



LAE BISCUIT COMPANY LTD

COMPANY PROFILE



LAE BISCUIT COMPANY LTD -COMPANY PROFILE





ABOUT US



Founded in 1972 under the visionary Sir Henry Chow as a bakery-type biscuit factory at Voco Point in Lae. Today, Lae Biscuit Co. Ltd. is the largest biscuit producer in the Pacific, with its newly opened Biscuit factory and has also opened its Noodles line to cater to all the needs of every Papua New Guineans.



From its humble beginnings to today's grand openings, Lae Biscuit Company has maintained its belief in creating employment for Papua New Guineans and supporting the community by assisting with community projects, events, sporting events, and disaster relief.

Lae Biscuit will always strive to give back to the community by providing top-notch customer service and extremely delicious Biscuits and Noodles.





OUR VISION & MISSION

Vision

To be the leading Food Manufacturer in Papua New Guinea with trusted brands of exceptional quality and absolute value

Mission

To produce, distribute, and sell a variety of food products that is tasty, irresistible, and the first choice for our customers.



FAMILY OWNED



**IAN CHOW MBE,
CHAIRMAN**



**JOHN CHOW
MANAGING DIRECTOR**



MEET OUR LEADERSHIP TEAM



DON PRIYASATH
NATIONAL SALES AND
MARKETING MANAGER



MARTIN CABERIO
GROUP FINANCIAL
CONTROLLER



NANDA DEVIDAS
OPERATIONS MANAGER



MARIA TERESA GUESE
CORPORATE PLANNING



SIMON TOKAWA
HUMAN RESOURCE
MANAGER



A BRIEF HISTORY

1972

Founded in 1972 under the visionary Sir Henry Chow as a bakery-type biscuit factory at Voco Point in Lae.

1996

Opening of a new factory in the capital of PNG, Port Moresby, in 1996.

2017

The firm's newest factory was established in 2017. And from the outset, the new building in Lae was designed to be fully compliant with international GMP and food safety standards, with the firm today just one of a small handful of businesses across PNG to be in possession of the HACCP and ISO22000 certification.

2019-Present

Introduction of the firm's first instant noodle line – and indeed, the most modern and state-of-the-art noodle line in PNG.

LBC currently operates multiple manufacturing plants producing instant noodles, confectionary, beverages and organic honey

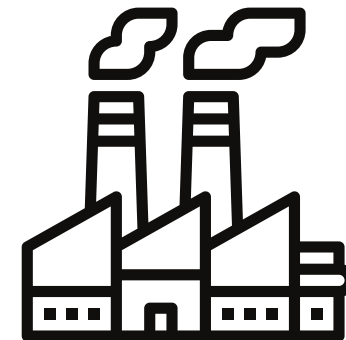


OUR SERVICES



PRODUCT DEVELOPMENT

Comprehensive product development services, collaborating with clients to conceptualize, formulate, and refine food products tailored to meet specific market demands. This includes recipe creation, taste testing, and nutritional analysis.



MANUFACTURING & PRODUCTION

With state-of-the-art facilities and adherence to strict quality control measures, LBC specializes in large-scale food production. Offers manufacturing services for a wide range of food products including confectionary, snacks, beverages.

YOUR BRAND

PRIVATE LABELLING

Catering to the needs of retailers and businesses, LBC provides private labeling services, allowing clients to market products under their own brand names. This includes packaging design, labeling compliance, and branding solutions.



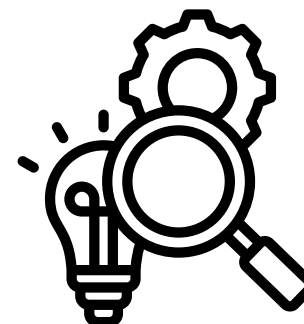
CONTRACT MANUFACTURING

Offers contract manufacturing services to businesses looking to outsource their production processes. Ensuring scalability, efficiency, and quality assurance throughout the manufacturing lifecycle.



DISTRIBUTION & LOGISTICS

With a focus on seamless supply chain management, LBC offers distribution and logistics services to ensure the timely delivery of products to clients and retailers.



RESEARCH & DEVELOPMENT

Continuously striving for innovation, LBC invests in research and development initiatives to stay ahead of market trends and consumer preferences. Our R&D team conducts market research, product testing, and innovation workshops to drive product innovation and differentiation.

MODERN AND STATE-OF-THE-ART MANUFACTURING FACILITIES



Our modern and state-of-the-art manufacturing facility is essential for our food manufacturing company to remain competitive and meet the evolving needs of consumers. By integrating cutting-edge technologies, streamlined processes, and sustainable practices, we optimize production efficiency, ensure product quality, and adhere to regulatory standards.

Our commitment to innovation, automation, and sustainability positions us as leaders in the industry, enabling us to adapt quickly to market trends and deliver exceptional products while minimizing environmental impact and maximizing operational efficiency.



FOOD SAFETY AND QUALITY MANAGEMENT SYSTEM CERTIFICATION

Our food safety and quality management system complies with strict regulations from world-leading standards.

The ISO 22000:2018, FSSC 22000, HACCP certifications we have achieved are all evaluated and certified by independent certification agencies to comply with the ISO standards.





