

CJ Foods launches halal Korean mandu and hoppang in Malaysia

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CJ Foods, a business unit of South Korea-based CheilJedang, said it has launched the first halal bibigo Mandu products. The company plans to introduce the taste of Korean Mandu, which holds the No. 1 market share in Korea, the U.S., and Vietnam, to Malaysian consumers.

The new products are three flavours of CJ's first-ever JAKIM-certified halal Mandu (chicken, Korean spicy chicken, and beef bulgogi) and two flavours of Hoppang (japchae and Korean spicy chicken). Mandu is Korean-wrapped food stuffed with various ingredients such as meat and vegetables. It is different from Chinese dumplings or Japanese gyoza in that it has thin and crispy flour skin with juicy stuffing. Hoppang is a popular Korean snack with vegetable or meat stuffing inside steamed bread. The snack is gaining global popularity as it is frequently featured in Korean dramas. CJ's new products cater to the taste of Malaysian consumers by stuffing with chicken and offering strong spicy and sweet flavours. They will start selling at CU convenience stores in Kuala Lumpur and expand listings to mainstream retailers within the first half of this year.

CJ CheilJedang, the parent company of CJ Foods, has been operating a plant in Kerteh, Malaysia since 2015 to manufacture advanced feed-grade amino acids such as L-methionine. The plant employs about 500 people, and amino acids produced here are exported to the global market including Europe and China.