

Exclusive From Malaysia

EFM

E-MAGAZINE

ADVANCING BEYOND BOUNDARIES

ISSUE #005



FOOD & BEVERAGE

The Best Flavours
for Your International Business

CEO's NOTE

Exclusive From Malaysia (EFM), is an initiative by the Malaysia External Trade Development Corporation (MATRADE) to introduce Malaysian companies to foreign importers seeking Malaysian suppliers. This e-magazine is a testament to Malaysia's dedication towards forging relationships with clients, and providing information on top-notch products and services.

As COVID-19 disrupts the business environment, we need to reinforce our business foundations in the face of a looming global recession. Malaysia, as a nation with an emerging economy, stands ever-ready as your trusted partner during this challenging time. The tagline, "Advancing Beyond Boundaries" reflects the zeal of Malaysian suppliers to transcend boundaries and their commitment to form a win-win partnership with potential clients. Our homegrown products and services can help you further your endeavours and secure a position in the marketplace, even during this difficult time.

The companies featured in this edition of EFM are key players in Malaysia's F&B industry. Each, having made a name for themselves through stringent quality control and manufacturing principles, compliance to industry standards, consumer trust and various improvements across the years to provide you with the potential to become your business partners.

From top-quality food batter, breadings, marinades, to healthy snacks, cocoa and coconut-based products, the Malaysian F&B industry offers a vast selection. Some companies also provide one-stop solutions from processing to packaging, as well as OEM services to suit your requirements. We are certain this edition will offer ample opportunities, and we urge you to contact the companies listed to elevate your business potential. Keep reading!

Dato' Wan Latiff Wan Musa

Chief Executive Officer (CEO)

Malaysia External Trade Development Corporation



EDITORIAL

ADVISOR

Wan Latiff Wan Musa (Dato')
CEO of MATRADE

EDITORIAL COMMITTEE

CHIEF EDITOR

Aureen Jean Nonis (Datuk)

ASSISTANT EDITOR

Shawn Sim Kok Aun

EDITORIAL MEMBER

Nor Arina Zahari



PUBLISHED BY

Malaysia External Trade Development Corporation (MATRADE)
Menara MATRADE, Jalan Sultan Haji Ahmad Shah,
50480 Kuala Lumpur, Malaysia
Tel: +603 6207 7077
Fax: +603 6207 7033/7037
Email: info@matrade.gov.my

In collaboration with:



www.wordlabs.com.my



EFM is an exclusive quarterly e-magazine, showcasing world-class Malaysian services and quality products. It is a reference for global partners and buyers who seek to extend their sourcing needs, thus elevating their business potential.

CONTENTS

04	Acing the Soybean Milk Market	12	Relish The Rasaku Difference In Taste & Aroma
05	Baking the World a Better Place Since 1948	13	Simply Splendid Cocoa
06	Catering to Seafood Lovers Across Oceans	14	Snacks That'll Leave a Heart Miaowting Impression
07	Coating Good Food in Great Taste	15	The Best WAY to Cook Up a Storm Efficiently
08	Craving Frozen Goodness	16	The Epitome of Convenience
09	Hassle-Free One-Stop Solution For Beverage Products	17	The Humble Poppadom: Crispy, Healthy Delights For Everyone
10	Introducing Malaysian Comfort Food to the World	18	World Conquest of the Sweetest Kind
11	Putting New Taste In Halal Granola Sensations		



ACING THE SOYBEAN MILK MARKET

Ace Canning's Soybean milk is a wonderful substitute for dairy milk.



Soyfresh products

For non-milk drinkers, soybean milk is a godsend. It is the perfect substitute for milk and tastes great too! Several brands that come to mind are Drinho, Homesoy and Soyfresh – household names for decades not just in Malaysia but across the globe.

THUMBS-UP FOR DRINHO

One of the most ubiquitous brands around the world is Drinho, which has been around since 1980! It has, over the years, risen to be among the top brands in Malaysia for Soybean Milk and Asian Drinks. Popular Asian flavours include chrysanthemum, lychee and winter melon.

In 2017 and 2018, Drinho clinched the Brand Laureate awards, thus solidifying its market-leading position.

SOYFRESH – NON-DAIRY MILK ALTERNATIVE

Following the success of Drinho, the manufacturer – Ace Canning Corporation Sdn Bhd – introduced a unique non-dairy milk alternative, Soyfresh Soya Milk. Soyfresh is specially formulated for consumers who like the taste of milk but are lactose-intolerant. It is also popular with people who are concerned about their cholesterol intake and those who prefer a vegetarian diet.

WHOLE SOME 'HOMESOY'

In its third iteration of the goodness of soybean milk, Ace Canning introduced the concept of 'soya in a bowl' unveiled in the 'Homesoy' brand. The brand encapsulates all the warmth of family life – the 'soya in a bowl' icon denotes naturalness, wholesomeness and home-style recipe. Homesoy has caught on and is now another best selling brand in Ace Canning's growing range of ready-to-drink beverages.

MANY USES

The company has also come up with recipe ideas on how to utilise their products. Whatever that requires milk as an ingredient can easily be replaced with soybean milk products. These include mango pancake, panna cotta, green tea soya shortcake, raspberry cream puff, fruit custard tartlet, cincau bandung, honey

melon ice cream, hot matcha, honey melon soya pudding, all kinds of bread and even as a steamboat soup base.

A GLOBAL ICON

Ace Canning Corporation Sdn Bhd, a part of Lam Soon group of Companies, began its operations in 1972. In the years that follow, its product range was extended to include ready-to-drink beverages.

Today, its packaged Soya and Asian drinks have emerged as top sellers and are supplied to some of the biggest retail channels in the world, supplementing food and beverage chains locally and abroad. It currently exports to more than 30 countries across the globe.

A thing to note is that all its products are preservative-free and certified halal. Furthermore, its raw materials and finished products are subject to stringent quality control measures before leaving its plant.



Homesoy products



ACHIEVEMENTS

- ▶ Brand Laureate Award in 2017 & 2018

CERTIFICATIONS

- ▶ HACCP Certification, Halal Certification, ISO 9001: 2008



ACE CANNING CORPORATION SDN BHD

Lot 33-37 Lengku Keluli 1, Kaw Perindustrian Bkt Raja Selatan, Sek. 7, 40000 Shah Alam, Selangor, Malaysia

Tel: +603-3362 2890

Email: eliselau@acecanning.com

Contact: Ms Elise Lau

Website: www.acecanning.com

BAKING THE WORLD A BETTER PLACE SINCE 1948

Koon Brother Sdn Bhd, through their brand - MyBizcuit, produces delicious confectionery for all.



