

**STARMAX**  
*Gold*

TM



STARMAX  
WEBSITE  
QR CODE



*Super*  
**CRUNCHIEZ**

# STARMAX PRODUCTS



STARMAX delivers more than just frozen potatoes – we deliver solutions. At Starmax, we're not just suppliers; we're your partners in culinary excellence. We go beyond delivering finest frozen potato products, crafting bespoke solutions designed to elevate every aspect of your kitchen. From diverse flavor profiles to streamlined operational efficiency, we empower you to redefine the dining experience. With Starmax, discover the endless possibilities that transform simple potatoes into culinary masterpieces.

## PARTNERS FOR PROSPERITY

STARMAX : Your partner in menu enhancement and profit growth. Our quality products are engineered to drive revenue and unlock your profit potential.

## ELEVATE EVERY DISH : A World of Flavors at Your Finger Tips

We offers flavors and variety for every kitchen. Unlock a symphony of flavors with our diverse potato cuts and snack offering, designed to help chefs create memorable dining experience that tantalize the senses.

## UNLOCK SEAMLESS KITCHEN EFFICIENCY

Our product crafted to reduce preparation time and deliver unwavering quality. Our versatile range allows you to unleash your creativity, transforming kitchen operations into a model of seamless efficiency.

No artificial Flavour

Hot & crispy coating

Vibrant colour

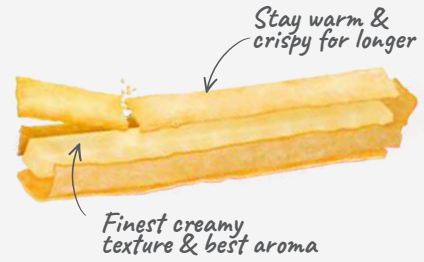
Real potatoes

**EXTRA FLAVOR SEASONED WEDGES**

**REDRUBY WEDGES**



## FINEST

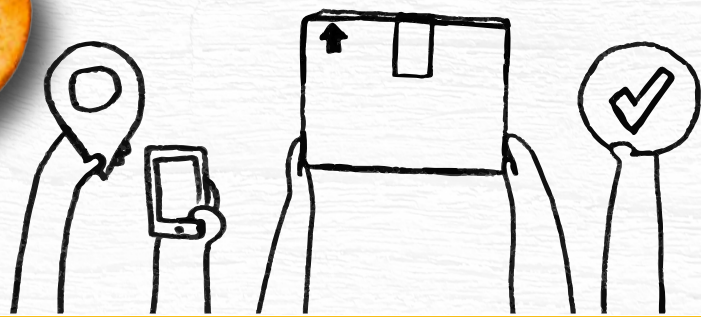


Crafted exclusively from select variety ; Innovator potatoes, our fries deliver an unparalleled culinary experience. Indulge in our exceptional fries, where the subtle saltiness from their natural starch coating perfectly complements the finest Innovator potatoes. Each fry boasts an impressive length, a remarkably smooth interior, and a satisfyingly crisp exterior, all culminating in a beautiful, golden hue. Serve them authentically in a classic cone, or plate them creatively - the choice is yours.

**90%** CONSUMER WOULD ORDER MORE FRIES IF FRIES ARE DELIVERY HOT & CRISPY



**CRISPY  
HOT  
GOLDEN  
FLAVORFUL  
POTATO CHIPS  
& FRENCH  
FRIES**





# Super CRUNCHIEZ

- ✓ Crafted from high quality potatoes. Innovator and Santana
- ✓ Excellent Potatoes taste. Each bite deliver an exceptional potatoes taste experience.
- ✓ Stable quality with good yield.
- ✓ Crispy on the outside and soft on the inside, natural texture of potatoes.



