

Brand Story



®

Truly Penang Taste

MyKuali

is a brand dedicated to promoting the authentic street food flavours of Penang, Malaysia.

Our main products are

*Instant
Noddle*



*Sauce
Packet*





We use fresh local ingredients
from *Malaysia*
to create unique sauce packets that
capture the true taste of Penang

This sets our products apart in the instant noodle market,
and they are loved by consumers both locally and abroad.

Brand Origin & Philosophy

MyKuali is an authentic brand
from Penang, Malaysia.

We hope to make it accessible for people around the world or Malaysians abroad to taste the unique flavours of Penang street food through convenient instant noodles and sauce packets without having to visit Penang.

We insist on using fresh local ingredients and spices from Penang, Malaysia, and continuously develop and improve our recipes to ensure every bite you take is filled with authentic

Penang Flavours





Penang

Pearl of the Orient

*Pearl of the Orient
- Food Paradise -*

Penang, located on the northwest coast of Malaysia, is renowned for its rich history, vibrant culture, and stunning natural beauty, earning it the title "**Pearl of the Orient.**"

As a melting pot of cultures, Penang boasts charming colonial architecture and ancient temples, and is celebrated as a "**Food Paradise**" for its world-famous cuisine.



The street food in Penang is diverse, ranging from traditional Penang Hokkien mee and laksa to a variety of snacks like char kway teow, cendol, and durian, attracting food enthusiasts from around the globe. Each dish blends Malay, Chinese, Indian, and other ethnic flavours, showcasing the area's unique culinary culture.

Every year, Penang draws numerous visitors eager to experience its food culture. Strolling through the historic streets of George Town, you can savour mouthwatering delicacies at every turn.

Penang is not only a city to delight the senses but also an excellent place to explore Malaysia's diverse culture and history.

SUSU SOYA
ASLI & SEGAR



Blending **Nanyang** **Flavours**

This fusion represents not only a craving for the taste of home but also a love and adaptation to the new land.

MyKuali inherits this *tradition*

Integrating the wisdom of our ancestors into every product, allowing everyone to savour this precious history and culture.

Product Uniqueness



Unlike most instant noodles on the market that use powdered seasoning packets, MyKuali focuses on concentrated sauce packets. These sauce packets are made from fresh local ingredients and spices from Malaysia, preserving the most authentic and rich flavours.





This unique seasoning method not only
makes instant noodles more delicious
but also brings them closer to the

*Homemade
Taste of* **Penang**

Penang White Curry Noodle

Penang White Curry Noodle is a unique and delicious local dish from Penang. Unlike traditional red curry, this dish is known for its milky white broth, made primarily from coconut milk and spices. The noodles maintain the rich flavour of curry while adding the creamy sweetness of coconut milk, resulting in a more complex and refined taste.

In preparing White Curry Noodles, ingredients such as chicken, tofu puffs, fish balls, bean sprouts, and vegetables are typically used, served with yellow noodles or rice noodles, creating a dish that's both visually appealing and flavourful. What truly sets this dish apart is its distinctive sambal sauce. The sambal not only adds a spicy kick but also enhances the overall flavour profile of the dish, making it the soul of White Curry Noodles.

If you have the chance to visit Penang, don't miss out on trying this uniquely flavoured dish. Be sure to include the essential sambal sauce to fully experience its exquisite taste.



Penang Hokkien Prawn Noodle

Penang Hokkien Prawn Noodle, also known as **Prawn Mee**, is a classic dish from Penang, Malaysia, renowned for its distinctive prawn-based broth. The essence of this noodle dish lies in its rich and flavorful soup, simmered slowly with prawn shells, chili peppers, and spices, resulting in a deep red color and intense taste.

Typically, Penang Hokkien Mee features yellow egg noodles and rice vermicelli, accompanied by fresh prawns, boiled egg slices, bean sprouts, crispy fried shallots, and slices of pork, creating a rich and layered texture. Diners can enhance the flavor according to their preference by adding chili sauce and lime juice.

This dish has its roots in traditional Fujian cuisine brought by immigrants and has evolved locally in Penang, becoming an integral part of the region's culinary culture. Penang Hokkien Mee not only showcases Malaysia's multicultural fusion but also reflects the local passion and innovation in food, making it a must-try for both tourists and locals alike.



“Local instant noodles take the international stage, receiving widespread praise from both domestic and international media!”





Instant noodles Series





Penang



This is one of our main products. The rich, milky white special soup base is the soul of white curry, bringing a rich milky aroma and smooth texture. Every bite of noodles is immersed in the fragrant coconut milk soup base, making you feel the warmth and comfort unique to the Nanyang region.

