



KEMENTERIAN PELANCONGAN MALAYSIA

NOMINATE YOUR FAVORITE LAKSA, NASI LEMAK OR MEAT BONE TEA OUTLET ONLINE AND WIN ATTRACTIVE PRIZES

www.fabfood1malaysia.com

A website introduced to recommend the 'best' and the 'must try' food in Malaysia

KUALA LUMPUR, 9 December 2009 – Malaysia's unique local cuisine continues to take centre-stage with the Ministry of Tourism Malaysia now aggressively promoting it via the Ministry's Fabulous Food 1Malaysia website "www.fabfood1malaysia.com". Created to promote popular delectable local ethnic dishes served at all restaurant and street/hawker food outlet. The website is also to encourage the said industry to create unique Malaysia experiences and improve service elements to enhance Malaysia's competitiveness.

Officiated by the Minister of Tourism, Y.B Dato' Sri Dr Ng Yen Yen, the website enables Malaysian to share their thoughts and opinions on their favorite outlet that serve the best Nasi Lemak, Laksa and Meat Bone Tea (Bak Kut Teh, Cik Kut Teh or Beef Kut Teh). These three dishes are chosen due to the uniqueness and connection to Malaysian culture and heritage.

"The colorful mix of our local dishes is very much a reflection of Malaysia's cultural melting pot that evolve a new and distinct personality. By highlighting Malaysia's local delicacies, we hope our visitors, foreign and Malaysians alike, will have the opportunity to savour the many rich local food flavours from the country's nook and cranny and have an authentic experience immersing in other aspects of the Malaysian culture," said Dato' Sri Ng.

Malaysians are thus encouraged to post their favorite food outlet at the said website complete with the outlet's name, address as well as a photograph of the outlet.

Of all the recommendations received, the Ministry will put up a list of the 50 best outlets that serves the three food categories from all over the country which will be compiled in the Fabulous Food 1Malaysia Tracker which will be promoted widely in the country as well as during the Ministry's overseas promotion trips.

Once the 50 best outlets are identified, a panel of judges from Tourism Malaysia and selected food writers will then go round the country to sample the food at the said outlets to choose the winning outlet (in each of the three categories) in each of the 14 states in Malaysia. Those who posted the winning outlets will also stand to win attractive prizes of flight tickets, hotel accommodation as well as food vouchers.

“December is truly a celebration of the best of our local Malaysian cuisine. We hope that Malaysians' passion for food and pride in their food heritage will enable them to share as many of their favorite outlets at “www.fabfood1malaysia.com” as well as entice them to travel within the country to sample the best of our food and culture”, said Dato' Sri Ng.

The `Best' of `Must Try' outlets recommended by the public, will be promoted widely in the country as well as during the Ministry's overseas promotion trips. In addition, it will also visitors navigate their way throughout the local food maze.

It is hoped that the website, www.fabfood1malaysia.com will drive and create a buzz as well as encourage conversation amongst Malaysians apart from creating healthy competition among local established restaurant and hawker food stalls operators.

The three-month Fabulous Food 1Malaysia campaign kicked off in October this year with the Malaysian International Gourmet Food Festival, followed by the promotion of ASEAN Heritage Food Trail with Chef Wan as the ambassador (at Lot 10 and Avenue K shopping malls) and shopping mall food court dishes in November. December is a month to promote Malaysian multi-culturally-influenced street/hawker and restaurant food.

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