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AS THE STOVES ARE FINALLY SWITCHED OFF, BABA'S LEAVES CULINARY ENTHUSIASTS WAITING FOR THEIR NEXT COOKSHOW FIX

'So what's next? After two successful seasons of its hit reality series, fans want to know what BABA'S is cooking up next'

KUALA LUMPUR, 14 AUGUST 2018 – Cookshows have been a staple on Malaysian TV forever, many hosted by celebrities and most sponsored by brands seeking to associate their products with hit shows and the celebrity chefs who host them.

Once in a while, brands decide to sponsor customised programs featuring the trending celebrity chefs of the moment, as a safe bet to ensure ratings.

One brand that has always taken the lead in doing things their own way has been BABA'S. From its very first production 14 years ago, BABA'S has always focused on what its consumers wanted and strived to deliver it in a format never seen before. Is that the secret of why BABA'S cookshow are hits each time, always being the most watched cookshows whenever they are broadcast?

What's certain is the fans never know what to expect except that it will be different, and often the start of a new trend in how culinary shows are produced. What's also certain is that no matter how much of a hit they may be, BABA'S stops on schedule after 2 seasons - and comes up with yet another hit!

"We don't want to bore our fans with the same. Food is exciting and there are many ways to serve it up - creatively. Why do the same? No one would like to eat in the same place, eating the same food every day....cookshows are no different! Yet many stick to that same formula, interchanging sets and older host for younger ones - but at its core, it's all the same." said Claudian Navin Stanislaus, Head of Advertising & Promotions of BABA'S who is the Executive Director of their shows.

Versus 1001 RASA BABA'S was their most recent projects, it featured BABA'S fans and users in a culinary cook-off assisted by 17 of the top award winning culinary gurus in the country, hosted by Chef Dr Kamarul and Chef Adu Amran. This hit show has conquered the airwaves over TV3 for the past year and a half was another brainchild of the BABA'S in-house creative team; which has produced over 120 hours of cookshow, but is credited to the requests and feedback they have received from BABA'S fans via their Facebook page BABASANDU as well as through their retailers and sales representatives.

Navin added, "This has always been our principle. Listen to our fans and then develop something that meets that need but in a way never been done. And our fans know this. If our shows are hits, it's simply cause our fans know what they want. They make the hits - we merely facilitate the storyline!"

He was speaking at a full house of contestants, mentors, guests and VIPs during the closing ceremony cum prizing giving event, where cheques were presented to the eventual winner of Season 2 of VERSUS 1001 RASA BABA'S, Khadijah Mohd Noor Kamal, who took home RM10,000 along with a microwave oven from Fargo. Chef Budiman Bistari took home the 2nd Prize of RM3,000, while both the other finalists Nazura Zainal Abidin and Muhammad Izwan Ramli each collected RM500.

BABA'S airline partners AirAsia threw in a surprise for the finalist of Season 2, as they added 2 tickets for 4 Days 3 Night each respectively to Melbourne, Hong Kong and Jakarta to Khadijah, Budiman, Nazura and Izwan.

The 14 weekly episode winners; which included the 4 finalists, also received a certificate and RM1001 each.

On hand to celebrate the festivities and success of the show were some of the celebrities and charities who participated in the festive episodes.

The audience also was littered with the who's who of local culinary, from the mentor chefs who managed to take time off to be there to the bloggers and culinary editors who were judges on the show throughout the 2 seasons.

Some lucky fans of the BABASANDU Facebook page were also on hand to collect their prizes from the Homeviewers Contest that was run in conjunction with the show, who were treated to a sample of the food from the show prepared specially by Empire Hotel Subang's culinary team.

After all had been digested to the brim, what seemed to be on everyone's lips or thoughts was....what next? What will BABA'S cook up next?

Guess the only thing we know for sure is that it will be....what it's fans and customers want!

So tell your retailer, write a letter, send an email, send a message to BABA'S on Facebook or just stop anyone with a BABA'S logo on their uniform and tell them what kind of a cookshow you would like to see - and prepare for another fun ride!

For more details and information about BABA'S and its activities, or if you are just looking for some recipe ideas with a twist for this evening visit BABASANDU on FACEBOOK today!

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