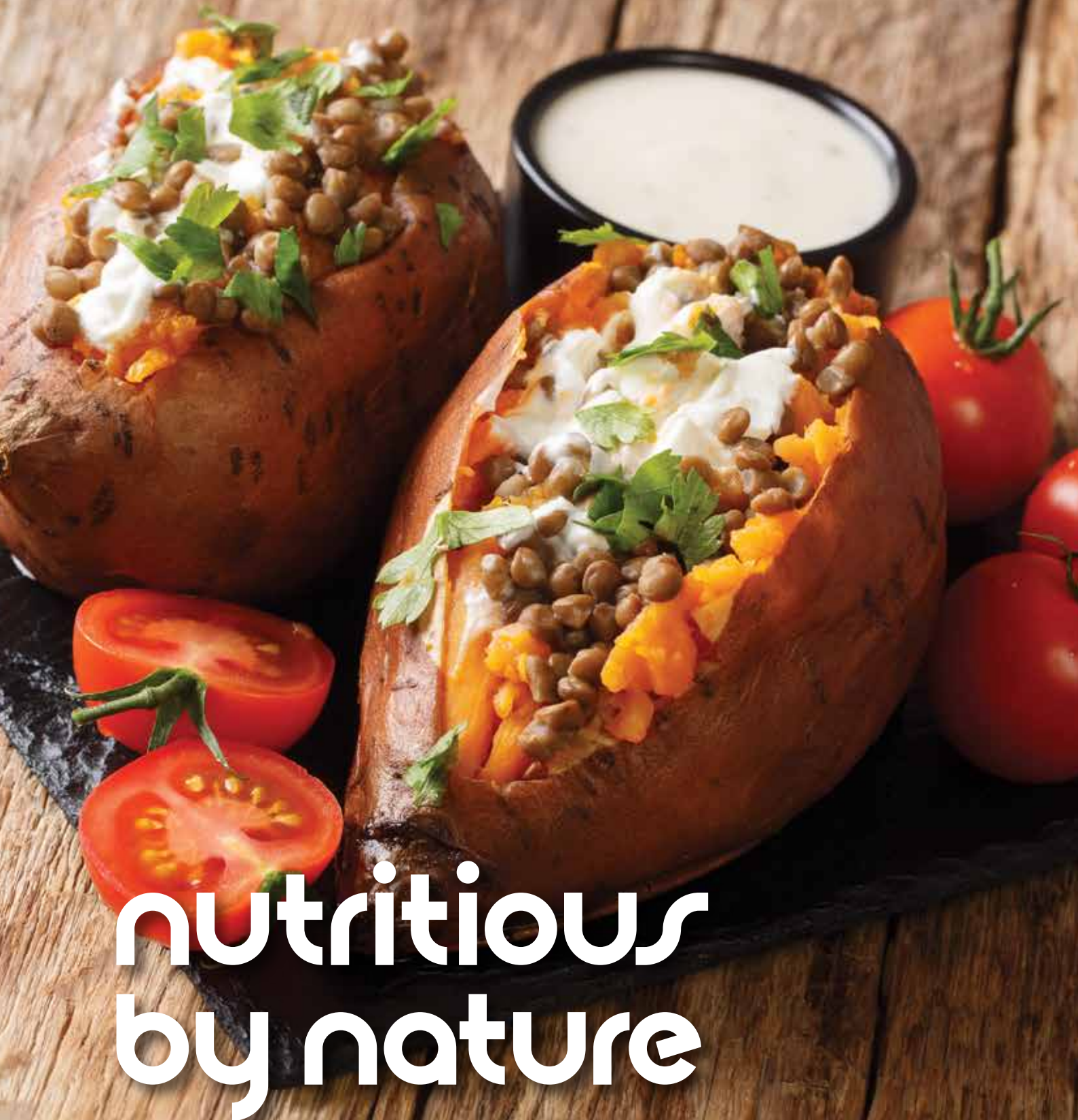


IL  VE
SWEET
POTATO

 NUTRI
ROOTZ



**nutritious
by nature**

reimagining snacking, the natural way

Rooted in sweet potato. Crafted for better living



At NutriRootz, we believe great snacks start with real ingredients. The sweet potato naturally nutritious, versatile, and delicious root vegetable that's been enjoyed across cultures for centuries.

