



LAE BISCUIT COMPANY LTD

COMPANY PROFILE



LAE BISCUIT COMPANY LTD -COMPANY PROFILE



ABOUT US



Late Sir Henry Chow (Founder)



L-R: Lady Colette Chow, Ian Chow (CEO) & Late Sir Henry Chow (Founder)

Founded in 1972 under the visionary Sir Henry Chow as a bakery-type biscuit factory at Voco-Point in Lae. Today, Lae Biscuit Co. Ltd. is the largest biscuit producer in the Pacific, with its newly opened Biscuit factory and has also opened its Noodles line to cater to all the needs of every Papua New Guineans.

From its humble beginnings to today's grand openings, Lae Biscuit Company has maintained its belief in creating employment for Papua New Guineans and supporting the community by assisting with community projects, events, sporting events, and disaster relief.

Lae Biscuit will always strive to give back to the community by providing top-notch customer service and extremely delicious Biscuits and Noodles.



FAMILY OWNED



IAN CHOW
CHAIRMAN & CEO



JOHN CHOW
MANAGING DIRECTOR



OUR VISION & MISSION

Vision

To be the leading Food Manufacturer in Papua New Guinea with trusted brands of exceptional quality and absolute value

Mission

To produce, distribute, and sell a variety of food products that is tasty, irresistible, and the first choice for our customers.

LATE SIR HENRY CHOW
FOUNDER



LAE BISCUIT COMPANY LTD -COMPANY PROF

EXECUTIVE TEAM



EDWIN WONG
GENERAL MANAGER



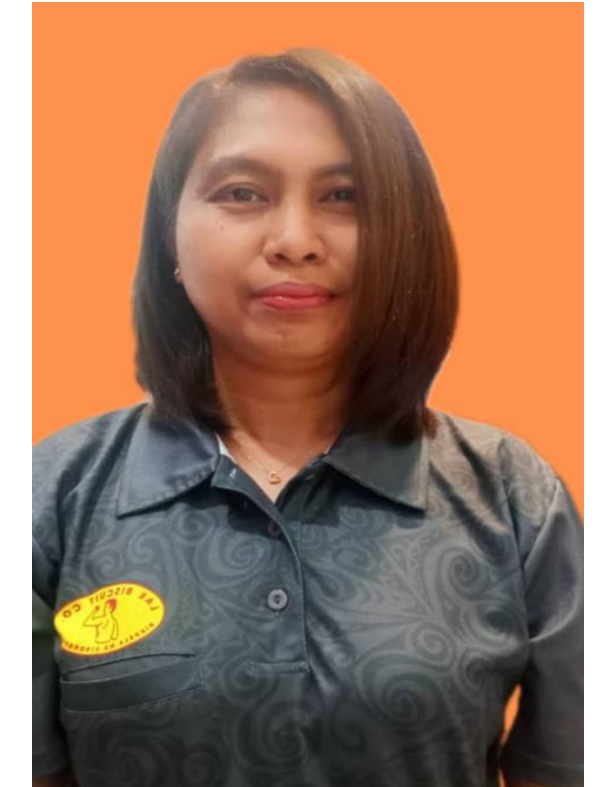
MARTIN CABERIO
GROUP
FINANCIAL CONTROLLER



MARIA GUESE
CORPORATE
PLANNING MANAGER



DON PRIYASATH
NATIONAL SALES &
MARKETING MANAGER



LEILA APACIBLE
GROUP QUALITY
ASSURANCE MANAGER



A BRIEF HISTORY

1972

Founded in 1972 under the visionary Sir Henry Chow as a bakery-type biscuit factory at Voco Point in Lae.

1996

Opening of a new factory in the capital of PNG, Port Moresby, in 1996.

2017

The firm's newest factory was established in 2017. And from the outset, the new building in Lae was designed to be fully compliant with international GMP and food safety standards, with the firm today just one of a small handful of businesses across PNG to be in possession of the HACCP and ISO22000 certification.

2019-Present

Introduction of the firm's first instant noodle line – and indeed, the most modern and state-of-the-art noodle line in PNG.

LBC currently operates multiple manufacturing plants producing instant noodles, confectionary, beverages and orga



OUR SERVICES



PRODUCT DEVELOPMENT

Comprehensive product development services, collaborating with clients to conceptualize, formulate, and refine food products tailored to meet specific market demands. This includes recipe creation, taste testing, and nutritional analysis.



