

## NEW UCA CASSAVA CHIPS NOW AVAILABLE AT MAJOR SUPERMARKETS

*A HEALTHIER SNACK FOR POTATO CHIP LOVERS*

**SINGAPORE, OCT 17, 2011** – If you feel pangs of guilt each time your fingers find the empty bottom of a bag of chips, it's time to try Uca.

Uca is a new brand of chips made from the cassava root (aka yuca) – similar to tapioca and a key source of carbohydrates in South America. It is also cooked in many different ways in Southeast Asia, Africa and Brazil. Available in three flavours, Uca chips are wonderfully crisp, and are lighter and healthier than regular potato chips.

### **POTATO CHIPS VS UCA**

UCA is **gluten free** and does not contain trans-fats and cholesterol. Compared with popular brands of salted potato chips, a bag of Uca 'Original' flavour contains:

- More than 10% less calories
- 40% less fat
- And up to 40% less sodium



Original



Grill BBQ



Hot & Spicy

### **FLAVOURS**

But even if weight-watching isn't your kind of spectator sport, you'll love how each chip is covered with just the right amount of flavour. It's never cloying and allows the natural toasted flavours of cassava to shine through. UCA comes in three flavours:

- **Original** – An homage to the yuca root. Lightly flavoured to bring out its natural oils and toasted, earthy flavours.
- **Hot & Spicy** – The most popular flavour in a local taste test, Hot & Spicy comes with all the batteries included to give you a good spicy kick.
- **Grill Barbeque** – Sweet barbeque sauce and smoky, char-grilled flavours come together perfectly on each chip.

UCA Cassava Chips are now available at all major supermarkets at a recommended retail price of S\$2.30. Produced by Tai Sun (Lim Kee) Food Industries Pte Ltd.

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**ABOUT TAI SUN (LIM KEE) FOOD INDUSTRIES**

Tai Sun (Lim Kee) Food Industries is a family-owned and operated, packaged-food company specialised in quality snack foods. Established in 1966 in Singapore as a humble cottage industry, the company has become a leading producer of an ever-growing range of snack foods which are distributed in over 10 countries around the world. It is a major supplier of nuts and snacks to hotels and restaurants in Singapore. With a keen focus on quality, Tai Sun was awarded the ISO 9001 and HACCP certifications in 2003. Its brands can be found at all major supermarkets and include Nature's Wonders, UCA Cassava Chips and Tai Sun nuts.