



Happy Healthy New Year!

Splendid  
NutriPro Evening  
灿烂NutriPro傍晚

Healthy Festive Feasting:  
Learn from the Experts  
健康佳节盛宴：  
向行家看起



2011

恭喜發財





**YAP YIN KEE**  
Country Business Manager  
Nestlé Professional (Malaysia & Singapore)

叶荣基  
雀巢专业餐饮马新营业经理

# Season's Greetings!

## 佳节的祝福！

Dear Valued Customers & Partners,

As we come to the beginning of another year, it is good to see that business is generally picking up, especially in the F&B sector. From the recession period of the past few years, we see that the economy has rebounded, with Malaysia expecting to end the year 2010 with about 7 percent GDP growth.

This time of the year also sees several seasonal celebrations, including Chinese New Year, just around the corner. Many of your consumers and patrons will see this time as an opportunity to bring their families together for great feasting and enjoyment. We at Nestlé Professional certainly believe that some indulgence is to be expected and welcomed; however we also encourage you, our customers, to provide your patrons a variety of offerings based on balanced nutrition.

As we journey through the first quarter of 2011 and the Year of the Rabbit, let us look forward to an even better year than the last. On behalf of Nestlé Professional, I would like to take this opportunity to wish everyone Gong Xi Fa Chai!

致亲爱的客户与伙伴们：

正当我们即将欢迎新年之际，欣喜地获悉商界业绩普遍好转，尤以餐饮业为甚。从过去数年的不景气时期至经济回升反弹，马来西亚将期待以大约7%的国内生产总值料增长，结束2010年。

此时此刻一些季节性的欢庆活动，包括农历新年近在眉睫，您的消费者与客户也会携带家人享用丰盛宴席欢庆。我们的雀巢专业餐饮团队相信，放纵心情欢庆佳节乃预料中事，但我们也要鼓励您身为尊贵的客户，有义务为您的顾客提供多种营养均衡的食品。

当我们准备投入兔年的怀抱时，且让我们期待拥有更美好的一年。我谨代表雀巢专业餐饮，藉此机会祝贺大家恭喜发财！

YAP YIN KEE

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# To Your 祝您健康! HEALTH!

We are nearing the festive period, and everyone is counting the days until the celebrations. It's a time when everyone gets the chance to enjoy vacations and quality time with family and friends. And they will also be thinking of festive feasts. However, since health is the 'in' thing for today's society, could holiday fare be taking a turn for the healthier?

Back in the day, festive delicacies were a once-a-year thing, available only when the merry-making starts. However, what used to be rare opportunities of indulgence have become

commonplace; if you want it, you'll probably find it at the nearby mall. Couple that with the fact that more people today are embracing health and harbouring concerns over heart diseases, diabetes and obesity, we're left wondering: are consumers turning to healthy festive fare, and if they really are, to what extent is the industry being affected? Are they expanding, or even limiting the F&B industry? Could this be a potential market? To get a look at the bigger picture, NutriPro goes out there and talks to the industry's key opinion leaders for some insight.

The industry speaks up  
on healthier festive fare

业界人士分享健康欢  
庆佳节之道

**佳** 节将至，大家都在倒数欢庆的日子。此时，人们都希望藉由欢乐假期、愉悦气氛及与亲友共度的宝贵时光，忘却日常工作的烦忧。与此同时，他们也会惦记着佳节的到来。尽管现代社会已将健康视为潮流的一部份，能否趁着假日付诸行动，让自己倘佯在健康的生活呢？

从前，人们每年仅有一次享用佳节美食的机会，抑或出席喜宴的时候才能大饱口福。不过随着时代的演变，以往这些难得的机遇，现已成为平常事，您随时可以在毗邻的广场满足口腹之欲。事实上，这也是心脏病、糖尿病与肥胖症愈来愈告急的因素。值得我们深思的是，消费者会否将欢度佳节化为健康的喜庆方式？若真如此，对相关的行业造成哪些冲击？是否对餐饮业营造商机或限制发展？这会是个潜在的市场吗？为了全面了解实况，NutriPro向业界的领袖探勘先机。



**MARCEL KOFLER**  
In Charge of Special Projects  
Chefs Association of Malaysia  
马克葛弗尔  
马来西亚酒店业协会特别企划负责人



## The Malaysian market is gradually evolving

It's only natural that people give themselves a little allowance to indulge during the holidays. Those who are busy throughout the year finally get a window of opportunity to forget about work for just a little while and enjoy good times with family and friends. Having said that, the Malaysian F&B scene is observing new trends with regards to healthy living. Thanks to the media, consumers today are knowledgeable; they are starting to know how to discern what's good and what's mediocre, what's healthy for them and what's not, and hence they have become curious about what they eat. The expectations have gone back to basics; natural, unprocessed ingredients that retain as much as its vitamins and minerals as possible. In other words, we're going back to simple health.

## 马来西亚市场逐渐转型

人们很自然地会在假日期间宠爱自己，那些一年到头忙于工作者，好不容易卸下工作与家人和朋友团聚，共度美好时光。换言之，马来西亚餐饮业也在观察这股健康生活的新趋势。感谢现代媒体广泛报道，让消费者提高意识，开始会分辨食物的好坏，从而留意日常饮食。他们期望返璞归真、选择天然与未加工的成份，尽可能保留食物原有维生素和矿物质。简单来说，我们又回到昔日简单生活的方式。



## Always prepare

We usually see an increase of about 30-40% of business during the festive season, mostly from families. We receive many demands for healthier cooking methods and less use of unhealthy food components. We encourage our members to do their best to entertain these requests as a value-added service, and it's working. On top of that, we have taken to reducing our use of less healthy ingredients wherever we can and utilising healthier cooking methods where possible, and we can see that the patrons appreciate this. When the patrons know that you make an effort to take care of them, they will come back. With this as our basis, we have made sure that all our captains are qualified to recommend dishes as per patrons' requests. Ku Su's motto used to be colour, aroma and taste. Since then, we've added on hygiene, health and nutrition.

**LUM TUCK LOY**  
Chairman  
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林德来  
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马来西亚饮食业行政人员协会会长



## Consumers perceive value in nutrition

Consumers today are savvier than ever. They are starting to look beyond flavour, to the nutritional quality of a dish. They do their research and they know what's good for health. I've also noticed that operators are starting to work with their chefs to relook the health value of their menu and create nutritionally balanced dishes to meet consumer demands, which indicates that the market is evolving. Even during the holidays, healthfulness has become a value factor that operators use to attract their patrons with. The Malaysian market is ready, I feel, but perhaps not entirely yet. When the major shift happens, those who latch on to this trend will catch the consumers first. The market is changing gradually, and one day, maybe even fast food chains will have to market health.