YOUR BRAND

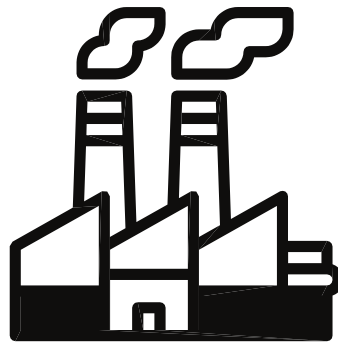
PRIVATE LABELLING

Catering to the needs of retailers and businesses, LBC provides private labeling services, allowing clients to market products under their own brand names. This includes packaging design, labeling compliance, and branding solutions.



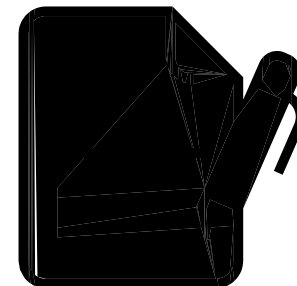
DISTRIBUTION & LOGISTICS

With a focus on seamless supply chain management, LBC offers distribution and logistics services to ensure the timely delivery of products to clients and retailers.



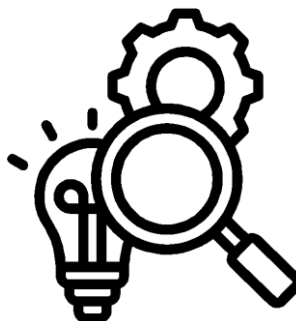
MANUFACTURING & PRODUCTION

With state-of-the-art facilities and adherence to strict quality control measures, LBC specializes in large-scale food production. Offers manufacturing services for a wide range of food products including confectionary, snacks, beverages.



CONTRACT MANUFACTURING

Offers contract manufacturing services to businesses looking to outsource their production processes. Ensuring scalability, efficiency, and quality assurance throughout the manufacturing lifecycle.



RESEARCH & DEVELOPMENT

Continuously striving for innovation, LBC invests in research and development initiatives to stay ahead of market trends and consumer preferences. Our R&D team conducts market research, product testing, and innovation workshops to drive product innovation and differentiation.



MODERN AND STATE-OF-THE-ART MANUFACTURING FACILITIES



Our modern and state-of-the-art manufacturing facility is essential for our food manufacturing company to remain competitive and meet the evolving needs of consumers. By integrating cutting-edge technologies, streamlined processes, and sustainable practices, we optimize production efficiency, ensure product quality, and adhere to regulatory standards.

Our commitment to innovation, automation, and sustainability positions us as leaders in the industry, enabling us to adapt quickly to market trends and deliver exceptional products while minimizing environmental impact and maximizing operational efficiency.



FOOD SAFETY AND QUALITY MANAGEMENT SYSTEM CERTIFICATION

Our food safety and quality management system comply with strict regulations from world-leading standards.

The ISO 22000:2018, FSSC 22000, HACCP certifications we have achieved are all evaluated and certified by independent certification agencies to comply with the ISO standards.





