

Just
Produce

BRAND PROFILE

www.justproduce.com

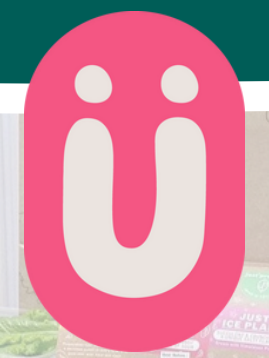




OUR BRAND STORY

We had a simple passion sprout in 2020.
A desire to cultivate joy on people's plates. We envisioned a world where fresh, vibrant produce was celebrated.

Just Produce is beyond just a company; it's a promise. A promise to push the boundaries of freshness, flavor, and convenience; revolutionising what healthy eating looks like at restaurants and home kitchens alike.





A BRAND PEOPLE LOVE

Our commitment to vibrant, flavorful produce has earned us a loyal following. From sell-outs at Farmers' Market to successful seasonal product launches, we bring that same passion for delicious, healthy food to every partnership.



CUSTOMER CENTRIC

We understand your unique needs. With our dedicated sales support team, you can leverage on our flexible delivery schedules, customized order sizing amongst others to streamline your operations and maximize freshness.



MARKETING PUSH

Our ambitious marketing plans for 2024 and beyond mean increased brand awareness for all our partners. From targeted campaigns to exciting new product launches, we're driving demand and helping you attract a wider audience.



A SINGAPORE BRAND

We're committed to strengthening the Singaporean food system. Our partnerships with local farmers and producers contribute to a thriving local economy and ensure the freshest, most sustainable options for your customers.