## 消费者对营养价值的感知

现代的消费者都很明智。他们开始偏向于选择超乎一般风味且富含营养的菜式，并且研究哪些食品利于健康。我也觉察业者开始与他们的厨师团队重新审视菜单，为了满足客户需求而推出营养均衡的菜式，这也意味着市场已逐渐转型。即使假日期间，有益于健康的价值因素已成为业者藉以招徕客户的卖点。由此可见，马来西亚的市场已处于蓄势待发的阶段；惟我个人认为，它仍不足以影响业界原貌，可是一旦产生重大变化后，这股趋势足以让事先准备者占尽先机。总之，市场动向逐渐转型，或许快餐连锁店未来也得顺应市场趋势，继而推出健康食品。

## 整装待发

一般上，业务于佳节期间增长30至40%，主要源于家庭式客户。很多客户都会主动要求采用健康的烹调方式，我们也鼓励会员尽可能满足客户需求，以作为回馈客户的增值服务，当然这个方法相当奏效。最重要的是，我们已减少采用不利于健康的成份，尽可能改用健康的烹调法，此举赢得客户的赞赏。当他们知道我们的用心，自然就会再度莅临光顾，因此我们会确保领班们具备按客户需求推荐菜式的能力。如同姑苏的口号—色、香、味俱全，我们另创设三大原则—卫生、健康与营养。



# Learn from the Experts 向行家看起

We've heard from some of the top industry experts on how the industry is shifting, and from their perspectives, it looks like the industry is evolving. Here they have graciously provided us with some valuable marketing and promotion ideas:



## Go back to basics

Create dishes based on organic foods and advertise them, along with the abundance of vitamins, minerals and phytochemicals (plant chemicals) that they carry.

## Try traditional

Get the chefs to bring in traditional dishes like *asam laksa*, *yee sang* and *cendol*, but re-create them with healthful ingredients. Use low-fat milk in place of santan, and less sugar in the desserts.

我们经常聆听一些顶尖的行家分享业界变迁的经验之谈，并且试着站在他们的角度看待行业的变化。在此，我们将他们慷慨分享的营销策略与行销点子作一番综述：

## 回归本体

选用有机食品，将其伴随的维生素、矿物质与植物化学成份（植物化学物质）一并惠及客户。

## 传统的体验

不妨让厨师将传统美食，如阿三叻沙、鱼生和煎蕊推陈出新，采用健康食材重新包装，好比采用低脂牛奶取代椰浆，还可来点少糖的甜品呢！

## Cater to families

Consider creating affordable, healthy, value-for-money meal promotions for them. Families looking for a balanced meal on a holiday budget will be interested.

## Design healthy seasonal promotions

Work with your chefs to create entirely new holiday-themed dishes, add a healthy twist, come up with a catchy name and voila; you may very well have a winner in your menu.

## 迎合家庭需求

考虑为家庭式的客户准备实惠、健康且超值的套餐。他们在假日外出用餐时，会选择营养均衡的菜式，若预算合宜自然成为他们的心头好。

## 推出季节性的健康优惠

不妨与您的厨师团队构思全新的假日主题菜式，只需添加健康点子，并赋予讨喜的菜名，即可轻易地赢得客户的目光。



## Prepare healthier choices

Have you noticed that more people are ordering drinks that are *kurang manis* (less sugar) lately? Be open to your patrons' conditions and needs. They'll appreciate that you do.

## Promote healthy festive goodies

Try packaging some of your non-perishable, low-sugar festive goodies and promote them. Patrons who are looking for festive goodies to bring home to the family or as gifts while visiting will find them attractive.

## 准备健康的选择

您可曾留意，最近很多人点选饮料都会强调少糖。全心接纳客户的条件与要求，他们会为您的贴心深表感激呢！

## 推出健康的佳节食品

向客户推销低糖的健康食品，并尝试选用不易损坏的包装。客户自然会购买合心意的佳节食品，带回家与家人分享或作为贺礼。

By keeping updated with the latest health trends and familiarising yourself with your patrons' profiles, you'll be in a very good position to form effective holiday marketing strategies. Remember; building a 'healthy' long-term relationship with your patrons can prove healthy for your business.

时时刻刻留意市场最新的健康趋势，掌握时代的需求，对您开拓假日营销策略相当有利。谨记与客户建立稳健的关系，您推广健康企业则日久有功。

# DRINK MORE OFTEN!

## 多喝水吧！

Grabbing a drink only when thirst hits isn't enough. Did you know that your body loses water all the time, even as you breathe? That's why people with busy schedules like those in the F&B industry and office environments need to constantly replenish their fluid levels to keep healthy. Stay hydrated with these great-tasting beverages!

口渴才喝水固然不足。您可曾知道，就连呼吸也会消耗体内水份？由此可见，体内水份无时无刻都在流失，因此忙碌于饮食业及办公一族需不断补充水份，以维持身体健康。这些美味饮料让您保持所需的水份！

### NOT THIRSTY?

Drink anyway.  
无渴感?  
喝就对了。

### HOW MUCH?

6-8 glasses a day.  
喝多少?  
每天6至8杯。

### EXERCISING?

Rehydrate!  
运动?  
补充水份吧！

### WATER, WATER, EVERWHERE

Make sure you always  
have a drink handy.  
无所不在  
确保您的水份垂  
手可得。

### MEALTIME?

Have some soup!  
进餐?  
来点汤吧！

### DRINK MORE!

If you're sick,  
pregnant or elderly.  
多喝水！  
若处于生病、妊娠期或乐  
龄期更不可少。

### HAD BREAKFAST?

Drink 1-2 glasses  
between meals!  
用过早餐?  
隔餐之间喝1至  
2杯水！



### TEA – ASIA'S PREFERRED REFRESHMENT!

- Helps you refresh and relax.
- A great source of antioxidants.

### MILO® BEVERAGE- A GREAT SOURCE OF LIQUID AND NUTRIENTS!

- Contains PROTOMALT® and ACTIGEN-E®.
- Drink MILO® Beverage for energy, vitamins and minerals.

### COFFEE – ALERTNESS IN EVERY CUP!

- Increases alertness.
- May help reduce the risk of Type-2 diabetes and cancer.

### JUICE – REFRESH AND REJUVENATE!

- Packed with key nutrients for a healthy diet.
- A great source of phytochemicals (healthful plant chemicals).

### MILK – GOOD AT ANY AGE!

- Contains significant amounts of calcium, iodine and Vitamin B12.
- Combined with other bone-building foods, milk helps to prevent osteoporosis in later life.

茶 — 亚洲极受欢迎的  
饮料！

- 有助于提神与放松紧  
绷的情绪。
- 富含抗氧化剂。

美禄® — 营养丰富！

- 含Protomalt®麦芽  
精华与ACTIGEN-E®  
配方。
- 从美禄®摄取能量、  
维生素与矿物质。

咖啡 — 提神饮料！

- 提高警觉性。
- 可能有助于减低罹患二型糖尿病及癌  
症风险。

果汁 — 恢复精神与  
活力！

- 含健康饮食所需的主要营养成份。
- 富含植物性化学成份（益于健康的植  
物化学因子）。

牛奶 — 老少皆宜！

- 含高量钙质、碘质与维生  
素B12。
- 配合其他强健骨骼食品，  
牛奶可预防晚年患骨质疏  
松症。

### What increases fluid loss?

- Cold or hot environments.
- Physical activity.
- Too much sodium (salt).
- Fever, diarrhea and/or vomiting.

什么因素促使体内水份流失？

- 冷、热环境。
- 体力活动。
- 摄取过量钠（盐分）。
- 发烧、腹泻、呕吐。

Event: World Golden Chef Competition (WGCC)  
 Date: July 30 – August 20, 2010  
 Venue: Malaysian International Exhibition and Convention Centre (MIECC), Kuala Lumpur  
 Organiser: Malaysia Selangor and Federal Territory Ku Su Shin Choong Hung Restaurant Association (Ku Su)  
 Presenter: MAGGI®



# The OLYMPICS of Chinese Cuisine

It was an extraordinary sight! Over 1,000 chefs from 25 countries were drawing from their finest culinary skills and experience to outdo each other and win the coveted WGCC title and trophy. The only halal Chinese cuisine competition in the world, it also featured culinary delights presented by celebrity chefs. Tea-Smoked Lamb, Clams with Traditional Medicine Soup and Charcoal Roasted White Pudding Coffee were some of the delectable dishes prepared using MAGGI products, including the newly launched 5 Kitchen Treasures. Yap Yin Kee, Nestlé Professional Country Business Manager for Malaysia and Singapore, remarked at the event, "We are pleased to support the WGCC for the 4th time since its inception in its mission to promote and preserve the essence of traditional Chinese cuisine." NESTLÉ® PROFESSIONAL heartily congratulates Ku Su on yet another successful competition!