## Shoestring Fries 7mm

Julienne conventional french fries, thin and crispy. All time favourites snacks. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsize : 1kg x 10pack  
Packsize : 2kg x 6pack



SKU	Storage				Bag Barcode	Box Barcode
CSS001 1kg	-18°C	±12-15min 200°C	±10-12min medium heat	3 min 175°C	9551023090000	19551023090007
CSS018 2kg	-18°C	±12-15min 200°C	±10-12min medium heat	3 min 175°C	9551023090017	19551023090014



## Straight Cut Fries 10mm

Classic conventional french fries. Thick Cut fries, better portion management. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsize : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
CSC003	-18°C	±14-17min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090031	19551023090038



## Crinkle Fries 12mm

Wavy thick cut to maximise crispiness and good for plate presentation. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsize : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
CCC002	-18°C	±14-17min 200°C	±10-12min medium heat	4 min 175°C	9551023090048	19551023090045



# Super CRUNCHIEZ

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- ✓ Stable quality with good yield.
- ✓ Crispy on the outside and soft on the inside, natural texture of potatoes.



## Shoestring Fries 7mm

Julienne conventional french fries, thin and crispy. All time favourites snacks. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
ISS001	-18°C	±12-15min 200°C	±10-12min medium heat	3 min 175°C	9551023090000	19551023090007



## Straight Cut Fries 10mm

Classic conventional french fries. Thick Cut fries, better portion management. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
ISC003	-18°C	±14-17min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090031	19551023090038



## Crinkle Fries 12mm

Wavy thick cut to maximise crispiness and good for plate presentation. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
ICC002	-18°C	±14-17min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090048	19551023090045



Super  
**CRUNCHIEZ**

**CRISPY  
COATED**

**FOODSERVICE  
SOLUTION**



**Crispy Coated Shoestring Fries 7mm**

Julienne crispy coated french fries. Stays hot and crunchy for up to 20 minutes, even in a delivery bag.  
When it's golden yellow, it's ready.  
Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
CSS016C	-18°C	±12-15min 200°C	±10-12min medium heat	3 min 175°C	9551023090987	89551023090013



**Crispy Coated Straight Cut Fries 10mm**

Classic cut crispy coated french fries. Thick cut fries, better portion management.  
Stays hot and crunchy for up to 20 minutes, even in a delivery bag.  
When it's golden yellow, it's ready.  
Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
CSC017C	-18°C	±14-17min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090994	89551023090037



**Crispy Coated Crinkle Cut**

Wavy thick cut crispy coated crinkle fries 10mm. Thick cut fries, better portion management.  
Stays hot and crunchy for up to 20 minutes, even in a delivery bag.

When it's golden yellow, it's ready.  
Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
CCC031	-18°C	±14-17min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090284	79551023090009



TM

CHEF'S CHOICE  
**CRISPY COATED**



**FINEST**



**Crispy Coated Shoestring Fries 7mm**

Enjoy our savory fries with a distinctively crispy coating. So crunchy, you'll hear it with every bite. Perfect for dining in, takeout or delivery. Stays hot and crunchy for up to 20-25 minutes, even in a delivery bag. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 2kg x 6pack



SKU	Storage				Bag Barcode	Box Barcode
ISC007	-18°C	±12-15min 200°C	±10-12min medium heat	3 min 175°C	9551023090093	19551023090090



**Crispy Coated Straight Cut Fries 10mm**

Classic cut potatoes with crispy coating and a touch of salt. Stays hot and crunchy for up to 20-25 minutes, even in a delivery bag. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 2kg x 6pack



SKU	Storage				Bag Barcode	Box Barcode
ISC008	-18°C	±14-17min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090055	19551023090052



**Rustic Coated Straight Cut Fries 10mm**

Classic cut potatoes with rustic heavy coated thick crispy coating and a touch of salt. Stays hot and crunchy for up to 30 minutes, even in a delivery bag. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 2kg x 6pack



SKU	Storage				Bag Barcode	Box Barcode
ISC012	-18°C	±14-17min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090109	29551023090097



# Super CRUNCHIEZ

- ✓ Crafted from high quality potatoes. Potatoes species : Innovator and Santana
- ✓ Excellent Potatoes taste. Each bite deliver an exceptional potatoes taste experience.
- ✓ Cut specialties will enhance your dishes and accentuate the taste of the potatoes.
- ✓ Shredded potatoes hashbrown, seasoned and formed into shape. With a crispy exterior seasoned, good for breakfast menu.
- ✓ Crispy on the outside and soft on the inside, natural texture of potatoes.