PRODUCT PORTFOLIO

CONFECTIONARY

INSTANT NOODLES





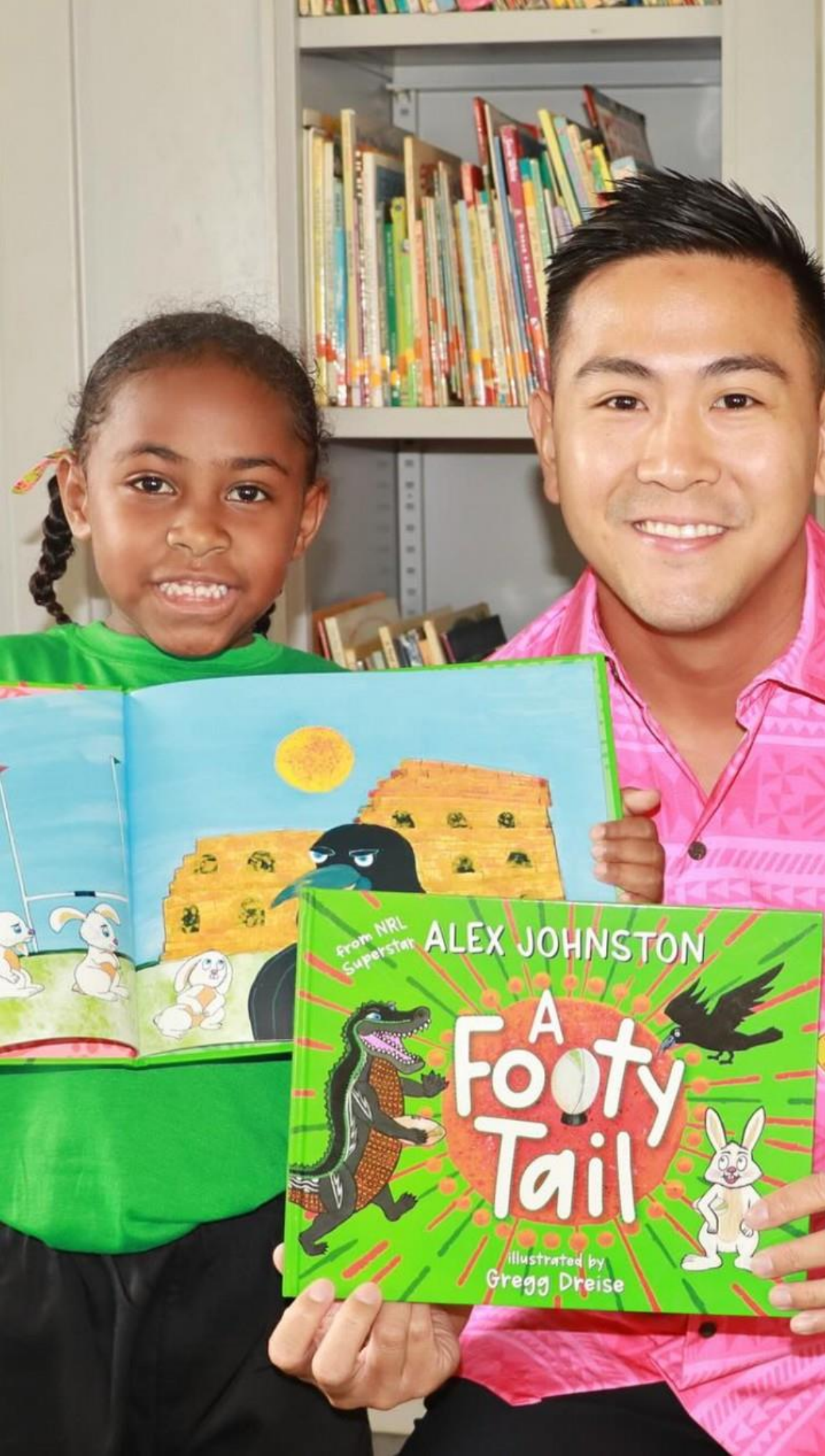
PRODUCT PORTFOLIO

ORGANIC



BEVERAGES





CORPORATE SOCIAL RESPONSIBILITY

Lae Biscuit Company continues to pride itself on its dedication towards giving back to the communities across Papua New Guinea. In conjunction with the CHOW foundation, Lae Biscuit is always at the service of those who are most in need.





NEWS & EVENTS



PAPUA NEW GUINEA
Post-Courier online

Pictured are happy inmates and CIS officers receiving the biscuits and Noodles from Lae biscuit marketing team and warehouse staff



Wigmen, Tigers setting standards in Rugby League

There is more to rugby than what's on face value, Wigmen CEO



MELANESIAN CUP CHAIRMAN RABBIT WATON

Kroton Hela Wigmen prop Valentine Cullingham breaking through Silktales defence at Lautoka, Fiji. Wigmen won 18-12.

John Chow, son of Ian Chow and Director of Lae Biscuits Company listening to Prime Minister Hon James Marape responding to his kind gesture.

An aggressive training attitude, the atmosphere teases in the dressing room, a sense of rivalry and competitive energy between clubs and players are mere displays of intensive preparation for week's game.

That is what competitive sport is about and it is the name and nature of competition.

At the final hoster, only one team claims victory should it be a one-off or a full competition for

Coincidentally the two crossed paths again four months later in Fiji in February 2020; this time playing alongside representing their country under respective arrangements with Fiji Rugby League.

"However, to us, it is the name of the game. One has to be a winner and that was it. It was Snax Tigers moment and we all accepted the outcome," he added.

Mr Talu pointed out that the competition is a strong friendship to set a

sponded in no time, offering K300,000 worth of Snax Noodles loaded in three containers.

In a word of thanks to the Chow family, Kroton Hela Wigmen chairman Andy Hetra said: "We are grateful for the act of kindness shown by Lae Biscuits and Lae Snax Tigers for donating three containers of Snax Noodles to the Club and the Supporter in Wantok Foundation Inc."

"The Patron of the Foundation, Prime Minister Honourable James Marape, received the items and

spended in no time, offering K300,000 worth of Snax Noodles loaded in three containers.