## 中餐界奧林匹克

这真是令人叹为观止的厨艺盛事！逾千名来自全球25个国家的厨师齐聚一堂，凭精湛的厨艺与各参赛者争夺「世界金厨美极霸王」最高殊荣。全球唯一的中华饮食界清真厨艺比赛，让名厨有机会呈现巧手制作的佳肴。其中茶熏羊肉、药材蛤蜊汤及炭烧白咖啡布丁均采用美极产品烹调，包括近期推出的五虎酱。雀巢专业餐饮马新区域业务经理叶荣基致词时表示：「『烹炉大观世界金厨争霸赛』旨在促进与传承中华美食精髓，我们为第4度赞助此赛事深表荣幸。」此外，雀巢专业餐饮由衷地祝贺姑苏行再度圆满地举办美食盛事。





# 5 Kitchen TREASURES

## 五虎酱 中餐佳选

"Chinese cuisine is a rich blend of several regional cooking styles, symbolising good health and fortune. We at Nestlé Professional are delighted to introduce the 5 Kitchen Treasures, a special selection of 5 premium sauces that will find a home in every fine dining Chinese kitchen. They are superb, high-quality sauces that will definitely bring out the flavours of your ingredients and enhance the taste of any Oriental dish. It is my pleasure to share with you my personal creations using these sauces for you to explore."

「中华美食充分融合各国烹调风格，菜式寓意健康与吉祥。如今，雀巢专业餐饮欣喜地向您推荐五虎酱，由5种中餐不可或缺特级酱料所调配。鲜美的酱料除了提升食材口感，也为中餐增添另一番风味。换言之，五虎酱与三国五虎将有同工异曲之妙，而我也乐于与大家分享以五虎酱入馔的私房菜食谱，让您亲自探索五虎酱的好滋味。」



**MAGGI® CHEF'S  
MASTER STOCK**  
Superior Master Stock  
recipe for fine  
Oriental cuisine.

Made from real chicken and scallop extract. Ideal for fine  
Oriental cuisine.



**MAGGI® CONCENTRATED  
CHICKEN STOCK**  
Enhance your dishes with  
the taste of superior  
chicken stock.

Made from quality chicken  
extract with authentic  
double-boiled taste.  
Highly versatile for various  
cooking applications.

**MAGGI®上汤**  
专为中餐特制的上汤。

以鲜鸡肉和干贝精华调制，为上等  
中餐调味佳选。



**MAGGI®  
ABALONE SAUCE**  
Enhance any dish with  
the exquisite taste  
of abalone.

Made from high-quality  
abalone paste, it is  
specifically designed for  
specialty Oriental cuisine.

**MAGGI®鲍鱼汁**  
特级鲍鱼汁，专为烹调中菜  
研发，为菜肴提味增香。

提炼自原汁原味的鸡肉，  
广泛地应用于各种烹调方式。



**MAGGI®  
SEASONING**  
A top quality seasoning that  
offers versatility for various  
dishes and various cuisines.

A well-rounded, high quality  
wheat gluten seasoning.  
The perfect ingredient for a  
healthier cooking choice.

**MAGGI®鲜味汁**  
上等鲜味汁，是各类佳肴与  
各款菜式的好搭档。

由精选小麦天然发酵而成，  
为健康烹调的最佳调味品。



**MAGGI® IMPERIAL OYSTER  
SAUCE BLENDED WITH  
SEAFOOD**  
Made from  
superior seafood  
ingredients.

Adds a touch of premium  
quality. A superb combination  
of oyster and seafood notes.

**MAGGI®皇廷海味蚝油**  
由优质海鲜制成。

鲜蚝与海鲜完美呈献鲜香口感。

# Seared Veal Ribs with Imperial Sauce

## 蚝醬香煎牛仔骨

**材料:**

- ◆ 400克牛仔骨
- ◆ 2份牛油片

**腌料:**

- ◆ 2大匙MAGGI®皇廷海味蚝油
- ◆ 1/4片腐乳
- ◆ 1大匙姜汁
- ◆ 20克青葱
- ◆ 1大匙生抽
- ◆ 20克大蒜
- ◆ 2小匙糖

**配饰:**

- ◆ 1/2大匙NESTUM®穀糧
- ◆ 1/2饼屑
- ◆ 1小匙辣椒粉
- ◆ 1/4片紫菜
- ◆ 1小匙黑芝麻
- ◆ 1小匙MAGGI®鲜汤
- ◆ 胡椒粉

**做法:**

1. 将牛仔骨混入腌汁，腌30分钟。
2. 以文火溶化牛油片，再将牛仔骨煎至金黄色。
3. 将剩余的腌汁分成3至4份。
4. 倒入1份腌汁，加盖煮10秒。
5. 重复同样步骤，至牛仔骨焖至鲜嫩为止。

**Ingredients**

- ◆ 400g veal ribs
- ◆ 2 slices of butter

**Marinade:**

- ◆ 2 tbsp MAGGI® Imperial Oyster Sauce
- ◆ 1/4 piece of preserved red bean curd
- ◆ 1 tbsp ginger juice
- ◆ 20g shallot
- ◆ 1/2 tbsp light soy sauce
- ◆ 20g garlic
- ◆ 2 tsp sugar

**Garnish:**

- ◆ 1/2 tbsp NESTUM® cereal
- ◆ 1/2 biscuit powder
- ◆ 1 tbsp chili powder
- ◆ 1/4 piece of Nori (seaweed)
- ◆ 1 tbsp of black sesame seed
- ◆ 1 tbsp MAGGI® Chicken Stock
- ◆ Ground pepper

**METHOD**

1. Combine and marinade the veal ribs for 30 minutes.
2. Melt butter and sear the veal ribs over low flame until golden.
3. Divide the remaining marinade into 3 ~ 4 portions.
4. Add in 1 portion of marinade, put the lid on and cook for 10 seconds.
5. Repeat until the veal is tender.



**MAGGI® IMPERIAL OYSTER SAUCE BLEND WITH SEAFOOD**

MAGGI®皇廷海味蚝油

# Braised Imperial Three Treasure

## 红烧三鲜

### Ingredients

- 4 pcs ready to use sea cucumber
- 160g cuttlefish paste
- 4 pcs ready to use goose webs
- 4 pcs bean curd
- 4 pcs seasonal vegetables
- Potato starch
- 300g broth (12g MAGGI® Chef's Master Stock mixed will 300ml water)
- 4 pcs deep fried garlic cloves

### Seasoning:

- 2 tbsp MAGGI® Imperial Oyster Sauce
- 1/3 tsp sugar
- 1/2 tbsp light soy sauce
- Black soy sauce

### METHOD

1. Stuff the sea cucumbers with the cuttlefish paste and steam until cooked, steam the goose webs until hot, deep fry the bean curd until golden, and arrange everything on serving plate.
2. Blanch vegetables in boiling water until cooked, drain and place on serving plate.
3. Heat water to boiling.
4. Add fried garlic cloves and condiments.
5. Thicken with potato starch water and pour on top of sea cucumber and bean curd.

