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YSH Farm introduces new brand Original Tiong Bahru

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YSH Farm, a third-generation Singaporean farm renowned for its premium-quality ducks since 1976, announced the launch of its new brand, Original Tiong Bahru. This Chinese New Year, the brand pays homage to Singaporeâ??s culinary heritage by reviving traditional recipes that date back to the 1930s.

The name "Original Tiong Bahru" reflects the brandâ??s deep connection to Singaporeâ??s rich food culture. YSH Farm has long supplied its heritage recipes to famous stalls in Tiong Bahru. By preserving these original tastes, the brand seeks to provide a culinary bridge between the past and the present.

â??We want the younger generation to experience the flavours of old-school Singapore while honouring the traditions that have shaped our culinary identity,â?• said Ying Xin, B2C brand manager from YSH Farm.

The recipes showcased under Original Tiong Bahru have been carefully curated to preserve the culinary traditions passed down through generations. These heritage dishes are not just food but a celebration of the stories and values that have shaped Singaporeâ??s food culture.