

F&B Trio Sign Memorandum Of Understanding

During the Malaysia International Retail & Franchise (MIRF 2019) exhibition at the Kuala Lumpur Convention Centre in July 2019 organised Malaysia Retail Chain Association (MRCA), a joint collaboration was mooted by three renowned captains in the F&B industry – Big Onion Food Caterer Sdn Bhd, Liang Associate Chains Sdn Bhd and Penang Chendul.

This collaboration was sealed on 21 October with the signing of the Memorandum of Understanding (MoU) by Mr Liang Foo Kuan, Managing Director of Big Onion Food Caterer Sdn Bhd, Mr Von Fah, Chuang of Penang Chendul and Mr Jarvin Leow, CEO of Liang Sandwich. Witnessing the signing ceremony which was held at the Raintree Skybar Chakri Palace@Rooftop at Skri Hartamas, were the Guests of Honour HRH Prince Norodom Naravong of CAMBODIA and MRCA President, Datuk Seri Garry Chua.

“We are constantly improving ourselves in giving better quality, choices and services to our customers who are always looking for new and creative presentation of the food. This collaboration will provide our customers an opportunity to savour the food from Penang Chendul and Liang Sandwich Bar,” said Mr Liang. Big Onion started as a humble restaurant business more than



30 years ago and over the years evolved into a premier food caterer in the Klang Valley.

As a top notch professional food caterer, Big Onion pays careful attention to details, besides offering delectable and hygienic HALAL food, and this has resulted in the company garnering many commendations from its happy clientele. Big Onion is also into the juice bar business and currently has 15 outlets at

leading shopping malls nationwide.

The Liang Sandwich Bar is one of the leading fast food chain in China with over 12,800 outlets spanning across 300 cities in China, United States, Canada, United Kingdom, Europe, Asia including Malaysia, Indonesia, and Singapore, and Australia and New Zealand. In Malaysia, the outlets are in Selangor, Kuala Lumpur, Penang, Perak, Pahang, Melaka, Johor, Sabah and Sarawak.

Penang Chendul was founded more than 70 years ago, is an iconic presence in Georgetown. Founded by the late Tan Teik Fuang in 1936, the stall's distinctive chendul flavours have become a gastronomic favourite and is among Penang's most enduring tourist attractions.

Today, Penang Chendul continues to uphold its founder's dream of taking chendul to the world.