A range of delectable snacks for all to enjoy

Starting out in 1948 with a medium-sized factory, Koon Brother Sdn Bhd has now evolved into one of the leading confectionery producers in Malaysia. Its major brand, MyBizcuit, is well-known both locally and internationally for their high-quality and diverse biscuit and cookie products.

These products are manufactured in a variety of packaging and sizes, from elegant to value packagings, and this helps penetrate different levels of consumers. They are also sold at lower prices than competitors which makes them a massive hit.

SPOILT FOR CHOICE

Through its MyBizcuit brand, they are offering a range of digestive biscuits. Not only are they tasty, but are a source of dietary fibre, trans-fat-free, and have zero cholesterol. They are available in a variety of flavours.

Inspired by the 'kacang tumbuk' peanut candy which is popular in Southeast Asia, the Peanut Crunch Bar uses a 70-year-old recipe. The peanuts are carefully hand-picked and it also has a thin layer of cookie coating. Although it is considered as a confectionery cookie, it has an extended shelf life.

After the overwhelming response received by the peanut Crunchy Bar, MyBizcuit launched Choco Peanut Crunchy Bar. With peanuts infused with chocolates, this is sure to be another hit with the consumers, especially kids and youngsters! Another product is the Golden Cheese Tart – a crisp cookie filled with rich cheese filling. It has a slightly salty cheese taste that leaves cheese lovers asking for more.

Last but not least, the Durian Tart, which is made out of 100% real durian. Its thick and rich flavour will excite your tastebuds as if you're having a real durian. No colouring is added to the Durian Tart and it has a 12-month shelf life.

INTERNATIONAL BRAND WITH A MALAYSIAN IDENTITY

Koon Brother Sdn Bhd has penetrated international markets such as Singapore, Indonesia, China, Hong Kong, Taiwan, Myanmar, Australia and Saudi Arabia. Despite its success, it aims to produce more quality products which are on par with international brands. However, they still strive to reflect a typical Malaysian identity.

The company maintains its competitiveness through endless upgrading of its operations, marketing, sales and distribution, research and development, and most importantly, capital-intensive investments.



Golden Cheese Tart



CERTIFICATIONS

- ▶ MSI500:2009 (1 025- 10/2011)
- ▶ HACCP CERTIFIED (RGN. NO. H967888)
- ▶ ISO 22000 (RGN. NO. 14191211002)



Digestive Malted Biscuit



KOON BROTHER SDN BHD

MTK 83, Batu 4 3/4 Rawang 84400 Sungai Sendok, Ledang, Johor, Malaysia.

Tel: +606-952 4727 / +606-975 6595 / +6012-5116 595

Email: export@koonbrothers.com

Contact: Ms Law Mei Ling

Website: www.koonbrothers.com

CATERING TO SEAFOOD LOVERS ACROSS OCEANS

Golden Fresh boasts over 300 selections of flavourful, zero-waste seafood products.



Salt & Pepper Squid



Prawn in Hor Mok Thai Coconut Sauce

Established in 1989, Golden Fresh Sdn Bhd is a subsidiary company of Butterworth Iceworks Sdn Bhd founded in 1965. Once an ice processing company, Golden Fresh is now the highly preferred processor among seafood-loving consumers and foodservice operators thanks to its innovative seafood products, which offer authenticity (in terms of flavour), convenience (in terms of preparation), and versatility (in terms of cooking and food pairing).

QUICK, EASY TO COOK AND PAIRS WELL WITH OTHER DISHES

Each product pays homage to a particular cuisine, for example, Japanese or Thai cuisine, giving it authenticity and richness in flavour. Their sauce products namely, Prawn in Hor Mok Thai Coconut Sauce and Tomato Basil Prawns can be quickly microwaved for three to four minutes without thawing and served with zero waste. The products also pair well with rice, noodles, or spaghetti.

Golden Fresh has netted numerous awards due to these unique features. Some of its popular products include Tempura Fish, Southern Fried Fish Stick, Salt & Pepper Squid, Kuro Prawn, Prawn in Hor Mok Thai Coconut Sauce, and Coconut Coated Skewered Prawn.

CATERING TO SEAFOOD LOVERS WORLDWIDE

Counting IKEA, Carrefour, and Aldi among their many clients, Golden Fresh's product portfolio boasts over 300 selections.

Reaching a global network that includes Australia, New Zealand, the United Kingdom, France, Mauritius, South Africa, Hong Kong,

Taiwan, UAE, Lebanon, Singapore, the Philippines, Cyprus, China, Germany, Norway, the United States, Canada, Poland, and Japan; Golden Fresh products can be found in many retail stores, major restaurants and F&B outlets.

The company has also catered for major sports events in the past, such as the Sydney Olympic, Wimbledon, World Rugby, Commonwealth Games and World Endurance Championship.

CROSSING OCEANS FOR GROWTH

Golden Fresh retains its competitiveness in the global marketplace through sustainability, innovation, and reliability.

By being proactive in product development and utilising state-of-the-art manufacturing facilities, the company has grown to become a global supplier of raw and value-added seafood products. Golden Fresh aims to be the market leader in product innovation for value-added seafood processing in the near future.



ACHIEVEMENTS

- ▶ Prawn in Hor Mok Thai Coconut Sauce - Convenience Award (Seafood Excellence Global Award 2019, Brussels)
- ▶ Kuro Prawn - Best Innovation (Seafood Excellence Global Award 2017, Brussels)
- ▶ Coconut Coated Skewered Prawn - Global Award Winner & Overall Foodservice Product of the Year 2016 (British Frozen Food Federation (BFFF) Annual Awards)
- ▶ Firecracker Squid - Seafood Excellence Finalist Award 2015 (Seafood Expo North America, Boston USA)
- ▶ Chili Mango Prawn - Silver Award for The Best New Starter/Buffer/Appetizer 2013. (British Frozen Food Federation (BFFF) Annual Awards) & ANUGA Taste 13 Top Innovation 2013 in Cologne, Germany.
- ▶ Crispy Battered Soft Shell Crab - Best New Product for Foodservice 2008 (Fine Food Australia 2008)

CERTIFICATIONS

- ▶ Halal, MSC, BRC, IFS, HACCP, RSPO, SMETA, ECOCERT



GOLDEN FRESH SDN BHD

4572 Jalan Chain Ferry, 12100 Butterworth, Malaysia

Tel: +604-3333 388 / +6012-7939 623

Fax: +604-3319 804

Email: cstang@fresh.com.my

Contact: Mr Tang Cho Sun

Website: www.fresh.com.my

COATING GOOD FOOD IN GREAT TASTE



Japanese Panko breadcrumbs, made from high-quality oven-baked bread to give fried food a light and crispy coating

Bon Food Industries Sdn Bhd specialises in the production and marketing of food coating systems for the food processing industry since 2009. They work with major players in the industry such as food solution suppliers and processors to continue to innovate.

