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HERITASTE

Introduction

1.0 EXECUTIVE SUMMARY

2.0 BRANDING IDENTITY

3.0 SIGNATURE PRODUCT

pg 21 Gifting

pg 29 Cultural & Tourism Significance

pg 32 Social Impact

pg 35 Innovation & Development

pg 38 Media Recognition & Endorsements

pg 41 Future Vision

1.0 Executive Summary

A prelude to our brand



Our History

SINCE 1984

Nestled in the cultural heart of Kampung Jenjarom,
Heritaste carries the aroma of Malaysia's culinary heritage.







With a legacy of over 40 years, we transform
kampung traditions
into heartfelt gifts that travel across borders.



Through thoughtfully curated packaging, nostalgic storytelling, and seasonal gift sets, Heritaste doesn't just bring visibility to our products — it shines a spotlight on Jenjarom and Kuala Langat as vibrant cultural and culinary destinations. Our snacks have become conversation starters in travel fairs, cultural festivals, and tourism pop-ups, prompting tourists to explore the kampung charm and heritage spirit of our hometown.





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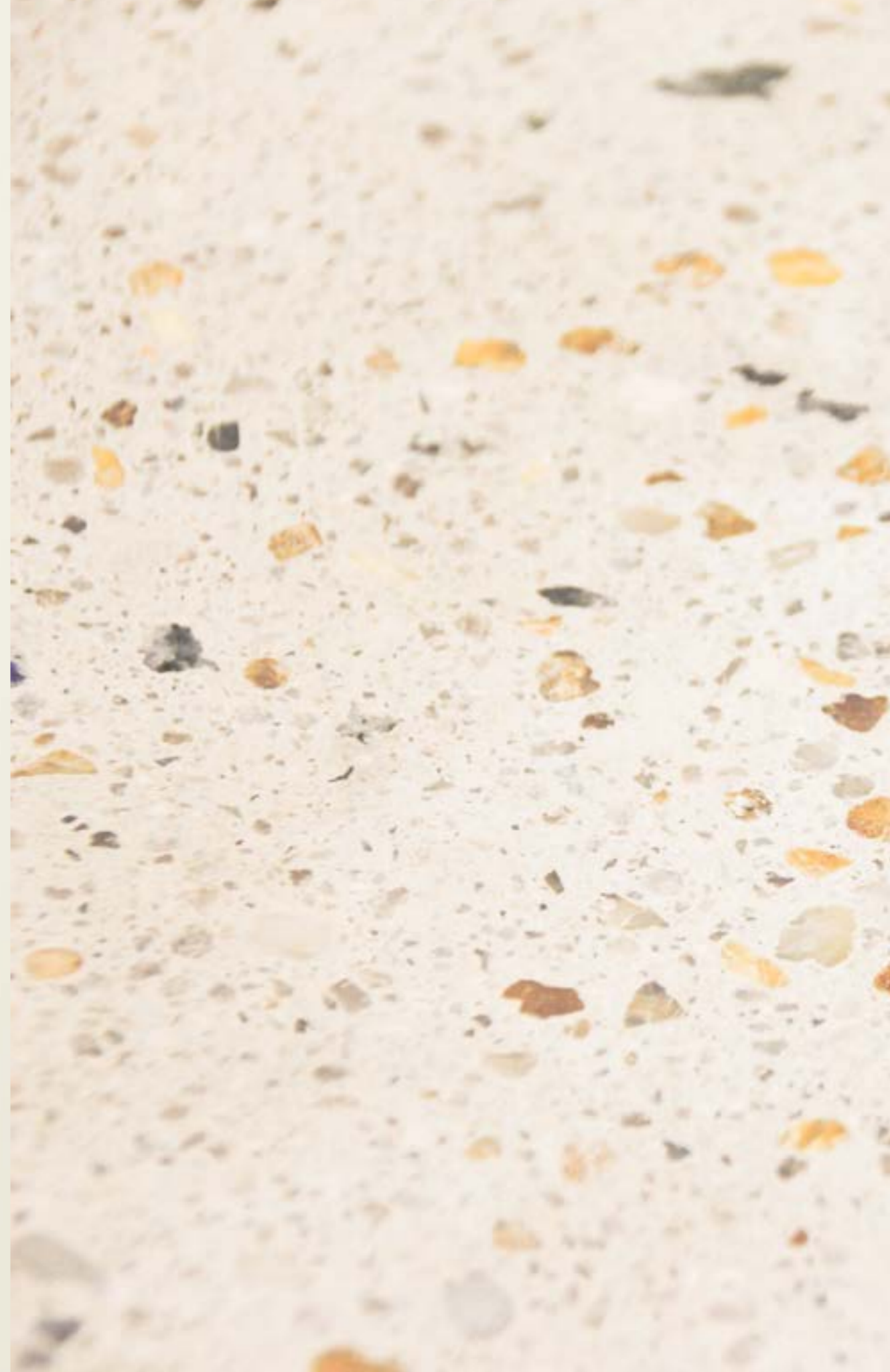
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Every Heritaste creation bridges generations, cultures, and communities. As we share the flavors of Selangor with the world, we aspire to become the gastronomic icon of the state — a living, tasting symbol of our rich Malaysian identity.

