

Amazing Sesame Embarks on Cross-Border Expansion with New Launch in Laos, Strengthening Global Healthy Food Strategy

Amazing Sesame expands from Taiwan to global markets, helping more people discover and enjoy its sesame superfoods & other health and wellness products.

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[EINPresswire.com/](https://www.einpresswire.com/) -- Amazing Sesame, a rising star in the international healthy food industry, today announced its expansion into Laos with the establishment of a new production and sales base in the capital city, Vientiane. This move marks a pivotal milestone in the brand's cross-border development strategy and furthers its mission to promote wellness through sesame-based products rooted in Taiwanese tradition and powered by modern innovation.

Founded in Singapore by an entrepreneur inspired by traditional black sesame pressing techniques discovered in Taiwan, Amazing Sesame

has become known for its commitment to quality, innovation, and sustainability. With a strong presence in both e-commerce and brick-and-mortar retail in Singapore, the brand now sets its sights on strengthening its Southeast Asian presence and capitalizing on the regional momentum generated by China's Belt and Road Initiative.

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From Taiwanese Craftsmanship to Regional Growth



Amazing Sesame Products



Black Sesame

The story of Amazing Sesame began during a journey to Taiwan, where the founder encountered traditional black sesame roasting and grinding methods practiced by local artisans. This artisanal approach—marked by low-temperature roasting and meticulous stone grinding—preserves vital nutrients such as vitamin E, calcium, and iron, while enhancing flavor and texture. Motivated to preserve and modernize this technique, the founder brought it to Singapore, where the brand established its first operations.

In Singapore, Amazing Sesame introduced a series of health-focused sesame products, including cold-pressed black sesame oil, nutrient-rich sesame paste, and convenient sesame-based snacks. The brand quickly gained traction by combining its authentic production methods with a digital-first approach. Utilizing a multilingual, multi-currency Shopify platform, it established a seamless online purchasing experience that was complemented by a physical retail outlet, allowing customers to engage directly with the brand and sample its offerings.

The Singapore market served as a strategic springboard, enabling the brand to refine its operations, develop consumer trust, and build a scalable model for international growth.

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Expanding into Laos: Strategic and Social Integration

Laos emerged as a natural next step in Amazing Sesame's regional expansion. As a rapidly developing country in the heart of Southeast Asia, Laos offers logistical advantages through its growing infrastructure and its role as a transportation corridor connecting China, Thailand, and Vietnam. Moreover, the Laotian market aligns with Amazing Sesame's values: a rich culinary culture, increasing interest in natural ingredients, and strong demand for accessible wellness products.

In 2025, Amazing Sesame will launch operations in Vientiane through a dual-channel model. Online sales will begin via the existing Shopify site, localized to support the Laotian language and currency (LAK). Plans are also underway to open a flagship physical store in Vientiane Center, one of the capital's most prominent shopping destinations. The outlet will feature product demonstrations, a tasting area, and educational experiences designed to deepen community engagement.

The Laotian expansion also incorporates an ambitious social impact program. Amazing Sesame is partnering with local farmers to cultivate high-quality sesame seeds by providing organic seed varieties, technical training, and guaranteed purchase contracts. The brand also plans to establish employment training workshops, particularly for women and youth, in collaboration with NGOs and local development agencies. These initiatives support both local livelihoods and long-term agricultural sustainability.

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Belt and Road: Enabling Cross-Regional Trade

The company's expansion into Laos coincides with increasing connectivity under the Belt and Road Initiative (BRI). Infrastructure improvements, most notably the China-Laos Railway, have significantly reduced transport times and costs between Laos and China. Amazing Sesame aims to leverage this network to optimize its supply chain and reach new markets across East Asia, Central Asia, and Europe.

Logistics and processing hubs are being planned for Kunming, China (2026), and Budapest, Hungary (2028). These centers will enable the efficient distribution of sesame products while ensuring quality standards through centralized production protocols and third-party testing.

Beyond commercial value, the company sees the BRI as a platform for cultural exchange. By promoting Taiwanese sesame craftsmanship on an international scale, Amazing Sesame contributes to a greater appreciation of heritage food traditions while simultaneously supporting modern dietary needs.

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Product Innovation: Where Tradition Meets Technology

At the heart of Amazing Sesame's value proposition is its proprietary sesame pressing process, developed through a combination of traditional Taiwanese methods and modern R&D. This process uses low-temperature roasting to preserve antioxidants and essential nutrients, followed by fine grinding techniques that produce a smooth, aromatic product texture.

The brand's current product categories include:

- Sesame Sauces & Condiments: Black and white sesame sauces, ginseng-mala sauce, onion-shallot paste, sesame oil with grated ginger.
- Functional Snacks & Powders: Sesame cakes (classic, chia seed, nut blends), almond powder, flax seed mix, wild linden honey, and ginger sesame oil.
- Peptides & Supplements: Collagen peptide drink mixes, ginseng and sea buckthorn peptides, and the plant-based Amaze White Tomato beauty supplement.
- Beauty & Personal Care: Products such as the Dragon's Blood serum, stem peptide scalp tonic, and purifying body wash, designed to integrate inner health and outer care.

All products undergo strict quality assurance protocols, including ISO 22000 certification and third-party heavy metal testing. This ensures safety, consistency, and nutritional integrity across every batch.

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Digital Strategy: Building a Borderless Brand

Digital platforms play a central role in Amazing Sesame's go-to-market strategy. The brand's Shopify-powered e-commerce platform supports English, Chinese, and Lao, and accepts over 10 currencies. This omnichannel architecture enables localized consumer experiences while maintaining operational efficiency.

In addition to its e-commerce presence, Amazing Sesame is highly active on social media. The brand's Facebook and Instagram accounts serve as both marketing and community engagement tools. Content includes:

- Product education videos
- Customer testimonials
- Wellness tips
- Traditional and modern sesame-based recipes

Through consistent digital storytelling, the brand has cultivated an identity that blends tradition, science, and culture. It positions itself not just as a food company, but as a knowledge-sharing platform for healthy living.

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Offline Integration: Experiential Retail as a Growth Driver

While digital-first, Amazing Sesame recognizes the value of physical spaces in delivering immersive brand experiences. In Singapore, its retail presence has proven instrumental in building trust and loyalty. Shoppers are invited to interact with the brand through sampling stations, workshops, and seasonal health events.

In Laos, the upcoming Vientiane Center store will follow a similar blueprint, enhanced by localized cultural experiences. This "clicks-and-bricks" model includes:

- In-store pick-up for online orders
- Live sesame pressing demonstrations
- Nutrition consultation corners

This hybrid strategy aims to boost conversion rates, deepen customer relationships, and create positive brand associations.

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Corporate Responsibility: Purpose Beyond Profit

True to its values, Amazing Sesame integrates social responsibility into every market it enters. In Laos, the company has committed to three key initiatives:

1. Farmer Empowerment: Collaborating with 200+ farmers to introduce sustainable sesame agriculture, including organic practices and fair trade procurement.
2. Employment Programs: Offering skill-based training for women and underemployed youth in food production, logistics, and retail.
3. Green Packaging: Transitioning to 80% recycled or biodegradable materials by 2026 and reducing plastic usage by 50% over three years.

In addition, the company supports school nutrition programs that incorporate sesame products into daily student meals, promoting both health and awareness of local food heritage.



Future Outlook: Scaling with Purpose

Looking ahead, Amazing Sesame plans to deepen its presence across Asia and expand into Europe through its Kunming and Budapest logistics corridors. The company will continue investing in R&D, with a focus on plant-based, sugar-reduced, and collagen-enhanced product lines.

Discussions are underway to explore fundraising or public listing opportunities in Singapore to fuel this growth. Meanwhile, strategic partnerships with chefs, retailers, and wellness influencers will amplify brand reach.

“Amazing Sesame is more than a product—it’s a philosophy rooted in tradition, empowered by science, and driven by impact,” the founder said. “We believe a single sesame seed can connect cultures, improve lives, and spark healthier futures.”



About Amazing Sesame

Founded in 2020, Amazing Sesame is a Singapore-based food innovation company dedicated to promoting wellness through sesame-based products. Inspired by traditional Taiwanese sesame pressing techniques, the company integrates heritage methods with scientific research to create nutritious foods, supplements, and personal care items. Amazing Sesame currently operates across Singapore and Laos, with distribution spanning 15 international markets.

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