Through its brand, Bon Chef, the company has a wide range of offerings in the form of panko, breadcrumbs, seasonings, marinades, pre-dust and batter.

GIVING THAT ADDED CRUNCH

Made from high-quality oven-baked bread, Bon Chef Japanese Panko gives fried food light and crispy coating. Compared to traditional breadcrumbs, the panko breadcrumbs are lighter flakes that absorb less grease, stay crispier for longer and retain juiciness after frying.

Another product is the Authentic American Breadcrumbs, made from oven-baked bread with high-quality raw materials. They can be coarsely or finely ground into granulated shapes that gives fried food a crispy to crunchy taste. It also has a longer holding time of crispiness after frying.

Alternative food coating systems including breadier and tempura batter mix. There are three flavour options of breadier to choose from – the Original, Hot & Spicy and Spicy Mexican BBQ, all deemed to give crunchiness with a full blend of taste to the poultry, seafood and vegetables. The Tempura batter mix makes your deep fried food deliciously light and crispy.

ENHANCING FLAVOUR PROFILES

Bon Chef Marinades are scientifically designed to produce real culinary tastes to enhance meat flavour, juiciness, texture, appearances, and aromatic properties. Flavours include Black Pepper, Spicy Mexican BBQ, Satay, Lemon Pepper, Teriyaki, and Honey Soy.

Salt and pepper are omnipresent on almost any tabletop and have become the soulmates of both Asian and Western cuisine. Bon Chef's peppers are made from authentic, top quality

pepper that are specially blended with spices and seasonings to lend dishes a delicious aroma.

BUILDING A FOOD COATINGS NETWORK

In 2017, Bon Food Industries expanded its production capacity and capabilities to serve customers on the global front. This includes markets such as Australia, New Zealand, Russia, Mexico, Spain, Poland, Morocco, Netherlands, India, Pakistan, Ukraine, Philippines, Vietnam, Singapore, Hong Kong, Bangladesh, Brunei, Turkey, Myanmar, Middle East, Uzbekistan, and Kyrgyzstan.

The company aims to become the leading food coating manufacturer in the world by producing and delivering safe and high-quality products.



Bon Chef's Spicy Mexican BBQ Marinade



CERTIFICATIONS

▶ FSSC 22000, ISO 22000, KOSHER, HACCP, HALAL, GMP



BON FOOD INDUSTRIES SDN BHD

No 27, Jalan Korporat 2/KU9, Off Persiaran Hamzah Alang, Kawasan Perindustrian Meru, 42200 Kapar, Selangor, Malaysia

Tel: +603-3393 5805 / +6012-9133 497

Fax: +603-3393 5705

Email: ken.tan@bonfoodindustries.com

Contact: Mr Ken Tan

Website: www.bonfoodindustries.com

Bon Food Industries manufacture and market a variety of food seasoning, coatings and marinades.

CRAVING FROZEN GOODNESS

Doluvo Sdn Bhd brings natural, zero-additive ice bars to the global market.



Assorted flavours of Ice Bars

Who would have thought a craving for ice lollies during pregnancy would result in some of the best ice lollies coming out of Malaysia? No added fillers, preservatives, fake flavours or food dyes, with real fruits – all the best natural and healthy ingredients are incorporated.

HEALTHIER ALTERNATIVE

Yasmin Karim's first creation was frozen lime and fruit juices – it was followed by a range of different flavoured popsicles, all of which met with impressive reception in the domestic market. In 2019, the company launched a new product range called Pops Malaya Ice Bars.

The freeze-at-home ice bar comes in 3 flavours - mango, strawberry and passionfruit pineapple. It can be sold both ambient (merchandised on the dry shelf) or frozen and ready to eat.

Pops Malaya is made with the healthiest ingredients possible - real fruits and cane sugar. There are no refined sugars, high fructose corn syrup, artificial flavours and colours or preservatives.

It is sweetened by evaporated raw sugarcane – an all-natural sweetener. Its calorie count is a low 28 to 32 calories per serving, similar to a plum. The fully plant-based version is suitable for vegans and those who are lactose intolerant.

COMPANY'S ASPIRATIONS

Established in 2016, Doluvo Sdn Bhd has made an impressive transition from a home-based business to a global manufacturer within 3 short years!

Currently, Pops Malaya Ice Bars are exported to New Zealand, United Arab Emirates, Qatar and Vietnam. It plans to stamp its

footprint globally and especially in the Asia Pacific region in the coming years, according to Founder and CEO, Yasmin.

In Malaysia, the Ice Bars are available nationwide at all Mydin hypermarkets, Kedai Mesra Petronas and LuLu Hypermarket. They can also be bought online from their website.

Its active social media pages showed the Malaysian Minister of Tourism, Arts and Culture Dato' Sri Hajah Nancy Shukri visiting their booth at the Buy Malaysian Goods Campaign in Kuala Lumpur during the recovery phase of the Movement Control Order in Malaysia.



ACHIEVEMENT

- ▶ Good Design Awards

CERTIFICATIONS

- ▶ Halal, HACCP, GMP



DOLUVO SDN BHD

16 & 18, Jalan Bulanus/176, Seksyen US, Bandar Pinggiran Subang, 40150 Shah Alam, Selangor, Malaysia

Tel: +6019-5702 107

Email: yasmin@popsmalaya.com

Contact: Ms Yasmin Karim

Website: www.popsmalaya.com

HASSLE-FREE ONE-STOP SOLUTION FOR BEVERAGE PRODUCTS

PS Food & Beverage is a one-stop OEM that can help you create your brand.



PS Food & Beverage Sdn Bhd specialises in manufacturing ready-to-drink (RTD) beverages and liquid products in flexible packaging. These specialities enable it to offer OEM (original equipment manufacturer)/contract manufacturing service with a private label to suit client requirements.

EXTENSIVE SERVICES

PS Food can produce and do filling for RTD beverages in various packaging sizes ranging from 100ml to five litres. Additionally, it provides OEM services to develop various range of RTD beverages from fruit juices, tea with juice, dairy beverages, coffee drinks, protein drinks, non-carbonated isotonic drinks and dairy-based products.

Not only that, it can also develop drinks that include honey beverages, honey with juice, energy drinks, collagen drinks, and puree-based drinks. Its state-of-the-art packaging facilities enable it to pack liquid sachets with an anti-spill notch. PS Food's expertise makes it a one-stop solution to designing your own brand, packaging, printing, filling and packing.

BEVERAGE BONANZA

The company also has its in-house brand, Origina, of healthy dairy beverages, juice beverages and tea with juices. The brand name reflects the true taste of natural ingredients and unique natural flavours extracted from pure juice concentrates and tea leaves. The award-winning Origina Tamar Milk, for example, contains pure date concentrate with no added sugar and preservative that can be stored at room temperature.