The highlight of white curry noodles lies in the use of a variety of selected spices, such as turmeric, cinnamon, star anise, cumin, lemongrass, galangal, etc., blended into sambal curry paste and soup base, making it a complete white curry.

These spices are meticulously blended to create a rich taste experience, with a hint of spiciness and the fragrance of spices. Combined with our carefully crafted noodles, it will definitely keep you coming back for more.

White Curry Noodle



Penang



Hokkien Prawn Noodle

Penang Hokkien Prawn Noodles are the favourite of Penang's Hokkien people, and thus they are also called Hokkien noodles in Penang. MyKuali Hokkien Prawn paste soup base is made from selected fresh ingredients such as shrimp shells, dried chilies, garlic, onions, etc., meticulously stir-fried and simmered to create a soup base with rich layers.

The spiciness of the spices and the sweetness of the prawns blend perfectly in the rich soup base. Combined with our carefully crafted noodles and crispy fried onions, it will definitely bring you an ultimate taste experience.

New Packaging

Bringing You a Different Visual Experience





This year, MyKuali underwent a brand packaging upgrade. We have incorporated many elements of the city of Penang, hoping that every supporter will feel the culture and enthusiasm of Penang through our packaging design while enjoying the authentic flavours of Penang.



Series Instant noodle



Bundle

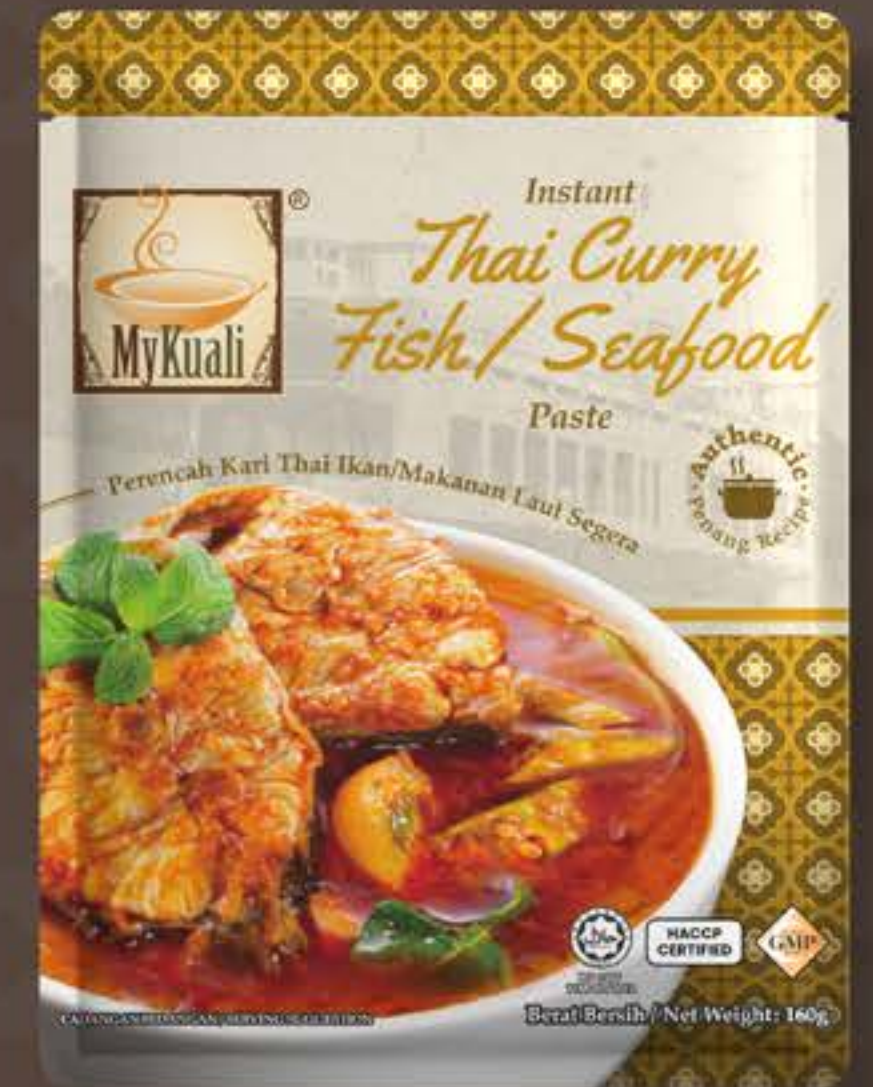
Series

Instant noodle



Bowl

Series Sauce packet



Packet



“ *No matter where you are,
you can savour the warmth and deliciousness
of Penang, Malaysia through MyKuali* ”

MyKuali mission is to allow everyone to easily enjoy the flavours of Penang, Malaysia. Our products are not just instant noodles and sauce packets, but also a reflection of the culture of Penang, Malaysia.