

Royal Dean's Cookies targets 1,000 containers sold

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KOTA KINABALU: Royal Dean's Cookies (pictured), a creation by Universiti Malaysia Sabah (UMS) here, is hoping to repeat its success last year and grow to become a local favourite.

The brand, the brainchild of the Faculty of Food Science and Nutrition at UMS, was well received when it was first introduced during the Hari Raya season last year.

They are targeting to sell at least 1,000 containers in the run-up to the Chinese New Year.

With a healthy formula boasting of 20% more fibre, trans-fat and preservative-free, Royal

Dean's Cookies aims to capture a share of the Chinese New Year market. The Chinese New Year falls on Feb 8-9 this year.

Royal Dean's Cookies come in RM10 container of 18 pieces each of cookies. Last year, it was packaged 30 pieces per container for which a UMS spokesman said the change was in adjustment to the prevailing marketing situation.

The flavours available are butter and oatmeal cookies, and the cookies are expected to reach more than 1,000 in sales before the Chinese New Year season.

Bookings can be made by contacting Ms. Jayanti (088-320000 ext. 8582) or Ms. Nurshada (088-320000 ext. 8704).