Hence, the product line varies from fruit juice beverage to tea with juice beverage. Naturally, the company aims to continuously innovate and enhance its product range.

COMPETITIVE ADVANTAGE

As one of the pioneers in manufacturing RTD beverages in retort pouches in Malaysia, the integration of 20 years expertise in the

flexible packaging industry and capabilities in producing unique, healthy beverages separate it from its competitors in the market.

Its technology and packaging enables it to offer value-added products with an extended shelf life of up to 18 months in room temperature. This competitive advantage is essential for local nationwide distribution and for exporting the products to China, Brunei, Vietnam and Singapore.

TASTE OF THINGS TO COME

The company will nimbly respond to the ever-evolving consumer tastes and busy lifestyles by offering more innovative RTD products that meet demands for health and wellness.

The company believes its Origina formulations' high nutritional value can help enrich both the mind and spirit of consumers of today, especially those with hectic lifestyles.



ACHIEVEMENTS

- ▶ MIHAS 2018 Most Innovative F&B Products Gold Award
- ▶ Origina Tamar Milk was the finalist of Best Dairy Innovation at Gulfood 2018
- ▶ The BrandLaureate World Halal BestBrands Award 2019 in the Beverage Fruit Juices & Tea category

CERTIFICATIONS

- ▶ GMP, HACCP, MESTI, Veterinary Health Mark (VHM)



FOOD & BEVERAGE

PS FOOD & BEVERAGE SDN BHD

Lot 29, Jalan Lada Hitam 16/12, Seksyen 16,
40200 Shah Alam, Selangor, Malaysia

Tel: +603-5519 5700

Fax: +603-5519 5701

Email: info@psfood.com.my

Contact: Ms Nurfaatin Diana Binti Mohd Zain

Website: www.origina2u.com

INTRODUCING MALAYSIAN COMFORT FOOD TO THE WORLD

Kart Food enables international consumers to sample Malaysian flavours through its pau (buns), roti canai (flatbread) and more!



The pies come in two flavours - Chicken Mushroom and Chicken Bolognese

The company provides good and simple instructions to cook their dishes along with food pairing suggestions. It caters to the theme of being 'Deliciously Convenient' to its customers.

ADHERING TO STANDARDS

These frozen products are manufactured in Pulau Indah, Selangor. All processes follow stringent guidelines to maintain top-notch quality. It has achieved greater heights in the food production industry, along with keeping its customers happy by complying with standards and certifications. It continues in its quest to become the world leader in frozen food and reach a wider market.

Kart Food Industries Sdn Bhd had a very unassuming start; it began as a shophouse in the '80s and focused on Malaysia's household delight - roti canai (hand-tossed Malaysian flatbread). Now, the company has added more varieties of food products to its vast portfolio. These range from roti canai to pau (yeast-leavened filled buns) to even pizzas!

FROM LOCAL TO GLOBAL

Kart Food began commercial operations in 1988 and became the first Malaysian company to have gone into the Manufacturing, Distribution and Sales of HALAL Asian ethnic frozen food for the retail, institutional, food service and export markets.

Today, Kart Food exports to Southeast Asia, Asia and Europe. It is now a household name due to the quality of the food products they produce.

SOMETHING FOR EVERYONE

Adhering strongly to its roots, the products boast distinctive Malaysia flavours be it the roti canai, pau or roti paratha.

Pau or bao is a traditional Chinese food. Both sweet and savoury fillings are available to cater to different tastes. These fillings include coconut, pumpkin, yam, red bean and even chicken and beef. Consumers who are more health-conscious can opt for wholemeal pau instead.

Additionally, Kart Food also produces pies and doughnuts. Two options are available for pies - the Chicken Mushroom and Chicken Bolognese. Furthermore, those with a sweet tooth can enjoy doughnuts in the original as well as chocolate flavours.



Suitable for all consumers, the pau or bao is a crowd favourite



Roti canai, delicious puffed bread best served hot with dhal or curry



CERTIFICATIONS

- ▶ HACCP
- ▶ ISO 22000:2005 Food Safety Management System
- ▶ Veterinary Health Mark from the Department of Veterinary Services Malaysia
- ▶ Halal certified



KART FOOD INDUSTRIES SDN BHD

Jalan Perigi Nanas 6/1, Taman Perindustrian Pulau Indah, 42920 Pulau Indah, Selangor

Tel: +603-6145 7888 / +603-6145 7901

Fax: +603-6145 7998

Email: Jeremy.CHEONG@ffmb.com.my

Contact: Mr Jeremy Cheong

Website: www.kartfood.com.my

PUTTING NEW TASTE IN HALAL GRANOLA SENSATIONS

Dr Aishah Solutions provides healthy energy bars with reduced sugars and calories.

Energy Bar Matcha, all the goodness of green tea powder



creative eating, and through professional consulting.

All DASTO products are formulated to have reduced sugar and calories, use natural ingredients and have no added preservatives or artificial colours, provide a good source of protein and fibre, and are free of trans fat and cholesterol. They are therefore suitable for people from all walks of life, especially students and those with busy lifestyles.

INNOVATIVE FOOD PRODUCER & OBESITY GURU

As a visionary and innovative producer of premium and safe foods for healthy eating, you can expect more ready-to-eat treats from them. It is also focused on providing solutions to obesity via education and professional counselling.



Dr. Aisha Granola Asian Superfood series

There is much more to energy bars than meets the eye. And it is all thanks to innovative and wholly Malaysian-owned Dr Aishah Solution Sdn Bhd which makes the most of fruits and nuts with halal energy bars in the country.

BARS OF GOODNESS

Leading the company's flagship DASTO (which stands for Dr Aishah Solution Tackles Obesity) brand is its best-selling granola, the Granola Crunchy, 350g stand-up pack.

It is the first halal granola created by a Malaysian and proudly manufactured in Malaysia. Other DASTO products are Granola Rich, and Energy Bar Matcha containing green tea powder (matcha), which tastes wonderfully rich and grassy, and smells like spring in the air.

There is also the Energy Bar Durian, another granola which contains real durian flesh. The durian is fondly regarded as "the king of fruits" in Malaysia.

BREAKFAST TREATS

Looking for a no-fuss and delicious way to make breakfast time fun for kids? The Crunch & Munch Energy Bar, containing nuts and fruits is a convenient ready-to-eat food which encourages children to not miss breakfast before classes.

Another product under the DASTO brand is the Dasto Quinoa Pancake Mix for that perfect and healthy pancake every time. The company also manufactures Granola Chia Seeds, Granola Gac Fruit, Granola Mangosteen and Granola Moringa under its Dr. Aisha brand.

