ADELA Gold – Malaysia's New Blended Cooking Oil





For delicious and aromatic deep-frying and stir-fry cooking, consumers can now opt for ADELA Gold, a blended cooking oil, produced by Malaysia's leading cooking oil company, Delima Oil Products Sdn. Bhd. (DOP).

DOP's ADELA Gold is a unique blend of premium palm oil, peanut oil, and sesame oil, typically preferred for aromatic Asian style cooking. ADELA Gold is also naturally rich in Vitamin E, Cholesterol Free and has Zero Trans Fat.

This new 'gold standard' cooking oil is now available in retailers such as Tesco, Giant, Aeon Big, Mydin, TF Value Mart, Aeon Co., Econsave and The Store, across Malaysia in 1kg, 2kg and 5kg bottles. It has been market tested for the past five months and has received a positive response from consumers.

DOP's Chief Executive Officer, Shammim Azad Kamruzaman said the new product is part of FGV's strategic direction to expand the Group's downstream business further by entering new markets and reaching new consumers. It is also part of the Group's continuous Research and Development (R&D) efforts to produce superior products based on increasingly sophisticated consumer demands.

"The mass blended cooking oil category is the second largest or 20% of Malaysia's cooking oil market. With ADELA Gold, DOP will be well positioned to penetrate this market segment too," Shammim said.



The best-selling cooking oil category is refined palm at 70%, of which DOP's award-winning SAJI Cooking Oil is one of the most preferred brands with 28% market share. Under the ADELA brand, DOP also carries soft oils such as ADELA Canola Oil, ADELA Sunflower Oil, ADELA Blended Sunflower and Canola Oil, ADELA Margarine and ADELA Vanaspati.

DOP, a subsidiary of FGV Holdings Bhd (FGV) produces market leading and award-winning brands in the FMCG sector such as SAJI, SERI PELANGI, and ADELA. DOP is also involved in palm oil refining, manufacturing of downstream palm oil products and the distribution of industrial and consumer products in Malaysia as well as in key markets like ASEAN, Middle East, West Asia, Europe, and West Africa.

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