



PRESS RELEASE

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For Immediate Release

KL – ASIA’S FOODIE CAPITAL

KL FOOD TRAILS:

EASY FOOD EXPLORATION IN KUALA LUMPUR

KUALA LUMPUR, 28 November 2014: YBhg. Datuk Seri Hj. Ahmad Phesal bin Hj. Talib, Mayor of Kuala Lumpur, has launched a new tourism initiative in association with Time Out Kuala Lumpur magazine – the "KL Food Trails". The Mayor also announced London-based Chef Norman Musa as the KL Food Ambassador for the European market and officiate the Hainan Malaya Restaurant today.

The KL Food Trails project is one of tourism initiatives by VisitKL Tourism Unit, Kuala Lumpur City Hall. Recognising Kuala Lumpur's strength and uniqueness of being a melting pot of culinary diversity, this initiative aims to position Kuala Lumpur as a culinary heaven and Asia's Foodie Capital, which includes developing greater ways in which Malaysian food can be explored.

"KL is an incomparable, inspiring city and home to some of the finest food produce in the world where we take food seriously. Food is always available in Kuala Lumpur, at any time of the day. And the variety of cuisines on offer is just breathtaking. With such a diverse mix of cuisines from all over the country and decades of cross-cultural integration especially

between Malays, Indians and Chinese, KL has developed into a playground for food enthusiasts looking for authentic Malaysian culinary experiences. This being said, I feel that it is timely to place Kuala Lumpur's cuisine in the spotlight and showcase the best of Malaysian food to the world, all available in our beloved city", said YBhg. Datuk Seri Hj. Ahmad Phesal bin Hj. Talib, Mayor of Kuala Lumpur, at the launch of the KL Food Trails.

"There has always been an under-addressed need among travelers to Kuala Lumpur – they simply do not know where to go. Many of the restaurants and food outlets that they can easily see may not represent the best cuisines that we have to offer. They hear that Kuala Lumpur is a foodies' paradise, but they are afraid to venture beyond their comfort zone. This was how the idea of the Kuala Lumpur Food Trails was born – to uncover and highlight Kuala Lumpur's hidden culinary gems to the world, enabling tourists to confidently experience the best of Malaysian food in an organized manner", continued the Mayor.

The KL Food Trails are self-guided trails that aim to uncover and highlight Kuala Lumpur's hidden culinary gems to the world, enabling tourists to confidently experience the best of Malaysian cuisines in a convenient and organized manner. Five areas within the city centre are covered, with more to be added in the future:

1. Brickfields
2. Jalan Alor
3. Kampong Bharu
4. Old Kuala Lumpur
5. Pudu

For this initiative, Time Out Kuala Lumpur is the chosen partner of the Kuala Lumpur City Hall to ensure that the food outlets selected are authentic and represent the best of the best. The global magazine brand is a well-known name in objective food reviews both locally and globally. Time Out Kuala Lumpur has been the unofficial go-to guide for Kuala Lumpur's food, attractions and entertainment since 2008. *"We conduct our food reviews anonymously and have many guidelines. And through this stringent standard that we have curated food trails in for various parts in KL, highlighting the best dish to eat at chosen places",* clarified Mr Lim Chee Wah of Time Out Kuala Lumpur.

To further strengthen Kuala Lumpur's position as a culinary heaven, the Mayor has also announced Chef Norman Musa as the KL Food Ambassador to drive and promote Kuala Lumpur as a food destination to United Kingdom / Europeans travelers. Recognizing that European tourists enjoy exploring new culinary experiences, the Mayor realizes that additional activities are needed to raise the profile of Malaysian food, and of Kuala Lumpur as a foodie capital.

"KL wants to be dubbed as the city that provides the best gastronomic experience, to bring incremental revenue on spending and improve travel programs into city to include gastronomic experiences. And I am happy to partner with Chef Norman, and am confident that through our collaboration, many tourists from all around Europe will gain more interest in our cuisine, and will want to cook and eat Malaysian food. And what better place to learn and experience more than right here in Kuala Lumpur, the Asia's Foodie Capital", said the Mayor.

Malaysian-born London-based chef & restaurateur Norman Musa is an award-winning passionate ambassador of Malaysian food. He is the only chef with both a sufficiently high public profile and extensive practical experience of educating Europeans in Malaysian cuisine. As Europe's leading Malaysian chef, he has a strong social media following across the UK and Europe, and having been household name at many UK food festivals is now increasingly seen at international and food events across Europe.