The company's products are sold in Malaysia and overseas in Vietnam. Dr. Aisha Granola + Asian Superfood has already penetrated Japan's hotel market and it is constantly working to enter other markets as well.

SPECIAL FORMULATIONS FOR HEALTHY EATING

DASTO products are formulated by medical doctor-health food entrepreneur Dr Aishah Tul Radziah L Hussin. She is passionate and experienced in helping people tackle obesity through healthy and



ACHIEVEMENTS

- ▶ S.I.A.L Innovation Selection 2014 Abu Dhabi (Dasto Energy Bar Durian)
- ▶ The Best New Halal Food Products, GULFOOD 2015, Dubai (Dasto Energy Bar Matcha)
- ▶ S.I.A.L Innovation Selection 2016, Paris (Dasto Granola Rich)
- ▶ Gulfood New Discover Award 2019 (Dr. Aisha Granola + Superfood: Gac Fruit, Moringa, Mangosteen)
- ▶ Most Innovative Award, Gulfood Innovative Award 2020 (Dasto Protein Granola: Spices, Sacha Inchi)
- ▶ Women Export Achievement Award (2016) from Malaysia's Ministry of International Trade and Industry, and MATRADE
- ▶ ASEAN Business Award 2019 Women Entrepreneur

CERTIFICATIONS

- ▶ All products are certified Halal by Jakim and MESTI



DR AISHAH SOLUTION SDN BHD
B2-1, Kedah Halal Park,
08000 Sungai Petani, Kedah, Malaysia

Tel: +6019-4586 921 / +604-4411 094
Email: aishahtulradziah@gmail.com / marketing.dassb@gmail.com
Contact: Dr Fisol Bin Ahmad
Website: www.draishahsolution.com

RELISH THE RASAKU DIFFERENCE IN TASTE & AROMA

Linaco Manufacturing exports coconut-based products to over 40 countries.



A variety of coconut-based products under one of Linaco's house brands - Rasaku

LINACO MANUFACTURING (M) SDN BHD produces coconut milk, coconut cream, coconut cream powder, coconut water, coconut juice, low-fat desiccated coconut, toasted coconut paste (kerisik), coconut cooking oil, virgin coconut oil, coconut chips and more.

RESPECTED SUPPLIER

Linaco Manufacturing was established in 1992 and has since grown into becoming a respected supplier and one of the world's most dynamic producers of coconut-based products, making it the largest in Malaysia.

Its 24-acre integrated coconut processing facility in Batu Pahat, Johor, processes about 500,000 coconuts a day and utilises every part of the coconut and continuously explores new ways to achieve closer to zero wastage.

Proven to be a reliable partner for food and beverage players, Linaco exports to over 40 countries including Europe, the Middle East, Hong Kong, China and Australia while growing its brand reach into new markets.

BROAD CONSUMER APPEAL

Its house brand, Rasaku is recognised locally and internationally for food authenticity; consistently high quality, taste and aroma; while maintaining their original natural goodness. The manufacturing process complies with strict hygienic conditions and international

food safety standards. Its factory is certified GMP, HACCP, ISO9001, ISO22000, FSSC22000, Halal and Kosher Standards.

KEEPING FRESHNESS IN

Linaco employs advanced and innovative technologies combined with modern packaging materials to lock in the products' natural flavour and aroma while enabling a shelf life of up to 36 months.

CHAMPION OF SUSTAINABILITY

Being eco-conscious in environmental management – one of Linaco's corporate pillars besides CSR and business ethics and integrity – it wants to build a sustainable future for the generations to come.



ACHIEVEMENTS

- ▶ 2012 – Certificate of Appreciation from Tetra Pak for being the first in Malaysia to pack coconut water in 330 Square Dreamcap
- ▶ 2014 – Certificate of Appreciation from Tetra Pak for being the first in Malaysia to pack coconut water in 500 Square Dreamcap
- ▶ 2017 – FMM Excellence Award 2017 Gold Winner (Large Category)
- ▶ 2018 – Biggest Contributor in Coconut Industry under Company Category by Ministry of Agriculture at 54th Asian & Pacific Coconut Community (APCC) Session
- ▶ 2018 – SOBA Best in CSR Platinum Award & Best Global Market Gold Award
- ▶ 2019 – Platinum Award APQO International Best Practice Award 2019 "We want to build a sustainable future for next generations", and Best in Class Global Performance Excellence Award 2019 at the 25th Asia Pacific Quality Organisation International Quality & Productivity Convention
- ▶ 2019 – Certification of Appreciation from Tetra Pak for being the first in Malaysia to pack drinking water in Tetra Prisma Aseptic 330 Square Dreamcap
- ▶ 2019 – Certification of Appreciation from Tetra Pak for being the first in Malaysia to pack drinking water in Tetra Prisma Aseptic 500 Edge Dreamcap



The 24-acre integrated coconut processing plant processes about 500,000 coconuts daily



LINACO MANUFACTURING (M) SDN BHD (254198-K)

No. 17, Lorong Keluli 1C, Taman Perindustrian Bukit Raja Selatan, Seksyen 7, 40000 Shah Alam, Selangor, Malaysia

Tel: +603-3344 3933

Fax: +603-3344 6933

Email: linaco@linaco.com.my

Contact: Mr Mark Law

Website: www.linaco.com.my

SIMPLY SPLENDID COCOA



Teck Guan Cocoa Village is one of the earliest plantations to grow cocoa in Tawau, Sabah

Majulah Koko Tawau's cocoa products are made from high quality cocoa beans that are planted on volcanic soil!

manufactured by the most modern and unique process using raw materials of the highest quality, and are ideal for breakfast, sport, high tea, leisure, picnic snack drink and bedtime drink.

Majulah's target customers are manufacturers, importers and wholesalers and others such as retailers, chain supermarkets and department stores.

SEALING ITS POSITION

Teck Guan Cocoa Village is one of the earliest plantations to cultivate cocoa in Tawau. The group's flagship 1,000-acre cocoa estate, Tawau Cocoa Estate, is planted with the high yield crop.

The big-size, high yield and disease-resistant beans, plus unique fermentation and drying process, enable their cocoa beans to command premium prices in overseas markets.

Like fine wines, cocoa beans reflect their origin - as in Majulah cocoa from Sabah's Tawau, where the volcanic soil which is most suitable for the crop makes Tawau one of the world's top cocoa producers.

Majulah Koko Tawau Sdn Bhd is a part of Teck Guan, a Malaysia-based diversified multinational company founded in 1935 and has core businesses in plantations, industry including oleochemicals, trading and other businesses. Teck Guan Group started out as a pioneer in cocoa cultivation in the mid-1950s.

Since 1975, cocoa beans produced by its estates have been used as raw materials for its two cocoa grinding factories, Majulah Koko Tawau Sdn Bhd and Cacao Paramount Sdn Bhd.

