

Jakim revokes Secret Recipe's halal cert
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The halal certificate of popular cake franchise Secret Recipe has been withdrawn by the Department of Islamic Development Malaysia (Jakim).

However, Jakim said the revocation of the halal certification for Secret Recipe Manufacturing Sdn Bhd is not due to the use of "haram ingredients" but over issues involving cleanliness.

"The revocation of the halal certification was because of a breach of the halal certification procedure manual involving serious offences on cleanliness and good manufacturing practices.

"This revocation was not caused by offences on the usage of haram ingredients in the processing of products," Jakim's halal hub division director Hakimah Mohd Yusoff said today.

A check on Jakim's halal database confirmed that the halal certification of Secret Recipe Manufacturing Sdn Bhd and Secret Recipe Cakes & Cafe Sdn Bhd have been revoked.

Hakimah (photo) said her division has called in the companies, which promised to take immediate action.

Kitchen being upgraded

The revocation took effect on May 7, 2015, but Secret Recipe can reapply for the halal certification after it takes remedial action and abides by the halal certification standards.

"Jakim would also like to advise users not to make all kinds of assumptions and circulate this matter in the wrong way," she said.

Hakimah also warned all holders of halal certification to constantly abide by Jakim's standards or face similar revocation.

In latest developments, Hakimah (photo) said they have summoned Secret Recipe's management who in turn assured that they will adhere to the department's guidelines and rectify any errors.

In a statement released today, Secret Recipe acknowledged that they were re-submitting their application for halal certification to Jakim.

Its management also explained that the company was in the process of renovating and upgrading their central kitchen as part of their expansion plans.

"In the interim, rest assured that all our ingredients and preparations of our products and food are in accordance to the Halal Certification Standards of Malaysia," he said.

Secret Recipe thanked all their customers and partners for having faith in them while the matter was being discussed widely on social media.

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