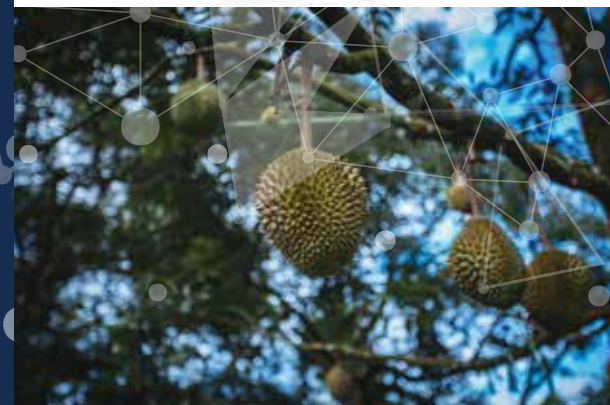




MUN MENG FRUITS (M) SDN BHD

聞名生果(馬)有限公司



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## Introduction / About Us 公司背景

Founded in 2001 and located at Sungai Klau in Raub, Malaysia, Mun Meng Fruits (M) Sdn Bhd has expanded its business from durian plantation to durian acquisition, and processing, wholesaling and exporting durian and durian products.

Every year, Mun Meng Fruits collects over 2,000 tonnes of durians from its own plantation and a network of local plantations. These durians are mainly Musang King, D24 and Ochee.



Besides supplying fresh durians to local consumers and neighbouring countries, Mun Meng Fruits has its own processing plant to produce and export durian products, such as pulp, paste and frozen whole durian to countries including China, Hong Kong, Singapore and Australia. Annually, it exports up to 1,500 tonnes.



## Mission 使命

Our mission is to promote local durians to the world. In order to achieve this, we observe strict quality control in our production to offer only the freshest, finest and the best of Raub's grown durian products.

## Vission 愿景

Our vision is aligned with our mission to promote local durians to the world and let people enjoy the freshest and authentic Raub Musang King durian at the most affordable price, no matter where they are.



## The Founder 创办人

Mun Meng Fruits is founded by Leong, who was born and raised in Raub. Growing up in the land of durian, Leong's whole life has revolved around durian plantation and acquisition. Initially, he focused his business was mainly focused on supplying Kampung and D24 durians in Malaysia and Singapore.

In 2008, with the rapid rise of Musang King, he seized the opportunity to ride on the tide. Within five years, he successfully promoted Musang King to countries outside Malaysia, including China, Hong Kong and the West.







## Company Milestones

闻名生果（马）有限公司  
发展里程碑

- 1 2001
  - Mun Meng Fruits (M) Sdn Bhd is founded
  - Employs more than 20 staff
  - Focuses on local (Malaysia) market
  - Plants and collects mainly Kampung and D24 durians
- 2 2003
  - Exports D24 durian to Singapore
- 3 2004
  - Exports D24 durian to Hong Kong
- 4 2008
  - Besides D24 durian, begins to plant and collect Musang King durian
  - Exports to countries, including Singapore and Hong Kong
- 5 2012
  - Receives Malaysian Good Agricultural Practices (MyGAP) certification
- 6 2013
  - Completes processing plant and begins operations
  - Produces frozen durian, pulp and paste
  - Obtains liquid nitrogen chamber freezing technology to produce frozen whole durian (with husk)
  - Exports end-products to China, Hong Kong, Singapore and others
- 7 2015
  - Receives MeSTI certification from Ministry of Health
- 8 2016
  - Extends export to Western countries
  - Receives GMP certification
- 9 2018
  - Employs more than 100 staff
- 10 2019
  - Receives certificate of appreciation from Ministry of Agriculture for its active involvement in the Exporting Durian Pulp and Paste to China Programme
  - Becomes member of Global G.A.P.



## Why Choose Us?

为何选择我们?

### Durian – King of Fruits

Dubbed the King of Fruits, durian is undoubtedly one of Malaysia's most significant products. There are many different durian breeds planted in Malaysia, with each breed having its own distinctive flavour and aroma.

Unlike artificially ripened durians commonly found in other countries, where the durians are unnaturally ripened by ethephon (a ripening agent) and immediately collected upon ripening, the durians in Malaysia mature naturally and are collected when they separate from the tree naturally. This natural process gives the durians their distinctive flavour and pleasurable aroma.

There are over 200 registered durian breeds in Malaysia, and they are named based on a code



from D1 to D200. The common ones include D197 Musang King, D24 Sultan, D200 Ochee, D175 Red Prawn, Golden Phoenix and D101 Ang Bak durian. Of all the breeds, Musang King is the most popular and loved by people near and far.

Although durian is a seasonal fruit, it is available throughout the year here in Malaysia. Generally, July-September and November-January are the peak harvest periods for durians.

### The home of durian – Raub

Nestled in Pahang, Raub is acclaimed as the home of Musang King due to its premium quality and good harvest. Raub is the ideal place to grow premium Musang King durian because of its strategic location in the Peninsular Malaysia's main mountain range that is home to Malaysia's three famous mountains – Genting Highlands, Cameron Highlands and Fraser's Hill. These three mountains embrace Raub, providing the cool climate, clean air and abundant rain that are essential for Musang King's abundant growth. Raub's abundant sunlight and good drainage further ensure a bountiful Musang King harvest.