We are honored to be considered for the Selangor Gastronomy category and hope to continue inspiring pride in our heritage — **ONE BITE AT A TIME.**



2.0 Branding Identity

Heritaste



THE VISION

To become *the signature gift of Malaysian gastronomy* — one that travels the world, rooted in the flavors of Jenjarom and Selangor.



THE MISSION

To bring people together through authentic handcrafted heritage snacks that celebrate culture, connection, and the simple joys of life.



THE TAGLINE

Taste the Tradition.

GIFT THE HERITAGE



CORE VALUE

Heritage & Authenticity

Simplicity & Joys

Cultural Pride

Inclusivity & Empowerment



3.0

Signature Products

A taste of Tradition



At Heritaste, every product is more than a snack.
It is a story of culture, craftsmanship, and connection.

Made by hand using time-honored techniques and locally sourced ingredients, our signature products reflect Malaysia's culinary soul, with roots in Jenjarom and flavors that speak across generations.



OUR SIGNATURE

Pounded Peanut Candy
Kacang Tumbuk



gong thng (hokkien)

Peanut Candy
Kacang Pipang



dou thng (hokkien)

Langit Rice Cracker
Biskut Beras



bi-phang (hokkien)

Pumpkin Seed Crisp

Biskut Biji Labu



Almond Crisp

Biskut Almond Tumbuk



Each product carries a sense of place, memory, and meaning.

Whether it's served at festive tables, gifted to travelers, or discovered at a cultural fair, Heritaste's snacks awaken nostalgia while delighting new taste buds.



Flavours that Travel

Gifting Culture, One Box at a Time

At Heritaste, gifting is an extension of our culinary philosophy — every box is thoughtfully crafted to share joy, honor tradition, and represent Malaysia's soul through flavor.



Our collections are designed *not just for taste, but for storytelling*—making them perfect souvenirs, festive gifts, and cultural ambassadors of Selangor.

TYPE OF GIFTS

Seasonal Festive Gift Boxes

Each seasonal release combines taste with cultural symbolism, making every box a celebration in itself.

Tourist & Regional Gift Sets

Created for ease of travel, cultural pride, and tourism storytelling.

Event & Corporate Gift Packs

Elegant and customizable, these packs are crafted for memorable moments.

THESE GIFT BOXES AND GIFTS are designed to reflect Malaysian heritage and are perfect for seasonal celebrations, tourist souvenirs, and corporate gifting.

Snake & Ladder Game Box

YEAR OF THE SNAKE

A nostalgic family experience,
blending play and flavour.





Happiness Box

Embodies wishes of joy,
longevity and togetherness.



Batik Box

A tribute to Malaysian textiles
and traditions designed to
connect generations.

Premium CNY Box

Elevating festive gifting with refined presentation and authentic local delights.



Premium Raya Box

Elevating festive gifting with refined presentation and authentic local delights.



Tourist Gift Set

Compact, travel-friendly, and ideal for international gifting.



