

Fabulous Food 1Malaysia 2010 (October – December)

Tentative programmes for each month:

1. Malaysia International Gourmet Festival 2010 (1 to 31 October 2010)
 - co-organise with Asia Reach Sdn Bhd
 - Promotion of fine dining restaurants around Kuala Lumpur
 - 30 participating restaurants will have promotional dishes
 - Media launch on 7 September at Royal Selangor Club
 - Gala Dinner to be held on 21 September 2010 at Sunway Pyramid Convention centre
 - Grand Finale Party to be held 30 October 2010 at Sunway Lagoon Surf Beach

2. ASEAN Heritage Food Trail 2010 (1 to 30 November 2010)
 - co-organise with Chef Wan Sdn Bhd
 - Promote ASEAN food where chef around the region will showcase their local specialties
 - Selected participating shopping complexes around Klang Valley

3. Street Food Festival and Restaurant Food Festival 2010 (1 to 31 December 2010)
 - Last year we promote favourite outlets of Nasi Lemak, Laksa dan Meat Bone Tea through public vote via www.fabfood1malaysia.com
 - Will be launched nationwide to promote both halal and non-halal food
 - Launch of Street Food:
 - Johor Baru from 3 to 5 December 2010
 - Pulau Pinang from 11 to 12 December 2010
 - Launch of Restaurant Food:
 - Putra World Trade Centre (PWTC), Kuala Lumpur from 16 to 19 December 2010
 - Will highlight three other favourite dishes: roti canai, chicken rice and sate (also via public vote in www.fabfood1malaysia.com)