SUSTAINABILITY MATTERS

With its vast technical know-how and land bank, Teck Guan is well placed to tap further into Tawau's huge-potential natural resources opportunity. This is in line with its mission to harness abundant wealth from non-earth resources, and with one of its core values of sustainability.

ATTRACTING BIG BUYERS

Majulah products range from uniquely roasted beans producing high quality cocoa liqueur to cocoa powder and pure cocoa butter with a high melting point that attracts big buyers worldwide.

Majulah has been making, marketing and selling cocoa products for 25 years to international buyers. Its products are not subject to sterilisation by fumigation or irradiation and its processing plant is one of Asia's most efficient.



The wide beverage choice, each with its rich chocolatey taste and wholesome goodness

HEALTHFUL COCOA POWDER

Majulah cocoa powder is a high quality 100% pure and natural product. Processed from high quality cocoa beans, it contains no colouring, artificial flavour nor food preservatives, and is perfect for health drinks, baking cakes, ice-cream and other foods.

Cocoa has properties of flavonoids that promote good blood circulation and reduce blood clotting. It minimises the risk of heart attack and stroke.

BEVERAGE GOODIES

Cocoa beverages are a long-time favourite for all occasions and anytime is the right time to enjoy the wholesome goodness of Majulah Quoin Hill cocoa drinks. Majulah cocoa beverages are



Cocoa powder in a 25kg packing bag for industrial use



CERTIFICATIONS

► MESTI, Halal, USFDA & Kosher



MAJULAH KOKO TAWAU SDN BHD
318, Teck Guan Regency, Jalan St. Patrick,
91000 Tawau, Sabah, Malaysia

Tel: +608-9772 277
Fax: +608-9769 955
Email: hoko@teckguan.com
Contact: Cocoa Sales Team
Website: www.teckguan.com/majulah

SNACKS THAT'LL LEAVE A HEART MIAOWTING IMPRESSION

Miaow Miaow Food Products is looking to take its finger-licking snacks all across the globe.



Miaow Miaow Food Products Sdn Bhd was established in 1989 as a snack food manufacturer. The Miaow Miaow core products such as Prawn Crackers, Green Pea Snack, Cuttlefish Crackers, and Cheese Rings quickly became Malaysian favourites.

In 2016, Miaow Miaow undertook a fresh brand image and packaging under the theme of 'Heart Miaowting Taste'. They now have a wider range of products which include healthier extrusion snacks, roasting puffed snacks, frying puffed snacks, deep-fried pillow snacks, and potato chips.

LOVE AT FIRST MIAOW

The story of Miaow Miaow started in 1975 when brothers and founders Mr Chuang Poh Lim and Mr Chink Poh Cheng started a family distribution business in Batu Pahat, a district in the southern-Malaysian state of Johor.

Over the course of 10 years, the family business gradually moved forward into a diversified entity engaged in different core food businesses including food repackaging, pastries, frozen, snacks and confectionaries distribution which complemented one another. In 1989, the family decided to pivot the business into a snack-based focus. Therefore, a name that was easy for Malaysians to pronounce and remember, even children.

According to Poh Cheng, while they were discussing, a pet cat crossed in front of them while meowing. At that moment, they all agreed to use the word miaow as the name of a snack brand. Miaow Miaow also means 'wonderful' in Mandarin.

MAKING IT A MIAOW MIAOW WORLD

A new page in the company's history was written in 1999. This was the year they ventured into international export markets, starting with the Middle East. Today, Miaow Miaow snacks are enjoyed in nearly 40 countries worldwide and are among the few that has been selected by MATRADE to be in their Mid-Tier Companies Development Programme.

They currently have two factory plants with a third one in the planning stage to focus on the manufacturing of pellets, which is key in making puffed snacks. Because they maintain quality control of their pellet manufacturing, Miaow Miaow are able to differentiate themselves from other similar puffed snacks manufacturers in terms of crispiness and texture of snacks.

However, they are not resting on their laurels. They are determined to expand further to markets in Europe, Africa, and

the United States. By the year 2022, Miaow Miaow hopes to have penetrated the markets of 60 countries and achieve a sales figure of RM100 million.



ACHIEVEMENTS

- ▶ GOLDEN BULL AWARD 2009 - Awarded Outstanding SMEs
- ▶ ENTERPRISE 50 AWARD 2013 - Certificate of Achievement
- ▶ NATIONAL MARK OF MALAYSIAN BRAND
- ▶ SME 100 AWARD 2012 - Certificate of Achievement
- ▶ SUPERBRANDS – Malaysia's Choice

CERTIFICATIONS

- ▶ HACCP, GMP, FSSC 22000 by Lloyds, Halal, SIRIM CERTIFIED ISO 9001:2008



MIAOW MIAOW FOOD PRODUCTS SDN BHD

No 1, Lot 2907, Jalan Sri Bengkal, Parit Sengkang, Sri Gading, 83300 Batu Pahat, Johor, Malaysia.

Tel: +607- 4556 706 / +607-4556 705

Fax: +607-4555 129

Email: wp@miaow.com.my

Contact details: Mr Ong Wing Peng

Website: www.miaow.com.my

THE BEST WAY TO COOK UP A STORM EFFICIENTLY

WAY Sauce's authentic Asian & Peranakan flavours are the choice selection in many kitchens, local or international.



WAY Sauce's authentic sauces come in various flavours



One of the rice mix selections, Sambal Nasi Lemak & Nasi Lemak Mix

Inspired by the Peranakan cuisine she grew up with, WAY Sauce Sdn Bhd was founded by the Tan matriarch in 2008 before starting production in 2013. She was encouraged by family and friends, who had the privilege of savouring her authentic recipes in the early days.

Today, WAY Sauce's pre-mixed pastes, cooking sauces, marinades, all-natural instant noodles, and all-natural instant rice mix range found their way into people's hearts all over the world.

SMARTER WAY TO MASS COOK FOR RESTAURANTS, CATERERS AND CHEFS

Offering customised cooking solutions with high-quality natural ingredients and zero-added preservatives or artificial colouring, the company counts restaurants, caterers and chefs as its ideal partners. WAY Sauce also caters to individual consumers who lack the time to prepare and cook delicious meals at home. Authentic Asian dishes are traditionally known for their hours of laborious preparation and cooking. With WAY Sauce's products, each dish can be made in a few simple steps and within minutes.

WAY Sauce's customised pre-mixed sauces are created to minimise manpower in food preparation and optimise overheads

in terms of storage and wastage. Meanwhile, their menu creation on their existing sauces will be tailored to their partner's customer profile. All of their sauces come in 1kg pouch.