Just
Produce

Fresh
Produce

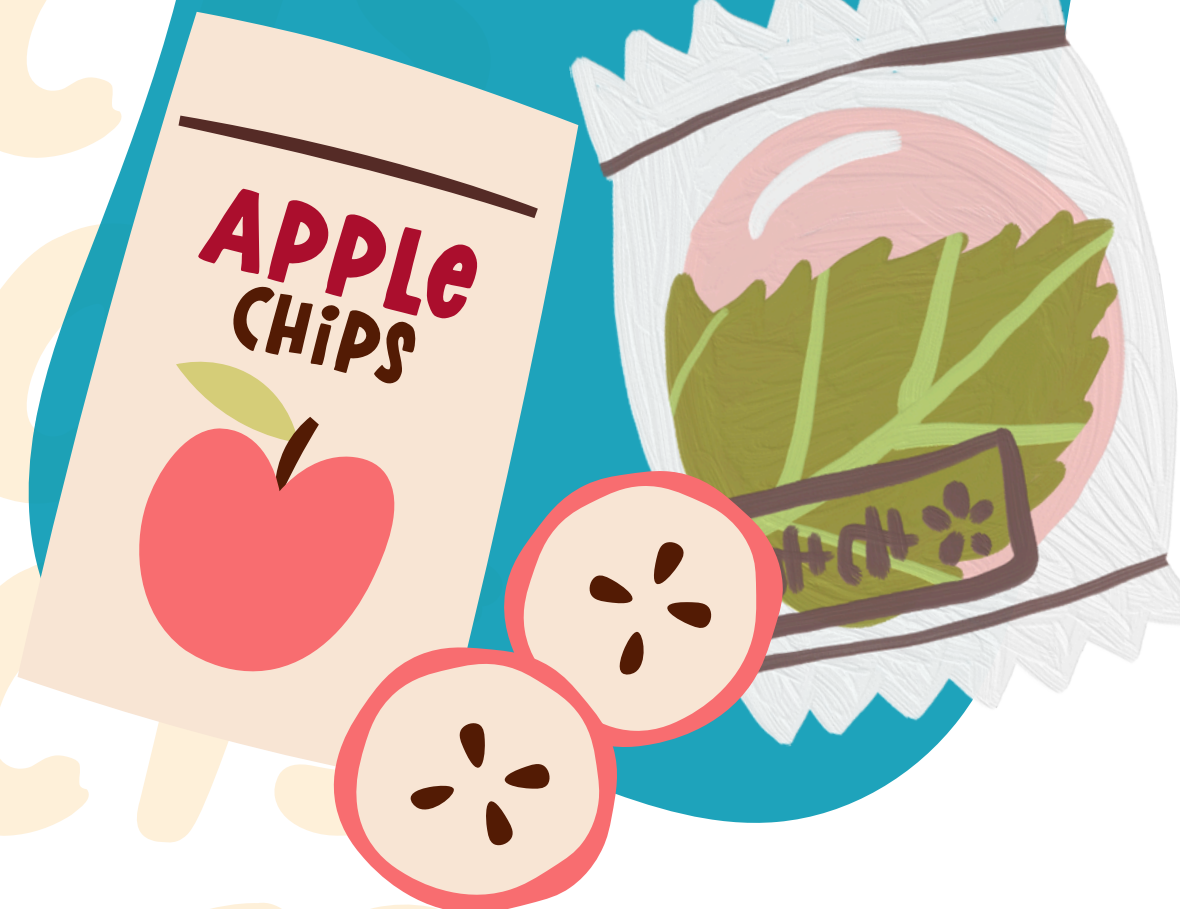
Ice cream



(Coming Soon)

Healthy
snacks

ice plant



Just
Produce

NO GMO!

**GREAT TASTE.
SO FRESH!**

**NO CHEMICAL
PESTICIDES**

**GROWN CLOSE TO
SINGAPORE!**

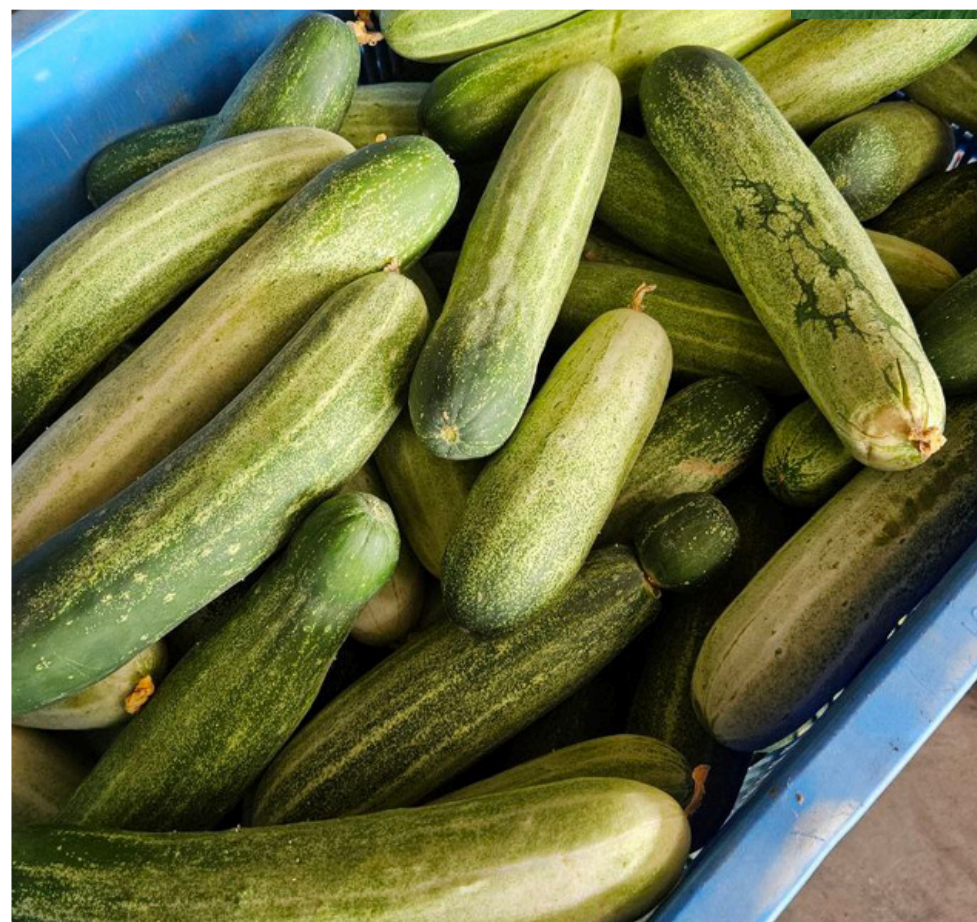
GROWN LOCALLY!

