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Malay dishes - fast and delicious

Eirmalasare Bani

PLANNING to serve some delicious Malay dishes to your friends but can't find the time to prepare (or just don't know how to cook) them?

Not to worry! There is now a Malay fast-food restaurant in town that can help you.

Unlike other Malay cuisine restaurants, Seri Melayu Sajian Segera offers pre-packed Malay dishes in special containers that can be reheated in microwave ovens. The dishes include rice, gravy and fruit pickles, and can be served straight from the oven.

"The food can last for three days if put in the refrigerator. The container is environment-friendly and specially made in Taiwan," said general manager Rosli Rahmat of Restoren Seri Melayu Sdn Bhd, the firm that manages the restaurant.

The firm is a wholly-owned subsidiary of Arab-Malaysian Development Bhd (AMDB) and also runs two other restaurants, Restoren Seri Melayu and Restoren Berputar Seri Angkasa.

Seri Melayu Sajian Segera offers traditional Malay cuisine such as nasi lemak, ikan sambal, nasi beryani, nasi tomato, laksa utara and noodles.

It also serves the all-time Malaysian favourite, teh tarik. This is served thick and no one will think it is made by machine.

But there are other thirst quenchers too such as fresh sugarcane, pink guava, green guava, soyabean and assam jawa juices.

Initially, RM500,000 was invested in Seri Melayu Sajian Segera, which started operating in December and is located in the new Amcorp Mall, Petaling Jaya.

"The idea of establishing a fast-food outlet for Malay dishes originally came from Arab-Malaysian Development chairman Tan Sri Datuk Azman Hashim," Rosli told Business Times recently.

He said the concept is easily accepted by locals as these days, non-Malays are familiar and fond of Malay cuisine.

The company plans to open three to four outlets more when the economic situation improves, he said.

"We plan to cater to home delivery in May. At the moment, we don't have suitable transportation and enough staff to make it possible," said Rosli, adding that the company prefers to serve the food warm to customers.

Currently, the restaurant engages nine workers and sells about 50 containers of food per day. He hopes sales will increase when the mall is officially opened soon.

Restoren Seri Melayu was the first of the three restaurants to be set up. It opened on February 23 1993 and is located at Jalan Conlay, Kuala Lumpur.

Most of the food offered at Seri Melayu Sajian Segera is prepared by Restoren Seri Melayu itself.

The restaurant was built around a fine "Malay Theatre Restaurant" concept which enables customers to experience Malay cultural heritage in terms of cuisine, decor, music and art.

It is designed along traditional lines with a gable roof featuring both Perak and Malacca influences. The dining hall covers an area of 629 sq m and can comfortably seat 500 people.

The second restaurant to be set up, Restoren Berputar Seri Angkasa, is located within the Kuala Lumpur Tower and was officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad on October 1 1996.

Located 282m above ground level, the restaurant can accommodate 250 guests at any one time. It is open daily and specialises in a variety of local as well as continental cuisine.

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