The company's premium instant noodles series features air-dried noodles made with all-natural ingredients with layers of flavour and zero MSG. There are eight selections: Premium Salted Egg Noodles, Authentic Chilli Crab Noodles, Premium Scallop Noodles, Authentic Thai Laksa, Classic Scallion Noodles, Authentic Penang Asam Laksa, Authentic Singapore Laksa, and Authentic Penang Prawn Mee.

Not forgetting rice lovers, the company also came up with a new instant rice mix series featuring five flavours, which are Sambal Nasi Lemak & Nasi Lemak Mix, Hainanese Chicken Rice, Nasi Ulam Kampung Mix, Paella Sauce, and Briyani Sauce. Health-conscious consumers would be glad to know that all its products have reduced salt, sugar and saturated fat.

GROWING THE BRAND ALONG THE WAY

What started as a small restaurant featuring heirloom recipes, is now a global phenomenon as the company sees a steady interest and growth in various international markets.

Their fine quality and healthy products can now be found worldwide, namely in the UK, the Netherlands, Germany, China, Japan, Taiwan, Hong Kong, Macau, the Philippines, Singapore, and Brunei. WAY Sauce constantly innovates and perfect recipes to grow the brand overseas at a quicker pace via new products.



WAY Classic Scallion Noodles with zero added preservatives and artificial colours



CERTIFICATIONS

- ▶ Halal
- ▶ HACCP
- ▶ BRC Grade A
- ▶ IFS Grade 98%



WAY SAUCE SDN BHD

23 Jalan Kartunis U1/47, Temasya Industrial Park, 40150 Shah Alam, Selangor, Malaysia

Tel: +603-5567 9999 / +6012-3790 806

Fax: +603-5569 9910

Email: bensontan@waysauce.com

Contact: Mr Benson Tan

Website: www.waysauce.com

THE EPITOME OF CONVENIENCE

Eonlipids' powdered ingredients enable convenient food and beverage preparation for instant consumption.



Matcha, Green Tea, Yogurt, Strawberry, Raspberry, and Hokkaido Milk are some of the popular ice cream flavours



A savoury soup made from Eonlipids' fat powder



The Instant Coffee Series features six flavours, which are Malaysia White Coffee, Gourmet Coffee, Cardamom Coffee, Cappuccino, Latte, and Mocha

Established in 2001, Eonlipids Sdn Bhd is an agro-based, integrated food-processing company that mainly converts raw ingredients into powder for convenient food and beverage preparation and instant consumption.

Utilising the microencapsulation by spray drying technology, Eonlipids also specialises in recipe formulation to develop unique products for the global market with a local taste.

SOMETHING FOR EVERYONE

With over 15 years of experience in the food-processing industry, Eonlipids' powder product line includes non-dairy creamer; sweetened and condensed milk powder; evaporated milk powder; soymilk powder; filled milk powder; vegetarian creamer; acid stable creamer (which is used in the preparation of acidic fruit juice, carbonated soft drink, and energy drink); cheese powder; whipping cream powder; fat powder (which is suitable in the preparation of savoury dishes, baked goods, desserts and drinks); ice cream powder (designed to be a stand-alone mix that you can put directly into your soft serve machine or a neutral base that you can mix with one of their 100+ flavours), and sweeteners.

The company have also produced their own Instant Coffee Series, Instant Tea Series, Instant Chocolate Series, Instant Cereal Series, Milk Shake Series, and Instant Bakery Mixes that include waffle and pancake premixes, moist cake premixes, topping powder, cheese fillings, custard fillings, and instant pudding. Their

premium beverage series are made with minimum use of added flavouring and colouring.

SERVING THE GLOBAL CONSUMERS AND FOOD INDUSTRY

Currently operating five spray-drying towers at their headquarter in Pasir Gudang, Eonlipids' total spray drying capacity amounts to 36400MT/year, which is the largest capacity in Malaysia in terms of spray drying. This enables them to export their products to America, Africa, Asia, the Caribbean, Europe, Oceania, and the Middle East.

POW(D)ERING AHEAD FOR FOOD NUTRITION & HEALTH

The company aims to be an innovative leader in the development of food and nutrition base powders with health functions for the global food industry; such as PUFA oil, MUFA oil, Omega3 oil and high oleic oil base powder for the nutrition industry.

Research on the application of high contents of natural phytonutrients powders such as high natural E, carotene and phyto-sterol oil powders from red palm oil, as well as high anthocyanin powders from purple sweet potatoes are in the pipeline for the health conscious consumers.



CERTIFICATIONS

- ▶ ISO 9001-2015, Halal, GMP, HACCP, FSSC 22000



EONLIPIDS SDN BHD

PL0 525 Jalan Keluli 9, Pasir Gudang Industrial Estate, Johor, Malaysia

Tel: +607-2520 870 / +6019-4566 986

Fax: +607-2522 870

Email: keith.goh@eonlipids.com

Contact: Mr Keith Goh

Website: www.eonlipids.com

THE HUMBLE POPPADOM: CRISPY, HEALTHY DELIGHTS FOR EVERYONE

Uncle Saba's Poppadoms, the signature flavour of lentil chips across the globe.



A staple in Indian cuisine that is now ready to be consumed at anytime

Poppadoms, a simple disc-shaped snack made of flour from legumes; cassava or other vegetables, has long been a staple in Indian cuisine. Although traditionally served with banana leaf rice, Bhavani Foods (M) Sdn Bhd under their brand – Uncle Saba's Poppadoms – are manufacturing miniature versions of the snack, ready for consumption anytime and anywhere.

HEALTHY AND TASTY

Named after the company's founder, Uncle Saba's Poppadoms are made from 100% urad dal beans, otherwise known as black lentils or vigna mungo beans. The contemporary twist to the classic dish came about due to Uncle Saba's vision of sharing the ethnic snack globally as a healthy alternative to products that are filled with harmful ingredients.

These first-of-its-kind poppadom snacks pack a hearty punch of protein and fibre, while containing fewer carbs and saturated fats compared to other types of chips. They are also the healthier choice due to a zero-content of cholesterol, trans-fats and monosodium glutamate (MSG).

PACKED FOR STYLE, SEASONED TO SEDUCE

Although poppadoms traditionally have to be cooked before being eaten, Uncle Saba's Poppadoms come ready-to-eat in three different, but familiar forms of packaging and come in nine different flavours. Those new to the snack would delight in the introductory flavours of Original, Sweet Chilli, Barbeque, and Tomato; while those with more fiery taste buds could dip into the Hot and Spicy or Korean BBQ variants. Meanwhile, fans of more savoury flavour would love to sample the Sour Cream and Onion, Tomato Ketchup or Cheese alternatives.

