

# **MEDIA RELEASE**

## ***POINTERS***

### **THE OFFICIAL LAUNCH OF FABULOUS FOOD 1 MALAYSIA 2009 (RESTAURANT & STREET FOOD) BY YB DATO' SRI DR NG YEN YEN, MINISTER OF TOURISM MALAYSIA**

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#### 1<sup>st</sup> paragraph

- Fabulous Food1 Malaysia (Restaurant & Street Food) was launched by YB Dato' Sri Dr Ng Yen Yen, Minister of Tourism Malaysia and presented by Ku Su Shiin Choong Hung Restaurant Association.
- Approximately 200 industry players and enterprises have been invited, to participate in the said promotion.

#### 2<sup>nd</sup> paragraph

- Stated by Mr Lum Tuck Loy KMN,, the President of Ku Su Shin Choong Hung Restaurant Association, Fabulous Food 1 Malaysia provides a good business opportunity for the Chinese Restaurants players to promote and introduce Malaysian Chinese delicacies to the locals as well as foreign tourist
- Through this campaign, the Association hopes the restaurant players in Malaysia will grab this opportunity to promote their restaurant specialty or signature dishes to attract more locals and foreign tourists.

#### 3<sup>rd</sup> paragraph

- An exhibition and showcase of Fabulous Food 1 Malaysia (Restaurant & Street Food) 2009 will be held from 18 – 20 December at PWTC, Hall 2 .
- Over 30 local Chinese restaurants will be participating in the exhibition.
- The main aim of the exhibition is to promote local Chinese delicacies and restaurants to the public.
- Apart from inviting restaurants, the Association will also be inviting hawkers/ street stall owners to present their specialty, such as Bak Kut Teh, Cendol, Hainanese Chicken Rice, Char Kuey Teow etc.

#### 4<sup>th</sup> paragraph

- There will be various exciting activities during the three-day exhibition in December for visitors, such as cooking demo, special appearance by a celebrity chef from China and lucky draws, to name a few.
- There will also be competitions such as special knife skill contest, dumpling wrapping and cooking contest.

5<sup>th</sup> paragraph

- Mr Lum Tuck Loy, President of the Malaysia Selangor and Federal Territory Ku Su Shin Choong Hung Restaurant Association expressed his deepest appreciation for overwhelming support from the Ministry of Tourism Malaysia, restaurant owners and the public for supporting this exhibition.
- He believe the Fabulous Food 1 Malaysia will be a great success and will help the local Chinese restaurant industry to gain more sales volume.
- He also hope the exhibition will be successfully organized and will further promote traveling amongst Malaysians (within the country) as well as increase sales for the restaurant and street food industry.