

Cover Story —

MICKEY QUAH

Founder | Asian Meals

The Food Connoisseur
with a Streak for Business



ASIAN MEALS



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The traditional & diverse food styles & dishes of the Asian continent stand out for their exotic flavors. Countries like China, Japan, Thailand, Vietnam, and, India are parts of the continent that possess these impeccable flavors. In recent times, Asian cuisine has gained global recognition. Currently, it is one of the most sought-after food styles and is a favorite of people of all demographics. The business of food is also humongous in the Asian continent. Several spices, cuisines & curries comprise properties that are good for health. These several food varieties are available due to export and import, which goes on amongst countries. One such leader is Mickey Quah, Founder of AsianMeals at Carefood.

Mickey incorporated the company, Care Food Industries Sdn Bhd, under the brand Asian Meals in 1989. His vision was to produce complete, wholesome, and authentic Asian sauces, especially curries that had more than 3 dozen ingredients with additional exhausting work. The envisioned effort in mind will also conserve the Asian food heritage as he noticed the erosion of authenticity of the conventional recipes as living started modernizing. Chefs of those conventional menus are becoming a dying breed and young people have no time and interest for the meticulous efforts to invest time in such dishes.



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The Secret Sauce

Mickey is a maestro of sauces. These are complete cooking sauces that enable the modern chef or housewife to cook in two or three simple steps. Among the sauces, AsianMeals also has dips, marinades, stir fries, Soup bases, curries, pour-overs, and salad dressings. It has also gone downstream to do ready meals like instant soup noodles. In terms of services, it also caters to private labels and Original Equipment Manufacturer (OEM) requirements.

Turning Point

Mickey has had his fair share of struggles. A turning point was when he decided to pack his bags and actively take part in food shows. The shows were hosted by countries like Japan, Europe, and the United States of America.

Scrutinizing in Depth

Mickey is keen on consumer trends like lifestyle and preferences. His sales and marketing team carries out deep research on the overall market trends and consumer preferences. Competitors are also closely monitored regarding observing the new product launches into the market.

The Product Reigns Supreme

The merchandise offered at AsianMeals is a major shift compared to traditional cooking. There is no need to waste time and effort to purchase a long list of ingredients, and again waste time and effort to process them before starting the actual cooking. The question arises of what about the weighing and portion measurements of every ingredient. Also, finding solutions to maintaining a First In, First Out (FIFO) system in the store, chillers, and freezers to ensure freshness and minimum spoilage? All these obstacles and many other concerns become pertinent by using these products. The sauces and curries have over 400 varieties to meet most of the menu requirements.

Passion is the Driving Element

The reason behind Mickey's prolonged success is the sheer passion for the work he does. He ensures to meet the highest international quality standards when offering the impeccable food varieties he offers. He also ensures his products are "Halal" certified for the Muslim population.



Malaysian
Pes Kari Rendang
Rendang Curry Paste
马来西亚仁当咖喱酱



MS1500
1045-08 / 2004

BERAT BERSIH /
NET WEIGHT:
125g
净重: 125克

Cadangan hidangan
Serving suggestion
图片仅供参考

HARNESSING TECHNOLOGY WITH PRECISION

The HORECA business model is the key for Mickey. Any large-scale setup would be found using products of AsianMeals. Setups like restaurant kitchens, cruise ship kitchens, or any kitchen setup for mass production of delicacies, find these products useful and convenient. Several reasons can be laid down in this regard:

Consistency in the quality of the menu at each time.

Idyllic productivity.

Minimize storage and pilferage of ingredients.

Minimal wastage.

Optimize space utilization

Lesser risk of contamination

Promotes automation of kitchen operations.



Asian meals
truly asian!

A good sauce
makes
A great dish!

- ✓ No preservatives
- ✓ No artificial colours
- ✓ No synthetic flavours
- ✓ Non-GMO
- ✓ No trans-fat

- Convenient, simple and flexible preparation
- World class quality and safety standards
- Wholesome and authentic

Gluten Free!

Multiple Obstacles

In today's business sphere, leaders face a lot of unexpected incidents like climate change, wars, and economic instability. In that environment, a leader has to keep a presence of mind and spread into the market base. Simultaneously, the leader has to be both, cautious and conservative, in perspective.

One Big Happy Family

Malaysia is a multicultural country wherein people of multiple cultures have settled in search of work. Within the organization, the employees act as if they do not understand these cultural differences. Every individual is appreciated and treated well as everyone has the same goal at the end of the day. Some employees are the epitome of loyalty toward the organization. They have been working in the organization for over a quarter of a century and still want to continue working post-retirement. The organization also thinks over it and happily allows the employee to be fit enough to bear the workload.

Recent Success

An esteemed customer wanted to start a chain of Ramen noodle stalls. He had little idea about the type of curry noodles that would be delicious to taste, would be unique, and would appeal to the young consumer market which was his target group. Post a detailed discussion with the customer, Mickey and his team designed a special curry soup for him which became an instant hit right from the beginning.

**MICKEY
QUAH**
Founder

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