

5 SMEs to ship RM600,000 worth of halal food to Britain

KUALA LUMPUR: Five small and medium enterprise (SME) suppliers from Malaysia are preparing to ship their *halal* food products worth RM600,000 to Britain to be sold at 180 Tesco stores there as part of the efforts by Tesco Stores (M) Sdn Bhd to bring Malaysian products to the global arena.

In a statement yesterday, Tesco Malaysia chief executive officer Chris Bush (pic) said the retailer would bring more SMEs to the British market.

"We will continue to help Malaysian SMEs meet global standards and produce consistent and quality products for our consumers," Bush said, adding that all the products by the five suppliers had passed the strict British Retailers Consortium standards.

Tesco Malaysia said the suppliers would be supplying a total of nine products. The five include Dewina Food Industries Sdn Bhd, which will be supplying Brahim's ready-to-use chicken curry, *rendang* and satay sauces, Sal's Food Industries Sdn Bhd supplying ready-to-eat fried rice, Vit Makanan (KL) Sdn Bhd supplying instant noodles and Kampung Koh Sauce (M) Sdn Bhd supplying chilli and garlic chilli sauces.

Bush said there was a huge market for *halal*



products and with the world Muslim population reaching more than 1.6 billion, producers of *halal* products would have a secure consumer base.

"In the United Kingdom, there are about 2.4 million Muslim consumers who require food recognised as *halal*," he added.