

## **Sri Kulai – Best Halal Product 2009 At 4th World Halal Forum And Mihas**

*By H2S Consulting Sdn Bhd*

*Dated: Jun 24, 2009*

*AYS Sdn Bhd, manufacturer of the 1st Halal Microwaveable Frozen Ready-to-eat Malaysian Meals under the Sri Kulai brand, fresh from their winning 'Best Halal Product 2009' participated as exhibitor at the 4th World Halal Forum to great success!*

May 7 2009, Kuala Lumpur – AYS Sdn Bhd (AYS), manufacturer of the 1st Halal Microwaveable Frozen Ready-to-eat Malaysian Meals under the Sri Kulai brand, fresh from their winning 'Best Halal Product 2009' participated as exhibitor at the 4th World Halal Forum to great success with over 2,000 interested parties and public visiting its booth for two days on May 4th and 5th, 2009.

Sri Kulai is now at The 6th INTERNATIONAL HALAL SHOWCASE (MIHAS) where AYS has a Bistro set up for famished visitors to the halal trade fair, from 6th May to 10th May 2009 at Matrade Exhibition and Convention Centre (MECC).

Sri Kulai, the 1st convenient, complete Malaysian meal, with real Malaysian taste and comes in a whole range of wholesome meals – snack meal, complete meal and dishes. The range includes nasi lemak, chicken rice, sambal udang, dim sum and many more. For the first time, Malaysian all-time favourite meals can be enjoyed at home within 5 minutes – from freezer to microwave to table.

Sri Kulai Bistro at MIHAS will be serving the whole range of wholesome meals, including its renowned Halal Dim Sum. Visitors can savor first-hand a range of Halal Dim Sum including those which will be served in its forthcoming Sri Kulai Lifestyle Concept Outlet opening in third week of May 2009.

AYS Sdn Bhd is also in an advance stage of developing a licensing system under the brand Sri Kulai. The company is targeting to officially launch the Sri Kulai Lifestyle Concept Outlets in second quarter of 2009, and has already set sight for 100 outlets within 5 years.

Visitors to MIHAS may enquire about Sri Kulai licensing system from AYS Sales staff at the Bistro at MECC.

Sri Kulai food range enjoys the HALAL endorsement by Jakim and is fully prepared on wholesome platforms. Food is fully cooked under the international HACCP standards as to eliminate any food risk, the meals are wholesome and delicious, only fresh and quality ingredients are used and there is no added MSG and no preservatives.

Sri Kulai food range is already available in selected Jusco outlets and Air Asia flights.

Sri Kulai careline number is 1300-888-AYS (297)

About AYS Sdn Bhd

AYS Sdn Bhd is a market-entry specialist on Asia and halal food and services provider. Today it is a growing force in the global halal industry, where it covers a wide range of business aspects that encompasses manufacturing of food, consultancy and supply of services. "Sri Kulai" is Malaysia's first ever halal frozen ready to eat meal range.

Category            Production

Email [Click to contact author](#)  
State/Province Kuala Lumpur  
Country Malaysia  
Link <http://prlog.org/10252225>



Scan this QR Code with your SmartPhone to-  
\* Read this news online  
\* Contact author  
\* Bookmark or share online