



## **Heavenly Rice a Quality Product of See Hoy Chan Loved By Generations**

Rice is the food of the people. Over the years, Heavenly Rice, a quality product of See Hoy Chan has won the hearts of families, hawkers, and restaurant owners by delivering outstanding quality at reasonable prices. Every single rice grain is soft, fluffy, and fragrant, making each mouthful so delicious that generations keep coming back for more. From grandma to the career driven and your little nephew, everybody enjoys the taste and texture of Heavenly Rice.

### **Hello, rice to meet you.**

We've been in the rice business since 1950s, and we love what we do.

Known as See Hoy Chan, we are the leading distributor of Thai fragrant rice. We started out as an egg business four generations earlier before expanding our offerings to include one the world's staple foods—rice. Humble, affordable grains of the best quality, provided with the highest level of service.

Over the years, we noticed a growing need to buy rice with greater ease. So in 2002, we started Home Direct, a specialty home delivery service that brings quality rice, including a wide array of condiments right to your doorstep. We understand what it's like to carry heavy and bulky groceries all the way home. And we're happy to go the extra mile to make your shopping experience more enjoyable.

Our selection has been expanding as tastes grow more sophisticated. Whatever your preference, we'll always have something you'll love.

To know about the story behind See Hoy Chan, simply click the video below! Learn more about the rich history and how the brand Heavenly Rice was created.

### **Heavenly New Crop Rice**

Freshly harvested rice from the fields  
Purer, sweeter flavour, with a softer, puffier texture and more translucent sheen  
Especially suitable for congee because of its softer and stickier texture  
Highly sought after by rice connoisseurs  
Available in 5, and 50kg packs



### **Heavenly Brown Rice**

Unmilled, unpolished, and naturally coloured, our nutrient-rich Premium Thai Hom Mali Brown Rice is exclusively available in 1 and 2.5kg packs.



## Articles

Watch this space for the latest Heavenly Rice updates and events, interesting food and health articles as well as useful tips!



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### Heavenly Standard Rice

The budget-friendly choice  
Meets Thailand's stringent Hom Mali standards  
Each vibrant red pack contains a blend of 80% Hom Mali rice and other fragrant rice varieties  
Distinct jasmine fragrance  
Available in 5, and 50kg packs

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