

modern provision



who we are

We're simple people with a simple ethos –
to use food of the **highest quality**.



100% natural

- No hormones, antibiotics or pesticides
- No preservatives or additives
- Soil-grown crops



exceptional taste

- Choice of over 30 chefs – including Michelin-starred Willow, Sommer, Odette, Esquina & more
- Fresh & flavourful ingredients
- Unique and naturally grown heirloom varieties



ethical & traceable

- Responsibly sourced farm produce meeting the most comprehensive sustainability standards
- Verifiable sources assessed by our in-house agroecological consultants
- Upholding our pledge for an inclusive food system

in collaboration with



multiple small & slow solutions

- Towards low-carbon, natural and resilient food production systems
- Tribute to small-scale farmers
- Food sovereignty and agrobiodiversity for a sustainable future



permaculture ethics

- Systems-thinking and building harmonious connections with people and planet
- Functional & edible landscaping
- Beyond organic: Regeneration of natural systems and advancing climate action



sustainability & ESG consulting

- Mainstreaming sustainability practices beginning with inclusive food systems
- Connecting businesses with ethical ingredients
- Training and workshops to help you meet your ESG goals

ODETTE

“Working with modern provision and the team was a real pleasure for me. Beyond the amazing produce they brought us from Manjimup to our kitchen, what I love the most was the human connection and that we follow the truffle evolution, season, quality, and story closely.”

Julien Royer, Odette

ESQUINA

“modern provision delivered excellent truffles and fantastic service at Esquina. I will definitely use them again.”

Chef Carlos, Esquina

modern
solutions
for the
modern business



low MOQ

Our minimum order quantity allows for flexible purchasing options.



a one-stop shop

Need sustainable produce for your menu? Let us be the solution for all your ingredient needs.

modern solutions for the modern business



streamlined start-to-end experience

We'll take care of everything for you. From the farm right to your doorstep, we cover every step of the journey. This includes harvesting, receiving the shipment, quality control and delivery.



embracing sustainability

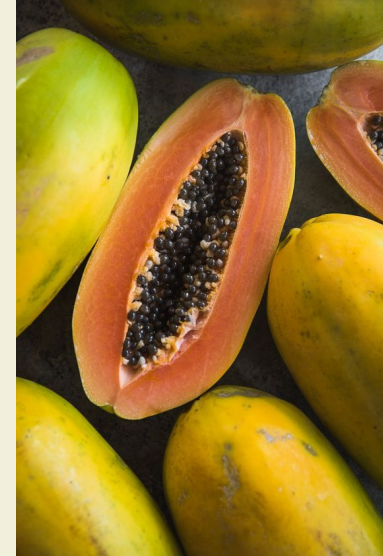
Embrace a new era of sustainable, ethical, and responsible consumption with our curated selection. Tailored for businesses and customers eager to join the ESG movement, our offerings pave the way for a more inclusive and conscientious food system journey.

modern
solutions
for the
modern business



**quality
in our control**

Going directly to the source allows little to no interference in the procurement process. This means we get to employ our own in-house professionals to carry out the inspection, ensuring both safety and quality that meet our standards.



accessible prices

Enjoy access to fine food and quality produce at affordable prices. We bring in exclusive products for the high net worth consumers.

modern provision



full product offering

fruits

Dragon Fruit
Red Guava
Red Pomelo
Passion Fruit
Banana
Papaya
Indigenous & Seasonal Varieties
Others

seafood

Tiger Prawn
Jade Perch Fish
Others

fresh produce

Organic & Regenerative
Vegetables
Heirloom Corn
Oyster Mushroom
Edible Flowers
Herbs
Others

exclusive distributors

My Kampung Life Honey



got a question?
contact us today!

For Sales, Event & Partnerships

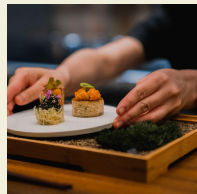
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Country Manager, Modern Provision Trading (M) Sdn Bhd

about ebb & flow group



Here at Ebb & Flow Group, we're fuelled by an honest love for **good food and extraordinary experiences** — through carefully sourced ingredients, immaculately curated spaces, and a deep-rooted commitment to the art of culinary storytelling.

We're simple people with a simple ethos — to use food that is good for the ecosystem. We work with smaller, sustainable farms and specialty boutiques to procure the most intentional and responsibly sourced produce.

Supplemented by our relentless drive to advance food innovation and digitalisation — what you get are unique dining experiences, enjoyed in the comfort of your own home or in our spaces.

FIND OUT MORE ABOUT EBB & FLOW GROUP [HERE](#).

modern provision

our concepts

TRIBAL

SLATE

modern provision

mod
prov

 SOMMER


THE DRAGON CHAMBER

 WILLOW

CASA
VOSTRA

CAFÉ
NATSU
なつ

真美珍
CHIN MEE CHIN
Confectionery


TIGERLILY
PATISSERIE

modern provision

the ebb & flow group team



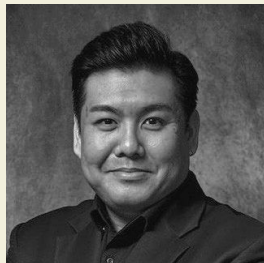
LIM KIAN CHUN

CO-FOUNDER & CEO

Serial entrepreneur and investor, Managing Partner at Cerana Capital.

Launched a diverse range of over 10 F&B brands, with a 130 strong team of magic-makers.

LLB from King's College London.



KEVIN WEE

GROUP STRATEGY & HR DIRECTOR

Seasoned HR practitioner who earned his stripes in complex multi-business organisations over the past decade.

Led HR teams at The Lo & Behold Group, Ce La Vi, and Zouk Group.

Master of Science in Business Management from University College Dublin.



HERMAN SHAH

OPERATIONS DIRECTOR

Over 15 years in operations and customer-facing roles across the hospitality industry

Served as Chief Concierge at Hard Rock Hotel and Equarius Hotel & Beach Villas Singapore and spent 10 years at Mandarin Oriental Group.



STEPHANIE ONG

MARKETING & COMMUNICATIONS DIRECTOR

A specialist in branding within the F&B and lifestyle realm.

Led The Lo & Behold Group's creative portfolio for 10 years, overseeing brands such as Odette, ESORA, OverEasy and Tanjong Beach Club.

BA in Communications Design from Swinburne University of Technology.



MELVIN TONG

COUNTRY MANAGER, MODERN PROVISION MALAYSIA

A natural farmer, permaculturist and ESG consultant.

Owner of My Kampung Life and Soilogy since 2019, managing a growing portfolio of sustainability initiatives with varying complexities.

MA in Visual Arts from University Malaya.