



Matrix Flavours & Fragrances

The tiny ingredient that leaves a big impression



Welcome to the wonderful world of flavours – the tiny ingredient that adds bigger taste to your food. With over 35 years experience, we're a leading flavour manufacturer in Asia and offer an extensive range of flavours that cater to the discerning needs of an international market.

A Taste of Our Story

Matrix Flavours & Fragrances Sdn. Bhd. (MFF) was incorporated in 1978, becoming the first South East Asian owned flavour house. We began as the specialist in heat-resistant and Asian flavours. Through years of innovative research and development, we have expanded our repertoire to offer flavours from all over the world, in a variety of applications. As a family-run enterprise, we are united in our commitment to uphold the vision to become a truly international entity, with offices and manufacturing facilities worldwide that provide quality products at affordable prices.

The Essence of Our Heritage

Our success today began with the vision and perseverance of our founder, Dr. Tan Chee Hong. He has a Masters degree in organic chemistry, synthesising flavanoids. He also holds a Ph.D in Biochemistry, extracting tocotrienols and other antioxidants in *Hevea Braziliensis*, as well as discovering ergothioneine, a powerful water-soluble antioxidant.

Dr. Tan returned to Malaysia and started the first palm-oil research laboratory in Malaysia in 1967. He sat on the board of the Oil Palm Grower's Council and Malaysian Oil

Producers Association. From stints at Chemara Research Station and KL Kepong Bhd., he started his own business in palm oil refinery equipment in 1977. He holds joint patents with s.a. Fractionnement TIRTIAUX of Belgium.

A year later, he branched out and established Matrix Flavours & Fragrances – making him the only flavour house founder who is independent of other flavour companies in this region. Inspired by his pioneering soul and innovative spirit, MFF has steadily expanded its repertoire of flavours to cater to the needs of an international market by utilising technology developed in-house, and licensed through technology-transfer agreement with a UK-based flavour house.

In 1995, he then founded Matrix Oleochem Sdn. Bhd., manufacturing speciality oleochemicals from palm oil. Till today, well into his 70s, Dr. Tan remains a scientist at heart and can be found in his own research laboratory developing new products.

