



# Uncle Saba's Poppadoms Catalogue



## ABOUT UNCLE SABA'S POPPADOMS

- **Uncle Saba's Poppadoms** brand was founded in late 2015 to produce lentil chips in Malaysia.
- The main idea behind the brand was to introduce to the market a **healthier type of snacks** rich in protein and fiber compared to potato chips.
- Today our product "Uncle Saba's Poppadoms" is exported to more than **25 countries worldwide** and is sold at **major supermarkets** across **Singapore and Malaysia**.
- In 2020, we expanded our range to include Lentil chips, Hummus chips, Quinoa chips and Protein chips in private label.



Factory in Malaysia



# UNCLE SABA'S POPPADOMS – HIGH PROTEIN, GLUTEN FREE LENTIL CHIPS



## THE VISION

Uncle Saba's Poppadoms makes chips out of lentils.

Our chips are high in **protein, fibre, gluten free and vegan.**

The vision is to create a **range of snacks made of plant-based proteins.**



## ADDITIONAL ATTRIBUTES\*



## FACTORY CERTIFICATIONS



## FUTURE CERTIFICATIONS



\*Case to case

# POPPADOMS



Lentils

## Description:

Classic Indian style Poppadoms. Made of lentils with a cumin infusion for an authentic taste.

## Packaging Sizes:

Canisters: 70G, 50G, 35G

Pillow Bag: 50G

## Carton size:

49(L) X 33(W) X 25(H)

## Attributes



LESS SATURATED FAT



HIGH PROTEIN



NO TRANS FAT



GLUTEN-FREE



CHOLESTEROL FREE



HIGH FIBER



VEGAN



NO MSG



LESS CARBS

## Flavours:

Original, Sweet Chilli, Tomato, Barbeque, Korean Barbeque, Tomato Ketchup, Cheese, Hot & Spicy, Sour Cream Onion

## Private label:

Yes

# LENTIL CHIPS



*Lentils*

## Attributes



LESS SATURATED FAT



HIGH PROTEIN



NO TRANS FAT



GLUTEN-FREE



CHOLESTEROL FREE



HIGH FIBER



VEGAN



NO MSG



LESS CARBS

## Description:

Western style lentil chips.  
Plain and simple with only  
4 simple ingredients.

## Packaging Sizes:

Canisters: 70G, 50G, 35G  
Pillow Bag: 50G

## Carton size:

49(L) X 33(W) X 25(H)

## Flavours:

Original, Sweet Chilli,  
Tomato, Barbeque, Korean  
Barbeque, Tomato Ketchup,  
Cheese, Hot & Spicy, Sour  
Cream Onion

## Private label:

Yes



# HUMMUS CHIPS



*Chickpeas*

## Description:

Recreate the taste of hummus in a chip. Made with chickpeas and beans with no corn or potato!

## Packaging Sizes:

Pillow Bag: 50G

Doy Bag: 80G

## Carton size:

49(L) X 33(W) X 25(H)

## Attributes



LESS SATURATED FAT



HIGH PROTEIN



NO TRANS FAT



GLUTEN-FREE



CHOLESTEROL FREE



HIGH FIBER



VEGAN



NO MSG



LESS CARBS

## Flavours:

Original, Sweet Chilli, Tomato, Barbeque, Korean Barbeque, Tomato Ketchup, Cheese, Hot & Spicy, Sour Cream Onion, Sriracha, Roasted Red Pepper

## Private label:

Yes

# PROTEIN CHIPS



*Soybeans*

## Description:

Protein chips made of pulses and soy protein isolates. Available in 30% protein or 40% protein configurations.

## Packaging Sizes:

Pillow Bag: 30G  
Doy Bag: 30G

## Carton size:

49(L) X 33(W) X 25(H)

## Flavours:

Original, Sweet Chilli, Tomato, Barbeque, Korean Barbeque, Tomato Ketchup, Cheese, Hot& Spicy, Sour Cream Onion

## Private label:

Yes

## Attributes



LESS SATURATED FAT



HIGH PROTEIN



NO TRANS FAT



GLUTEN-FREE



CHOLESTEROL FREE



HIGH FIBER



VEGAN



NO MSG



LESS CARBS

# QUINOA CHIPS



*Organic quinoa*

## Description:

A lentil based chip with organic quinoa flour and organic quinoa seed infusions. What you see is what you get!

## Packaging Sizes:

Pillow Bag: 50G

Doy Bag: 50G

## Carton size:

49(L) X 33(W) X 25(H)

## Flavours:

Original, Sweet Chilli, Tomato, Barbeque, Korean Barbeque, Tomato Ketchup, Cheese, Hot& Spicy, Sour Cream Onion, Truffle, Cinnamon

## Private label:

Yes

## Attributes



LESS SATURATED FAT



HIGH PROTEIN



NO TRANS FAT



GLUTEN-FREE



CHOLESTEROL FREE



HIGH FIBER



VEGAN



NO MSG



LESS CARBS



# PRODUCT OFFERINGS



## OWN LABEL

- Our lentil chips are available both in canisters and pouch bags in different sizes.
- At present, we have 10 commercial flavours and 5 additional flavours in private label.



## PRIVATE LABEL

- We also work on a private label under which we produce our chips using differentiated flavors.
- We have expanded our range to produce private label Quinoa, Hummus, Protein and Lentil chips.

# CAPABILITIES – PRODUCT AND FLAVOUR DEVELOPMENT

**NEW  
NEW  
NEW**

Say hello to the latest addition to our poppadom family!

Our new flavours help increase our variety, each with their own unique tastes.

**CHEESE**

Say cheese with every bite you take! Enjoy the bold and nutty taste complemented by cheese seasoning, cumin and coram, for the ultimate cheeselover!

**KOREAN BBQ**

Enjoy sour, spicy and umami, all in 1 bite! Our awesome mix of paprika, chilli powder and yummy spices is an updated twist on the traditional Korean flavour!

**HOT AND SPICY**

Spice it up with a flavourful and fiery boost! Made from chili powder, paprika, onion and garlic, you will definitely get a kick out of these savoury snacks!

**TOMATO KETCHUP**

Savour the sweet and sour taste of your childhood favourite! The mix of exotic tomato, paprika and other tasty spices will deliver a tangy and zesty taste!

**SOUR CREAM AND ONION**

Enjoy the classic savoury and oniony snack with every crunchy bite. It's a perfectly tasty mix of onion, cumin, and coram for this traditional flavour!

## PRODUCT DEVELOPMENT

- Based on customer requests, we have inhouse capability to develop not only custom flavours but also custom plant-based snacks and custom packaging formats, appropriate for a region.
- Custom flavours include Korean BBQ, Tomato Ketchup, Sour Cream & Onion, Cheese, Hot & Spicy, Mala, Curry Masala, Salt & Vinegar, Cinnamon, Sriracha, Truffle etc.



LOVE at  
FIRST BITE





# Thank You!

<http://www.unclesabas.com>