**SPECIALTY GREENS FROM
ACROSS THE GLOBE**





Just
Produce



Just Produce

SG
LOCALLY
GROWN

ICE PLANT

THE BEST TASTING ICE PLANTS IN SINGAPORE. GUARANTEED.



Available in 50g and 200g



Grown locally in a Hydroponics Farm



Grown under Optimal Conditions with Himalayan Pink Salt



**Zero Chemical Pesticides.
Zero GMO.**



A taste to remember

"There are little crystals of water on the leaves! Unlike other vegetables, these leaves are slightly meaty. It's not as thin as other leaves."

Chef Reuben Wong
@reubenwenhao

"It was juicy and succulent, love the hint of saltiness in the vegetable. It was so good that I didn't have to add in any sauce."

Chef Joanna Mak
@chefjomak

"These lovely greens are great raw and even when you stir-fry, it still gives a nice crunch."


Mandy
@offlinemandy



Just Produce

Micro-perforated & anti-fog packaging



-  Packed using the best bits of the harvest
-  Handpicked for the BEST Ice Plant experience
-  8 days Average Shelf Life

RRP: \$5.50

-  Packed after reserving the best for the 50g and removing damaged plants
-  8 days Average Shelf Life

RRP: \$12.90

50g Design

Just
Produce



Full Sleeve



Front



Side & Back

Sleeve with Cap Lock
to minimise drop off



50g

200g Design

Just
Produce



Sticker for 200g
packaging



200g



Great taste. Endless possibilities.