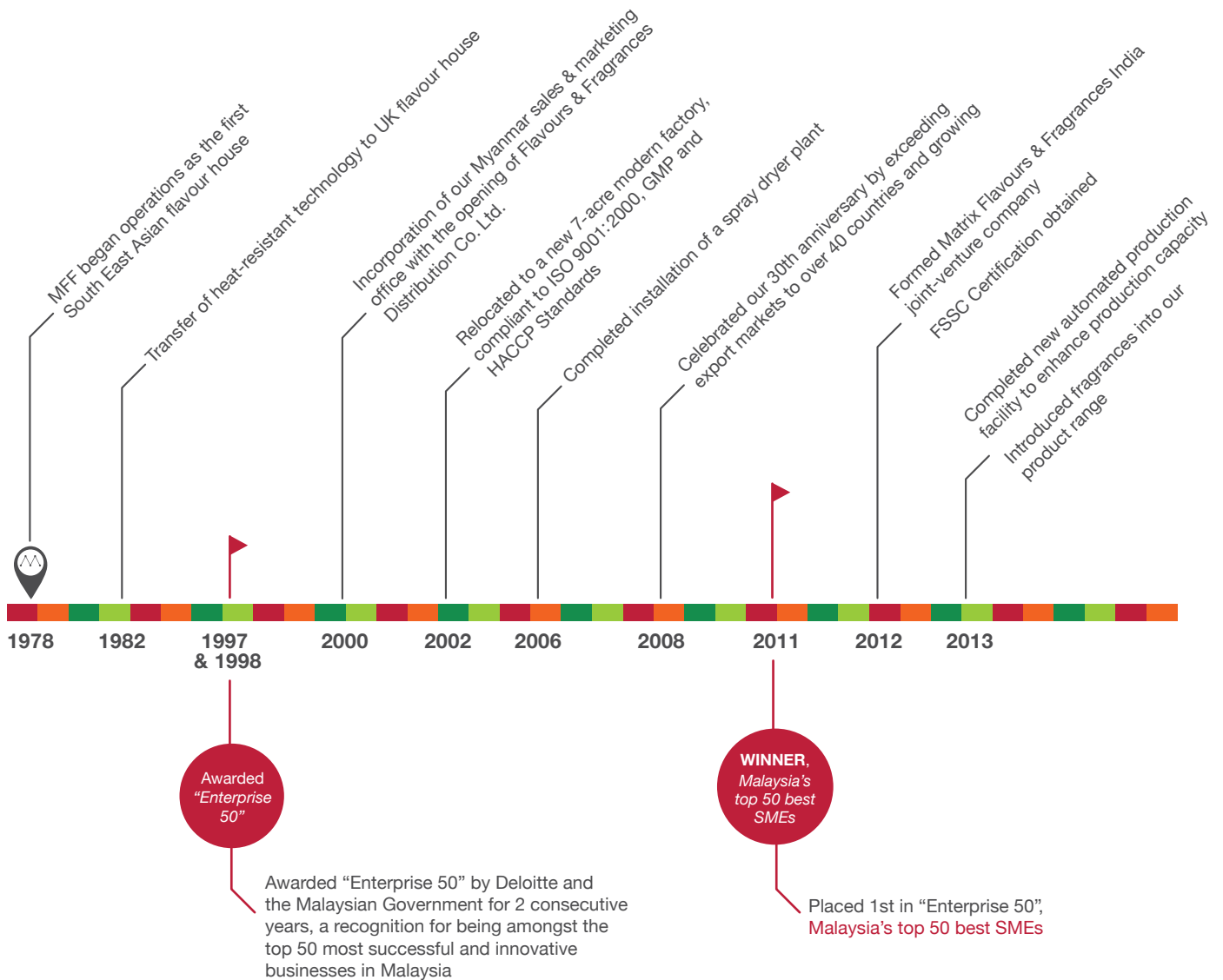


A View of the Future

As the business moves into the second generation, one thing remains unchanged; a commitment to science and innovation. Dr. Tan emphasises the difference between management and ownership, the best person being selected for the job in question. MFF is not just a family business, but one in which management has helped build up over the years. The company is now making a transition from an entrepreneurship to a corporation. Positive changes in corporate structure is taking place.

Dr. Tan stresses that MFF is an intellectual asset company in which knowledge is the main driving force. To this end, the investment in R&D takes a significant portion of the annual budget.

A Big Impression with Every Milestone



Accreditations to Further Raise Standards

We're constantly working to improve and enhance every aspect of our production. Our food safety standards meet FSSC 2200 standards, and all our products undergo rigorous quality checks before leaving our warehouses. We've also been accredited with Good Manufacturing Practices (GMP) as well as the Hazard Analysis Critical Control Point (HACCP) system by SGS, which ensures the safety for all our products. We have also been accorded and certified to MS 1480 and MS 1514 standards by SIRIM and the Ministry of Health Malaysia in 2009.

We are qualified to produce flavours in fully dedicated Halal premises, and also offer a range of Kosher flavours.

As members of SEDEX (the Supplier Ethical Data Exchange), we are committed to business practices that are ethical and responsible, both internally and externally.





Matrix Flavours & Fragrances

Quality flavours that make a huge difference



We offer a wide choice of flavours across various food applications, which encompass sweet and savoury flavours for bakery/biscuits, ice cream, beverages, confectionery, oils and fats, dairy products and instant noodles. Our range for non-food applications comprises flavours for animal-feed, pharmaceutical, latex-based products and tobacco.

All our products are packed and sealed to ensure quality and safety standards are maintained at all times and to facilitate efficient and effective transportation.

All liquid products are packed in the following configurations:

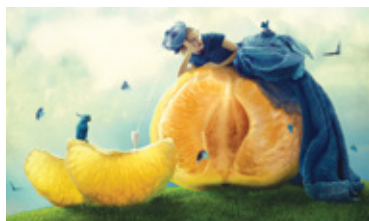
- 5kg HDPE Containers
- 25kg HDPE Containers
- 15kg and 20kg Metal Drums
- 1MT Bulk Packaging

All powdered products are packed in the following configuration:

- 5kg Aluminum Bag

A Big List of Unforgettable Flavours

A dlay	Cake	Coconut
Ais Kacang	Cantaloupe	Coconut, Cream
Almond	Caramel	Coconut, Milk
Almond, Roasted	Caramel, Cream	Coconut, Pandan
Aloe Vera	Cardamon	Coconut, Sweet
Anchovies	Carrot	Coconut, Toasted
Animal Feed	Cashew Nut	Coconut, Vanilla Cream
Anise	Cendol	Coconut, Young
Apple	Cereal	Cocopandan
Apple, Bahraini	Chamomile	Coffee
Apple, Cinnamon	Cheese	Coffee, Cappucino
Apple, Fuji	Cheese, Blue	Coffee, Espresso
Apple, Green	Cheese, Cake	Coffee, Latte
Apple, Red	Cheese, Cheddar	Coffee, Mocha
Apricot	Cheese, Cream	Cola
Avocado	Cheese, Italian	Cola, Lemon
B anana	Cheese, Mozarella	Cola, Vanilla
Barbecue	Cempedak	Condensed Milk
Barley	Cherry	Cooling
Barley, Lemon	Cherry, Black	Coriander
Barley, Mint	Cherry, Mint	Corn
Basil	Cherry, Sour	Corn, Cream
Beef	Cherry, Vanilla	Corn, Sweet
Beef, Curry	Chestnut	Crab
Beef, Rib	Chicken	Cranberry
Beef, Spare Rib	Chicken, Boiled	Cream Cracker
Bergamot	Chicken, Boiled Soup	Cream
Bergamot Tangerine	Chicken, Curry	Cream, Milk
Bird Nest	Chicken, Fried	Cream, Toffee
Biscuit	Chicken, Reaction	Cumin
Black Berry	Chicken, Roasted	Curry
Blackcurrant	Chocolate	Custard Apple
Blackforest	Chocolate, Dark	Custard
Blackmint	Chocolate, Hazelnut	Cuttlefish
Blueberry	Chocolate, Malt	Cuttlefish, Dry
Blueberry, Grape	Chocolate, Milk	Cuttlefish, Toasted
Bubble Gum	Chocolate, Mint	D airy
Bubblegum Mint	Chocolate, Vanilla	Date, Kurma
Bubur Chacha	Chocolate, White	Date, Black
Butter	Chowmien	Date, Honey
Butter, Belle	Chrysanthemum	Date, Red
Butter, Caramel	Ciku	Date, Rose
Butter, Cream	Cincau	Dragon Fruit
Butter, Cream Caramel	Cinnamon	Durian
Butter, Enzyme Modified	Cinnamon, Butter	E gg
Butter, Mint	Citronella	Egg, Vanilla
Butter, Toffee	Citrus Mint	Egg & Milk
Butter, Vanilla	Cloud, Universal	Eucalyptus
Buttermilk	Cloud, White	F enugreek
Buttermilk Cream	Clove	Fish
Butterscotch	Cocoa	Fish Sauce
C actus	Cocoa, Black	Forest Fruit



Fruit Punch	Lime, Extra
G arlic	Lime, Kaffir
Geranium	Lobster
Ghee	Longan
Ginger	Lotus Flower
Ginseng	Lychee
Golden Syrup	M acadamia
Granadilla	Macapuno
Grape	Malt
Grape, Berry	Malted Milk
Grape, Black	Mango
Grape, Citrus	Mango, Alphonso
Grape, Green	Mango, Carabao
Grape, Red	Mango, Green
Grapefruit	Mango, Kuini
Green Bean	Mangosteen
Green Grass	Maple
Grenadine	Margarine
Grill	Marie Biscuit
Guanabana	Masking
Guarana	Masking, Fish
Guava	Mayonnaise
Guava, Pink	Meat
Gula Melaka	Meat, Paste
H acks	Meat, Smoke
Hazelnut	Meat, Red
Herbal	Meat, White
Herbs	Melon
Hibiscus	Menthol
Honey	Milk
Honey, Lemon	Milk, Bread
Honey, Lemon Tea	Milk, Fresh
Honey, Lime	Milk, Chocolate
Honey, Starfruit	Milk, Evaporated
Honeydew	Milk, Full Cream
Honeydew, Milk	Milk, Malt
Hot Spicy	Milk, Skim
I ce Cream Soda	Milk Fat
J ackfruit	Milk Creamer
Jasmine	Mint
K alamansi	Mint, Mild
Kaya	Mint, Orange
Kimchi	Mixed Berries
Kiwi	Mixed Fruit
Kulfi	Molasses
Kurma Madu	Mushroom
L amb	Mustard
Lavender	N aartjie
Lemon	Nutmeg
Lemon, Lime	O live
Lemon, Mandarin	Omelette
Lemon, Tea	Onion
Lemon Grass	Onion, Toasted
Licorice	Orange
Lime	Orange, Dalandan

