

Katong Satay / BBQ House / Food Superheroes Flyer

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A Comforting Taste of Classic Simplicity

History

A mouthful of well-seasoned meat, skewered and soused in a velvety sauce – that is all it takes to evoke the nostalgic feel of traditional comfort.

Belying this simplicity, however, are immense efforts. For close to five decades, waking up at 4am has been a ritual for Mr Michael Goh, Founder of Katong Satay. He goes to work every day, with a century-old recipe already ingrained in his mind. The artisan's 16-hour day entails preparing the meat marinade as well as peanut sauce that would accompany 2,000 sticks of satay. The steps, every grind, every churn, are second nature to him.

A Blend of Heritage & Present Day

Current Operations

Mr Goh's first stall was ensconced in Maxwell Road Hawker Centre. Revellers would savour his rendition of the dish and sing its praises. Very soon, Katong Satay became a household name.

In year 2000, Mr William Goh, Mr Goh's son, took over the reins. Over the years, Mr William has invested in cutting-edge machines to automate its cutting, skewering, cooking, packaging and storing processes. Buoyed by these machines, the company operates at a greater capacity, producing 20,000 sticks of satay each day. Consistency becomes a promise as each batch is perfectly portioned and seasoned.

From a small, humble stall that served a loyal community, Katong Satay now has three fully-operational factories to its name. With demand growing only stronger, Mr William's business now operates under three brands – Katong Satay, BBQ House and Food Superheroes. Katong Satay continues to delight consumers with authentic homespun satay while BBQ House plies barbecue aficionados with a smorgasbord of Halal food items. Food Superheroes brings comfort foods straight to the hungry consumer.

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Katong Satay

Katong Satay is a select purveyor of satay. Its winning formula is the marriage of a crowd-pleasing peanut sauce with enticingly tender meats. The meats are high-quality cuts of chicken, beef and pork imported from the United States, Brazil and New Zealand. This delightful combination has been winning the hearts of many since 1970s. Today, Katong Satay has flourished to become a manufacturer trusted by a multitude of restaurants, hotels and coffee shops in Singapore. It also satisfies the palates of international customers in countries such as Hong Kong, Switzerland and Maldives.

BBQ House

Efficiency, quality and affordability are the hallmarks of BBQ House. It has been a mecca for barbecue lovers since 1989 – the gamut of must-haves, from the famed satay to marinated chicken wings, seafood to beverages, are all available here. Nestled in Bedok North, the factory is within the vicinity of Singapore’s popular barbecue hotspots. For added convenience, the brand delivers to barbecue sites and homes. It also offers services such as deployment of trained BBQ chefs. Having received its Halal certification in 2005, BBQ House is able to serve a wide-ranging customer base of diverse appetites, and counts Singapore Armed Forces and their platoons of soldiers among their satisfied clients.

Food Superheroes

Launched in March 2015, Food Superheroes is a quirky concept on a mission to quell hunger pangs. It caters to the needs of the modern and busy gourmand. It draws on the strengths of Katong Satay and BBQ House to offer four beloved dishes – satay, chicken wing, drumsticks and fries. Three pre-fixed Super Heroes Packages are available for easy selection. The orders are then delivered right to the doorsteps of homes and offices, piping hot and ready to eat. The mainstays are personified, and they answer only to their larger-than-life monikers – Super Satay, Flying Wings, Agent Drumsticks and Incredible Fries.