

Taste of Malaysia

New York Media Event Recap

March 26, 2014



Summary

Media from some of the nation's leading outlets gathered in New York City to attend an elegant and interactive event to receive an introduction to the history, culture and flavors of Malaysia. Hosted by Malaysia Kitchen Program USA (MATRADE) with Malaysia's Food Ambassador to the U.S. and cookbook author, Christina Arokiasamy, guests were led through a multi-sensorial experience featuring samples of classic Malaysian dishes while learning the rich history of Malaysia and the role food plays in its culture. The evening finished with a multi-course dinner and media gifts consisting of some of Malaysia's finest food products.



Goals

- Bring Malaysian food into American kitchens by creating awareness of Malaysian food culture and history, while differentiating it from other Eastern cuisines.
- Educate 15 influential writers, reporters and editors about Malaysian cuisine to deliver messages from Malaysia Kitchen USA across the U.S. media landscape.

Event Messaging

- Many people might not know where Malaysia is - it's in a unique location tucked between Thailand and Singapore and was a crossroads for spice traders all over the world.
- Malaysian food is like no other cuisine. Because of its location, Malaysian food represents so many cultures: Malay, Nyonya, Java, Chinese, Indian, etc.
- The layers of flavors are what make Malaysian cuisine unique – and it's like nothing you've ever tasted. It's really a melting pot of these cultures coming together in one dish. Malaysian food has heat, but isn't what you think of as "spicy."
- Malaysian cuisine was voted by chefs from around the world as the top trend for 2014.
- To learn more about Malaysian cooking or to find out where you can buy Malaysian food products, visit malaysiakitchen.us.

Venue

State-of-the-art Bouley Test Kitchen in Tribeca serves as an elegant event space, and an interactive gourmet kitchen. It was the ideal venue to give media an educational and engaging program with cooking demonstrations, food sampling as well as a full multi-course Malaysian dinner.



Venue

The space was styled as a Malaysian spice market, with baskets of spices, fresh fruits, and Malaysian food products



Guests

15 Guests from leading media outlets attended the event:

- Bon Appetit
- CNN New Day
- Departures
- Dr. Oz. The Good Life
- Epicurious
- Essence
- Yahoo Food
- Epoch Times
- First for Women (2 guests)
- Good Day NYC
- Lucky Magazine
- Nymag.com
- Self
- The Daily Meal



Program

The evening was divided into three educational/experiential segments

- Station 1: The Introduction – Discussing the history of Malaysian food, differentiating it from all others
- Station 2: A Taste of Malaysian Food / Flavors – Tying the history to individual flavors and dishes
- Station 3: Experiencing a Malaysian Meal – Bringing it all together to showcase the layers, the flavors and the products

Program

Editors arrived via private car, to a beautifully transformed Malaysian Kitchen. While sipping mango lychee and lime virgin cocktails, they were greeted at the door with a vibrant Malaysian market scene. Traditional Malaysian music played on the background, and images of Malaysia and the city of Malacca were viewed on a large screen.



Program: Station 1

MFA, Christina Arokiasamy first engaged the press through telling the history of Malaysia and how many cultures converged and shared ingredients to create one extraordinary cuisine.

Editors were invited to touch and smell an array of spices and aromatics while learning the roots of Malaysian food culture.



Program: Station 2

As Christina told stories about the history of Malaysian cuisine, delectable samples of Spicy Sesame Prawns, Roti Canai and Char Kway Teow were served to much delight.



Program: Station 2

MFA, Christina Arokiasamy further engaged press by inviting them to experience her cooking demonstrations of Malaysian Chili Sesame Prawns and Chicken Rendang, press were taken on a Malaysian culinary journey for all their senses.



Lingham's Chilli Sauce, Asian Meals Black Pepper Sauce and Brahim's Rendang Sauce were also featured as delicious and convenient products to help make Malaysian cuisine at home.



