

Lim Traders Unveils Online Platform to Deliver Halal Meats across Singapore

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Lim Traders Pte Ltd, a long-established meat importer, processor and distributor in Singapore, has launched its new direct-to-consumer platform, The Halal Meat Specialist, marking a strategic expansion into retail while reinforcing its position as a trusted provider of halal-certified meat products.

With over 40 years of experience in the industry, Lim Traders continues to evolve to meet growing demand for convenient access to high-quality halal meats across Singapore.

The launch of The Halal Meat Specialist represents a key milestone in Lim Traders' growth, enabling the company to serve not only businesses but also individual consumers.

Through this platform, customers can conveniently browse and purchase a wide range of halal-certified products, including poultry, beef, lamb, seafood and ready-to-cook items.

This move bridges the gap between wholesale supply and everyday consumer needs, making premium halal meats more accessible to households across Singapore.

Lim Traders operates across the entire value chain, from importation and processing to storage and distribution, ensuring strict quality control at every stage.

All products are certified halal by MUIS (Majlis Ugama Islam Singapura), assuring customers that every purchase meets recognised halal standards.

The company also holds certifications such as SS590:2013 and BizSafe Level 3, reinforcing its commitment to food safety, operational excellence and compliance.

To support its retail expansion, Lim Traders leverages its robust logistics network to provide islandwide delivery across Singapore, excluding selected restricted zones.