

SG JAUHARAH

SDN. BHD.

CRAFTING QUALITY HALAL FOOD

Halal Food Manufacturing • Retort Technology •
OEM Solutions • Private Label Development





ABOUT US

SG Jauharah Sdn. Bhd. is a Malaysian food manufacturing company strategically located within the Melaka Halal Hub, one of Malaysia's leading halal industrial zones.

Established with a vision to produce high-quality halal food products for regional and international markets, SG Jauharah combines operational experience, food manufacturing expertise, and stringent quality standards to deliver products that meet the evolving needs of today's food industry.

OUR FOCUS IS ON:

- ✓ OEM Food Manufacturing
- ✓ Retort Food Production
- ✓ Cooking Pastes & Sauces
- ✓ Ready-to-Eat (RTE) Products
- ✓ Food Service Solutions
- ✓ Export Market Development



As a company built by industry practitioners, we understand the operational challenges faced by caterers, restaurants, retailers, and food distributors. This allows us to develop products that are practical, scalable, and commercially viable.



OUR VISION



- To become a trusted halal food manufacturing partner delivering authentic Asian flavours to local and international markets.

OUR MISSION

- To provide safe, high-quality, halal-certified food products through innovation, operational excellence, and long-term partnerships.



OUR STORY

SG Jauharah was established as part of a strategic food supply chain initiative supporting JEEWA Limited Singapore, a food services and catering company with roots dating back to 1994.

Through years of catering operations, we identified the need for a manufacturing facility capable of producing consistent, high-quality cooking bases and ready-to-use products at scale.

THIS LED TO THE CREATION OF SG JAUHARAH

Today, SG Jauharah serves not only our internal food service operations but is expanding into:

- OEM Manufacturing
- Contract Manufacturing
- Private Label Products
- Retail Food Products
- Export Markets



FOOD SAFETY & QUALITY ASSURANCE

Food safety is at the heart of our operations.

Our manufacturing processes are designed around:

1. GOOD MANUFACTURING PRACTICE (GMP)

Implementation of structured manufacturing processes to ensure product consistency, hygiene, and quality.

2. HALAL COMPLIANCE

Commitment towards Malaysia Halal certification and halal supply chain integrity.

3. QUALITY CONTROL

Regular production monitoring and product verification to ensure food safety and product reliability.

4. LABORATORY TESTING

Selected production batches are tested through accredited laboratories to verify food safety and quality standards

5. INTERNAL GMP AUDITS

Regular internal audits conducted by our Food Safety & Compliance team.

MANAGEMENT TEAM

MANAGING DIRECTOR

Mr. Faezin Hussein

An experienced entrepreneur with a background spanning food manufacturing, logistics, and aviation.

Currently Managing Director of JEEWA Limited Singapore, Mr. Faezin previously led an Indonesian commercial cargo airline and logistics operation, bringing valuable operational and supply chain expertise to SG Jauharah.

BUSINESS DEVELOPMENT DIRECTOR

Mohamad Hafidz

A business strategist with extensive experience in startup development, operations, and business transformation.

Successfully built and managed a Singapore-based environmental decontamination company serving healthcare, education, laboratory, and commercial sectors.

Also played a key role in the strategic development of JEEWA Limited, contributing towards its growth into a multi-million-dollar food services enterprise.

CHAIRMAN & ADVISOR

Dr. Mohd Hasbi Abu Bakar

Doctorate in Business Administration with extensive experience in leadership, organizational development, international collaboration, and strategic growth initiatives.

Provides strategic oversight and guidance for regional expansion and partnership development.

OPERATION TEAM

OPERATIONS MANAGER

Mr. Azrul Kamaruddin

Responsible for production operations, process optimisation, and manufacturing efficiency.

Combines practical operational experience with strong interest in food production technology and manufacturing systems.

FOOD SAFETY & COMPLIANCE CONSULTANT

Ms. Hazreen

An experienced GMP and food safety consultant overseeing compliance, food safety standards, internal audits, and manufacturing best practices.

Her involvement ensures SG Jauharah maintains high standards of food safety and operational excellence.

OEM & CONTRACT MANUFACTURING

SG Jauharah provides OEM and private-label manufacturing services for businesses seeking a reliable halal food production partner.

WE SUPPORT:

- OEM Manufacturing
- Production under customers' own brands.
- Contract Manufacturing
- End-to-end manufacturing solutions from recipe development to finished goods.
- Private Label Development
- Custom formulations and packaging solutions for retailers and distributors.
- Food Service Solutions
- Bulk pack formats suitable for restaurants, caterers, central kitchens, and institutions.

PRODUCT CATEGORIES

OEM Products

Cooking Pastes & Sauces

- Curry Paste
- Rendang Paste
- Sambal Tumis
- Lemak Cili Padi
- Soup Berempah
- Ayam Masak Merah
- Specialty Custom Recipes



Ready-To-Eat (RTE) Products

- Retort Meals
- Ready-to-Serve Sauces
- Shelf-Stable Food Products
- Institutional Food Solutions

JAUHARAH FLAVOURS

Authentic Malaysian & Nusantara Cooking Bases

Developed to simplify cooking while preserving authentic taste and consistency.

Current product range includes:

- Basic Red Chilli Paste
- Green Chilli Paste
- Chilli Boh
- Bawang Tumis
- Rendang Paste
- Kari Paste
- Soup Berempah Paste
- Lemak Cili Padi Paste
- Ayam Masak Merah Paste
- Sambal Tumis Paste

Additional products are continuously being developed to support retail, food service, and export markets.



WHY PARTNER WITH US?



INDUSTRY EXPERIENCE

Built by professionals with hands-on experience in food services, logistics, manufacturing, and business operations.

FOOD SERVICE PROVEN

Products developed from actual commercial kitchen and catering requirements.

FLEXIBLE MANUFACTURING

Capable of supporting OEM, contract manufacturing, and private label requirements.

STRATEGIC LOCATION

Located within Melaka Halal Hub with access to regional and export logistics networks.

PARTNERSHIP MINDSET

Focused on long-term collaboration and sustainable growth with customers and distributors.

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