Orange, Blood
 Orange, Juicy
 Orange, Mandarin
 Orangina
 Oregano
 Oyster
 Oyster Sauce
Pan Masala
 Pandan
 Papaya
 Passion Fruit
 Peach
 Peach Apricot
 Peanut
 Peanut, Roasted
 Peanut Butter
 Pear
 Pecan Nut
 Pectoral
 Pepper
 Pepper, Black
 Peppermint
 Pickle
 Pineapple
 Pineapple, Ripe Sweet
 Pineapple, Sarawak
 Pistachio
 Plum
 Pomegranate
 Pomelo
 Popcorn
 Potato
 Potato, Fried
 Potato, Sweet
 Prawn
 Prune
 Pumpkin
Rabbit Meat
 Raisin
 Rambutan
 Raspberry
 Red Bean
 Red Bull
 Red Fruits
 Rice, Basmati
 Rice, Roasted
 Rose
 Rose Apple
 Rose Bandung
 Roselle
Saffron
 Salak
 Salak Cider
 Santan
 Sapota
 Sarsi
 Sasparila
 Savoury
 Seafood
 Seafood, Prawn
 Seafood, Toasted
 Sesame
 Shallot

Shallot, Fried
 Shrimp
 Smoke
 Sour Cream
 Sour Cream & Onion
 Sour Plum
 Soursop
 Soya Bean
 Soya Bean Milk
 Soya Milk
 Soya Sauce
 Spearmint
 Spice
 Spicy Chat Pata
 Starfruit
 Strawberry
 Strawberry, Cheese Cake
 Sugar
 Sugar, Brown
Tamarind
 Tangerine
 Taro
 Tea
 Tea, Black
 Tea, Chai
 Tea, Green
 Tea, Herbal
 Tea, Ice
 Tea, Jasmine
 Tea, Milk
 Tea, Oolong
 Teh Tarik
 Tiramisu
 Toffee
 Toffee, Caramel
 Toffee, Milk
 Tomato
 Tomato Sauce
 Tomyam
 Tong Kwei
 Tongkat Ali
 Tongkua Cha
 Tonic
 Tropical Fruits
 Tutti Fruitti
 Two Apple
Ube
 Ube, Creamy Coconut
 Ube, Pandan
Vanilla
 Vanilla, Coffee Latte
 Vanilla, Cream
 Vanilla, Latte
 Vanilla, Milk
 Vanilla, Pandan
 Vanilla, Superior
 Vanilla, Toffee
 Vegetable
Wafer
 Walnut
 Wasabi
 Watermelon
 Wheat Grass

White Gourd
 Wintergreen
 Wood Apple
Yak Butter
 Yam
 Yoghurt

A Choice of Fragrances

Almond
 Apple galore
Basic
 Beautiful lavender
 Bergamot
 Berry berry
 Blossom
Cerise
 Cherry almond
 Citronella
 Citronmars
 Coconut
Easy breezy
 Elegantly purple
Floral marine
 Florange
 Fruity floral
Grapefruit
 Green apple
 Green rose
 Green tea
Jasmine
Kiwi
Lavender
 Lemon
 Lemon lime
 Linen
 Luxor pink
 Luxor white
Mango
 Marina
 Mint
New car
Orange
Peach
 Petals
 Pine
 Pink
 Pomelo
 Pomme
Rosy rosette
Strawberry
 Sunny peach
 Sweet berry
Tea rose
Vanilla
White flower
 Whixul
Zesty





Matrix Flavours & Fragrances

Committed in every way to help make your food stand out



A Commitment to Research and Development

Our solutions are backed by technically strong research and development. We work diligently to understand every process involved, and apply our knowledge to produce new products. That's how we stay at the forefront of market trends and maintain our position as the leader in flavours.

A Commitment to Your Needs

We offer our customers tailor-made solutions, which begin by thoroughly understanding your needs. After you have selected the right flavours, the Application Labs can assist you in developing the final product that will help to make your food stand out.

A Commitment to Your Satisfaction

Our customer service team is dedicated to ensuring your satisfaction. You can look forward to personalised service with the flexibility to cater to your requests and needs. We also believe in keeping our prices competitive, so you can enjoy maximum value. Contact us to see how we can work with you as your flavour partner, and discover how flavours can make a big impression.

We're only a phone call or email away.

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