MAGGI® CHEF'S MASTER STOCK  
MAGGI®上汤



### 材料：

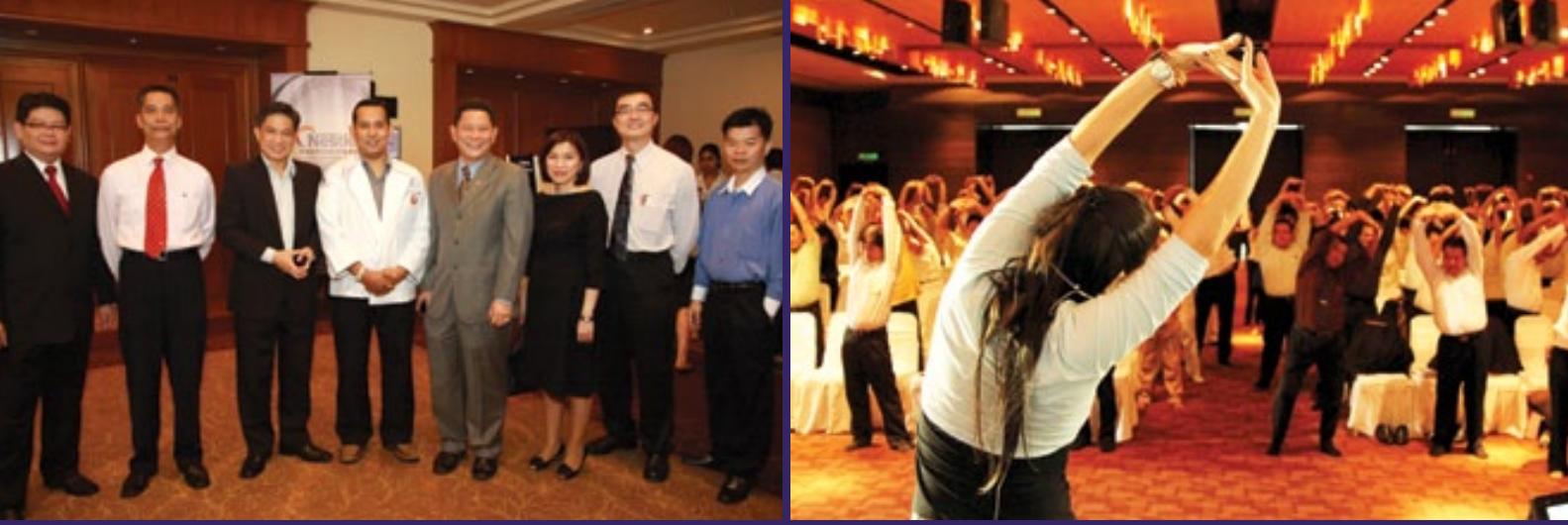
- 4份备用的海参
- 160克墨鱼片
- 4份备用鹅掌
- 4份豆腐
- 4份时菜
- 薯粉
- 300克鲜汤 (12克 MAGGI®上汤与300毫升开水调和)
- 4份香炸蒜茸

### 调味料：

- 2大匙MAGGI®皇廷海味蚝油
- 1/3小匙糖
- 1/2大匙生抽
- 黑酱油

### 做法：

1. 把墨鱼片填进海参后蒸熟、鹅掌蒸热、豆腐炸至金黄色后，将全部食材置于餐盘。
2. 用沸水烫熟蔬菜，沥干后置于餐盘。
3. 煮水至沸腾。
4. 加入蒜茸与调味料。
5. 薯粉与水勾芡，淋在海参与豆腐上。



健康是成功之本

# WELLNESS for SUCCESS

Date: October 20 & 22, 2010

Location: Kuala Lumpur and Penang



Nestlé Professional continues to engage our business partners in the emerging business frontiers of nutrition, health and wellness (NHW). Our latest NutriPro Evening 2010 series enabled us to provide them with practical local and regional NHW insights for their businesses.



The speakers, both local and international, gave engaging and inspiring talks on their respective areas of expertise. Culminating in a dinner showcasing Nestlé Professional products, the NutriPro Evening also gave attendees a chance to relax away from their usual hectic lives.

**雀巢**专业餐饮持续性地引领业务伙伴迈向营养、保健与健康的新兴行业发展。最新一期的《2010年NutriPro Evening》系列报道，藉由国内外企业落实营养、保健与健康理念的例子，为您提供精辟的见解。此外，国内外发言者也纷纷就其专业领域，展开精彩绝伦与启发性的演说。雀巢产品展示会将当天晚宴的气氛推向最高点，NutriPro Evening让与会者懈下忙碌的生活并乐于参与其盛。

“NutriPro Evening helps professionals gain insights, enhance our knowledge and interact with one another.”

「NutriPro Evening为专业人士开拓视野，增广见闻并促进交流。」



**SAM CHEAH SWEE HEE**  
Secretary-General  
Malaysian Association of Hotels  
谢瑞熙  
马来西亚酒店业协会总秘书

“Health is increasingly important in consumer decision-making.”

「健康是主导消费者的决策。」



**ROSSHAM BIN HAJI RUSLI**  
Vice President  
Chefs Association of Malaysia  
罗山鲁斯林  
马来西亚厨师协会副会长



**JACKIE NG**  
Food Business Manager  
Nestlé Professional (Malaysia & Singapore)  
雀巢专业餐饮马新食品营销经理

“Nestlé Professional is committed to sharing all our NHW expertise with our business partners.”

「雀巢专业餐饮致力于为业务伙伴提供营养、健康与保健的专业知识。」



**Nestlé**  
PROFESSIONAL.

**ROGER MARC FREI**  
Regional Food Manager  
Nestlé Professional Zone AOA  
罗杰麦菲尔  
食品营销区域经理  
雀巢专业餐饮（亚太、大洋洲与非洲地区）

Roger Frei manages the food portfolio for all of Asia, Oceania and Africa. With extensive experience in hotel F&B, firstly as a chef, then as F&B Manager, he worked in Nestlé as a Marketing Advisor before taking on the role of Business Development Manager.

罗杰麦菲尔从酒店饮食界厨师晋升至餐饮部经理，再从雀巢营销顾问晋级为市场营销经理，如今凭着丰富的经验统理亚太、大洋洲与非洲地区的食品营销业务。

**“Give your patrons exactly what they want; food that is Simple, Healthy & Natural/Fresh.”**

「为食客提供简便、健康、新鲜天然的食品。」

From his presentation, "The Emerging Trends In The F&B Industry"  
节选自罗杰麦菲尔「新兴饮食业的趋势」

# F&B TRENDS: THE LATEST SCOOP

Are we ready to provide Simplicity, Healthfulness and Freshness?

Keeping up with ever-changing consumer tastes and expectations is key to thriving in this industry. Age, urbanisation and the growth of the middle class have profound impacts on businesses, including those in the F&B industry (please see Malaysian Demographic Snapshot box for how consumers change with time). Consumers are more savvy and used to

getting information at their fingertips through the Internet and their smart phones. It is no longer enough to mass-produce food cheaply and quickly – your patrons have come to expect quality in their dining experience. Hence, understanding and giving them what they expect and demand is the best way to stay in business.