We transform it into crave-worthy snacks while preserving its natural goodness, delivering a balance of flavour, nutrition, and satisfaction in every bite.

Join us as we take you through our sweet revolution, where traditional farming meets modern innovation to create snacks that are good for you and good for the planet.



MADE WITH SWEET POTATOES



HALAL CERTIFIED



VEGAN FRIENDLY

from farm to snack



PARTNERED FARMING

Direct partnerships with farmers across Southeast Asia and China. Fair pricing, agricultural support, and sustainable practices that protect both land and livelihoods.



QUALITY SELECTION

Every sweet potato is carefully selected for its size, natural sweetness, moisture level, and nutritional value, ensuring the perfect match for every product we create.



INNOVATIVE PROCESSING

Specialised technology designed for sweet potatoes to preserve nutrients, enhance flavour, and achieve consistent texture.



THOUGHTFUL PACKAGING

Eco-friendly, recyclable materials aligned with Singapore Green Plan 2030. Better snacks, lower impact.

OUR SWEET POTATO PHILOSOPHY

At NutriRootz, we see the sweet potato as nature's perfect snack that rich in nutrients and naturally sweet, without excess sugar. Unlike conventional potato snacks that rely on flavour enhancers, our products deliver a naturally complex and satisfying taste. Its versatility allows us to create a wide range of wholesome options from crisps to sticks, baked or lightly fried, all crafted with care and sustainable practices.



**just
real food,
done right.**

our facilities – research centre



PROUDLY DEVELOPED IN SINGAPORE

NutriRootz was born in Singapore, leveraging the nation's role as Southeast Asia's food innovation hub. Our headquarters house both our business operations and innovation centre, where food scientists, chefs, and agricultural experts collaborate to pioneer the next generation of sweet potato products.

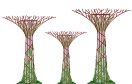
We partner with leading institutions such as Nanyang Technological University's Food Science and Technology Program, the Singapore Agri-Food Innovation Lab, and the Future Ready Food Safety Hub, driving advancements in sweet potato applications.

Singapore's high food safety standards and supportive regulatory environment provide the ideal foundation for our R&D. Aligned with the country's focus on food security and sustainability, we source sweet potatoes directly from farmers in Thailand, Vietnam, and Indonesia. This regional approach reduces our carbon footprint while supporting agricultural communities across Southeast Asia.

our facilities - factories



Operating advanced production facilities in Singapore, Malaysia, and China to ensure consistent quality and reliable regional supply.



SINGAPORE



MALAYSIA



CHINA



BRAND OF SINGAPORE

**NUTRI
ROOTZ**
CRUNCH



NATURALLY
BETTER



Images are for illustration purpose only.



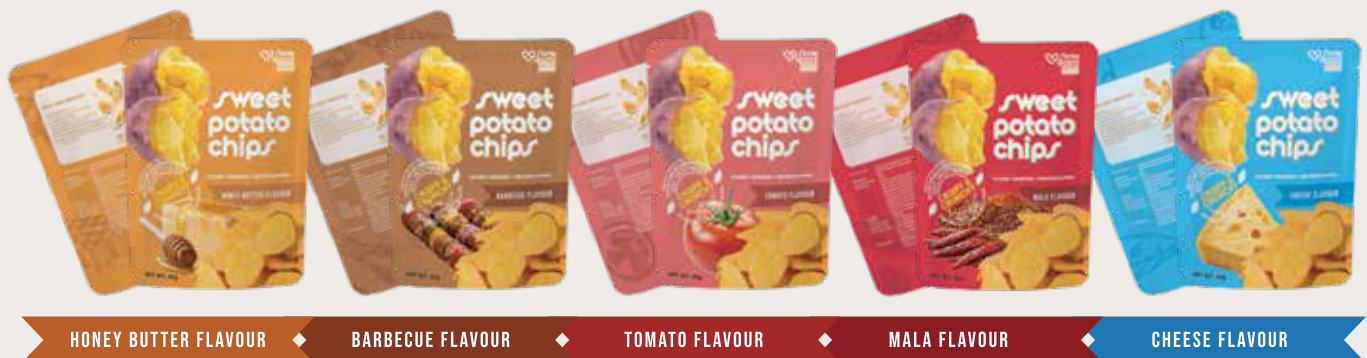
crispier. healthier. naturally better.



**NUTRIROOTZ CLASSIC SERIES
SWEET POTATO CHIPS 55G -
NATURAL, HONEY BUTTER, BARBECUE,
TOMATO, MALA AND CHEESE FLAVOUR**

Crispy, golden chips made from farm-fresh sweet potatoes. Vacuum-fried at low temperature using high-oleic oils for a cleaner crunch and better nutrition.

External Size (cm): H23 x W18 x 6 Gausset
Pack Weight: 55g
Box Dimension (cm): H37 x W43.5 x D41
Pack per Box: 40



**NUTRIROOTZ CLASSIC SERIES
SWEET POTATO CHIPS 100G -
NATURAL, HONEY BUTTER, BARBECUE,
TOMATO, MALA AND CHEESE FLAVOUR**

Crispy, golden chips made from farm-fresh sweet potatoes. Vacuum-fried at low temperature using high-oleic oils for a cleaner crunch and better nutrition.

External Size (cm): H30 x W24.5 x 8 Gausset
Pack Size (cm): H14 x W11
Pack Weight: 20g x 5
Box Dimension (cm): H37 x W43.5 x D41
Pack per Box: 50





NUTRIROOTZ CLASSIC SERIES
SWEET POTATO FRIES 100G -
NATURAL, HONEY BUTTER, BARBECUE,
TOMATO, MALA AND CHEESE FLAVOUR

Perfectly cut fries with a crisp golden exterior that is naturally sweet. Vacuum-fried at low temperature using high-oleic oils for a cleaner crunch and better nutrition.

External Size (cm): H30 x W24.5 x 8 Gausset
 Pack Size (cm): H14 x W11
 Pack Weight: 20g x 5
 Box Dimension (cm): H37 x W43.5 x D41
 Pack per Box: 20



HONEY BUTTER FLAVOUR

BARBECUE FLAVOUR

TOMATO FLAVOUR

MALA FLAVOUR

CHEESE FLAVOUR



NUTRIROOTZ WORLD SERIES
PURPLE SWEET POTATO CHIPS 55G -
CHILLI CRAB, TOM YUM,
SOUR PLUM, KIMCHI, TRUFFLE AND
CRAB ROE FLAVOUR

Crispy, thin purple chips made from farm-fresh purple sweet potatoes. Vacuum-fried at low temperature using high-oleic oils for a cleaner crunch and better nutrition.

External Size (cm): H23 x W18 x 6 Gausset
 Pack Weight: 55g
 Box Dimension (cm): H37 x W43.5 x D41
 Pack per Box: 40



TOM YUM FLAVOUR

SOUR PLUM FLAVOUR

KIMCHI FLAVOUR

TRUFFLE FLAVOUR

CRAB ROE FLAVOUR

酷薯®
COOL SHAW

酷就①个字

脆!
CRISPY

NON
PUFFED

HEALTHIER
CHOICE



REAL 原切鲜薯
FRESH-CUT POTATOES

口感炸裂 每口都带劲
CRISPY TEXTURE
SATISFYING IN
EVERY BITE

咔滋!
咔滋!
吃红薯

入口香脆 CRISPY
AT EVERY BITE





COOLSHOW SWEET POTATO - ORIGINAL FLAVOUR

Pure, simple, and naturally good. Just crispy sweet potato chips with their natural sweetness shining through.

No fuss, no distraction. Just real flavour done right.

Packing Weight - 100g (5 packs)
Product Dimensions(cm): H28 x W23 X D5
Quantity Per Carton: 20



COOLSHOW SWEET POTATO - TOMATO FLAVOUR

Tangy, slightly sweet, and full of kick. A vibrant tomato twist that adds a refreshing zing to every crispy bite.

Light, bold, and made to keep you reaching for more.

Packing Weight - 100g (5 packs)
Product Dimensions(cm): H28 x W23 X D5
Quantity Per Carton: 20



COOLSHOW SWEET POTATO - CHEESE FLAVOUR

Crispy sweet potato meets rich, savoury cheese. A bold flavour combo that hits both sweet and salty cravings in one bite.

Crunchy, cheesy, and seriously addictive.

Packing Weight - 100g (5 packs)
Product Dimensions(cm): H28 x W23 X D5
Quantity Per Carton: 20



COOLSHOW SWEET POTATO - HONEY AND BUTTER FLAVOUR

Sweet, buttery, and dangerously snackable. A smooth blend of golden honey and creamy butter layered over crispy sweet potato chips.

Comfort flavour... but with crunch.

Packing Weight - 100g (5 packs)
Product Dimensions(cm): H28 x W23 X D5
Quantity Per Carton: 20







NUTRIROOTZ GO STEAMED SWEET POTATO

Naturally sweet, soft, and comforting. Gently steamed to lock in its natural flavour and moisture, this is sweet potato in its purest, most satisfying form.

Simple, wholesome, and ready whenever you are.



Packing Size – 208g (4 packs)

Product Dimensions(mm):

Quantity Per Carton:



NUTRIROOTZ GO TRIPLE DRY STEAM SWEET POTATO - BENI HARUKA

Premium sweetness, elevated. Made from the prized Beni Haruka variety, known for its intense natural sweetness and moist, velvety texture.

A richer, more refined sweet potato experience in every bite.



Packing Size – 308g (6 packs)

Product Dimensions(mm):

Quantity Per Carton:



NUTRIROOTZ GO TRIPLE DRY STEAM SWEET POTATO - ORGANIC

Clean, natural goodness you can taste. Made from organically grown sweet potatoes and processed with triple dry steam technology for a soft, chewy bite with deeper flavour.

Nothing extra. Just real food done right.



Packing Size – 308g (6 packs)

Product Dimensions(mm):

Quantity Per Carton:



NUTRIROOTZ GO TRIPLE DRY STEAM SWEET POTATO - SILKY SWEET POTATO

Extra smooth, extra indulgent. This silky variety delivers a creamier texture with a naturally richer sweetness, finished with a soft, chewy bite.

Feels like a treat, but still a smart choice.



Packing Size – 308g (6 packs)

Product Dimensions(mm):

Quantity Per Carton:

**Pure
Sweet Potato
Powder.**

CellRootZ⁺

**Real Roots.
Real Goodness.**





CELLROOTZ+ - GOLD PURE SWEET POTATO POWDER

Made from real golden sweet potatoes, this is your everyday boost of natural goodness. Smooth, slightly sweet, and packed with beta-carotene, it blends effortlessly into drinks, baking, or even your morning oats.

Packing Size - 300g
Product Dimensions(mm):
Quantity Per Carton:



CELLROOTZ+ - PURPLE PURE SWEET POTATO POWDER

Crafted from vibrant purple sweet potatoes, this one brings both colour and function. Naturally rich in anthocyanins, it delivers antioxidant support while adding a rich, earthy sweetness to anything you mix it with.

Packing Size - 300g
Product Dimensions(mm):
Quantity Per Carton:



CellRootZ⁺ ×  NUTRI
ROOTZ





NUTRIROOTZ X CELLROOTZ+ - PURPLE SWEET POTATO INSTANT MILK DRINK POWDER

A naturally sweet and creamy drink made from purple sweet potato, perfect for any time of the day. Light yet satisfying, it's your go-to for a comforting, nourishing cup without the heaviness.

Packing Size - 200g
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ X CELLROOTZ+ - PURPLE SWEET POTATO LATTE

A beautifully smooth blend of creamy milk and purple sweet potato, delivering a naturally sweet, aromatic latte with a vibrant twist. Indulgent in taste, gentle on the body, your everyday café moment at home.

Packing Size - 200g
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ X CELLROOTZ+ - PURPLE SWEET POTATO 3-IN-1 INSTANT COFFEE MIX

A bold, aromatic brew balanced with the natural sweetness of purple sweet potato for a smoother, less harsh finish. Energising, comforting, and crafted for those who want more from every sip.

Packing Size - 200g
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ X CELLROOTZ+ - PURPLE SWEET POTATO 3-IN-1 INSTANT CHOCOLATE MIX

Rich cocoa meets the natural goodness of purple sweet potato, creating a smooth, velvety chocolate drink with a subtle earthy sweetness.

Comforting, satisfying, and a little more nourishing than your usual cup.

Packing Size - 200g
Product Dimensions(mm):
Quantity Per Carton:



CellRootZ⁺

×

NUTRI
ROOTZ





NUTRIROOTZ X CELLROOTZ+ - PURPLE SWEET POTATO STREAM NOODLES

Silky, light strands made for gentle, comforting meals.
Easy to enjoy, naturally nourishing.

Comfort in every slurp.

Packing Size - 300g
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ X CELLROOTZ+ - PURPLE SWEET POTATO MEE SUA

Springy, satisfying noodles with a wholesome twist.
Balanced texture, everyday comfort.

Comfort in every slurp.

Packing Size - 300g
Product Dimensions(mm):
Quantity Per Carton:



Connecting Farms To Tables Across Asia



SWEET POTATO GRADING STANDARDS

SMALL GRADE
Weight: 50 - 150g



MEDIUM GRADE
Weight: 150 - 400g



LARGE GRADE
Weight: 400 - 600g





NUTRIROOTZ RAW - BLACK GOLD SWEET POTATO

Rich, naturally sweet, and deeply satisfying. Black Gold Sweet Potatoes are known for their smooth texture and full-bodied flavour that gets even better when roasted.

A reliable everyday favourite — simple, hearty, and always hits the spot.

Packing Size - 500g (4 packs)

Product Dimensions(mm):

Quantity Per Carton:



NUTRIROOTZ RAW - DURIAN SWEET POTATO

A bold twist on a classic. Durian Sweet Potatoes bring a naturally creamy texture with a richer, more aromatic flavour profile that stands out from the usual.

For those who like their sweet potatoes with a little more character.

Packing Size - 500g (4 packs)

Product Dimensions(mm):

Quantity Per Carton:

 **NUTRI
ROOTZ** FREEZE

Beni Azuma Fries

GRANDINA CUT

Farm-Frozen. Naturally Better.

5 kg / 2.5 kg

Sweet Potato Cubes

HONEY & PURPLE

Sweet Potato Tempura

GOLDEN CUT

Farm-Frozen. Naturally Better.

5 kg / 2.5 kg

— Farm-Frozen. Naturally Better. —
From fries to dessert, one ingredient. Endless possibilities.



NUTRIROOTZ FREEZE - BENI AZUMA FRIES

Naturally sweet and golden, made from premium Beni Azuma sweet potatoes.

Cut for a satisfying bite and crisp exterior, these fries deliver rich flavour with every serving. Perfect for frying or baking, bringing out a naturally smooth and indulgent texture.

Packing Size - 5kg
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ FREEZE - SWEET POTATO WEDGES

Hearty wedges with skin-on goodness for added texture and flavour.

Crispy on the outside and soft within, these wedges offer a wholesome, rustic bite that pairs perfectly with any meal or as a standalone snack.

Packing Size - 5kg
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ FREEZE - SWEET POTATO TEMPURA

Lightly coated and perfectly crisp, crafted for a golden, airy crunch.

Each piece delivers a delicate balance of sweetness and texture, making it ideal for quick frying and consistent, restaurant-quality results.

Packing Size - 5kg
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ FREEZE - SWEET POTATO CUBES (HONEY & PURPLE)

A vibrant mix of naturally sweet honey and purple sweet potatoes.

Uniformly cut for consistency, these cubes are perfect for desserts, beverages, or savoury dishes, adding both colour and flavour to every creation.

Packing Size - 5kg
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ FREEZE - SWEET POTATO PASTE (HONEY & PURPLE)

Smooth, rich, and naturally vibrant, made from a blend of purple and honey sweet potatoes. This dual-flavour paste delivers both deep earthy notes and mellow natural sweetness, creating a well-balanced profile perfect for desserts, pastries, and beverages. Versatile and easy to work with, it brings colour, flavour, and consistency to every creation.

Packing Size - 1kg
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ FREEZE - SWEET POTATO BALLS (YU YUAN HONEY & PURPLE)

Soft, chewy, and naturally sweet with a satisfying bite.

These traditional-style sweet potato balls are perfect for desserts and beverages, offering a fun texture and a visually appealing blend of colours.

Packing Size - 5kg
Product Dimensions(mm):
Quantity Per Carton:



x



our
collaboration



GOLDEN BATCH SWEET POTATO STICKS - ORGANIC PURE SWEET POTATO

Simple, honest, and naturally satisfying.

Made from 100% organic sweet potatoes, these soft and chewy sticks deliver pure natural sweetness with zero nonsense.

One ingredient. Real flavour. Nothing to hide.

Packing Size - 454g (10 - 14 packs)

Product Dimensions(cm): H30 X W22 X D5

Quantity Per Carton: 20



GOLDEN BATCH X NUTRIROOTZ SWEET POTATO POPS - GOLDEN HONEY SWEET POTATO

Light, crispy, and dangerously addictive. These golden pops bring out the natural sweetness of sweet potatoes with a satisfying crunch in every bite.

Snack smart... but don't be surprised if the whole pack disappears.

Packing Size - 100g

Product Dimensions(mm):

Quantity Per Carton:



GOLDEN BATCH X NUTRIROOTZ SWEET POTATO POPS - PURPLE SWEET POTATO

Bold flavour, vibrant crunch. Made with real purple sweet potatoes, these crispy pops deliver a deeper, richer taste with every bite.

A snack that looks good, tastes better, and feels right.

Packing Size - 100g

Product Dimensions(mm):

Quantity Per Carton:



GOLDEN BATCH X NUTRIROOTZ SWEET POTATO POPS - HONEY & PURPLE SWEET POTATO

The best of both worlds. A perfect balance of golden sweetness and rich purple flavour, packed into crispy, bite-sized pops that keep you reaching for more.

Sweet, crunchy, and seriously hard to put down.

Packing Size - 100g

Product Dimensions(mm):

Quantity Per Carton:



GOLDEN BATCH PEELABLE GUMMIES - 4 TYPES

Peel, pop, and giggle! Peelable Gummies are chewy, fruity bites made with real fruit juice, turning snacking into a playful, peelable adventure.

Packing Size: 90g
Product Dimensions(cm): H15 X W10 X D2
Quantity Per Carton: 4 box x 12

NUTRI
ROOTZ Bake X

home's
favourite



our
collaboration



NUTRIROOTZ BAKE X HOME'S FAVORITE - PURPLE SWEET POTATO COOKIE MIX

Soft, buttery cookies with a naturally vibrant purple twist. Made with real sweet potato powder, each bite is rich, smooth, and lightly sweet, no artificial nonsense.

Packing Size - 400g
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ BAKE X HOME'S FAVORITE - PURPLE SWEET POTATO MUFFIN AND CUPCAKE MIX

Fluffy, moist, and packed with natural sweetness from real purple sweet potatoes.

Whether you're baking cupcakes or muffins, expect a soft, airy texture with a subtle earthy sweetness that stands out.

Packing Size - 400g
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ BAKE X HOME'S FAVORITE - PURPLE SWEET POTATO SPONGE CAKE MIX

Light, airy, and beautifully soft with a natural purple hue. This sponge cake delivers a delicate texture with a gentle sweetness that pairs perfectly with cream, fruits, or just on its own.

Packing Size - 400g
Product Dimensions(mm):
Quantity Per Carton:



NUTRIROOTZ BAKE X HOME'S FAVORITE - PURPLE SWEET POTATO WAFFLE AND PANCAKE MIX

Crispy on the outside, soft and fluffy on the inside. This mix brings out the natural sweetness of purple sweet potatoes, giving your pancakes and waffles a unique flavour and eye-catching colour.

Packing Size - 400g
Product Dimensions(mm):
Quantity Per Carton:

 NUTRI
ROOTZ

x

home's
favourite



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collaboration



SWEET POTATO PASTE

**NUTRIROOTZ X HOME'S FAVORITE -
BAKED MOONCAKES (SWEET POTATO PASTE,
SWEET POTATO PASTE WITH DOUBLE YOLKS AND
SWEET POTATO PASTE WITH GUMMY)**

Golden-baked to a light crisp on the outside, filled with rich, smooth sweet potato paste for a comforting, classic indulgence, available in three delightful variations: classic plain for a pure, natural sweetness, QQ ball for a fun chewy bite, and double yolk for a richer, savoury depth.

Pack Weight: 150g
Box Dimension (cm):
Pack per Box:



SWEET POTATO PASTE WITH DOUBLE YOLKS



SWEET POTATO PASTE WITH GUMMY



PURE SWEET POTATO PUREE

**NUTRIROOTZ X HOME'S FAVORITE -
SNOW SKIN MOONCAKES
PURE SWEET POTATO PUREE**

Soft, delicate snow skin wrapped around 100% pure sweet potato purée, naturally sweet, silky, and refreshing.

Pack Weight: 150g
Box Dimension (cm):
Pack per Box:



PURE SWEET POTATO WITH MSW DURIAN

**NUTRIROOTZ X HOME'S FAVORITE -
SNOW SKIN MOONCAKES
PURE SWEET POTATO WITH MSW DURIAN**

Creamy pure sweet potato purée blended with premium Mao Shan Wang durian, encased in soft snow skin for a bold, indulgent finish.

Pack Weight: 150g
Box Dimension (cm):
Pack per Box:



THE HAINAN STORY

南洋



風味

X

I LOVE
SWEET
POTATO



GOLDEN
SWEET POTATO
MILLI



BENI HARUKA
SIGNATURE



AMETHYST
OSMANTHUS
CRYSTAL

Premium Asian Dessert Crystal



OLD AGED
TANGERINE
PEARL

Premium Asian Dessert Crystal



AMETHYST
SWEET POTATO
MILLI

Premium Asian Dessert Crystal



GOLDEN
OSMANTHUS
CRYSTAL

Premium Asian Dessert Crystal

our
collaboration



THE HAINAN STORY X I LOVE SWEET POTATO - BENI HARUKA SIGNATURE

Naturally sweet and luxuriously soft, made from premium Beni Haruka sweet potatoes.

Slow-crafted for a smooth, melt-in-your-mouth texture that delivers pure, comforting indulgence in every bite.

Packing Size - 500g
Product Dimensions(mm):
Quantity Per Carton:



THE HAINAN STORY X I LOVE SWEET POTATO - SWEET POTATO MILLE (AMETHYST & GOLDEN)

Delicately crafted into crisp, airy layers, combining the natural richness of purple and golden sweet potatoes.

Each piece offers a light crunch with a balanced sweetness from the deep, earthy notes of amethyst to the smooth, mellow warmth of golden varieties. A refined take on a traditional treat, designed for both everyday indulgence and elegant gifting.

Packing Size - 500g
Product Dimensions(mm):
Quantity Per Carton:



THE HAINAN STORY X I LOVE SWEET POTATO - OLD AGED TANGERINE PEARL

Soft, chewy sweet potato candies infused with aged tangerine peel.

A fragrant blend of citrusy brightness and natural sweetness, creating a uniquely refreshing bite.

Packing Size - 500g
Product Dimensions(mm):
Quantity Per Carton:



THE HAINAN STORY X I LOVE SWEET POTATO - OSMANTHUS CRYSTAL (AMETHYST & GOLDEN)

Delicate, crystal-clear bites infused with fragrant osmanthus and sweet potato essence.

Light, refreshing, and gently floral, each piece offers a soft burst of natural sweetness with a smooth, jelly-like texture. Perfect for a refined indulgence or elegant gifting.

Packing Size - 500g
Product Dimensions(mm):
Quantity Per Carton:

Zixin Enterprise Singapore Pte. Ltd.

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Singapore 787805

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 www.ilovesweetpotato.com

 E-commerce (Shopee/Lazada/Tiktok Shop)

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