

13 JUN 2001

INDON-NATRABU

INDONESIA'S FAMOUS NATRABU TO OPEN OUTLET IN KL

By: Openg Onn

JAKARTA, June 13 (Bernama) -- Indonesian restaurant, "Natrabu" popular for its "Nasi Padang," a Minang cuisine, will spread its wings to Kuala Lumpur under a joint-venture with the state-owned Perbadanan Nasional Berhad (PNS) by August this year.

A Memorandum of Understanding on the proposed joint-venture was signed here between the Natrabu Minang Restaurant's Ivo Sutan and PNS Chief Executive Officer, Shaharin Shaharudin, here yesterday.

Shaharin told Bernama that PNS had yet to decide on the exact location of the restaurant but had earmarked three or four places at the city centre.

He said the joint-venture would put Natrabu on a higher business positioning as this was its first joint venture outside Indonesia, with future plan to spread to Singapore and Brunei where the Minangkabau food was popular among the people of the region.

Natrabu, short for National Travel Bureau, operating as airlines and travel agent as its initial business venture, prove to be a must-go for Minangkabau or also known as Padang food connoisseurs, especially among the elites, including Prime Minister Datuk Seri Dr Mahathir Mohamad.

When Dr Mahathir was here to attend the Group of 15 summit last month, he and his wife Datin Seri Dr Siti Hasmah Mohd Ali had lunch at Natrabu. The prime minister makes it a point to visit the restaurant whenever he is here.

Natrabu is not just wellknown for its high quality food and prickler to the taste-bud but also its enchanting traditional feature as prominently projected in its interior decoration.

"We will maintain the authentic taste of Natrabu cooking and blend its feature with traditional and modern outlook," Shaharin said.

PNS, an agency tasked with the effort of developing bumiputera entrepreneurs, will also operate by September, a Mexican food joint, "Eltorita" the fastest growing Mexican food chain in the US.

The agency had so far two joint-ventures with the US firms in the services industry -- Service Master operating home service industry and the Dwayer Group, for cleaning service. -- BERNAMA

OPP ES FR