

12 NOV 2001

Indon-Natrabu

TOP MINANGKABAU RESTAURANT PRICKS M'SIAN TASTE BUD

By: Openg Onn

JAKARTA, Nov 12 (Bernama) -- A top Indonesian restaurant, Natrabu, has set foot in Kuala Lumpur, offering Malaysians with its acclaimed authentic taste of Minangkabau cuisine.

The food outlet, located at the KL Sentral Complex, had its soft launch on Oct 31 before its grand opening soon.

Although a few other Minangkabau joints had already made their presence much earlier in Kuala Lumpur, Natrabu had set its goal in capturing a considerable chunk of the food market in the Malaysian capital city.

Natrabu, which started its operations as an airlines and travel agent in 1958 before venturing into the restaurant business a year later, enjoys a large following of food connoisseurs, including prominent figures of the republic.

Malaysians visiting Jakarta could not afford to miss the delightful taste of the Minangkabau food at Natrabu.

Among them are Malaysian Prime Minister Datuk Seri Dr Mahathir Mohamad and wife Datin Seri Dr Siti Hasmah Mohd Ali and other Malaysian dignitaries.

The picture of Dr Mahathir eating at Natrabu was proudly hung on the wall of the restaurant by its owner.

Natrabu specialities are not just to invoke the salivating taste of its dishes with a well-prepared recipe but also exhibiting the Minangkabau culture and tradition of serving the food to its guests.

The restaurant is decorated reflecting the art of Minangkabau home and its employees dressed in traditional costumes.

Natrabu Managing Director Rahimi Sutan said such display of cultural element underscored the Minangkabau's affection towards its guests.

He said over the years Natrabu gave strong emphasis on proper cooking of the Minangkabau dishes which are also known as Padang food.

"My late mother, who was a good cook, had been instrumental in the effort and had initially acted as a taste quality controller in our restaurant kitchen," he said.

It is with such distinction of cultural aroma that had attracted the state-owned Perbadanan Nasional Berhad (PNS) to tie up with the Natrabu management to reach greater market outside Indonesia.

Natrabu had been very conservative in its outlook by restricting its operations to just one outlet in Jakarta at Sabang Road in the heart of the city and another in the world-class tourist spot of Bali.

The Kuala Lumpur branch is the first outside the Indonesian shores for Natrabu restaurant.

PNS Chief Executive Officer Shaharin Shahrudin said the joint venture would put Natrabu on a higher business positioning with plans to open more outlets not just in Malaysia but in Singapore and Brunei as well.

-- BERNAMA

OPP TS