

Chicken Skin

Crispy Ching

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**CRISPY IN
ORIGINAL
FORM.
REVOLUTIONARY
IN EVERY
BITE**



**Crispy in
Original Form,
Revolutionary in Every Bite**



Philosophy & Story

INNOVATION

革新性

QUALITY

品質追求

SUSTAIN-
ABILITY

永續性

We operate under three core principles, with “Quality” at the center of our mission:

With 39 years of food industry expertise, Crispy Ching was founded to create high-quality snacks that highlight the natural flavour of whole ingredients. In line with UN SDGs, we are committed to reducing food waste and building a sustainable future.

Reinventing Chicken Skin A Taiwanese Craft

“ From Night Market to Global Snack ”

For 39 years, “Ching’s Flavour” has been a beloved fixture in Taichung’s night markets. The founder’s son, Ah Wei, brought his father’s chicken skin recipe to the UK during his studies, where it became a hit among international friends and a personal comfort from home. He decided to transform this classic taste into a portable “Taste of Taiwan” ready for the global market.

Authentic Crisp

39 Years of Mastery

“Customers eat chicken skin, not batter!”

While many brands use processed chicken with heavy batter, we insist on quality: Whole chicken skin, lightly coated, authentic taste guaranteed.

Better-For-You Snack

Healthy and Nutritious

“My son should be proud to say: This is my dad’s snack!”

Inspired by family, we developed a nutritionally advanced product : 12g protein and only 2.6g carbs per 30g serving. Suitable for keto and low-carb diets.

Top of Taiwan’s market share for 9 Years

Globally Loved

- Exchange students in Japan call it the “Homesickness Rescue” – 60.8% repurchase rate on campus
- Silicon Valley professionals choose our crisps over energy bars – over 300 corporate clients
- Perfect with drinks, social events, movies, overtime, and camping – 33% higher basket value when paired with alcohol

CRISPY UNIVERSE

Chicken Skin



White Pepper

Sichuan Peppercorns

Lemon & Plum

Wasabi

Chicken Skin Crisps



[Light & Crispy Texture]

Our light-batter method (9:1 skin-to-batter ratio) ensures a crisp bite without excess oil.

[Real Ingredients]

Made with 100% fresh chicken skin – no compromises on flavour or quality.

[Fitness-Friendly]

High protein, low carb, keto-compliant. Ideal for health-conscious consumers.



CRISPY UNIVERSE



Tempura Crisps

White Pepper

Teriyaki Seaweed



[Genuine materials]

High Fish Content (60% fish paste: swordfish, sea bream, milkfish)
Lightly seasoned to enhance natural umami.

[Champion of Repurchases]

High repurchase rate thanks to its unique taste.

CRISPY UNIVERSE

Onion Crisps



[Natural prototype]

Made from 100% fresh Taiwanese onions, thinly sliced and low-temperature vacuum frying.

[Authentic]

Preserves natural sweetness and texture.

[Simple ingredients]

No preservatives, artificial colours, or flavours.

Corn Kernels

- Made with high-quality corn sourced from partnered local farms in Taiwan. The natural sweetness is preserved through low-temperature vacuum frying.

- Delightfully dry and crispy from the very first bite—non-greasy and irresistibly snackable.

- A gentle blend of fresh jasmine fragrance and subtly sweet corn kernels—the perfect companion for afternoon tea or cozy moments with your favorite series.

- Every bite is filled with a bold yet light grilled corn fragrance that's utterly addictive—you won't be able to stop at just one.



Jasmine Flavor

Grilled Corn Flavor



Garlic Slices

White Pepper

Sichuan Peppercorns

- Made from fresh Taiwanese garlic – crispy and naturally sweet.

- Great as a snack or ingredient in salads and steaks.

CRISPY UNIVERSE

Fried Bread Stick

White Pepper

Sichuan Peppercorns



[Quality Control]

53% less oil with our exclusive reduction technology – vegan-friendly.

[Soul Seasoning]

Perfect alone or with congee and hot pot.

Vegan Glutinous Rice Cake

[Locally Sourced]

Made with Taiwanese glutinous rice – supporting local farmers and sustainable practices.

[Classic Flavour]

Award-winning white pepper taste refined over 39 years.



Supply Chain

Supply Chain Strengths

1

Ingredient Supply

- Local sourcing from trusted Taiwanese farmers (e.g., Changhua rice, Tainan garlic, Pingtung onions)
- Rigorous supplier screening and long-term agreements ensure stable supply and consistent quality



2

Production & Quality Control

- Proprietary production methods (e.g., light batter, low-temperature drying) for better texture and nutrition
- Full-process quality monitoring and regular third-party lab testing (SGS). No alum, no preservatives.



3

Logistics & Packaging

- Partnered with leading logistics providers across Taiwan
- Custom aluminium foil packaging – BPA-free, barrier against moisture, oxygen, and UV



Global Marketing

Available On:

Shopee, MOMO, PChome, 博客來, Coupang, FamilyMart+, 7-ELEVEN iPre-order, Rakuten Japan



In Stores Including:

Watsons, Eslite, Poya, Cosmed, city'super, Mia C'bon, FamilyMart, 7-ELEVEN, and major retailers



As Featured On:

TV 《小明星大跟班》《11點熱吵店》

Web 食尚玩家2天1夜go、鬧著玩娛樂

Media BEAUTY 美人圈、Foody 吃貨、GirlStyle 台灣女生日常、GIRLSTALK

YouTube 泰國 Alizabeth 娘娘、宅男女神-解婕翎、木星小宇宙 (這群人-木星)

Podcast 台灣通勤第一品牌、呱吉、姨姐必請 (丹妮姨姐)、敏迪選讀

KOL collaboration 藝人香蕉



Global Reach

Global Exports

- ✓ Japan, America, Switzerland, Dubai, Paraguay, Singapore, Hong Kong, Vietnam, and expanding

Awards

- ✓ 2024 Taichung Top 10 Gift
- ✓ 2025 ITI Superior Taste Award

We seek partners to grow together.





Website



Facebook



LINE (Eternal Select)



LINE (Corporate Orders)



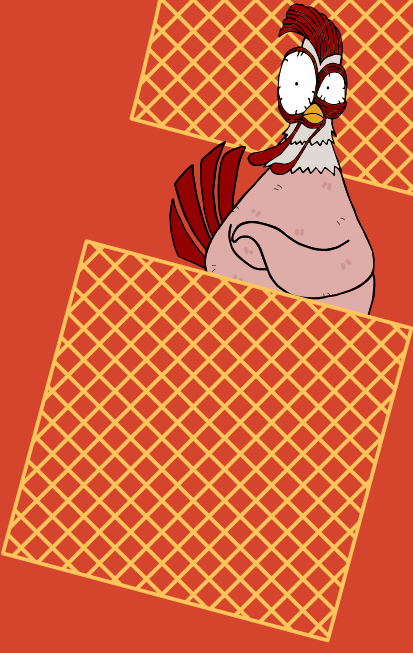
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Contact Us



Top of Taiwan's
market share for
9 Years

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