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Ex-PM's signature nets RM9,000

Philanthropist makes donation at launch of recipe book *The Star - 25/7/2016*

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FORMER prime minister Tun Abdullah Ahmad Badawi's signature proves to be valuable as it helped net a RM9,000 donation for the Baitul Hayati Foundation.

The donation, by entrepreneur and philanthropist Datuk Dr Noordin Ahmad, was made through an auction of a copy of *Brahim's Malaysia's Favourite Traditional Recipes* book that was signed by Abdullah at its launch at the Sime Darby Convention Centre in Kuala Lumpur last Friday.

The launch of the book, co-authored by Abdullah's brother Dewina Holdings Sdn Bhd (Dewina) group executive chairman Datuk Seri Ibrahim Ahmad Badawi and his daughter Nur Fatin Ibrahim, who is Dewina group managing director, was done in conjunction with the company's

30th anniversary celebration.

The book, available at MPH bookshops nationwide, also features a foreword by Abdullah.

In his speech, Abdullah reminisced on his brother's love for food saying that he was proud that his brother had turned his passion into a successful food empire.

Talking to *The Star*, Ibrahim said the book was Nur Fatin's brain-child.

"She suggested that I document my journey in the food industry," he said.

He added that the book was a labour of love for him as apart from documenting timeless Malaysian dishes, it also documented his 30-year-old journey with Dewina.

Ibrahim was proud that the brand Brahim's was a household name for many Malaysians.

"My friends told me this anecdote.

"They brought Brahim's products such as chicken curry and beef korma during their travels overseas.

"They were staying at a hotel and ordered only plain rice for two nights (to eat with the Brahim's products they brought).

"On the third night the hotel gave them the rice for free, thinking that my friends had no money to eat anything else!" he recalled, adding that the episode prompted him to create the ready-to-eat rice range.

When asked about which cuisine sparked his fancy, Ibrahim professed his love for local food.

The book launch and 30th anniversary celebration was also attended by Tun Jeanne Abdullah.



The cover of *Brahim's Malaysia's Favourite Traditional Recipes* book.

Watch the video
thestartv.com 