## Our Services

我们的服务

The services provided by Mun Meng Fruits include:

### 1. Plantation and Collection

Our 100 plus-acre plantation is located at Sungai Klau in Raub, the home of Musang King. Sungai Klau is also one of the main durian-producing villages in Raub with over 90% of the people residing here are durian planters. Every year, we also carefully acquire durians from other reputable durian farmers. Every year, we collect an average of 2,000 tonnes of durians.

We apply a stringent quality control and operation standard on our plantation and durian collection to ensure our customers get to enjoy the most authentic, scrumptious and hygienic durian products.

### 2. Manufacturing

Apart from supplying fresh durians to local consumers and neighbouring countries, Mun Meng Fruits has its own manufacturing factory equipped with the advance freezing and liquid nitrogen fast-freeze technology to produce three key products: **Durian pulp, Durian paste and Frozen whole durian with husk.**

### 3. Supply & Export

Every year, Mun Meng Fruits exports over 1,500 tonnes of durian products to countries like Singapore, Hong Kong, China and Australia. Our products' reasonable price and quality assurance are the main reasons for their continuous popularity among our existing clients throughout the years.





# Our Products

## 我们的产品

### I. Fresh Durian

Mun Meng Fruits (M) Sdn Bhd supplies mainly Musang King, D24 and Ochee durians that are locally grown in Raub.

#### D197 Musang King

Characteristics (flesh):

- Golden coloured pulp with dry, wrinkled surface
- Thick flesh with small, thin seed
- With its sweet and slight bitter taste with liquor aroma, it is widely accepted as the best durian.

Characteristics (husk):

- A star shape at the bottom
- Its thorns are not as pointy (sharp)

#### D24

Characteristics (flesh):

- Strong aroma with a drier and sweet texture
- Thick and golden colour with a shiny surface

Characteristics (husk):

- A coin-sized round shape at the bottom

#### D200 Ochee

Characteristics (flesh):

- Buttery and creamy texture, slightly sticky and almost fibre-free
- Golden colour with a bright orange tone
- Sweet at the beginning and has a bitter aftertaste. Very distinctive taste.

Characteristics (husk):

- Has a flat bottom and the pointy part of the thorns is black



### 2. Durian Pulp

From planting, harvesting to filtering and processing the durian into end-products, Mun Meng Fruits imposes a stringent operation standard and quality control on each and every process, ensuring the durian is processed without any additives or preservatives, but only in its purest and natural form. The freezing technology used ensures the preservation of up to 95% of the durian texture and taste. Customers will be able to enjoy the authenticity and true goodness of the durian anytime, anywhere, even during the off-durian season.

### 3. Durian Paste

From planting, harvesting to filtering and processing the durian into end-products, Munmeng Fruits imposes a stringent operation standard and quality control on each and every process, ensuring the durian is processed without any additives or preservatives, but only in its purest and natural form. The freezing technology used ensures the preservation of up to 95% of the durian texture and taste. Whether it is used for desserts or pasty making, the durian paste produced by Munmeng Fruits allows customers to enjoy the authenticity and true goodness of durian anytime, anywhere, even during the off-durian season.

### 4. Frozen Whole Durian

From planting, harvesting to filtering and processing the durian into end products, Mun Meng Fruits imposes a stringent operation standard and quality control on each and every process, ensuring the durian is processed without any additives or preservatives, but only in its purest and natural form. The liquid nitrogen fast-freeze technology used ensures the preservation of up to 95% of the durian texture and taste. Customers will be able to enjoy the authenticity and true goodness of durian anytime, anywhere, even during the off-durian season.





# Durian Pulp / Paste Production Process

榴蓮果泥/果肉加工程序

## Clean

- The collected durians immediately undergo the cleaning process to remove dust and leaves on the durian husk.



## Filtering / Opening

- After the cleaning process, the durians are selected and opened manually.



## Flesh Opening

- The durian flesh is removed from the husk and packaged/processed into pulp/paste.



## Freezing

- The pulp and paste are put into a freezing chamber set at  $-30^{\circ}\text{C}$ .



## Storage

- The frozen pulp and paste are stored in a cold chamber set at  $-18^{\circ}\text{C}$  while waiting to be exported.



# Quality Assurance

质量检查

From harvesting to processing, every batch of durian products must go through a sampling process by the Ministry of Health and Ministry of Agriculture to fulfil their strict requirements and standard before being exported overseas. This is to preserve Malaysia's reputation as the premier durian-producing country.

# Frozen Whole Durian Production Process

冰封帶壳榴蓮加工程序

## Clean

- The collected durians immediately undergo the cleaning process to remove dust and leaves on the durian husk.



## Filtering

- After the cleaning process, the durians are selected manually.



## Liquid nitrogen fast freezing

- The carefully selected durians are then placed inside a liquid nitrogen fast freezing chamber set at  $-100^{\circ}\text{C}$ .



## Storage

- The frozen durians are stored in a cold chamber set at  $-18^{\circ}\text{C}$  while waiting to be exported.