

Adabi-UMS partnership adds spice to new peanut sauces

By MOHD IZHAM B. HASHIM
izham@newsabah-times.com.my

KOTA KINABALU: The Adabi-UMS partnership has unveiled a bold new range of peanut sauces which is set to bring delightful bursts of flavour for much-loved Southeast Asian cuisine like satay, rojak, and lontong.

The all-new Peanut Gravy with Chicken and Peanut Gravy with Beef feature a unique blend of the finest ingredients which gives that distinctive rich, full-bodied flavour for everyone to enjoy at home. Both products comes in individual 280g cans, enough for two servings, are hassle-free and provides a quick, ready-to-eat dipping sauce which turns lodeh, tauhu bakar, ketupat into gourmet meals.

Adabi Product Manager, Azatul Izan Mohammed said the joint-product development with University Malaysia Sabah (UMS) was a 'milestone achievement' in bringing new, innovative products to commercial success.

"The entry of both products into the retail market since early June has been an exciting experience for us with sales topping RM120,000 in just two months," she beamed, adding that the company is looking forward to future collaborations with the university.

"In fact, these products were initially released during festive celebrations but due to overwhelming demand, we've decided to make it a ready-made product with available stocks every month," she said at the official product soft-launching last week at UMS Faculty of Food Sciences.

Buoyed by strong market



Harun (center), Azatul (second left) and Sharifuddin (far right) at the official soft-launching of Adabi-UMS product, the all-new Peanut Gravy with Chicken and Peanut Gravy with Beef.

demand, Azatul added the company is confident of surpassing the RM200,000 sales target by year's end. "We're thrilled to offer consumers our range of signature products which give that extra zing compared to other peanut sauces in the market," she said, revealing the company also plans to bring the product to overseas markets.

Meanwhile, UMS Vice Chancellor Prof Datuk Dr. Mohd Harun Abdullah hailed the launching as a shining example of university-industry joint development which augurs well for the advancement of knowledge transfer and exchange of technical expertise.

"When companies and universities work together to push the frontiers of knowledge and expertise, they become powerful engines for innovation and economic growth. Such exchanges add to the growing pool knowledge, expertise and offer concrete lessons and rec-

ommendations from both sides of the divide," he said.

Food Sciences Dean Prof. Dr. Sharifuddin Md. Sharani said the joint-collaboration was a major success for the faculty which allows students to apply theory into practice on the various stages required in developing a fully market-ready product.

"Apart from product development, students get a first-hand view on the various dynamics on market supply and demand, as well as consumer attitudes and behavior towards the different products in the market," he said, adding that such experiences would help students develop products that fulfill the consumer's needs and expectations.

The new UMS-Adabi products are available through major retail food chains nationwide and are priced at RM4.90 for Peninsular Malaysia and RM5.50 for Sabah and Sarawak.