Press Release

FOR IMMEDIATE RELEASE

Winning the Hearts of the World with Malaysian Cuisines

Malaysia has become known as a foodie hotspot in recent years. Within Malaysia you are able to find a blend of Mala Chinese and Indian cuisines. Food is incredibly important to Malaysian culture and hospitality. When a Malaysian meets friend, the first thing he or she will ask is “Have you eaten yet?”. This is our Malaysian way to say “How are you?”

Winning awards and accolades in cuisines.
Lonely Planet, the largest travel guide book publisher in the world, has listed Penang as the world’s number #1 foodies f 2014. Penang bagged the top spot beating other culinary spots like Australia, Spain, Italy and the United States. According Lonely Planet’s editor Robin Barton, “Penang’s food reflects the intermingling of the many cultures that arrived after it wa setup as a trading port in 1786, from Malays to Indians, Acehnese to Chinese, Burmese to Thais.”

Barton suggested readers try Penang’s famous street food - Char Kway Teow, Hokkien Mee and Assam Laksa. As a matt of fact, Penang Assam Laksa was voted seventh out of 50 most delicious foods in the world by CNN. Penang Assam Laksa a tangy fish-based soup made from tamarind, dried slices of sour mangosteen, shredded fish (mackerel) and slice vegetables, such as cucumber, onions, red chillies, pineapple, lettuce, mint and ginger.

Satay, the king of all Malaysian cuisines
Satay is staple dish in Malaysia and a favorite of many visitors. Satay is marinated and skewered grilled meats on sticks ar served with tasty peanut sauce. The commonly used barbecued meats are beef, chicken and mutton but today, Satay ha evolved to include more varieties, such as fish, rabbit, venison and pork. In Malaysia, the well-known places to have a tas bite of Satay is in Kajang town.

More Malaysia Truly Asia cuisines
Malaysia has other exciting cuisines that reflect its diverse communities and cultures. The ethnic Indians have the popul Banana Leaf Rice, Tandoori Chicken and Roti Canai (Prata). The Peranakan dishes are a unique mix of Chinese and Mala cooking styles and among them are Otak-Otak (Steamed Fish Paste), Perut Ikan (Fish Stomach), Enche Kabin (Fried Chicke with tangy dip) and Jiu Hu Char (Stir-fried jicama, cuttlefish and mushrooms wrapped in lettuce).

For Sabah and Sarawak in East Malaysia, the popular cuisines are created by the diverse tribes and indigenous communitie Many of their specialties are made from wild plants, herbs and fruits as well as seafood and freshwater fishes. Among th popular dishes are Jaruk (Wild boar or fish cooked with rice in bamboo shoots), Hinava (fermented dish of fish, ginger shallot chillies in lime juice) and Manok Pansoh (Chicken, mushrooms, lemongrass and tapioca leaves in bamboo shoots).

The best time to enjoy a taste of Malaysia is during Fabulous Food 1Malaysia, a three-month food festival held nationwi since 2009. This year, Fabulous Food 1Malaysia will be held from August to October, so make a trip this Visit Malaysia Yea 2014 and indulge in a fabulously delicious food adventure here.

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For more information, please contact Lauren Halley at lhalley@saeshe.com.

Malaysia Tourism Promotion Board *or* ***Tourism Malaysia*** *is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia's objective is to promote Malaysia as an outstanding tourist destination and aims to showcase Malaysia's unique wonders, attractions and cultures. In 2014, Malaysia will celebrate its fourth Visit Malaysia Year (VMY) with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year with a series of year-?long special events and activities.*

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