

Newspaper	NEW STRAITS TIMES
Date	23 JULY 2016

Brahim's cookbook marks 30th anniversary

NSY-23/7/2016

KUALA LUMPUR: Dewina Holdings Sdn Bhd, the manufacturer of Brahim's products, has launched a cookbook titled *Malaysia's Favourite Traditional Recipes* in conjunction with its 30th anniversary.

The 162-page cookbook chronicles the story of Dewina Holdings executive chairman Datuk Seri Ibrahim Ahmad Badawi as he shares his entrepreneurial journey of the company's Brahim's food business, as well as the products and recipes inspired by his family's home-cooked meals.

"The cookbook is the culmination of 30 years in the food business.

"It is the story of my journey in the food business, and the trials and tribulations of a food entrepreneur,

who started his business when there were no special programmes to assist small- and medium-sized enterprises," he said.

The philosophy behind the book is to challenge the perception of time-consuming homecook food by championing the ready-to-cook sauces and ready-to-eat meals through new techniques and simple recipes.

Based on Brahim's products in the market, the book features 42 recipes with simple techniques and culinary innovations.

"The book takes a fresh look at Malaysian cuisine and provides solutions for those who have time constraints," said Ibrahim.

"You can choose to follow the recipes to cook the lengthy (tradi-



Former prime minister **Tun Abdullah Ahmad Badawi** (centre) and Dewina Holdings Sdn Bhd executive chairman **Datuk Seri Ibrahim Ahmad Badawi** (left) during the launch of the cookbook in Kuala Lumpur yesterday. Pic by Muhd Zaaba Zakeria

tional) way or the short way by using Brahim's ready-to-cook sauces."

The book launch was graced by former prime minister Tun Abdullah Ahmad Badawi.

Two thousand copies of the hard-cover books will be distributed to ministries, embassies and partner distributors overseas, while 5,000

copies of the soft-cover version are available at MPH bookstores nationwide and priced at RM39.90.

The event also featured a special auction.

Philanthropist and entrepreneur Datuk Noordin Ahmad won the auction for the recipe book, which was signed by Abdullah and the authors

Ibrahim and Nur Fatin Ibrahim.

The proceeds from the auction and sale of the books during the launch were channelled to the Baitul Hayati Foundation.

The foundation, under Brahim's Group of Companies, seeks to provide food, shelter and aid for the underprivileged.