**保**持与消费者的品味与期望是餐饮业快速发展的关键。年龄、城市化和中产阶级的增长对各行业形成深远的影响力，饮食业也不例外（请参见「马来西亚人口统计简报」，以了解消费者的时代更迭）。如今，消费者习惯于弹指间透过互联网或智能手机获得讯息。大规模地生产廉价食品与速食已不足以满足消费群体，食客会期待享有更棒的用餐体验，因此了解他们的期望与需求为最佳的营生之道。

## SIMPLICITY *Less is More*

Consumers today are tired of complexity. The urban lifestyle often means they are constantly rushing about and have little time to spare. F&B operators have to ensure that they give their patrons simpler choices.

- Write menus that are simpler, in language that is easier to read and understand.
- Either provide fewer offerings or make sure the menus are easy to navigate.
- Use fewer ingredients in your dishes to simplify preparation.
- Go for intense and robust, bold single flavours (eg use herbs like tarragon or rosemary one at a time).
- Make your presentations simple but striking.

## 简便 少即是多

现代消费者厌倦于复杂化，都市生活使他们奔波劳碌而无法腾出空档。为此，餐饮业者必须确保予客户简化的选择。

- 菜单编写简易明了，宜选择易于读取与理解语言。
- 精选菜单，提供较少选择或确保菜单易于浏览。
- 酱减食材，简化准备功夫。
- 适当地选择口味浓呛的食材，大胆地采用单一口味（一次性选用一种香料，如龙蒿或迷迭香）。
- 菜式虽简单，但摆设予人眼前一亮。

## HEALTH *Provide Healthier Alternatives*

With increasing rates of diabetes, heart disease and obesity, more people today are looking for healthier food alternatives. Consider providing food that is low in saturated fats and/or cholesterol, or food that is free from gluten or dairy.

- Provide healthier menu alternatives (eg offer choices between grilled and fried foods).
- Make portions smaller – if your patrons need more, they can order more.
- Inform your customers about the ingredients and nutritional value in your offerings, and be honest about it.

## 健康 提供更健康的代替品

糖尿病、心脏病、肥胖症病发率渐增，目前人们纷纷寻找更健康的食品替代品，不妨提供低饱和脂肪、低胆固醇、无麸质、无乳等食品。

- 提供健康的菜单选择（在烧烤与油炸食品之间提供另一项选择）。
- 提供小份量的餐点 — 若客户要添加份量，则可另行点选。
- 让客户知道食物的成份与其营养价值，并诚心地依据菜单准备食物。

# 餐饮业新趋势

我们准备为客户提供简便、健康及新鲜的食品吗？



## NATURAL/FRESHNESS

*Freshness is King*

Many consumers are hopping on the 'back to nature' bandwagon. They want your assurance that your offerings are made from the most natural and fresh ingredients you can get.

- If you use traditional cooking methods, tell your patrons.
- Buy and use local produce where possible.
- Go for fresh and natural ingredients.
- Use ingredients with natural functionalities (eg use pectin to thicken crème brûlée, paprika or lycopene for red colouring etc).
- Reduce your use of artificial ingredients, such as additives and colourings.

## 新鲜天然

鲜美为先

很多消费者都响往「回归自然」的行列，他们也期望您保证所提供的产品皆源于新鲜天然的食材。

- 若您采用传统的烹调方式，请向客户广为宣说。
- 尽可能采购本地生产的成品。
- 选择新鲜天然的食材。
- 使用天然的功能性食品（用果胶使焦糖布丁起膨发作用、以椒红素或蕃茄素取代红色染色剂等）。
- 减少采用加工成份，如添加剂和色素。

## Malaysian Demographic Snapshot

马来西亚人口统计简表



- Over 70% of Malaysians live in urban areas (expected to be 78% by 2020).
- Nearly 60% of the population is middle-class.
- 超过70%的马来西亚人居住在城市（预计2020年将达至78%）。
- 近60%的人口为中产阶级。

Source: CIA-WFB & UN



**FOOD &  
NUTRITION  
CONSULTANTS**

#### **PAULINE CHAN**

Director  
Food & Nutrition Consultants  
Singapore  
新加坡食品与营养谘询总监

A Registered Dietitian (RD) with the American Dietetic Association, Pauline is the Vice President of the Singapore Nutrition and Dietetic Association (SNDA) Main Committee.

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**“Use functional foods to give your patrons a tasty health boost.”**

「采用功能性食品，  
为客户的口感与健康同  
步加分。」

# 10 TOP FUNCTIONAL FOODS

“Let Thy Food Be Thy Medicine...”

In our society, food is used and valued for purposes other than simply to keep us going. Some foods are prized for flavours, some for their colours, and some for their association with warmth and pleasure. Functional foods provide physiological benefits as part of an overall wellness plan. Such foods are common, and you will be surprised at how many are

already lying around your kitchen. Used inventively, your chefs can create flavourful and interesting menu offerings from them. Therefore, why not consider using such foods as ingredients in innovative as well as traditional dishes, and tell your patrons about their nutritional and medical value?

## **COFFEE**

### ACTIVE INGREDIENTS

#### → **Caffeine**

Just 32mg can help increase alertness, reduce fatigue and improve mental performance.

#### → **Polyphenols**

Antioxidants that reduce risk of Parkinson's Disease, slow down age-related mental decline, and reduce risk of Type II Diabetes.

### CULINARY IDEAS

- Coffee spare ribs
- Meat marinades or sauces
- Salad dressing
- Desserts

## **TEA**

### ACTIVE INGREDIENTS

#### → **Tea flavonoids**

Has a powerful antioxidant effect, may reduce risk of heart disease.

#### → **L-theanine**

Amino acid that helps to keep you alert and yet calm.

### CULINARY IDEAS

- Dragon Well Tea Shrimp (stir-fried shrimp and tea leaves)
- Chinese tea eggs
- Ice cream
- Milkshake flavouring

## **SOYA BEAN PRODUCTS**

### ACTIVE INGREDIENTS

#### → **Soya Proteins**

May help to lower cholesterol levels

#### → **Isoflavones**

Potentially capable of reducing risk of breast cancer if taken from early age.

### CULINARY IDEAS

- Use as meat substitute
- Tempeh
- Natto (fermented Japanese soybeans)
- Use as milk substitute

## **CHOCOLATE**

### ACTIVE INGREDIENTS

#### → **Polyphenols**

Lowers risk of heart disease, decreases blood pressure, helps with diabetes.

### CULINARY IDEAS

- Meat marinades
- Pasta
- Chocolate fountain
- Fondue

## **TOMATO PRODUCTS**

### ACTIVE INGREDIENTS

#### → **Lycopene**

A phytochemical (plant chemical) that may reduce risk of prostate cancer.

#### → Rich sources of **folate, vitamin C, vitamin A and potassium**.

### CULINARY IDEAS

- Salads
- Sauces
- Juices/smoothies

## **WOLFBERRIES**

### ACTIVE INGREDIENTS

#### → **Zeaxanthin**

Phytochemical with anti-aging properties, improves immune functions and eyesight, linked with reducing risk of nasopharyngeal cancer.

### CULINARY IDEAS

- Cook with rice
- Use in stir-fries
- Use as raisin replacement
- Herbal soups

## **SHIITAKE AND MAITAKE MUSHROOMS**

### ACTIVE INGREDIENTS

#### → **Various chemical compounds**

Improve immune functions and reduce risk of cancer.

### CULINARY IDEAS

- Salads
- Gravy
- Use as meat substitute
- Stir-fried mushrooms

# 「化食方为疗方」

10大功能性食品



## FRUITS & VEGETABLES OF MULTIPLE COLOURS

### ACTIVE INGREDIENTS

#### → Dietary fibre, folate and potassium

Reduces risk of coronary heart disease, stroke and hypertension.

#### → Phytochemicals

Helps with heart health, blood sugar control and cancer.