His engaging and accessible style inspires many to cook and eat Malaysian food on a regular basis, and he recently hosted his first ever Culinary Tour of Malaysia with paying guests from the UK. He has extensive experience running pioneering Malaysian cookery classes, including as a regular guest at the UK's top cookery school, Leiths in London. His sell-out book, Malaysian Food, now in its 3rd edition as sold 7,500 worldwide and he has been extensively on UK and Malaysian TV including BBC World, BBC2, Channel 4, Channel News Asia and TV3.

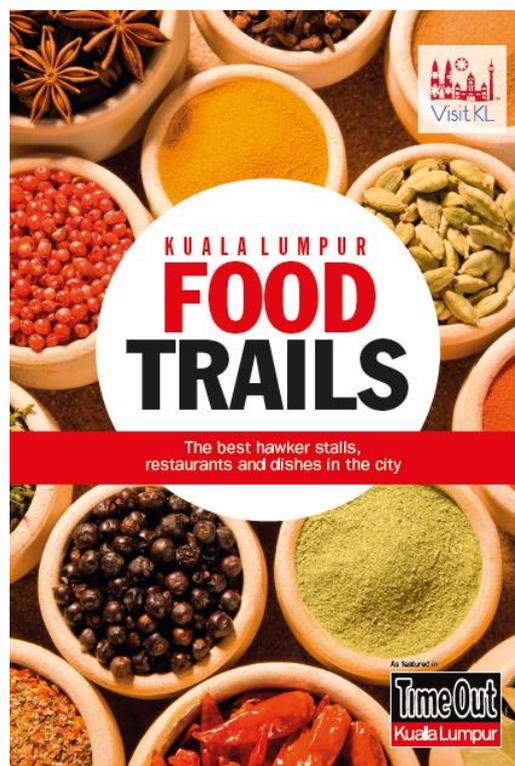
He has also featured at the world's largest Eurasian festival, the Tong Tong Fair, in The Hague, Netherlands with an invitation to return in 2015 due to his popularity. His 8 years of experience as a self-taught chef and energetic promoter of Malaysian food means he is positioned, second to none, with an in-depth knowledge of converting Europeans to Malaysian food.

As the KL Food Ambassador, Chef Norman will promote the KL Food Trails throughout Europe, spearhead the KL Food Festival in 2015, accompany media and trade familiarization tours, collaborate with cooking ateliers across key European markets and promote food tour programs to travelers. He will also hold culinary-based activities such as food workshops for young talents and open pop-up cookery schools.

In addition the role is focused on driving and promoting KL as a food destination to Europeans and the global travelers and to meet the needs of maintaining KL's reputation as a city providing the best in culinary experience. He will also find opportunities for media publicity across Europe, planning the best and appropriate media and TV channels, traditional and digital to promote KL via its wealth of culinary offerings.

“Having spent the last 8 years promoting Malaysian food in the UK, becoming KL’s food ambassador is a dream come true. This is what I’m about. I’m on a mission to make Malaysian food known globally. Here we have so many amazing places to eat and with so much variety and styles from the passionate hawker who has served great street food for generations to the arrival of upmarket and innovative cuisine. Equally world class, but catering to different audiences and occasions. Food heaven!” said Chef Norman Musa on his appointment as the KL Food Ambassador.

About Kuala Lumpur Food Trails



The layout of The KL Food Trails consists of an overall map of Kuala Lumpur and a focused map of each of the five areas, highlighting 7-8 outlets featured in Time Out Kuala Lumpur. Each highlighted outlet includes key information such as must-try dish(es), address, contact details, opening hours, as well as an indication of whether the outlet is Halal. There is also an additional list of other notable food outlets, coffee shops and restaurants in the area.

Each trail has been carefully crafted to include the signature delicacies that reflect the cultural representation of the areas. For example, Brickfields, also known as Kuala Lumpur's Little India, is popular for the wide range and high quality of Indian cuisines offered, such as banana leaf rice, vegetarian dishes and various tidbits and teatime snacks. Jalan Alor on the

other hand features an entire street of local Chinese delicacies, which is just within walking distance from the popular Bintang Walk. Kampong Bharu, with its rich history of being the Malay Agricultural Settlement in the early 1900's, has retained much of its vibrant and small-town feel, reflected in the authentic Malay delights on offer such as nasi lemak, ikan bakar (grilled fish), and kuih (traditional desserts). Old Kuala Lumpur and Pudu are right in the centre of where Kuala Lumpur first came to be, as can be seen from the eclectic mix of various cuisines boasting rich histories and authentic recipes from generations past, surrounded by old-world charms.