Just
Produce

Best sellers



MUSTARD GREENS

芥末菜



RED VEIN SORREL

红脉酢浆草



ICE PLANT

冰菜



ARUGULA

芝麻菜



KALE

羽衣甘蓝



SWISS CHARD

瑞士甜菜



**CRYSTAL
LETTUCE**

水晶生菜



**GREEN & RED
CORAL**

绿/红珊瑚生菜



RED SHISO

红紫苏



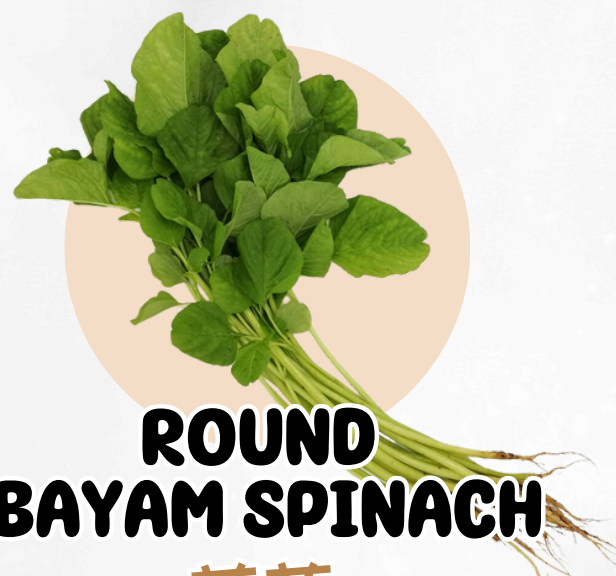
MINT

薄荷

leafy greens



**ICEBERG
LETTUCE**
卷心生菜



**ROUND
BAYAM SPINACH**
苋菜



SPINACH
菠菜



**WATER
SPINACH**
空心菜



**BABY BOK
CHOY**
小白菜



**CHINESE
KALE**
芥蓝



CHOY SUM
菜心



**ROMAINE
LETTUCE**
罗马生菜



**CHINESE
MUSTARD**
中国芥菜



**LAO PO
CHYE**
老婆菜



**BABY
ROMAINE**
小罗马生菜



**JAPANESE
TANG OH**
日本茼蒿



**MALAYSIA
CHYE SIM**
马来西亚菜心



**BABY
KAILAN**
小芥蓝

more greens



CABBAGE

卷心菜



LONG CABBAGE

长白菜



CHINESE CABBAGE

大白菜



PURPLE CABBAGE

紫甘蓝



LONG BEANS

长豆



STRING BEAN

四季豆



BROCCOLI

西兰花



SWEET TURNIP

甜萝卜



CABBAGE FLOWER

卷心菜花



LOCAL CELERY

当地芹菜



LADY FINGER

秋葵



CHAYOTE

佛手瓜



CARROT

胡萝卜



BITTER GOURD

苦瓜

leaves & stems



LAKSA LEAF
叻沙叶



CURRY LEAF
咖喱叶



ENGLISH BASIL
英国罗勒



PANDAN LEAF
香兰叶



TURMERIC LEAF
姜黄叶



SWEET POTATO LEAF
番薯叶



LEMON GRASS
柠檬草



LIME LEAF
酸橙叶



CORIANDER
香菜



CHIVES
韭菜



SPRING ONION
葱



THAI SPRING ONION
泰国葱



**BABY PEA
SPROUTS**
豌豆苗



GINGER FLOWER
姜花

ROOTS & vines



CUCUMBER
黄瓜



**OLD
CUCUMBER**
老黄瓜



**JAPANESE
CUCUMBER**
日本黄瓜



WHITE RADISH
白萝卜



SWEET POTATO
红薯



LOCAL TARO
芋头



EGGPLANT
茄子



**GREEN
ZUCCHINI**
夏南瓜



**CHINESE
WHITE RADISH**
中国白萝卜



LONG BRINJAL
长茄子



BRINJAL BOM
圆茄子



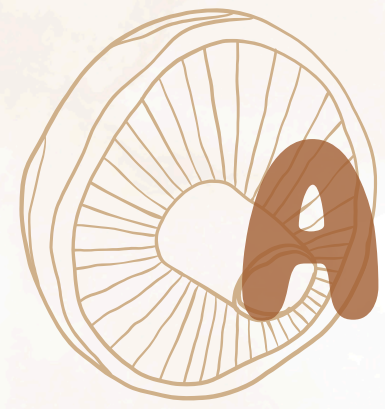
TUMERIC
姜黄



GALANGAL
南姜



**YOUNG & OLD
GINGER**
年轻/老姜



AND FRESH MUSHROOMS!



SHIITAKE

香菇



LIONS MANE

猴头菇



PORTOBELLO

贝洛菇



SWISS BUTTON

褐蘑菇



WHITE BUTTON

白蘑菇



ENOKI

金针菇



SHIMEJI BROWN

蟹味菇



SHIMEJI WHITE

白玉菇



GREY OYSTER

平菇



KING OYSTER

杏鲍菇



PEELED ONIONS



去皮洋葱

RED CHILLI



红辣椒

GREEN CHILLI



青辣椒

CHILLI PADI



小红辣椒

CAPSICUM



灯笼椒

SNOW PEAS



荷兰豆

PEELED GARLIC



去皮大蒜

WINTER MELON



冬瓜

Just
Produce

over 200
varieties!

