

Appendix 1 : Retail and Foodservice share of sales (%value) 1999.



Source: The World of Ingredients May 2000

**Appendix 2 : Top lunch/dinner entrees consumed in the home(1996)**

<b>Rank</b>	<b>1987</b>	<b>1996</b>
1	Steak	Pizza
2	Ham sandwich	Ham sandwich
3	Hot dog	PB&J sandwich
4	PB&J sandwich	Hot dog
5	Pizza	Turkey sandwich
6	Hamburger	Hamburger
7	Cheese sandwich	Macaroni & cheese
8	Bologna sandwich	Steak
9	Baked chicken	Baked chicken
10	Macaroni & cheese	Bologna sandwich

Source : Food Tech Jan 1998

### Appendix 3 : Total snack sales United States

	Dollar sales (in billions)	Pound volume (in billions)
1999	\$19.38 (6.2%)	6.17 (4.4%)
1998	\$18.17 (7.3%)	5.90 (2.2%)
1997	\$16.84 (8.5%)	5.77 (2.8%)
1996	\$15.41 (2.1%)	5.61 (1.3%)
1995	\$15.09 (0.3%)	5.54 (-2.7%)
1994	\$15.05 (2.6%)	5.69 (3.0%)
1993	\$14.66 (5.9%)	5.52 (6.2%)
1992	\$13.80 (2.7%)	5.18 (5.0%)
1991	\$13.43 (5.3%)	4.92 (6.1%)
1990	\$12.72 (5.8%)	4.62 (3.0%)

Source : Food Testing Analysis August/September 2000 Vol 6, Number 4

## Appendix 4 : Frozen Foods Suppliers In Malaysia

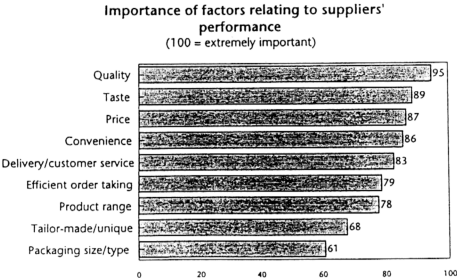
	Company	Brand Name	Type of food	Market	Employees
1	Ayamas Food Corporation Berhad	Ayamas	Poultry Products. Nuggets. Patties. Burgers. Fritters. Frankfrukturs	Malaysia Export	Local 700 employee
2	Chiew Frozen Sdn. Bhd.		Frozen Chilled food-beef, Mutton and Fish	Malaysia	
3	Fatihah Frozen Food		Frozen food/chilled food	Malaysia	
4	HSH Frozen	Kanika	Frozen SEafood	Malaysia	
5	Ng Kee Cold Storage	Sri Rasa	Frozen Meat. Seafood. Provision goods	Malaysia	
6	Prima Agri Products	Prima/ Baguz	Central butchering. sausages. burgers. cold cuts, pizza toppings. Spaghetti sauce. contract packing of meat products	Malaysia Export to SEA	Local, 90 employees
7	TC Food Sdn Bhd	Teochew Frozen Dim Sum and Home's	Dim Sum, confectioneries	Malaysia, Export to SEA	Local 35 employees
8	Tradisi Emas Marketing	Figo	Cuttlefish, prawn, crab, vegetables, chicken meat, beef meat balls, cuttlefish roll, Fish chips, crab dumplings, Pau & Mantau	Malaysia & Singapore	Local 40
9	Asia Marine Prouct Sdn Bhd	Asia Food, Seafresh	Cooked/peeled prawns, raw peeled meat, assorted seafoods	Malaysia, Export to Europe and Asia.	100
10	Butterworth iceworks Sdn. Bhd.	Ocean Eagle, Subi Special, Blue Lagoon, Fisherman & Special	Frozen prawns, frozen battered & Battered Prawns, Frozen Squid Rings	Malaysia, Australia, Europe, Asia	
11	Dindings Poultry		Frozen and Processed Poultry products	Malaysia, Asia, Middle East	
12	Euro Deli Sadn Bhd	Euro Deli	Ham, Sausage, smoked meat	Malaysia	
13	KF Pastries Manufacturing Sdn. Bhd	Kg Pastries	Frozen Pastries, Buns, Frozen Fish, Spring roll pastry, Samosas, Silver Thread Loaf, Flower rolls	Malaysia, Asia, Australia, Europe, US	50

14	Kart Foods Industries Sdn. Bhd.	Kart's Home Recipe	Roti Canai, Whole Meal Roti Canai, Dhall Curry, Murtabak, Garlic Bread	Malaysia, Europe, Canada, Middle East, Asia	45
15	Kartini Frozen Foods	Kartini Frozen Foods	Frozen Foods and Confectionery	Malaysia	5
16	Kongsi Raya (M) Sdn. Bhd.	Nikmat	Frozen Foods, Frozen Seafoods	Malaysia	
17	Lotus Consulting Group Sdn. Bhd.		Frozen Foods	Malaysia	
18	Mac Food Services(M) Sdn. Bhd.		Beef Patties, McChicken Patties, Chicken McNuggets, Fish Portion, Bone in chicken	Malaysia, Singapore, Brunei, Hong Kong	170
19	Noraini Enterprise Sdn. Bhd.	Noraini	Frozen Food, Cakes, Biscuit	Malaysia	
20	Pacific Refrigeration Sdn. Bhd.		Frozen Foods	Malaysia	
21	Panda Foods Co. Sdn. Bhd.	Panda, Seashrimp, SEagull	Frozen Prawns and other seafoods	Malaysia, Australia, Europe, US	340
22	Pertama Springrolls Manufacturer (m) Sdn. Bhd.		Springroll pastry	Malaysia	40
23	Perusahaan Makanan Golden House Sdn. Bhd.	Golden H Ouse	Frozen seafood	Malaysia	20
24	Perusahaan Makanan Kami Sdn. Bhd.	Kami	Frozen Food, Crab Claws, Fish Chips	Malaysia	
25	Rex Canning Co Sdn. Bhd.	Orchid, Rex	Tuna, Crabs, Shrimps, Clams, Squids	Malaysia, Australia, Europe, USA	200
26	Saudi Cold Storage Sdn Bhd.	Saudi	Frozen Foods	Malaysia	
27	SE Master Trading CO Sdn. Bhd.		Frozen Foods, Sea Products	Malaysia	
28	Seapro Food Ind. Sdn. Bhd.	Seapro, Mermaid, Seasmile	Frozen Seafoods	Malaysia, Australia, Asia	62
29	Selangor Foods Industries Sdn. Bhd.	Azmy	Beef Burger, Chicken Burger, Fish burger	Malaysia	30
30	SK Frozen Food Import & Export Sdn. Bhd.	SK, Soon Kee	Cuttle Fish Ball, Spring rolls, Frozen Seafoods	Malaysia, Singapore	32
31	Sin Sin Foodstuff	Pao, Mantou	Dumpling	Malaysia	
32	Solid Side Food Industries Sdn. Bhd.		Frozen Foods	Malaysia	

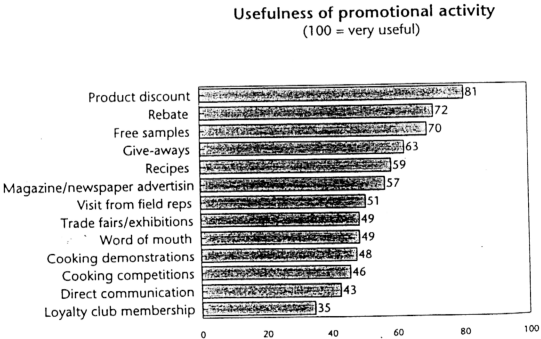
33	Standard Confectionery Sdn. Bhd.	Silver Bird. Big Sister	Frozen Confectioneries	Malaysia. Asia. Middle East	60
34	Sugiyono (M) Sdn. Bhd.		Frozen Foods	Malaysia	
35	Sun Weng Lock Confectionery Sdn Bhd	Mamas. English Hotbreads	Frozen foods. Confectioneries	Malaysia. Brunei	40
36	SwuiShun Food Trading (M) Sdn Bhd	Yoki	Fish. Prawn. Burger. Cuttlefish balls and sausages	Malaysia. Singapore. Brunei	50
37	Tetra Laval Food	Alfa Laval. conterm. Fromax. Tetrabrix	Meat. Poultry. Fish. Ice Cream		
38	Texchem Resources Bhd	Seapack	Surimi based products	Malaysia. Europe and Asia	350
39	The Bakers Cottage Sdn Bhd	The Baker cottage. Comel. King Donuts	Frozen pastry and confectioneries	Malaysia. Singapore	150
40	The Wagon Pizza & Confectioneries Sdn. Bhd	Cap Kura Kura. Milimex. Wagon	Snack Products. Frozen Pizza. Frozen Foods. Confectioneries	Malaysia . Asia	
41	Tropical Canning Corporation SDN. Bhd.	TC Boy Brands. Bintang. Tropical	Canned products. Canned and Frozen Seafoods	Malaysia. Asia. US. Europe	300
42	Upper Equity Sdn. Bhd.	Bibik's Choice	Fish chips. Chicken chips. Nuggets	Malaysia. SEA	10
43	Ben Fortune Manufacturing (M) Sdn Bhd	Oriental Fortune	Mantou . Minibuns. oriental confectioneries	Malaysia. Australia. Asia	35
44	Hai Long Sdn. Bhd.		Surimi. Seafoods	Malaysia	31
45	Tee Yih Jia Food Manufacturing (M) Sdn. Bhd.	Master Chef. Spring Home	Frozen Pastry . confectioneries	Malaysia	42
46	Atlantik Rank (M) Sdn. Bhd.		Seafoods	Malaysia	10
47	Classic Mode Sdn. Bhd.	GE. Lucky Star. Oceanbest	Seafoods	Malaysia. Asia. US	60
48	Eastern Global (M) Sdn. Bhd.	Eastern Global. Twin Fish. Ocean Fresh. