

Cooking with Noodles

The Wing Hing Noodle Story



Kenny Yee, President; Jade Lucas, National Sales Director; Matt Governanti, Director of Marketing

Wing Hing Foods a is a US manufacturer is recognized nationally as the leader in Fresh Authentic Asian Noodle Products. A family focused organization manufacturing fresh noodles for more than 50 years, the company began in 1953 by Hailey On Wong a Chinese immigrant from the small village of Toi San in southern China. The business supported local Chinese noodle shops and restaurants. The flavorful noodles and traditions that fed generations of Americans in the greater Los Angeles area were passed on in 1978 to Robert Yee a first generation Chinese-American establishing the company as "Wing Hing" and expanding the business ten-fold. Currently they are distributing their products under three labels: Wing Hing, Gold Coin Brand and Passport Asia

In 1990 Kenny Yee, current President of Wing Hing Foods,

began an era of modernization and quality improvements to the classic recipes and processes that had been mastered over four decades of noodle manufacturing. Today, Wing Hing Foods produces more than 25 different types of Asian noodles and wrappers. Their products can be found on menus in more than a dozen nationally recognized restaurant chains and on the shelves of markets headed for the kitchen of home cooks



High quality noodles and wrappers lay the foundation to great Asian food.



Wing Hing offers a wide array of noodles and wrappers.

Wing Hing Foods are specialists at making Chow Mein, Lo Mein, Shanghai Southern Golden Noodles, Shanghai Northern Ivory Noodles and Wide Noodles. They have also developed a line of Crispy Noodles with deep-fried Wonton Strips & Chow Mein Noodles - chefs across the country are topping salads with their Crispy Noodles. They also specialize several shapes and size wrappers, such as Won Ton, Egg Roll, Pot Sticker, Gyoza, or Shao Mai wraps.

Article and photos by Robert Danhi, More information about Robert can be found on pages 5 and 23. For more information on Wing Hing Foods contact Matt Governanti at 323.232.8899 or visit their website at <http://www.winghing.com>.