JALAN ALOR

ALOR CORNER CHOW MEEN RESTAURANT
The stall's namesake dish is an intensely thick, spicy and aromatic beef braising with flavour.
Address: Corner of Jalan Alor & Chungkat Bukit Bintang, KL
Opening Hours: Daily, 2-10pm

BEN BROTHERS RESTAURANT
A popular restaurant known for their delicious chicken noodles.
Address: 21 Jalan Alor, KL
Opening Hours: Daily, 7-10am-9pm

HONG HEE STALL
At RM5.50 a bowl, the pork noodles at this Singaporean stall are well worth the visit.
Address: Corner of Beh Brothers Restaurant, Jalan Alor, KL
Opening Hours: Daily, 4pm-1am

KEDAI MAKANAN DAN MINUMAN TKS
A restaurant packed with great dishes, their star dish is the Dried Chili Chicken — a tasty, crispy dish which really packs some heat!
Address: Opposite W.A.W Restaurant, Jalan Alor, KL
Opening Hours: Daily, 6pm-late

SANGRAYA
A stall with a salt following their creamy, egg and dairy-free coconut ice cream is one of the best in town.
Address: Opposite Beh Brothers Restaurant, Jalan Alor, KL
Tel: +60366258333
www.sangraya.com
Opening Hours: Daily, 6pm-late

YAO CHAN HOEY
A husband and wife team who have been churning out the best char kung in town since 1984.
Address: Directly opposite HFC, Jalan Alor, KL
Tel: +60120670394
Opening Hours: Mon-Fri 10am-11pm

W.A.W RESTAURANT
Their barbecued chicken wings are considered the best in KL.
Address: 19 Jalan Alor, KL
Tel: +60321442463
Opening Hours: Daily, 5pm-late

RESTAURANT LIST:

<p>Pal Brothers Suiyee Opposite Kertina Mengkon (Old Park), Jalan Alor, KL Daily, 9am-10pm</p> <p>*Linnatua 11 Jalan Menak, Off Jalan Nagasari, Bukit Bintang, KL, +6011101280 Mon-Sat, 11am-12pm</p> <p>*Ming Kee Jalan Alor (next to Nova Hotel), Bukit Bintang, KL 11.30am-10pm, closed Sunday</p>	<p>Nasi Lemak Jalan Alor Corner of Jalan Alor and Chungkat Bukit Bintang, KL Closed on Mondays, 7.30am-2.30pm</p> <p>*Ngao Kee Tingkat 1, Tingkat 2, Bukit Bintang, KL</p> <p>*Phoo Sui 20 Jalan Menak, Off Jalan Nagasari, Bukit Bintang, KL, +60321423000 Sun, Tue, Thu, 9pm-1am Wed, 9pm-1am, Fri & Sat, 9pm-1am</p>	<p>Restoran Hoi Kee 35, Jalan Alor, KL Closed on Wednesdays 7am-4pm</p> <p>Restoran Mook Thai Food 11, Jalan Alor, Bukit Bintang, KL Daily, 9pm-11pm</p> <p>Restoran Muzi Hainan Orchard Centre 60 Tingkat 1, Tingkat 2, Bukit Bintang, KL +60321448772 Tue-Sun, 11am-3pm, 4pm-2.30pm</p>
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Guided food trails are also available through the KL Food Trails Package offered by Simply Enak. The Kuala Lumpur Food Trails map is now available for free in visitor centres, shopping malls and hotels in Kuala Lumpur. For digital copies, the map is available on the Visit KL website (www.visitkl.gov.my).

For enquiries please contact Noraza Yusof. Head of Tourism, Kuala Lumpur City Hall at 013-3399913 or email norazayusof@gmail.com.

About Time Out Kuala Lumpur:

Time Out Kuala Lumpur, under Mongoose Publishing Sdn Bhd, is the influential listings and happenings magazine for KL-ites, boasting a readership of over 150,000 affluent, outgoing people who share a love of finding out what's going on and who actively participate in everything that's happening in their city.

www.timeoutkl.com (30,000 circulation monthly)

About Chef Norman Musa:

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He has also featured at the world's largest Eurasian festival, the Tong Tong Fair, in The Hague, Netherlands with an invitation to return in 2015 due to his popularity. His 8 years of experience as a self-taught chef and energetic promoter of Malaysian food means he is positioned, second to none, with an in-depth knowledge of converting Europeans to Malaysian food.

Regularly returning to Kuala Lumpur throughout the year, where he now has a culinary studio in Banting near KLIA, his love for the city and its cuisine is always evolving and up-to-date. More biographical information: <http://www.normanmusa.com/bio.htm>