these types of products in the region, particularly across B2B channels.

Distributing its products primarily to the likes of large supermarket chains, food distributors/wholesalers, and retailers, Carefood Industries works mainly with these B2B clients, affording them a product line-up that prioritises health and authenticity and sees formulas used that are free from additives, preservatives, and artificial colours and flavours. The aim here is to challenge the misconception that pre-made sauces/packs are unhealthy, allowing everyone to enjoy these nutritious and delicious dishes in only a few minutes.

Excitingly, tapping into the innovative spirit that has been reflected across these titles, some of these products are able to be tailored to the needs of restaurant customers through the bespoke sauce services offered by the team here. This allows them to engage with the company and to create unique, halal Asian sauces tailored to their preferences. It is this level of restaurant-quality food that led to Helmut F.J. Holzer, a former MasterChef chef, to say of the brand: “[For its] authentic, premium recipes, Asian Meals is my top choice.”

Quality is something that Founder and Managing Director Mickey Quah Kim Bong has been renowned for his entire career, even prior to him entering into food manufacturing more than 35 years ago. Initially working in organising events such as supercross, polo, and motor shows, Mickey shifted his focus upon realising there was a growing demand for local Asian cuisine and a similar decline in traditional cooking methods. Mickey knew he could develop products that would both promote and preserve the rich food heritage of this region.

Despite an influx of like-minded competitors over the decades, Mickey's pioneering spirit and commitment to high-quality cuisine has continued to fuel the growth of both Asian Meals and Carefood Industries more broadly,



seen through the latter recently securing a contract to manufacture the sauces for an Italian restaurant chain and being in talks with a major Japanese chain store to purchase retail packs of its soup base. An exhibition in Shanghai is also on the cards for this month, allowing the brands to cover more ground in China.

Setting the international quality standard for Asian cooking sauces, the wholesome, authentic, and halal products delivered by Carefood Industries Sdn. Bhd. and its visionary leader make them both fitting of recognition within our APAC Business Awards 2025.

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