### CULINARY IDEAS\*

#### → Soups

#### → Salads

#### → Desserts

#### → Smoothies/juices

\*The more colourful the better.

## FISH

### ACTIVE INGREDIENTS

#### → Polyunsaturated fatty acids

Improves heart health, found to reduce the risk of mild cognitive impairment and dementia (loss of mental ability).

### CULINARY IDEAS

#### → Sushi

#### → Sashimi

#### → Steamed fish

#### → Stir-fried with vegetables

## FERMENTED FOODS

### (YOGHURT, MISO, PICKLED VEGS)

### ACTIVE INGREDIENTS

#### → Probiotics

Good bacteria that when administered in adequate amounts, confer a beneficial health effect on the host (WHO definition).

### CULINARY IDEAS\*\*

#### → Marinades

#### → Salad dressing

#### → Kim chee and sauerkraut as salad bases

#### → Smoothies

\*\*Cooking will kill the good bacteria.

### 咖啡

#### 活性成份

- 咖啡因  
仅仅32毫克，就有助于提高警觉性、减轻疲劳与提高智力。
- 多酚  
其抗氧化剂可延缓与年龄相关的智力退化、降低罹患帕金森氏症及二型糖尿病风险。

### 新「煮」意

- 咖啡排骨
- 肉类腌料或酱汁
- 沙拉酱
- 甜品

### 茶

#### 活性成份

- 茶类黄酮素  
具超强的抗氧化作用，对降低罹患心脏病有其正面的影响。
- 茶氨酸  
属于氨基酸其中一类，有助于保持警觉性与镇静情绪。

### 新「煮」意

- 龙井虾仁
- 茶叶蛋
- 冰淇淋
- 奶昔调味料

### 大豆制品

#### 活性成份

- 大豆蛋白  
可能有助于降低胆固醇指数。
- 异黄酮  
若从幼年时期摄取，可降低罹患乳腺癌的风险。

### 新「煮」意

- 肉类替代品
- 天贝（印尼发酵黄豆食品）
- 纳豆（日本发酵黄豆食品）
- 牛奶替代品

## 现

代社会的饮食风气不仅仅为了满足简单的生存条件，而是着重于食品所发挥的功效。有些食品以口味占优势，有些则以颜色取胜，有些食品混搭形成完美的组合。至于被归类为功能性的食品，不仅提供生理效益，也是启动健康计划不可或缺的食材。其实，功能性食品相当常见，您或许会惊讶于原来它们早已静躺在厨房各处呢！不妨巧妙地运用这些食品，您的厨师即可创造既美味又有趣的菜单。何不考虑运用功能性食品于创新与传统菜式里，同时将其营养与食疗价值推荐予客户呢？

### 巧克力

#### 活性成份

- 多酚  
含于黑巧克力，可降低罹患心脏病风险、降血压、降血糖。

### 新「煮」意

- 肉类腌料
- 意粉
- 巧克力喷泉
- 火锅

### 蕃茄制品

#### 活性成份

- 茄红素  
属于植物化学成份（植物性化学），有助于降低罹患前列腺癌风险。
- 富含叶酸、维生素C、维生素A、钾。

### 新「煮」意

- 沙拉
- 酱汁
- 果汁／冰沙

### 枸杞

#### 活性成份

- 类胡萝卜素玉米黄素  
具有抗老化功效的植物化学成份，增强免疫力与视力，降低罹患鼻咽癌相关性风险。

### 新「煮」意

- 拌饭烹煮
- 炒菜配料
- 葡萄干代替品
- 药材汤

### 香菇与日本舞茸菇

#### 活性成份

- 多种化合物  
此化合物可强化免疫功能及降低罹患癌症风险。

### 新「煮」意

- 沙拉
- 肉汁
- 肉类代替品
- 拌炒菇类

### 深色蔬果

#### 活性成份

- 膳食纤维、叶酸、钾  
维护心血管（心脏）健康，降低罹患冠心病、中风与高血压风险。

#### → 植物化学

有助于维护心脏健康、控制血糖与降低患癌风险。

### 新「煮」意\*

- 汤
- 沙拉
- 甜品
- 冰沙／果汁

\* 色彩越鲜艳，效果越佳。

### 鱼

#### 活性成份

- 多元不饱和脂肪酸  
增强心脏健康，研究发现，鱼类可减少轻微认知障碍与失智症（心智缺失）。

### 新「煮」意

- 寿司
- 刺身
- 蒸鱼
- 拌菜煮炒

### 发酵食品（酸奶、味噌、腌菜）

#### 活性成份

#### → 益生菌

益生菌是良菌，当摄取足够份量时，对人体健康有益的活微生物（世界卫生组织赋予的定义）。

### 新「煮」意\*\*

- 腌料
- 沙拉酱
- 韩式泡菜与德国酸椰菜沙拉
- 冰沙

\*\* 烹调会杀灭良菌。



**McCANNWorldgroup**

**NATASHA SIDHU**  
Head of Brand and  
Engagement Planning  
McCann Worldgroup Singapore  
新加坡麦肯世界集团  
品牌与行销策划主管

Natasha has extensive experience in brand building and integrated engagement planning, having handled clients as diverse as Malaysia Airlines, J&J, Nestlé and Proton. She is currently focused on giving clients an edge in their outlook on contemporary marketing and communication.

Natasha在创建品牌与整合行销策划方面累积丰富经验，跨领域的合作对象包括马航、强生、雀巢和普腾。目前，她专注于为客户拓展视野，以掌握时下市场营销与传播方式。

**“Wellness: Say it, Show it, Live it. Your patrons will love you for it.”**

「推行健康除了要说出口，还得秀出来，并且乐在其中，如此您才能赢得客户的欢心。」

# WELLNESS: WALK THE TALK

Let Your Patrons Know You Mean Wellness Seriously

**A**s a concept, wellness is here to stay. Smart F&B operators have already found ways to incorporate it into their business, and the time is ripe for you to do the same. Wellness is meaningful and important in every part of your patrons' lives, so they demand it even in their dining experiences (hence, it is not just a meal for enjoyment but nutrition). Besides that, they may choose where to dine out according to how outlets make them feel, and even preferring businesses that play greater roles in corporate responsibility. Therefore, now is a good opportunity to look at your business from the wellness perspective - from your outlet layout and background to your menus, food presentation and ambience. By doing this, you cater to your patrons' body, mind and soul. In the course of doing this, you will delight your patrons, and maybe even differentiate yourself from your competitors.

**精**明的餐饮业者把贯彻健康的理念融入业务；如今，当时机成熟时，您也该努力实践。健康对您的客户而言意义深远，他们甚至讲究用餐体验（享受用餐乐趣的同时，亦关注食物营养）。此外，他们会以餐厅营造的气氛，甚至对其履行的企业责任，作为光顾哪家餐馆的考量因素。有鉴于此，不妨好好地以健康观点检视业务，从格局、布景延伸至菜单、食品摆设及氛围，以满足客户的身、心、灵之需求。如此一来，您既能取悦客户，又能让自己在众多竞争对手中脱颖而出。



## Facets Of Wellness From The Consumer's Perspective

从消费者的角度促成 7 种保健层面

As people, to be well is to live each stage of life to the full. Hence, wellness is multi-dimensional, and involves the following areas:

随着各阶层的生活水准逐渐提高，保健亦涉及多个层面，其中包括：

1. **Social wellness** is living in harmony with others and contributing to the common welfare of the community.
2. **Occupational wellness** is having a good work/life balance and working for something meaningful.
3. **Spiritual wellness** involves taking a step back to find meaning and purpose in life.
4. **Physical wellness** requires a proactive approach to health and understanding the body (preventive rather than reactive).
5. **Intellectual wellness** is achievable through various activities to expand your general knowledge and keep your brain active.
6. **Emotional wellness** means having a healthy emotional state (eg keeping calm, not too much stress all the time etc).
7. **Environmental wellness** revolves around taking actions that are respectful of the environment.

