

SRI KULAI Malaysia's 1st Halal Microwaveable Ready-to-eat Convenient Meal: BEST HALAL PRODUCT 2009

By H2S Consulting Sdn Bhd

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AYS Sdn Bhd (AYS), manufacturer of the 1st Halal Microwaveable Frozen Ready-to-eat Malaysian Meals under the Sri Kulai brand, picked up The Halal Journal award trophy for 'Best Halal Product 2009' at the 4th World Halal Forum Gala Night.

May 6 2009, Kuala Lumpur – AYS Sdn Bhd (AYS), manufacturer of the 1st Halal Microwaveable Frozen Ready-to-eat Malaysian Meals under the Sri Kulai brand, picked up The Halal Journal award trophy for 'Best Halal Product 2009' at the 4th World Halal Forum Gala Night in Kuala Lumpur last night. AYS is the first Asian company to win this award since the award inception in 2006.

Halal Journal Awards is an annual event organized to celebrate and honour success, innovation and hard work in this exciting emerging market and is recognized as one of the most prestigious award in the international halal industry. The award was presented to AYS Chief Executive Officer Mr. Liow Ren Jan, by the former Prime Minister of Malaysia, Yang Berbahagia Tun Abdullah Ahmad Badawi.

The event was also attended by over 1,200 delegates and leaders in industries, government, research organisations, universities and consumer associations. Nominations for the Halal Journal Awards came from all over the world including United Kingdom, Australia, United Arab Emirates, Saudi Arabia, Kuwait and more.

AYS emerged the winner for 2009 for this most sought-after award in the halal industry.

Sri Kulai, launched in 2008, is 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.

“It is a great pleasure to be recognized for our team's hard work and dedication. It took a lot of research and development, effort, time, and energy for Sri Kulai to become a reality. We have had great support so far during our journey - from our partners, suppliers, Halal Industry Development Corporation, MATRADE, Halal Journal and members of media,” said Mr. Liow Ren Jan, CEO of AYS, after the ceremony.

“Malaysian consumers today are experiencing rapid lifestyle changes and people are always adapting to accommodate these inevitable changes. With Sri Kulai products, which offer halal microwavable frozen ready-to-eat meals that are delicious, hygienic with no added MSG and no preservative, it has become easier to get wholesome meals within minutes. We use authentic Malaysian recipe and do not compromise on taste at all.”

AYS Sdn Bhd is in an advanced stage of developing a licensing system under the brand Sri Kulai. The company is launching the Sri Kulai Lifestyle Concept Outlets on June 18th 2009, and has already set sight for 100 outlets within 5 years.

Mr. Liow continued, “This award is testament to Malaysia becoming a halal centre of excellence. Malaysian Government has played a large role in promoting this country as the halal hub. We at AYS are

also on a journey to do our bit to promote Malaysian culture through food. We look forward to working closer with the Government, Halal Industry Development Corporation, MATRADE as well as partners in foreign countries to bring authentic Malaysian food to the world. We love the idea of making Malaysian food recognized and savored all over the world.”

AYS Sdn Bhd first three years focus is on the Malaysian and Indonesian markets with a view to expand into the Middle Eastern regions where the demand for halal is high.

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.

Parties interested in Sri Kulai Lifestyle Concept licensing could log on to website: <http://www.ays.com.my> and fill in the basic licensing registration form or call (603) 6272 1707 or email to: info@ays.com.my.

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.

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