Kampung House Box

Illustrated with traditional village scenes to represent Jenjarom's spirit.



Kuala Langat Box

Comes with a printed cultural insert, highlighting stories and flavors of the region.



Door Gift

Petite, charming, and perfect for weddings, lunches, or ceremonies.



Table Gift

Individually packed treats that add warmth to corporate and banquet settings.



From Jenjarom to The World

**Promoting Tourism,
One Flavourful Story at a Time**

At Heritaste, we believe that food is not just nourishment
— it is a passport to culture, history, and place.

Every Heritaste creation serves as an invitation for
travellers to experience the authentic heart of Jenjarom,
Kuala Langat, and Selangor.

Through our presence in major tourism events, cultural fairs, and festive pop-ups, Heritaste has become a flavourful ambassador of Selangor's heritage, *inspiring visitors to discover the stories, people, and landscapes behind each bite.*

KEY CONTRIBUTIONS TO TOURISM & CULTURAL PROMOTION

01

Official Tourism Listings

Heritaste is proudly listed as a must-visit highlight by Kuala Langat local authorities and Selangor tourism initiatives.

02

Statewide and National Events

Featured in Selangor Travel Fair, MATTA Fair, cultural roadshows, and heritage celebrations. Participated in festive pop-ups that introduce traditional snacks to a new generation of domestic and international tourists.

03

Destination Marketing through Products

Signature gift boxes like the Kampung House Box and Kuala Langat Story Set directly promote regional pride and place-based storytelling. Heritaste souvenirs often act as cultural conversation starters—leading tourists to explore Jenjarom’s temples, villages, and local attractions.

04

Retail Tourism

Tourists, having discovered Heritaste at events, frequently make special visits to our retail space in Jenjarom to experience the brand’s origin story firsthand. These visits contribute to local footfall, economic activity, and awareness of Kuala Langat’s cultural richness.

HERITASTE DOESN'T JUST SELL SNACKS.

**We create meaningful entry points
for cultural exploration, helping tourists
fall in love with Selangor.**

ONE FLAVOR, ONE STORY & ONE JOURNEY AT A TIME

Empowering through Food

Reviving Traditions. Uplifting Lives.

Heritaste was built not just to preserve recipes, but to revitalize communities. Every snack we craft is a vessel of culture—and every box we pack supports a network of local hands, hearts, and hopes.

Our commitment to social impact is rooted in our belief that heritage should benefit not only the present generation, but *the people and places* it comes from.



Local Job Creation & Skills Revival

Providing stable employment and training to local women, youths, and homemakers in Jenjarom. Reviving traditional food-making skills such as hand-pounding, folding, and wrapping — techniques once at risk of fading away. Cultivating pride in heritage craftsmanship among the younger generation.

Village Moments Platform

A special initiative that gives visibility and retail support to other kampung-made goods and local artisans. Turning our retail space into a micro-ecosystem of rural entrepreneurship, sharing shelf space and stories.



Promoting Unity through Diversity

Heritaste's team reflects the multi-ethnic harmony of Malaysia—Malay, Chinese, and Indian team members working side-by-side. Our festive gift boxes are consciously designed for inclusive celebrations, bridging different communities through shared flavours.



Workshops & Family Events

Hosting school tours, family activities, and cultural snack-making sessions to reconnect younger Malaysians with traditional food heritage. These experiences not only educate, but deepen emotional connection with Malaysian gastronomy.

Preserving the Past.
Reimagining the Future.

At Heritaste, innovation isn't about replacing tradition — it's about keeping it alive by making it resonate with new generations and global audiences. From product development to packaging design, we continually evolve while honouring our roots.

01 Flavour Innovation



Oreo Peanut Candy

A creative fusion of nostalgic kampung textures and global snack trends, designed to appeal to younger consumers.



Less Sugar Variants

Mindfully crafted for health-conscious individuals without compromising authenticity or taste.

Salted Twist on Kacang Pipang

A refreshing reinterpretation that brings balance to the traditional sweet profile.



02

Design & Packaging Innovation

Batik Boxes & Cultural Game Packs:

Merging flavours with visual storytelling — transforming snacks into interactive, nostalgic experiences.