From her presentation, "Communicating Nutrition, Health And Wellness".  
节录于其演说「传递营养、保健与健康理念」。

# 推行健康:言行一致

让客户体会您认真看待健康



## Design

Delight your patrons and titillate their senses by planning your overall store and menu designs.

- Think about creating a simple and clean outlet layout.
- Consider a more creative layout (eg communal dining layout for increased socialising).
- Present simpler-looking menus and store signage.
- Use uncluttered imagery that is associated with nature and freshness.
- Use calming and/or 'natural' ambient music.

## 设计

精心策划店面与菜单的设计，以取悦客户并赋予美好的感官享受。

- 构思简单且干净的格局设置。
- 考虑开辟创意空间（如促进交友的开放式格局）。
- 呈献醒目的菜单与招牌。
- 采用整齐的图案衬托自然与清新的意境。
- 播放柔和与「大自然」环境的音乐。



## Substance

When it comes to delivering on substance it's all about the food – you want to provide healthy food, so that your patrons will have a good gastronomic experience. And you want to tell them about it too.

- Offer wholesome menus
- Educate your patrons on the nutritional value of your offerings.
- Redefine your processes to incorporate NWH practices (proper staff hygiene, sanitation, service with a smile etc).

## 物质

当您提供健康食品，即为食品赋予物质传递的同时，您的客户将享有美好的用餐体验，而您则需要让客户知道以下几项要点：

- 提供健康的菜单。
- 教育您的客户，让他们了解食品的营养价值。
- 重新拟定营养、保健与健康食品的处理方式（妥善的员工卫生、环境卫生、脸带微笑地服务等）。



## Philosophy

Consumers nowadays are a demanding lot who care about doing the right thing and supporting businesses that do likewise. Make your business one that operates with a conscience, and put the word out.

- Source your ingredients from suppliers/manufacturers that have a strong track record in social and environmental responsibility.
- Actively promote nutrition, health and wellness as well as other socially important themes such as the environment.
- Consider being part of the 'ecotourism' sector.
- Get involved in community initiatives through donations or volunteering staff work time.

## 哲学

如今，消费者理智明辨是非，同时选择支持明智的企业，所以您必须凭良心经营企业，并与业者互相交流。

- 选择向信誉佳且履行社会与环境责任的供应商或厂商订购货源。
- 配合社会主题（如环境），积极推广营养、保健与健康理念。
- 考虑将之纳为「生态旅游」。
- 透过参与社区活动，投身义工行列。



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“Take care of yourself and live longer to enjoy the fruits of your labour.”

「好好照顾自己，活得健康，享受幸福人生。」

From his presentation, "Wellness At Work".  
摘自西里尔的「职场保健」演讲内容。

# HEALTHIER YOU, WEALTHIER BUSINESS

Watch Your Health And Wellness And Your Business Thrives With

The F&B industry is a highly stressful one. You endure many sleepless nights, deal with irate patrons, and spend all your time taking care of business. As a result, you are more likely to get various chronic diseases such as high blood pressure, diabetes and so on. These diseases require lifetime treatment, and are costly to manage, not to mention disruptive to your career. For your peace of mind, therefore, maybe it's time to take stock of your own wellness. Why stop there? Be a health advocate to your staff and lead them by example. That way, all of you will enjoy the benefits of wellness, including longevity, freedom from sickness, disease and pain, fitness and a general sense of happiness and contentment.

**餐** 饮业是高压行业之一，足以让您熬过多少失眠的夜晚、与愤怒的客户协商及倾注所有的时间打理业务。您可能因而罹患各种慢性疾病，如高血压、糖尿病等，这些疾病需终身治疗，而且医药费相当高昂，更成为您事业的绊脚石。为了讨个安心，是时候为您的健康着想，为何停滞不前呢？即时成为您下属的健康顾问，树立好榜样并引领他们为保健下功夫。如此一来，您将享受健康的好处，包括长寿、免于生病、疾病缠身之苦、健康体魄即能享有无穷无尽的幸福与满足感。



## 1. Eat Right, Eat Well

- Watch your dietary intake. Add more variety and colour to your food menu.
- Take your meals frequently and in small portions.
- Consume more helpings of fruits and vegetables per day.
- Water is the most basic preventative 'medicine'. Drink at least 2 litres of water per day.

## 1. 吃得饱又吃得好

- 注意饮食摄取，为菜单添加多元品种及彩色的食品。
- 规律性地用餐，以小份食量为佳。
- 每天多摄取蔬果。
- 水是最基本的预防良药，每天至少饮用两公升的水。



## 2. Exercise Regularly

- Exercise 3 to 5 times weekly, between 40 to 60 minutes per session.
- Focus on cardiovascular, strengthening and flexibility exercises.
- Pace yourself. Do not overexert.
- Maintain your ideal weight.

## 2. 经常运动

- 每周运动 3 至 5 次，时长介于 40 至 60 分钟。
- 着重于有氧、伸展与柔韧运动。
- 适度调整，切勿逞强。
- 维持理想的体重。



### 3. Manage Your Stress Levels

Our body is only meant to sustain 5% of our daily routine under a stressful environment. In the F&B industry today, that is not easy. Therefore, applying these simple anti-stress methods can be crucial to maintaining overall health and wellness.

- Take time out to do some exercise/massages/stretching.
- Laugh more often. Laughter is truly the best medicine.
- Do deep breathing exercises to maintain your lung capacity.
- Engage in mental imagery (meditation) regularly.



### 4. Go For Regular Screenings and Checkups

Many chronic diseases, including hypertension (high blood pressure) and diabetes present no initial symptoms. Having regular physical examinations means you won't have to find out the hard way.

- Have a checkup at least annually, and more frequently if you know you are at risk of any of the above diseases.
- Make sure that your readings remain within the guidelines below for optimum health:
  - ♥ Normal blood pressure readings (ideally, below 120/80)
  - ♥ Normal fasting blood glucose (below 5.6 mmol/L fasting)
  - ♥ Increased levels of HDL-cholesterol (above 1.04 mmol/L in males, above 1.29 mmol/L in females)
  - ♥ Trim waist line (below 35" for males, below 31" for females)
  - ♥ Good levels of triglycerides (below 1.69 mmol/L)

### 3. 压力管理

我们每天只能在日常工作中承担 5% 的压力；然而，餐饮业的压力往往难以衡量，因此不妨运用以下的抗压方式维持整体健康吧！

- 抽空做运动、按摩或伸展操。
- 常把笑容挂在脸上，发自内心的笑是最佳良药。
- 深呼吸，以增强肺活量。
- 定期冥想（禅修）。

### 4. 定期体检

很多慢性疾病，包括高血压、糖尿病都没有初期预兆。定期体检即可免于后患。

- 每年至少体检一次，若您是任何疾病的高风险群，必须更频繁地进行健康检查。
- 确保您的健康指数处于理想的健康水平：
  - ♥ 正常的血压读数（理想水平应低于 120/80）
  - ♥ 正常的血糖读数（空腹时低于 5.6 mmol/L）
  - ♥ 高密度脂蛋白（男性为 1.04 mmol/L 以上；女性为 1.29 mmol/L 以上）
  - ♥ 腰围（男性为 35 英寸以下；女性为 31 英寸以下）
  - ♥ 良性三酸甘油脂（1.69 mmol/L 以下）

At the end of the day, you want to look, feel and be younger than you actually are. That way, you will have many more years to reap the benefits of your hard work.