In a word of thanks to the Chow family, Kroton Hela Wigmen chairman Andy Hetra said: "We are grateful for the act of kindness shown by Lae Biscuits and Lae Snax Tigers for donating three containers of Snax Noodles to the Club and the Supporter in Wantok Foundation Inc."

"The Patron of the Foundation, Prime Minister Honourable James Marape, received the items and

the courtesy of Lae Biscuit.

Young John Chow, an up and coming face of Lae Biscuit was very thrilled to meet the Prime Minister of the country.

"I am very grateful for Kroton Hela Wigmen management and players and Kumal Petroleum through director Ben Yaru to creating the avenue to finally meet the Prime Minister and deliver the food items personally.

"Lae Biscuit has assisted with over millions of kina worth of food items such as noodles, biscuits and other

This group of people occupy the famous Waigani Swamp, the far most end of the once notorious the Morata 2 Swamps, a few kilometres near Port Moresby's sewerage plant and adjacent to the Moitaka Power plant.

John Chow further donated over 400 cartons of noodles to the communities and an additional 100 cartons of noodles to Wigmen players.

Mr Talu recalled that this gesture would not have been possible without the relationship forged through Rugby League by the two clubs.

He attributed this generous col-

Lae Biscuit Supports Athletes

Post
0
Like



The four athletes, together with East Sepik athlete Isila Apkup are all based in Lae and are aiming to enrol in College in the USA by the end of August. Athletics PNG President Tony Green thanked the Company for its ongoing support and said that the athletes would be working together on fundraising projects over the next few months. "We have made some progress with partial scholarship assistance for some of the athletes but we still have some way to go to raise all of the necessary funds to cover travel and visa related expenses as well as tuition and living expenses in the USA, said Green. "For athletes who have a common purpose such as this it's good to have them together not just for training but for fundraising and their motivation. Athletics can be a very lonely sport and it can be hard for individuals who are on their own especially after completing high school", he added. "Obviously the Covid 19 situation is a

or challenge to us all and Athletics PNG has shared with its athletes advice and information received from World Athletics and from Oceania AA. We continue to innovate and train from home despite the restriction on movements in the city. Kaisa added that as a patriotic supporter of Sports in the country the

The National

Books Magazines Calendars LEAFLETS Posters Flyers
Invoices & Dockets Newsletters Newspapers Inserts Product Catalogues and many more



Lae Biscuit Company marketing representative Bella Hebel handing over the Trukai Fun Run shirts to head teacher Herman Agregum in the presence of Erap Primary School students and staff, and Toti City players on Wednesday. - Nationalpic by LARRY ANDREW

NSL champions Toti City donate 1,000 Trukai shirts



University league club receives goods from Lae Biscuit

April 19, 2024 The National Sports

NATHAN WOTI

RUGBY league club in Port Moresby has thanked Lae Biscuit Company for presenting some of its products to their members.

University of Papua New Guinea's Human Resource Management Rugby League team received cartons of Snax Instant Noodles and Pawa Energy drinks this week.

Company donates biscuits to prison, hospital

July 22, 2020 The National National

LAE Biscuit company donated 604 cartons of its Snax biscuits to Buimo prison and Angau Memorial General Hospital last Thursday as part of its community obligation.

Six Lae Snax Tigers players - Ezekiel Yaru, Elizah Peter, Joseph Konz, McQuinn Gabriel, Nathan Millie and Robert Vuia - acting as Snax brand ambassadors, assisted in the donation.



Lae Snax Tigers players, prisoners and officials from Buimo prison holding cartons of Snax biscuits during the donation to Buimo prison last Thursday. - Picture courtesy of Lae Biscuit



CONTACT US



+ 675 - 7411 5160 | +675 207 9999



<https://www.laebiscuit.com>



customercare@laebiscuit.com.pg



Portion 707, Independence Drive Lae Morobe Province
PG 2411, Independence Dr, Lae, Papua New Guinea

Lae Biscuit Co.

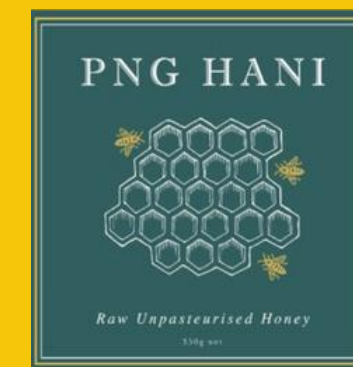
SNAX

SNAX

Instant Noodles
w/ seasoning sachet



TOTI



PAWA

