

Celebrating Our Fabulous Cuisine Via Street Food

Fabulous Food 1Malaysia – A World of Culinary Delights

Johor Bahru, 6 December, 2009 - The Fabulous Food 1Malaysia, which kicked off October this year continues and this month the food promotion event showcases local ethnic food delights comprising street/hawker food launched this evening by the Minister of Tourism Malaysia, Yang Berhormat Dato' Sri Dr Ng Yen Yen at Pusat Penjaja Taman Sri Tebrau.

Organised by the Federation of Malaysian Hawkers and Small Traders of Malaysia, the Fabulous Food 1Malaysia – Street Food Promotion (National Level) offers glorious food and festivities as well as popular, delectable street dishes such as laksa, Penang Kway Teow, Meat Bone Tea, Nasi Lemak, Roti Prata to name a few.

The Street Food “Culture” Reflects Malaysia’s Multicultural Landscape

A unique “culture” that is only found in this part of the world, Street food is a cultural juxtaposition between the Chinese and Malay or Indian and Malay resulting in a colourful and multifaceted array of delightful, scrumptious food to titillate, engage and delight the taste buds of all Malaysians and visitors alike.

“The colourful mix of the Street Food delicacies is very much a reflection of Malaysia’s cultural melting pot, not only existing together but melding together to evolve a new and distinct personality. By highlighting Street Food cuisine this month, we hope visitors will have the opportunity to savour the many rich hawker food flavours from all corners of the country and have an authentic experience immersing in the other aspects of the Malaysian culture,” said YB Dato’ Sri Ng.

“Malaysia’s local fare is increasingly gaining recognition worldwide. Aside from Malaysian style food courts that are opening up all over the world and serving our local favourites, our celebrity shoemaker Datuk Jimmy Choo has in the past been introducing the famous Penang Char Kway Teow to all his friends in the United Kingdom. Our celebrity and award-winning Chef Wan is no stranger in the international food circuit and he has always been promoting our local dishes. These efforts, together with events like the Fabulous Food 1Malaysia, will allow local dishes to gain more international prominence and we hope that these will soon become synonymous with Malaysia in the minds of diners worldwide.”

In 2008, Malaysia saw visitors spent RM8.7billion on food and beverage. The Ministry hopes to draw more locals and visitors during this month’s festivities, which also coincides with the Malaysia’s Year End Sale (MYES) as well as events such as this morning’s Pesta Tarian Cuti-Cuti 1Malaysia, Christmas and New Year’s celebrations.

"It is great that the Federation of Hawkers Association and Small Traders in Malaysia together with Johor Bahru Small Business Association are showcasing the essence of our traditional food DNA. Street Food is wonderful for me personally because it celebrates diversity and inclusion. The richness of the cuisine that serves a range of Malay, Chinese, Indian or even Peranakan delicacies is sure to whet every appetite and satisfy any cravings", added Dato' Sri Ng.

Pusat Penjaja Taman Sri Tebrau is chosen as the launch's venue for its central and strategic; a place where tourists and Johoreans as well as Malaysians enjoy visiting for food & beverage especially those who are into street/hawkers' food.

The Fabulous Food 1Malaysia Food Tracker

Given the diversity of Street Food and the wealth of choices, this year the Ministry gives its focus to three popular dishes which include Nasi Lemak, Laksa and Meat Bone Tea (Bak Kut Teh, Cik Kut Teh or Beef Kut Teh), chosen for their uniqueness and relations to Malaysian culture and heritage. Malaysians are thus encouraged to post their favourite food outlet that serves the best three of these dishes at **www.fabfood1malaysia.com** complete with the outlet's name and address as well as a photograph of the outlet.

Of all the recommendations received, the Ministry hopes to choose each food category of the 14 states in the country to be listed in the Fabulous Food 1Malaysia Tracker Guide which will be promoted widely in the country as well as during the Ministry's overseas promotion trips.

"With these 'Best' or 'Must Try' outlets recommended by our people, it will help our visitors navigate their way throughout the local food maze", added Dato' Sri.

A panel of judges from Tourism Malaysia and food writers will then go round the country to sample the selected top recommended outlets to choose the winning outlet (in the three categories) in each of the 14 states throughout the country. Those who posted the winning outlets will also stand to win a prize.

It is hoped that the Fabulous Food 1Malaysia drive as a whole will also create a buzz and encourage conversation amongst local residents. In this way, locals will be more familiar with the stories behind our local food and share them with their visiting friends and relatives. To this end, the Ministry will roll out different initiatives to encourage Malaysians to be our "Food Ambassadors". One of these includes targeting taxi drivers who themselves know the best to eat in town.

The Minister also urge the hawkers to take their profession more seriously by giving more focus on improving their services, sanitation/cleanliness, the overall ambience of their outlets and of course, food quality.

"All these, plus the fact that our street food is affordable and so easy to enjoy will definitely be able to attract more visitors to sample our delicacies", she added.

Under the Fabulous Food 1Malaysia programme, there are three tiers: the first promotes our gourmet cuisine capabilities and top restaurants; the second encompasses food court in shopping malls; and the third promotes Malaysian multi-culturally-influenced hawker/street and restaurant food.

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Prepared by Impact Creations (M) Sdn Bhd for Ministry of Tourism Malaysia. For further information, please contact Ms Alia HM Jally (019 271 4472) /Ms Gabrielle Linang (016-6229670) at (03) 7957 1333 or fax (03) 7957 4412.