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**For Immediate Release**

## **INVESTMENT IN MANUFACTURING TECHNOLOGY AND INNOVATION**

### **BOOSTS MAMEE CHEF'S POSITION AS PORTFOLIO LEADER**

*RM80m state of the art production facility among highlights of first ever Mamee media tour, which revealed details of the innovation behind the Mamee Chef range*

**Melaka, 5 June 2014** – Mamee-Double Decker (M) Sdn Bhd (Mamee) today showcased its premium instant noodle range Mamee Chef in the first-ever media tour at its production facility in Ayer Keroh here. The visit allowed an up-close view of its RM80 million state of the art instant noodle production facility and the processes that went into the conception of the Mamee Chef range, and also revealed an intimate look at the company's legacy.

Mamee Chef, the flagship brand and portfolio leader for Mamee's instant noodles, was first launched in late 2012 and has since set a new standard for instant noodles. With three variants - Thai Tom Yam, Curry Laksa and Spicy Chicken Shiitake, the recipe for each of the Mamee Chef flavours was co-created with celebrity Dato' Chef Ismail, who is also the ambassador for Mamee Chef. With all flavours inspired by local cuisine in the Southeast Asian regions, there are plans to introduced new flavours in this year end.

The noodles in the Mamee Chef range are produced according to the La Mian or pulled noodles technique to achieve the uniquely springy and no other noodle, which stays springy for longer and doesn't get soggy easily. To perfect the noodle-making style, which originated in China during the 15<sup>th</sup> century, a consultant from China was brought in to share expertise on the noodle production during the product development stage.

Today, the production line has three cutting-edge machines able to replicate the manual pulling method, costing RM80 million in total. The machines are able to knead, stretch and pull the dough according to the La Mian or Mi Tarik technique efficiently yet without compromising on quality. Across the board, the factory has automated most of its backend processes using all new synchronisation and digital technology, which required many manual adjustments and settings in the past.

According to Pierre Pang, Mamee's General Manager for Group Sales and Marketing, "Mamee Chef created a phenomenon in Malaysia. It was the first instant noodle to use La Mian technology, the additional condiments and collaboration with the renowned celebrity chef, Dato' Chef Ismail is a perfect combination that has left a positive impact on Malaysians. To know the future, you need to create it. "

During the tour, the media had the opportunity to meet Dato' Chef Ismail, who showed them - in detail, the fresh ingredients that went into the paste and garnishing of each packet of Mamee Chef. He also fried the soup paste to reveal the scent and flavour of the ingredients. "I worked with Mamee to create original recipes that closely replicate the much-loved flavours of some of Malaysia's most popular soup noodle dishes. These dishes are very close to the hearts of Malaysians and are among the most precious legacies that we have inherited from our forefathers. The fresh ingredients are our special touch for a more genuine-tasting and satisfying meal," said Dato' Chef Ismail.

Before Mamee Chef, the instant noodles market in Malaysia was not big on ground-breaking innovation. Many manufacturers liked to play it safe, so Mamee Chef was our way of raising the bar, rather than competing head on in the saturated mass market instant noodle category,” Pang added.

Following its launch, Mamee Chef proved to be an overnight success. In the first few months, it was flying off the shelves faster than Mamee could restock it. In 2012, the instant noodle industry was growing 2% annually, but Mamee Chef was growing at ten times that. With Mamee currently exporting its products to 100 countries. Sales of Mamee Chef continue to grow last year, with a target growth of 20% this year. With a target market of consumers aged 25-40 years – the major consumers of instant noodles, Mamee has enlisted the services of actor-comedian Zizan Razak as a celebrity ambassador, in addition the popular Chef Dato’ Ismail. Last year, Mamee achieved revenue of RM 100m from its instant noodle portfolio, of which 30% came from Mamee Chef.

Mamee Chef has made waves overseas, with the Mamee Chef Curry Laksa flavour coming up in American instant noodle enthusiast and blogger The Ramen Rater’s Top 10 Instant Noodles Of All Time 2014 list. The Mamee brand has also been recognised in the industry, winning Frost & Sullivan Malaysia’s Excellence Award in the Home-Grown Packaged Food Company of the Year category two years in a row, in 2013 and 2014, and also achieving a silver medal, two bronze medals and a special mention in the Foodstuff category at the Putra Brand Awards in the last 5 years.

The Mamee manufacturing facilities, which are located in 3 locations in Malaysia with another facility in Myanmar and Indonesia, are all certified under ISO:9001, ISO:22000 and HACCP and have Halal certification. In Malaysia, Mamee has halal toyibban certification from Jakim for adhering to the industry best practices in maintaining the highest standards of quality and hygiene in food production.

At this stage, a total of **RM5m** has been invested into the development of the Mamee Chef range.

To celebrate its roots in Melaka and to give their consumers and fans an opportunity to experience and learn more about the brand, Mamee launched its first lifestyle concept store after over 40 years of food manufacturing early this year, in the famous Jonker Street, called the Mamee Jonker House.

#### **About Mamee-Double Decker Malaysia Sdn Bhd**

Mamee - Double Decker (M) Sdn Bhd, founded in 1971, has established itself as Malaysia’s household brand in the food and beverage industry. Mamee manufactures more than 50 F&B products, with bestsellers like Mamee Monster snack, Double Decker Prawn and Chicken crackers, Mister Potato Chips and Mamee Chef.

Mamee’s manufacturing facilities are located in 3 locations in Malaysia, and each in Myanmar and Indonesia; all of which have ISO:9000s, HACCP and Halal certifications. To date, Mamee exports its products to more than 100 countries across all six continents, reasserting its vision of building ‘A World of Good Taste.’

Mamee is the recipient of the Putra Brand Awards 2014 under the Foodstuff category. The brand also took home the Frost & Sullivan Award for Best Home-Grown Packaged Food Company in 2013 and 2014.

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