迈入乐龄期，你也期望自己比实际年龄更年轻，并且好好地享受过去辛劳付出的成果。

## Ask Yourself, “How am I?” 不妨问自己「我怎么啦？」

For a more comprehensive view of your wellness (as well as that of your staff), visit the Nestlé Wellness Profiler at [www.nestle.com.my/howami](http://www.nestle.com.my/howami).

欲查询更多关于您（与您的下属）相关的保健态度与资讯，请浏览雀巢保健专页[www.nestle.com.my/howami](http://www.nestle.com.my/howami)。

# PRACTISE FOOD SAFETY

## 食品安全检测

### Food poisoning can lead to your downfall.

#### 食物中毒后患无穷

Negligence in food safety can have serious implications for your business. Just 2 simultaneous cases of food poisoning in your outlet classifies as an outbreak, which in the worst-case scenario will lead to the authorities shutting your business down. One of the most fundamental and feasible ways to reduce the risk of food poisoning is by implementing these simple yet effective managerial practices.

忽视食品安全，后果不堪设想。只要两宗食品中毒案例同时源于一个单位，最坏情况是被执法当局勒令停业。贯彻简单而有效的管理措施，为降低食品中毒危机最根本又可行之道。



#### ENSURE EVERYONE KNOWS THE ESSENTIALS

- Instruct everyone new to food handling on the essentials of food hygiene before they start work in the kitchens.
- Conduct periodical observations, briefs and quizzes to keep your employees on the ball.

确保每个人理解基本守则

- 在新晋员工未开始进入厨房工作前予以指导，让他们掌握基本的食品卫生处理要领。
- 定期视察、简报与测试，让您的员工保持机警状态。

#### PREPARE REFERENCE MATERIALS

- Have food handling training manuals where your employees can easily access.
- Provide a set of manuals for all your managers to have handy.
- Put up posters on food safety tips throughout your employees' work areas, where they can easily see them.

准备参考材料

- 准备食品处理培训手册，让员工易于参考。
- 制定一套指南，让主管得心应手。
- 在工作范围显眼处张贴海报，随时为员工予以食品安全提示。

#### ENSURE PROPER TRAINING

- Make it a point for all employees to go through training, whether in-house or external.
- Keep training records to ensure complete training in all aspects of food safety and hygiene for every food handler you employ.

确保提供正规培训

- 无论公司内部或外部，应重视员工培训。
- 保留培训记录以确保所有员工接受完整的食品安全与卫生培训。

#### FOLLOW PROPER COMPLIANCE & STANDARDS

- Make sure your establishment follows all food regulations according the Malaysian Food Act.
- Implement food hygiene systems like HACCP and ISO 22000 and adhere to the standards.

遵守标准守则

- 确保公司遵照《马来西亚食品法令》食品法规。
- 落实食品卫生体系，向HACCP危害分析和关键控制点及ISO 22000食品安全管理体系认证的目标迈进。

# SAVING COST THROUGH PACKAGING CARE

通过包装节省成本

Optimise your business by protecting your products  
保护产品优化企业

**DOS**  
宜

- Keep pouches sealed.
  - » Use bag clips or sealers.
  - » Alternatively, store in air-tight containers.
- 密封包装。
  - » 采用保鲜夹或密封胶。
  - » 另可贮存于密封容器。



- Clean product that drips down the bottles.
- Keep the cap intact after every use.
- Store on shelves at a suitable and reachable height.
- 将瓶身的滴液擦拭干净。
- 每次使用后，盖紧瓶盖。
- 将货物置于适当且触手可及的货架。



- Store in a dry and cool area.
- Always keep the cap in place after use.
- 贮存于干燥阴凉处。
- 使用后关上瓶盖。



- Store in a dry and cool area.
- Once opened, transfer the product contents into containers and cover with lid.
- 贮存于干燥阴凉处。
- 一旦开罐，将产品移至容器后盖紧。



**DON'Ts**  
不宜

- Do not seal pouches using:
  - » Staples.
  - » Dirty and brittle rubber bands.
- 勿以下列方式封存:
  - » 订书钉。
  - » 肮脏及脆化的橡胶圈。
- Do not drop products packed in glass bottles.
- Do not keep/use once broken.
- 勿扔置瓶装产品。
- 一旦破裂，勿收存或使用。

- Do not store near heat sources.
- Do not puncture the bottle caps, as plastic fragments will drop in the product.
- 勿置于靠近热源处。
- 勿戳穿瓶盖，塑胶碎片会掉入产品。

- Do not store products in opened cans.
- Do not keep bloated and rusty cans.
- 勿将产品置于开启的罐头。
- 勿收存已膨胀与生锈的罐头。

NESCAFÉ®

Milano

Catering to Café Connoisseurs

迎合咖啡鉴赏家需求

Your NEW and PREMIUM  
“Café Style” solution.

NESTLÉ® PROFESSIONAL is proud to bring you NESCAFÉ® MILANO, a state-of-the-art coffee-making system and an ideal solution for the discerning café operator.

NESCAFÉ® MILANO offers a wide range of benefits, namely:

- It incorporates proprietary products, systems and services that deliver a menu of beverages, including upscale coffees such as espresso, Lungo (Long Black) and Ristretto.
- It offers better variety and turnover with its perfect synergy between quality, customisation and convenience.
- The NESCAFÉ® MILANO Machine has a stylish and sleek design, with proprietary whippers and mixers for enhanced end result quality.

The NESCAFÉ® MILANO machine uses NESTLÉ® MILANO Skimmed Milk Powder. It is 100% pure skimmed milk powder, keeping the goodness of fresh milk with only 1% fat while giving you richer foam volume.

予您全新至尊  
的品啡乐趣

雀巢®专业餐饮隆重推出NESCAFÉ® MILANO，其先进的咖啡制作程序，为精明的咖啡馆业者提供理想的经营方针。

NESCAFÉ® MILANO具备超强卖点：

- 由专利产品、专利程序与专业技术研发而成，可调制多种饮料，包括上等咖啡，如意式香浓咖啡、意式淡咖啡及意式特浓咖啡。
- 优良品质、个性化与方便操作三大功能相互结合，不仅予以超棒口感，还有助于推动业务发展。
- NESCAFÉ® MILANO咖啡机外型时髦，流线型设计独特，其专利奶油发泡器与搅拌器，进一步提升咖啡质量。

雀巢® MILANO 脱脂奶粉与NESCAFÉ® MILANO咖啡机完美配搭。100%纯脱脂奶粉完整地保留鲜奶的精华，尽管仅保留1%脂肪，但足以调制一杯泡沫丰盈的好咖啡。



For non-coffee-drinking customers, the NESCAFÉ® MILANO machine also dispenses NESTLÉ® Complete Mix Hot Chocolate, which at 98.5% fat free, is a sin-free chocolate indulgence.



NESCAFÉ® MILANO a premium blend of finest Arabica coffees and a hint of Robusta to give strength. This coffee is from the pure Italian tradition, made in Switzerland.

NESCAFÉ® MILANO由阿拉比卡咖啡提炼而成，再以微量的罗布斯塔咖啡提味。这咖啡源于传统意式精髓，生产地为瑞士。

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