**REDRUBY WEDGES**



## Seasoned Wedges

Classic cut wedges with vibrant seasoned crispy coating. It offers a light hint of spicy note. Stays hot and crunchy for up to 20 minutes, even in a delivery bag. When it's golden brown, it's ready. Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
ISW005	-18°C	±12-15min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090062	19551023090069



## Mini Hashbrown

Crispy mini triangular hashbrown are the perfect anytime snack. They're golden brown on the outside and their chunky inside texture is irresistible. When it's golden brown, it's ready. Prefried and quick frozen.

Packsizes : 1kg x 10pack Per piece : 27g +/-2g



SKU	Storage				Bag Barcode	Box Barcode
IMH004 IMH004S	-18°C	±12-15min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090079	19551023090076



## Hashbrown Patties

Crispy rectangular hashbrown pack in tray. They're golden brown on the outside and their chunky inside texture is irresistible. When it's golden brown, it's ready. Prefried and quick frozen.

Packsizes : 640g x 20pack Per piece : 64g +/-2g  
Packsizes : 130g x 90pack Per piece : 64g +/-2g



SKU	Storage				Bag Barcode	Box Barcode
IHP006 IHP014	-18°C	±12-15min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090086	19551023090083
IHP023 (2pcs)	-18°C	±12-15min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090253	29551023090073



# Super CRUNCHIEZ

- ✓ Breaded preformed onion rings made from diced onions, covered by crispy batter.
- ✓ Excellent Onion taste. Each bite delivers an exceptional onion snack taste experience.
- ✓ Stable quality with good yield.
- ✓ Crispy on the outside and soft on the inside. This onion ring will bring an authentic feel to any menu.



## Onion Rings (Preformed Breaded)

Breaded preformed onion rings made from diced onions covered in a crispy batter. This preformed onion ring specially coated with Japanese inspired crumb batter. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
NOR013	-18°C	±12-15min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090215	29551023090080



## Onion Rings (Preformed Breaded)

Breaded preformed onion rings made from diced onions covered in a crispy batter. This preformed onion ring specially coated with Japanese inspired crumb batter. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 500g x 20pack



SKU	Storage				Bag Barcode	Box Barcode
NOR015	-18°C	±12-15min 200°C	±10-12min medium heat	3-4 min 175°C	9551023090246	29551023090059



## Crispy Coated Curly Fries

Curly crispy coated fries lightly seasoned. Stays hot and crunchy for up to 20-25 minutes, even in a delivery bag. When it's golden yellow, it's ready. Prefried and quick frozen.

Packsizes : 1kg x 10pack



SKU	Storage				Bag Barcode	Box Barcode
NCF025	-18°C	±12-15min 200°C	±10-12min medium heat	3 min 175°C	9551023090260	69551023090002



## Whole Kernel Sweet Corn 12oz (Vacuum)



Corn kernels are vacuum-packed and steam-cooked to perfection to ensure every bite is unforgettably crisp. Suitable for salad toppings and to enhance your main dish presentation. Conveniently stored, ready to use anytime.

The products is precooked and canned. Ready to eat direct from can.

Packsize : 12oz x 24can



SKU	Packsize	Storage	Application	Bag Barcode	Box Barcode
C123	340gx24can	Ambience	Direct Serve	4895134103880	4895134103897

## Whole Kernel Sweet Corn 15oz (Brine)



Corn kernels in brine: every kernel juicy and sweet. Ideal as a flavorful side or to enhance your main dish presentation. Conveniently stored, ready to use anytime.

The products is precooked and canned. Ready to eat direct from can.

Packsize : 15oz x 24can



SKU	Packsize	Storage	Application	Bag Barcode	Box Barcode
C153	425gx24can	Ambience	Direct Serve	8859520302932	38859520302932

## Cream Style Sweet Corn 15oz (Special)



Cream Style Corn made from a smooth blend of corn kernels and starch, perfect for enriching your soup base or as a delightful dessert topping. Enjoy straight from the can for cold desserts, or heat gently for a warm treat. It elevate your homemade soups with its velvety texture and sweet corn essence. Just add, heat, and enjoy a comforting bowl of goodness.