LOCAL PUMPKIN



金瓜

LARGE PUMPKIN



大南瓜

TOMATOES



番茄

CHERRY TOMATOES ON VINES



带藤圣女果

SWEET PEAS



甜豌豆

LIMES



青柠

BABY CORN



玉米笋

SWEET CORN



甜玉米

PEARL WHITE CORN



珍珠白玉米

CALAMANSI



金桔

LEMONS



柠檬

and
many
more

SUPPLYING more than 50 brands islandWide

Just
Produce

AHLOY THAIS GROUP
AHMAD IBRAHIM PRIMARY SCHOOL
AIMS FOOD
ALEXANDRA PRIMARY SCHOOL
AMISTRO LIMITED LIABILITY PARTNERSHIP
ANGLO-CHINESE SCHOOL
BAN CHOON MARKETING
BENCOOLEN ENTERPRISES
BROADRICK SECONDARY SCHOOL
CANBERRA PRIMARY SCHOOL
CHAN KOK HON VEGETABLES & FRUITS TRADING
CHANGKAT PRIMARY SCHOOL
CHIJ OUR LADY OF GOOD COUNSEL
CLEMENTI PRIMARY SCHOOL
COMMONWEALTH GREENS ALPHA
CONNECTING EVERYONE
CREATIVE EATERIES
DAZHONG PRIMARY SCHOOL
DELI ASIA
DOPO TEATRO
EDIBLE GARDEN CITY
ELEMEN
EP SOLUTIONS
EVERYDAY VEGAN GROCER
EXTREMERS ADVENTURE
FAIRFIELD METHODIST PRIMARY SCHOOL
FENG SHAN PRIMARY SCHOOL
FREE FOOD FOR ALL
FRESH DIRECT
FRESIA

FRIENDS GOURMET
GRAPEVINE
GREEN DILI HOSTEL
GREENER SIDE PTE
GROVE
GUANGYANG PRIMARY SCHOOL
HAI DI LAO INTERNATIONAL
HAI SING CATHOLIC SCHOOL
HONBO CHJIMES
HOPPYDUOMOM
HOT STONES STEAK & SEAFOOD RESTAURANT
JUN WEI
KIAN SENG CULINARY
KONG HWA SCHOOL
KUO CHUAN PRESBYTERIAN PRIMARY SCHOOL
LADLE & CO
LEE QUAN
LEVEL 33
LIFE OF LIQUOR
LITTLE EARTH EDUCATION CENTER
MAHA BODHI SCHOOL
METHODIST GIRL'S SCHOOL
MR SIX
MY CHILL KITCHENETTE
NATURE CAFE
NATURLINK
NSB HOTPOT
OREWA FARM TECHNOLOGY
PASTA LOFT
PATARA FINE THAI CUISINE

PEIYING PRIMARY SCHOOL
PUNGGOL GREEN PRIMARY SCHOOL
PUNGGOL VIEW PRIMARY SCHOOL
QUAN FA ORGANIC MARKETING
QUINN'S MILLENIA
RAKE SPADE @ HORT PARK
ROCKU YAKINIKU
SAUTE EARTH FOOD
SAUTE FOOD
SENG KANG PRIMARY SCHOOL
SHANG PIN HOT POT
SIAM KITCHEN
SINGAPORE E BUSINESS
SK CATERING
SUKI-SUKI THAI
TAJIMAYA & YAKINIKU
TANGLIN COOKHOUSE
TECK WHYE PRIMARY SCHOOL
TEMASEK PRIMARY SCHOOL
TEZZSOLUTION SG
THAI US TOGETHER
THE COOPERAGE
THE FRENCH FARM
TIONG LIAN FOOD
TOWNSVILLE PRIMARY SCHOOL
TYRANT HOLDINGS
VINEYARD BISTRO
VITAKIDS
ZULFA KINDERGARTEN
AND MANY MORE...

CRAFTED ICE CREAM

Just
Produce

Pink Lime



A tangy and sour taste from lime and red-veined sorrel.

Salted YUZU



Tangy and citrusy notes of yuzu with cool flavour of ice plants grown in Himalayan Pink Salt.

*Best
Seller*

coconut crunch



Sweet, creamy coconut with a hint of salty crunch from succulent ice plants.

sunshine burst



A burst of sweet mango balanced with the tangy zing of passionfruit.

COMING SOON!

Berry-go- round



A vibrant swirl of sweet blueberries, tart raspberries, and juicy strawberries.

COMING SOON!

Just
Produce

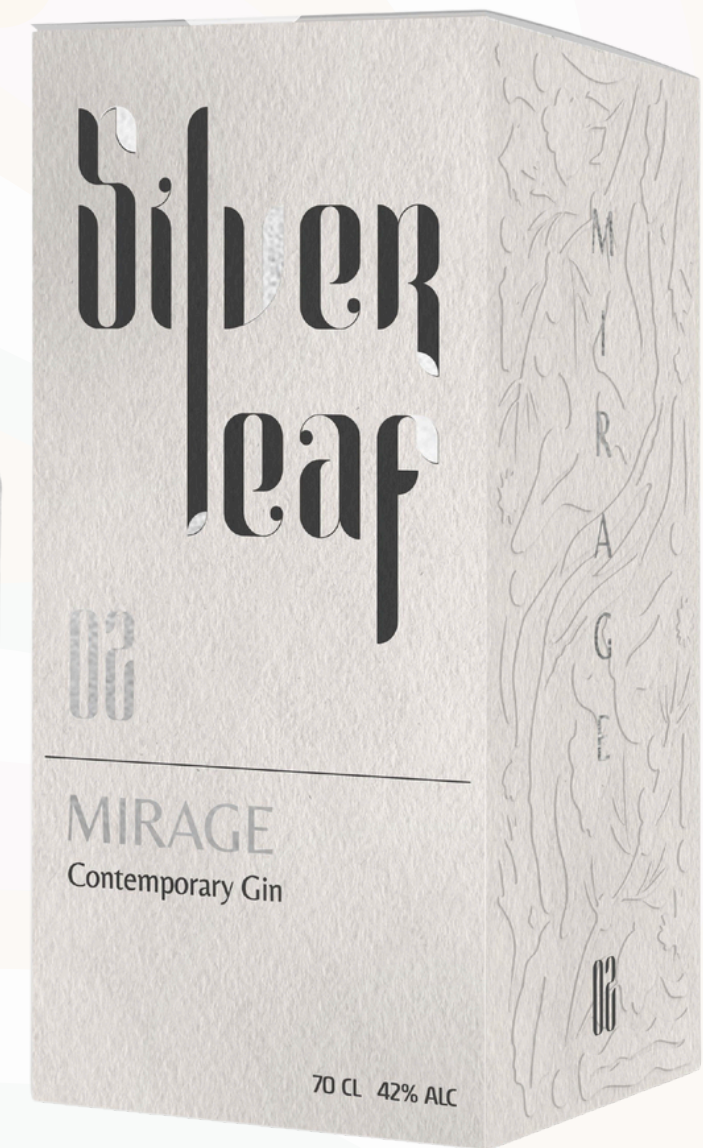
LOCALLY MADE! UNIQUE FLAVOURS!

- ⌘ Popular at Farmers' Market and other Events
- ⌘ Made using Fresh Ingredients from our Farms
- ⌘ Available in 3oz, 16oz cups and 5 litres large tubs.



Just
Produce

Introducing
**SILVERLEAF
MIRAGE**



Silverleaf gin

Just
Produce



Crafted in Singapore and inspired by London Dry Gin, Silverleaf Mirage shimmers with innovation. Cloud kissed with local ice plant, juniper, and a hint of the orient, it embodies modern sophistication with every sip.

Silverleaf Mirage

Juniper
Coriander
Oris
Angelica
Ice plant
Kombu

Silverleaf Mirage Gold

Juniper
Coriander
Oris
Angelica
Ice plant
Kombu
Schisandra
Gold Flakes

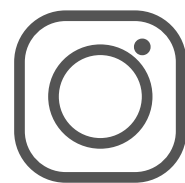
Just
Produce

CONTACT US!



sales@justproduce.sg

FOLLOW US!



[justproducesg](https://www.facebook.com/justproducesg)



www.justproduce.com