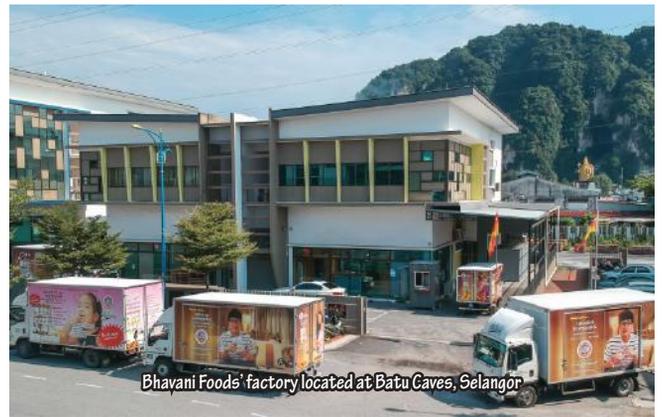
Besides the typical potato chip canisters, these lentil variants also come in a bag

A GLOBAL Foothold

Uncle Saba's Poppadoms are manufactured at Bhavani Foods' factory in the Batu Caves Industrial area in Selangor, Malaysia and then distributed worldwide.

To meet the growing demand for the product, Bhavani Foods also partners with leading or emerging food companies to develop new and healthy variants of the poppadom snack.

Currently, Bhavani Foods already has overseas distributors and partnerships in New Zealand, Australia, Kuwait, Hong Kong, Saudi Arabia, South Africa, Japan and 18 other countries worldwide. They fully intend to keep their well-earned position as the number one ready-to-eat lentil chip snack choice of the world.



Bhavani Foods' factory located at Batu Caves, Selangor



ACHIEVEMENTS

- ▶ 2016 Global Diaspora Business Summit Innovative Product Concept Award
- ▶ 2017 Registered Marketeers and Strategists from the Netherlands Certificate of Sincere Appreciation

CERTIFICATIONS

- ▶ Halal
- ▶ Hazard Analysis Critical Control Point (HACCP)
- ▶ Star-K Kosher
- ▶ Good Manufacturing Practice (GMP)
- ▶ FSSC



BHAVANI FOODS (M) SDN BHD

Lot 3A, Jalan Perusahaan Amari, Pusat Industri Amari, Kawasan Perindustrian Batu Caves, 68100 Selangor Malaysia

Tel: +6012-664 7712

Fax: +603-6178 7709

Email: heyuncle@unclesabas.com

Contact: Mr. Sreenivas Saba

Website: www.unclesabas.com

WORLD CONQUEST OF THE SWEETEST KIND

Once a cottage industry in 1988, Kit Hin is now the biggest producer of palm and coconut sugar in Sarawak.



A farmer climbing up the coconut tree to tap the coconut flower buds

Out of the Land of the Hornbills comes some sweet surprises – in the form of coconut sugar and palm sugar pioneered as an alternative to refined sugar or artificial sweeteners, by Kit Hin Co Sdn Bhd.

NECTAR OF GODS

Palm sugar is obtained by harvesting the sap of the coconut palm flower. Every day, a farmer will climb up the tree to collect the sap in bamboo tubes. The sap attracts a lot of bees which also play a part in the ecosystem through pollination.

The collected sap will then be filtered before being boiled for 3-4 hours to allow evaporation of excess water. What remains is coconut palm sugar which is golden brown in colour. The quality of the sap depends on the weather. All in all, the palm sugar contains no artificial additives or preservatives.

Most of the famous desserts in Malaysia such as 'Nyonya kueh' and Sarawak's famed three-layer tea use palm sugar which gives them a caramel flavour. It also fares better in terms of health by retaining some minerals and having a low glycemic index (GI).

DOMINANT PLAYER

Started out as a cottage industry in 1988, Kit Hin is now the biggest producer of both types of sugar in Sarawak. The state is blessed with an abundance of palm and coconut trees, especially along its long coast. Other coconut products include coconut nectar, coconut oil, and organic coconut sugar paste.

It is the dominant player in the coconut palm sugar industry in the last 20 years while in the overseas market, it has penetrated Asia-Pacific, Middle East and Europe. Kit Hin is the exclusive supplier for Tealive Malaysia's latest offering, Gula Aren Boba or milk tea which proudly announces its origin as 'natural Borneo palm sugar'.

INTERNATIONAL STANDARDS

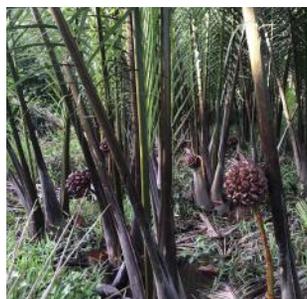
Mostly grown in tropical wetlands, the coconut palm processed by Kit Hin is grown in its own farm in Borneo where no pesticides are used. The company also works closely with more than 300 farmers – where it practises fair trade with them.

From farm to table, the process has been standardised in compliance with international food certification requirements such as HACCP (Hazard Analysis Critical Control Point), GMP (Good Manufacturing Practice), and moving forward to FSSC recognition.

In 2019, Kit Hin was appointed by the government to spearhead the Coconut Palm Sugar industry in Sarawak. It plans to:

1. Support the local community by providing technical support and Procurement of Coconut Nipah Palm collected with an assurance of 100% Buy Back Guarantee from local farmers
2. Provide an Intelligent solution for Nipa Forest Ecosystem
3. Set up a Fully Integrated Supply Chain – Practising from Tree to Table concept

Earlier this year, Kit Hin collaborated with the Sarawak Heart Centre to conduct a GI test on coconut palm sugar versus refined white sugar. Coconut palm sugar has a GI score of 49.3 compared to 62.4, that of refined white sugar. According to the American Diabetes Association, a GI score of 55 or under is considered low.



Nipah palm from which the palm nectar (neera) is extracted



Coconut palm sugar is a natural, unrefined sweetener with low glycemic index



ACHIEVEMENTS

- ▶ 2015 – E-Trade Award in 2015 by Matrade
- ▶ 2018 – Listed in 25 Years Matrade Coffee Table Book
- ▶ 2019 – Anchor Company for Sarawak state to develop Coconut Palm Industry & Stakeholder in Coconut Palm Industry, Borneo.

CERTIFICATIONS

- ▶ MeSTI, Halal, GMP, HACCP, My Organic and moving forward to FSSC recognition.



KIT HIN COMPANY SDN BHD

Yan Kwan Industries Estate, Sublot 19-23, Lot 99 & 145: Knld, Jalan Batu Kitang, 93250 Kuching, Sarawak, Malaysia.

Tel: +6010-9821 678 / +6013-839 3268

Email: audrey@kithin.com

Contact: Ms Audrey Lai

Website: www.kithin.com

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Menara MATRADE, Jalan Sultan Haji Ahmad Shah
50480 Kuala Lumpur, MALAYSIA.
Tel : +603 6207 7077
Fax : +603 6203 7037
Email : info@matrade.gov.my



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