The products is precooked and canned. Ready to eat direct from can.

Packsize : 15oz x 24can



SKU	Packsize	Storage	Application	Bag Barcode	Box Barcode
C152	425gx24can	Ambience	Direct Serve	8859520303007	38859520303008

**STARMAX**  
Gold



## IQF Corn Kernels

IQF Sweet Corn Kernels are a convenient and delicious way to enjoy the taste of fresh corn all year round. These kernels are harvested at peak ripeness, blanched to lock in their natural sweetness and vibrant color, and then flash-frozen individually. This process ensures that each kernel remains separate and preventing clumping. Perfect for adding to salads, soups, stir-fries, or as a quick and easy side dish.

The products is  $\pm 98\%$  cooked.  
Steam, Blanched and quick frozen.

Packsize : 1kg x 10pack , 2kgx5pack, 10kgx1pack



SKU	Packsize	Storage	MICROWAVE		Bag Barcode	Box Barcode
TCK001	1kgx10	-18°C	$\pm 1$ min	$\pm 2-3$ min medium heat	8859520300501	48859520302046
TCK002	2kgx5	-18°C	$\pm 1$ min	$\pm 2-3$ min medium heat	9551023090833	59551023090081
TCK003	10kgx1	-18°C	$\pm 1$ min	$\pm 2-3$ min medium heat	N/A	48859520302053

## IQF Corn Cobs

IQF Corn cobs are a convenient and delicious way to enjoy the taste of fresh corn all year round. These kernels are harvested at peak ripeness, blanched to lock in their natural sweetness and vibrant color, and frozen in diffent cut cob size to fit for purpose. Perfect for soups, hotpot or as a quick and easy side dish.

The products is  $\pm 98\%$  cooked.  
Steam, Blanched and quick frozen.

Packsize : 1kg x 10pack



SKU	Type/Size	Storage	MICROWAVE		Bag Barcode	Box Barcode
TCC004	2.5-3cm	-18°C	$\pm 1-2$ min	$\pm 2-3$ min medium heat	9551023090802	39551023090087
TCC005	5-5.5cm	-18°C	$\pm 1-2$ min	$\pm 2-3$ min medium heat	9551023090819	48859520302312
TCC006	7-7.5cm	-18°C	$\pm 1-2$ min	$\pm 2-3$ min medium heat	9551023090826	49551023090084

## IQF Corn Ribs

IQF Corn Ribs are a convenient and delicious way to enjoy the taste of fresh corn all year round. These kernels are harvested at peak ripeness, blanched to lock in their natural sweetness and vibrant color, then cut into 6-cut to create the perfect rib shape. Simply defrost or thawed for 5 minutes, then deep-fry 2.5-3 minutes and season to taste. They are perfect for sharing.

The products is  $\pm 98\%$  cooked.  
Steam, Blanched and quick frozen.

Packsize : 1kg x 10pack



SKU	Type/Size	Storage	MICROWAVE			Bag Barcode	Box Barcode
FCR1061	6-cut	-18°C	$\pm 1-2$ min	$\pm 10$ 200°C	$\pm 2.5-3$ min 175°C	9551023090116	39551023090018
FCR1043	4-cut	-18°C	$\pm 1-2$ min	$\pm 10$ 200°C	$\pm 2.5-3$ min 175°C	9551023090130	59551023090012



## IQF Corn Kernel

IQF frozen perfection on each corn kernels. Each plump, juicy and bursting with natural sweetness, with no added sugar. This blanched and IQF quick frozen corn kernels designed for your everyday convenience. Ready to elevate any meal in minutes. Reheat in medium heat, it's ready to serve.