Illustrated Kampung Scenes:

Showcasing local life in Jenjarom and Kuala Langat to spark curiosity, pride, and tourism interest.

Compact Tourist Sets:

Designed for portability and gifting, especially for international travellers.

INNOVATION ensures that heritage stays alive — not frozen in time, but constantly evolving to meet the needs, tastes, and values of modern consumers while staying rooted in culture.



03

Brand Growth & Future Positioning

- Pursuing Halal certification to expand access to broader and Muslim markets.
- Aligning with the BAIK MALAYSIA movement to gain national recognition as a socially responsible heritage brand.
- Building a bridge from artisanal food to premium cultural gifting — positioning Heritaste as Malaysia's answer to "edible art."

Recognized.
Shared.
Celebrated.

Heritaste has captured the attention of media, chefs, influencers, and everyday travellers — not just for its flavours, but for its ability to tell a deeper story through food. From national TV to heartfelt testimonials, our brand has become a recognized voice for Malaysia's edible heritage.

Media Features & Appearances



- **8TV (Malaysia)**
Featured as a local success story of tradition meeting innovation.
- **Singapore's Makan on Wheels with Bryan Wong**
Introduced to regional audiences as a taste of Malaysian culture.
- **Astro & TV2**
Covered for festive gifting and community empowerment.
- **Print & Online Platforms**
Regular features in Free Malaysia Today, digital news outlets, lifestyle blogs, and travel sites.

Tourist & Public Testimonials



- Heritaste products are consistently gifted by expats and tourists as authentic Malaysian souvenirs.
- Strong word-of-mouth from travelers who *"came for the taste, stayed for the story."*
- Loyal customers share personal stories about childhood memories rekindled through Heritaste snacks.
- *"I bought it for the taste. I fell in love with the story behind it."* — Tourist from Japan

Cultural & Culinary Endorsements

- Presented to Permaisuri Selangor during cultural ceremonies.
- Endorsed by Michelin chefs and culinary influencers as a must-try Malaysian artisanal product.
- Regularly featured at tourism fairs and embassy showcases as part of Malaysia's cultural exports.



MEDIA RECOGNITION doesn't just validate our work—it helps spread Selangor's gastronomic identity far and wide. Every mention, every feature, and every post helps tell the world: this is what Malaysia tastes like.

A decorative border with a repeating pattern of stylized leaves and flowers runs along the top, bottom, and sides of the page.

FUTURE VISION

The Future of Malaysian Taste

As we look ahead, Heritaste remains deeply committed to honoring tradition while expanding Malaysia's gastronomic footprint — starting from Jenjarom and reaching across the globe.

Our goal is to make Malaysian handmade snacks not only a nostalgic treat, but a proudly presented gift of culture, enjoyed from Kuala Langat to Kyoto.

Establish Flagship Stores in Key Tourist Cities

To offer immersive, culturally rich retail experiences in places like Kuala Lumpur, Melaka, Penang, and Langkawi.



Taste of Malaysia



Export Under the Campaign “Taste of Malaysia”

Position Heritaste as a premium cultural export through curated gifting partnerships and international stockists.

Integrate Heritaste into Selangor's Official Tourism Trails

Collaborate with tourism boards to make Heritaste part of every traveler's cultural itinerary, including hands-on workshops and kampung tours.



Launch Permanent Cultural Tasting Booths

In high-footfall areas like airports, malls, and heritage zones to allow tourists and Malaysians to explore the flavors and stories behind each snack.

Digital Experience & Storytelling

Enhance our online presence through QR-linked storytelling, virtual gift tours, and e-commerce to bring our kampung kitchen to the world's fingertips.





ROOTED IN
HERITAGE.



READY FOR
THE WORLD.

Malaysia's gastronomic future lies in the stories we preserve and the flavours we proudly share.

Heritaste is ready to be a bridge — connecting generations, cultures, and countries through something as simple, and powerful, as a piece of handmade candy.

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承记贡糖(原味)
BAIK SELANGOR
GOLD AWARD



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