



Press Release

For Immediate Release

Introducing PERFECTÒ
Experience sensation with potato crisps that are freshly
garnished to perfection

25th June 2014 – Sharing the people’s desire for taste and sensation, the seemingly ordinary experience of eating potato crisps can now be renewed with the release of **PERFECTÒ** – an innovative potato crisp brand by Mamee-Double Decker, which owns more than 30% volume in Malaysia’s snack market. Inspired by MAMEE Chef’s innovation and its use of fresh ingredients, **PERFECTÒ** is the only brand in the market that has fresh garnishing on its potato crisps; which comes in three exciting flavours; ‘Natural Sea Salt’, ‘Sour Cream & Chives’ and ‘Chilli & Spice Infusion.’

“PERFECTÒ is the result of our deep understanding about our consumers’ needs and how we can fulfill them. We will always strive to provide a memorable brand experience and to continuously lead the product category”, said Tan Sri Pang Tee Chew, Chief Executive Officer of Mamee-Double Decker, at the media launch event.

He further added, *“PERFECTÒ rewards consumers with a product innovation that we believe will redefine their experience of eating potato crisps.”*

PERFECTÒ was unveiled in three sets of dance performance, with each representing the flavours available. It started with dancers swaying to a saucy Salsa number to introduce ‘Chilli & Spice Infusion’, while ‘Natural Sea Salt’ was presented by a cool Capoeira dance, and the funky Jive performance revealed ‘Sour Cream & Chives’.

Following after, guests and media representatives were treated at the Perfecto Snack Bar, where they were given the opportunity to personalise their crisps with an array of fresh garnishing and dips.

All in all, **PERFECTO** utilises natural ingredients and authentic recipes to create the perfect crisps. The flavours of the crisps are further enhanced when each and every one of them is sprinkled with the freshest garnishing. On the other hand, PERFECTO's look exudes a classy and contemporary finish; infusing the elegance of the colour black and unique visuals to represent each flavour.

PERFECTO is the only brand in the market that has fresh garnishing on their potato crisps and is now available nationwide at the retail price of RM3.99 per canister. For more information, visit PERFECTO's official Facebook page at www.facebook.com/PerfectoSnacks.

Prepared for: Mamee – Double Decker (M) Sdn Bhd