Packsize : 1kg x 12pack, 400g x 30pack



SKU	Packsize	Storage	MICROWAVE			Bag Barcode	Box Barcode
TCK004	1kgx12	-18°C	±1min	±1min 200°C	±2min medium heat	8859520300501	49551023090046
TCK007	400gx30	-18°C	±1min	±1min 200°C	±2min medium heat	9551023090277	49551023090039



## IQF 3 Mixed Veggies

3 mixed veggies made from corns, carrots and green peas. This blanched and IQF quick frozen mixed veggies for ultimate convenience. Ready to elevate any meal in minutes. Reheat in medium heat, it's ready to serve.

Packsize : 1kg x 10pack, 500g x 20pack



SKU	Packsize	Storage	MICROWAVE			Bag Barcode	Box Barcode
CMV103	1kgx10	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090451	79551023090047
CMV053	500gx20	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090468	89551023090044



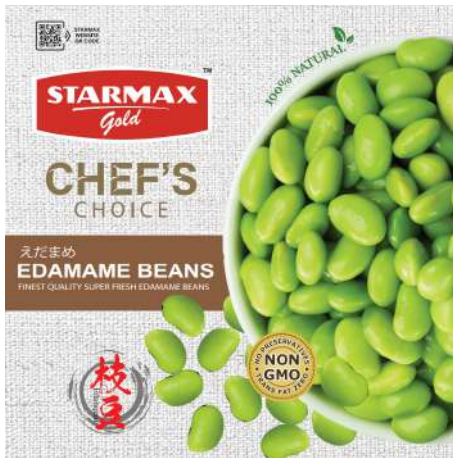
## IQF 4 Mixed Veggies

4 mixed veggies made from corns, carrots, green peas and green beans. The beauty of 4 mixed lies in its perfect blend, offering a vibrant and healthy medley that's convenience for Asian fried rice. Achieve a good balance diet and allows you to transform your dishes with a burst of color and nutrients. This blanched and IQF quick frozen mixed veggies for ultimate convenience. Ready to elevate any meal in minutes. Reheat in medium heat, it's ready to serve.

Packsize : 1kg x 10pack, 500g x 20pack



SKU	Packsize	Storage	MICROWAVE			Bag Barcode	Box Barcode
CMV104	1kgx10	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090475	39551023090056
CMV054	500gx20	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090482	49551023090053



## IQF Edamame Beans

These vibrant green gems are powerhouse of nutrient, packed with high protein and fibre. Whether whipping up a quick stir-fry, adding them to salads, or just snacking straight from the bag, our convenient frozen edamame beans makes achieving a fully nutritious meal simpler than ever. This blanched and IQF quick frozen edamame beans for ultimate convenience. Ready to elevate any meal in minutes. Reheat in medium heat, it's ready to serve.

Packsizes : 500g x 20pack



SKU	Packsizes	Storage	MICROWAVE			Bag Barcode	Box Barcode
CEB0527	500gx20	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090659	49551023090060



## IQF Whole Edamame

These vibrant green gems are powerhouse of nutrient, packed with high protein and fibre. Suitable for snacking straight from the bag, our convenient frozen whole edamame makes achieving a fully nutritious meal simpler than ever. This blanched and IQF quick frozen whole edamame for ultimate convenience. Ready to serve as side meal in minutes. Reheat in medium heat and light salt season to taste, it's ready to serve.

Packsizes : 1kg x 10pack, 400g x 25pack



SKU	Packsizes	Storage	MICROWAVE			Bag Barcode	Box Barcode
CWE1028	1kgx10	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090666	59551023090067
CWE0428	400gx25	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090673	69551023090064



## IQF Cut Broccoli

These vibrant green veggies powerhouse of nutrient brimming with antioxidants and ample dietary fiber for digestive wellness. Whether whipping up a quick stir-fry, or adding them to salads, our convenient frozen cut broccoli makes achieving a fully nutritious meal simpler than ever. This blanched and IQF quick frozen broccoli for ultimate convenience. Ready to elevate any meal in minutes. Reheat in medium heat, it's ready to serve.

Packsizes : 1kg x 10pack



SKU	Packsizes	Storage	MICROWAVE			Bag Barcode	Box Barcode
CCB1029	1kgx10	-18°C	±1-2min	±1-2min 200°C	±2-3min medium heat	9551023090680	79551023090061