Program: Station 2



Dinner



Media were invited to a multi-course Malaysian meal in an elegant dining space adjoining the kitchen

Rasa a Malaysian restaurant with Michelin-starred chef Tommy Lai provided catering for the event





Menu

Taste of Malaysia

Beverage

Fresh Mango, Lime & Lychee Virgin Cocktail

Delectable Dishes

~ Roti Canai ~

Griddled bread with curry

~ Char Kway Teow ~

Wok fried fresh rice noodles with shrimp, chives, bean sprouts and belacan

~ Chili Sesame Prawns ~

Wok-tossed jumbo prawns with Lingham's Chili Garlic Sauce

~ Kerabu Mango Salad ~

Malaysian mango salad in sweet chili dressing

~ Assam Laksa ~

Rice noodles in tamarind fish broth with mint, ginger flowers and lemongrass

~ Black Pepper Chicken ~

Chicken with ginger, star anise and Asian Meals Black Pepper Sauce

~ Chicken or Beef Rendang ~

Braised beef or chicken in lemongrass coconut sauce and served with coconut rice

~ Chicken or Beef Satay ~

Spiced skewered chicken or beef with Malaysian peanut sauce

Dessert

~ Nectar of the Gods ~

Signature Dessert of Chef Christina Arokiasamy

Vanilla ice cream with caramelized bananas drenched in nectar





Gift Bags

Media received a gift bag filled with Malaysian products, a Malaysia Kitchen USA brochure, Malaysia Kitchen branded potholder with four Malaysia Kitchen recipe cards and a copy of Ms. Arokiasamy's award winning cookbook, *The Spice Merchant's Daughter*



Malaysian products included:

- Boh Tea Sampler
- Lingham's Chilli Sauce
- Brahim's Rendang Sauce
- Asian Meals Pineapple Sauce
- Asian Meals Black Pepper Sauce

Media Reactions and Comment

"You are a great ambassador for Malaysian food!"

-Dorene Internicola, Reuters

"The smells and the taste was like nothing else. Malaysian food is outstanding"

-Marty Munson, Dr. Oz

"I feel like I want on a trip without leaving the table."

-Leyla Fayyaz, Good Day New York

"I'm shocked this sauce is from a pre-made mix (about the Black Pepper Sauce)."

-Stephanie Genkin, CNN

"I can taste the complexities but it (the flavors) all work so well together!"

-Rachel Tepper, Yahoo! Food

Next Steps (Phase II Consumer Campaign)

The Malaysia Kitchen objective introduction to media has been done and now it's time to pitch stories across broadcast, online and print media outlets. Moving Forward **Campaign Strategies National Consumer Media Outreach**

- ***Drive regional coverage in key cities across the United States through a regional broadcast tour, focusing on television major affiliates (NBC, CBS, ABC, FOX etc. and radio with messages will promote the growing popularity of Malaysian food and key products.***
- **Capitalize on Phase I NYC event to drive “new news” on popularity of Malaysian food products, trends and recipes.**
- Reinforce the “Layers of Flavor” taste adventure, and differentiate among other fusion eating experiences.
 - Hammer hard on ingredients
 - Generously offer recipes and products
 - Implement aggressive campaign to drive consumer to online store listing for products on MKP website.
 - Leverage New York introduction events in New York and Los Angeles to engage top-tier media and develop unique story strategies for top 10-14 outlets.

Food and Cooking	Broadcast	Hybrid and News Media	Women's Interest	Men's Interests
<ul style="list-style-type: none"> - Bon Appetit - Cigar Aficionado - Conde Nast Traveler - Cooking Light - Eating Well - Every Day with Rachael Ray - Food & Nutrition Magazine - Food & Wine - Food Arts - In the Test Kitchen - Light & Delish - Saveur - TimeOut New York - Travel + Leisure 	<ul style="list-style-type: none"> - Better Show - BetterTV - Food Network - Fox and Friends - Good Day NYC - NPR - POPSugar TV - TODAY - GMA 	<ul style="list-style-type: none"> - Associated Press - BA Foodist - CNN Eatocracy - Fab Fit Fun - Family Circle - Huffington Post - (Food/Taste) - KitchenDaily - New York Times - Restaurant girl.com - Serious Eats - Tasting Tables - The Daily Meal - Thrillist - USA Today - Wall Street Journal - Yahoo!Food 	<ul style="list-style-type: none"> - All You - Dash - Dr. Oz - Health - Ladies' Home Journal - Marie Claire - More - O, Oprah - Parade - Reader's Digest - Real Simple - Redbook - SELF - SheKnows - Woman's Day - Woman's Health 	<ul style="list-style-type: none"> - Askmen.com - Esquire - GQ - Guyism - Maxim - Men's Fitness - Men's Health - Men's Journal

