

# **FGV Targets APAC Markets with Newly Formulated Plant-based Industrial Products under PREMEO Brand**

## **PREMEO Animal Fat Replacer, PREMEO Dairy Fat Replacer and PREMEO Frying Oil**

**KUALA LUMPUR, 27 January 2021** – FGV Holdings Berhad (FGV) through its subsidiary company Delima Oil Products Sdn Bhd (DOPSB), targets to expand its downstream segment through value-added offerings to the Asia-Pacific region, by introducing three new plant-based industrial products under the PREMEO brand.

The products are PREMEO Animal Fat Replacer, PREMEO Dairy Fat Replacer, and PREMEO Frying Oil, all of which are specially formulated as healthier plant-based alternative fats for food and dessert manufacturers, as well as for industrial use such as heavy-duty deep frying for quick service restaurants.

The introduction of the new PREMEO product range is in line with FGV's endeavour to meet the growing demand for genuine high-quality plant-based fats and oils, in countries such as South Korea and Japan, especially in the frozen food and desserts sectors.

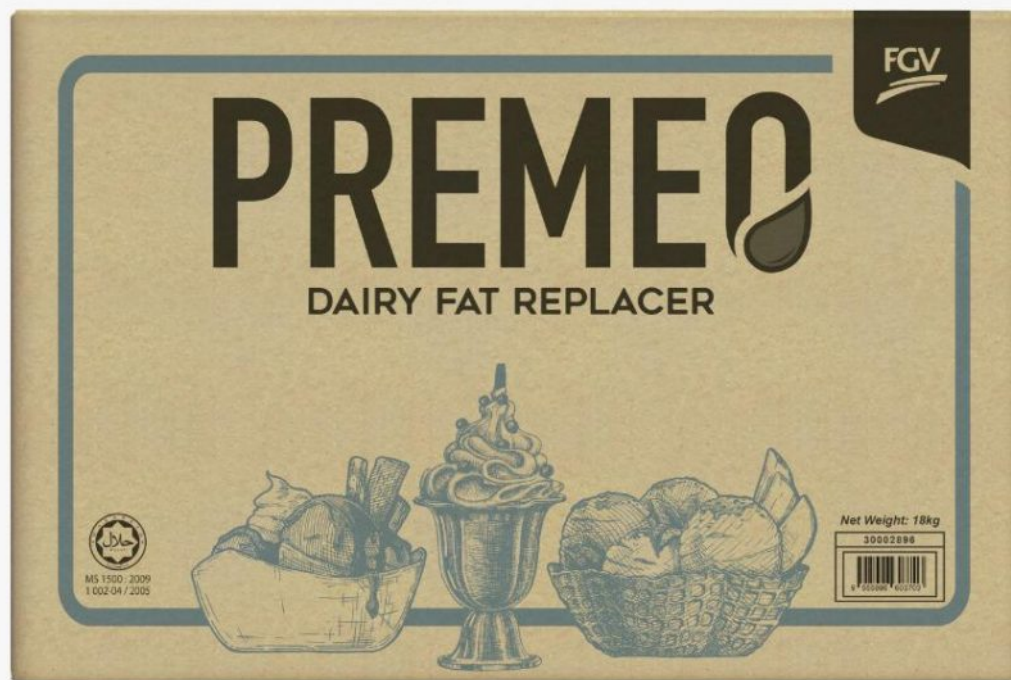
Dato' Haris Fadzilah Hassan, Group Chief Executive Officer of FGV said the company is aware of the growing interest towards more sustainable food sources and increased preference in plant-based foods, fuelled by a shift in consumer diets.

"With this new offering from PREMEO, food manufacturers will be able to offer top-grade products with a wide range of health benefits which are free from pathogenic content and pest microbes. Developed through extensive research at the FGV Innovation Centre in Nilai, Negeri Sembilan, our new specialty fats and oils offer industrial customers more choices which are naturally cholesterol-free, rich in Vitamin E, and consists zero trans-fat," explained Haris Fadzilah.

"Our fat replacers provide similar function and texture of animal and dairy fats, while enhancing nutritional value at more affordable costs. As for our premium frying oil, it has been proven to be able to withstand longer heavy-duty frying, giving more value to our customers while producing superior results," he added.



PREMEO Animal Fat Replacer is a high end vegetable-based fat that imitates the mouth-feel of animal fat in food products. An affordable alternative for animal fat made from palm oil, it is scientifically designed and formulated to replace either raw beef fat or chicken fat in the manufacturing of emulsion meat specialty products and formed meat specialty products.



As for PREMEO Dairy Fat Replacer, it is a palm-based vegetable fat which imitates the function of milk fat while offering a healthier and more economical substitute to the dairy fat typically used to produce frozen desserts.



PREMEO Frying Oil is a premium grade cooking oil made from specially harvested palm fruits that are processed within a very short period of time to achieve low free fatty acid content. Offering excellent colour stability without compromising the quality of taste, frying activities can be carried out 30% longer than palm oil and palm olein which are produced based on specifications set by the Palm Oil Refiners Association of Malaysia (PORAM). Ultimately, this reduces oil wastage, improves productivity with 40% extra frying life when topped up, and better cost savings of up to 20-40%.

Industry players interested to purchase or obtain samples of the latest PREMEO products may directly contact Delima Oil Products Sdn Bhd by emailing [delimacustservice@fgvholdings.com](mailto:delimacustservice@fgvholdings.com) or visiting [www.fgvdelima.com](http://www.fgvdelima.com).

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