



MINISTRY OF TOURISM, MALAYSIA

MEDIA RELEASE

MINISTRY OF TOURISM LAUNCHES “FABULOUS FOOD 1MALAYSIA FOOD TRAIL 2009” BOOKLET - THE ROUTE TO THE BEST FOOD IN MALAYSIA

KUALA LUMPUR, 30 August 2010 – The Ministry of Tourism, Malaysia today launches its “Fabulous Food 1Malaysia Food Trail 2009” booklet, featuring the list of “10 Best” and “must try” food in three different categories of *Nasi Lemak*, *Laksa* and Meat Bone Tea.

The booklet, which was officiated by Tourism Minister YB Dato’ Sri Dr. Ng Yen Yen, is to provide a definitive guide in helping to navigate food aficionados and enjoy the best of these well-loved Malaysian foods as well as share the gastronomic experience with the foreign visitors.

The main objective for the Ministry to produce the “Fabulous Food 1Malaysia Food Trail 2009” booklet, a brainchild of YB Dato’ Dr. Sri Ng, to harness upon the attractions in the food sector and entrench them as outstanding products of Malaysia’s food tourism.

Speaking during the launch, YB Dato’ Sri Dr. Ng said the “Fabulous Food 1Malaysia Food Trail 2009” is another major addition to an innovative tourism product by the Ministry in a move to achieve our “2020 - 36:168” target, which is to attract 36 million tourists and RM168 billion tourism receipts which is equivalent to RM3 billion income per week for the country.

“The food and beverages sector last year saw a 5.2% growth on the RM8.34 billion receipts in 2007 and the 2008 statistics from Tourism Malaysia showed that out of RM49.5 billion Malaysia earned in tourist receipt, RM8.77 billion was derived from spending on food and beverages in our country by our visitors”, said YB Dato’ Sri Dr. Ng.

The “Fabulous Food 1Malaysia Food Trail 2009” booklet features “10 Best” entries shortlisted out of the total 120 listings of restaurants, delicatessens and hawker stalls

from the respective categories of the Nasi Lemak, Laksa and Meat Bone Tea. Among others, the listings were based on the quality of food, customer service and cleanliness.

The Fabulous Food 1Malaysia campaign, which was launched last year, is a three-month campaign divided into three segments - Malaysia International Gourmet Food Festival in October, ASEAN Heritage Food Trail in November and street/hawker/restaurant food in December.

The Ministry has also produced a dedicated website: www.fabfood1malaysia.com for food enthusiasts. Visitors to the website were invited to submit their recommendations and locations of the purveyors of the best Nasi Lemak, Laksa and Meat Bone Tea restaurants, street and hawker food stalls nationwide.

Since the launch of the website, over 25,658 fellow Malaysians and global foodies have joined the very tantalizing quest to investigate the rich diversity of Malaysian local food varieties frequented by patrons of all social levels who in turn recommended their findings in the website.

*Prepared by the Corporate Communications Unit, Ministry of Tourism Malaysia.
For further information, please contact T: +603.4043.0462 or email info@motour.gov.my*