Martin Yan Appointed as ADELA GOLD Brand Ambassador





Delima Oil Products Sdn. Bhd. (DOP), a subsidiary company of FGV Holdings Bhd. (FGV) today announced the appointment of Chef Martin Yan as the brand ambassador for its

recently launched ADELA Gold blended cooking oil.

DOP's Chief Executive Officer, Shammim Azad Kamruzaman said that the award-winning international celebrity chef is the right fit for the brand as he appeals to a wide range of audience and is highly respected in the food and entertainment industry.

"It is an honour to have Chef Martin Yan represent our brand. His lifetime achievements are an inspiration to us all and his endorsement for ADELA Gold is a testament to the high standards we uphold"

Catch the cooking game show 'Guess, guess, guess, what's cooking?' to watch Chef Martin Yan in action alongside popular Malaysian celebrities who try to replicate his recipes. Sponsored by ADELA Gold, the show airs on 8TV from 5th January 2020 to 2nd February 2020

"This show is a first of its kind in Malaysia and is expected to be a hit amongst viewers. Apart from the cooking show, he will also be the star in the upcoming ADELA Gold television commercial, billboards, point of sale materials, and packaging," said Shammim, adding that the endorsement is also a strategy for DOP to reach new audiences.

In conjunction with the upcoming Chinese New Year celebration, DOP has also launched the 'Buy Gold, Win Gold' campaign whereby each purchase of a 5kg bottle of ADELA Gold blended cooking oil will earn consumers a chance to be in the running to win up to RM28,888 worth of gold. The contest is currently running nationwide until 29th February 2020.

ADELA Gold is a unique blend of premium palm, peanut, and sesame oils, typically preferred for aromatic Asian style cooking. It is 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.

DOP 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, the Middle East, West Asia, Europe, and West Africa.

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