PRODUCT PORTFOLIO

CRACKERS



INSTANT NOODLES





PRODUCT PORTFOLIO

SWEET VARIETY





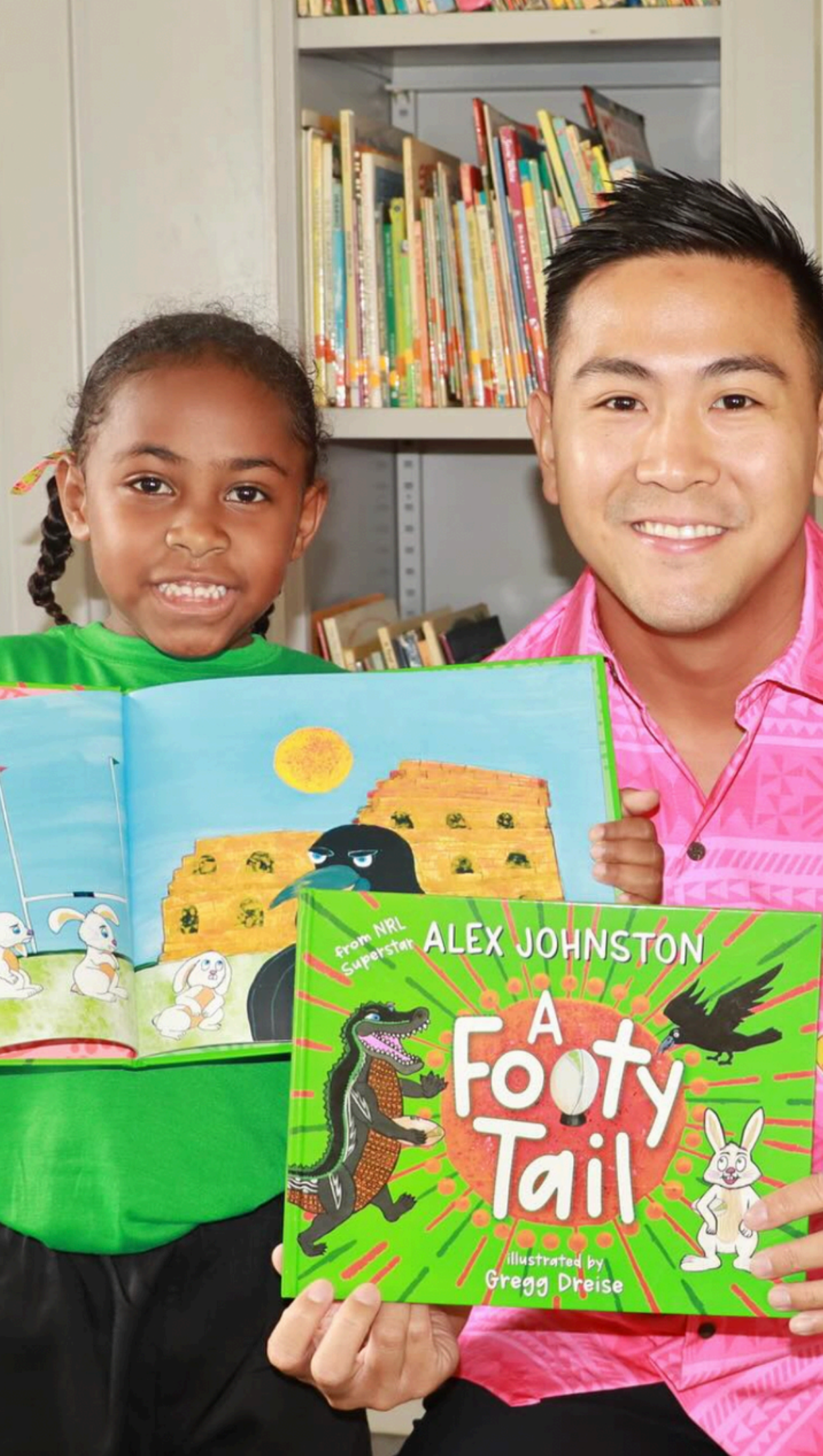
PRODUCT PORTFOLIO

ORGANIC HONEY



BEVERAGES





CORPORATE SOCIAL RESPONSIBILITY



Lae Biscuit Company continues to pride itself on its dedication towards giving back to the communities across Papua New Guinea. In conjunction with the CHOW foundation, Lae Biscuit is always at the service of those who are most in need.



LAE BISCUIT COMPANY: PROUD CHAMPIONS AND SUPPORTERS OF PNG RUGBY LEAGUE



Lae Biscuit Company has been a driving force in the growth of sports in Papua New Guinea. As the proud franchise owner of the Lae Snax Tigers Rugby League Team, we continue to champion excellence both on and off the field. We are honoured to be the reigning champions of the 2025 Digicel ExxonMobil Cup, the nation's premier semi-professional rugby league competition.

Our purpose is simple yet meaningful — to create pathways for talented young athletes to develop their skills, build confidence, and thrive in a supportive and professional environment. We prioritise player welfare and character development to ensure every individual reaches their full potential.



Since our establishment in 2010, the Lae Snax Tigers have built an incredible legacy of success:

Major Premierships: 2016, 2017, 2019, 2021, 2025

Minor Premierships: 2014, 2015, 2016, 2017, 2019, 2021





Melanesian Club Championships: 2017, 2020, 2025

Through our ongoing partnership with PNGNRL, Lae Biscuit Company provides corporate partners with strong visibility and brand exposure across Papua New Guinea and the wider Pacific region.





CONTACT US

-  + 675 - 7411 5160 / 207 9999
-  <https://www.laebiscuit.com>
-  customercare@laebiscuit.com.pg
-  Portion 707, Independence Drive Lae
Morobe Province PG 411, Independence
Dr, Lae, Papua New Guinea



Lae Biscuit Co.

SNAX

SNAX
Instant Noodles
w/ seasoning sachet



TOTI

GUTPLA

LéWa



PAWA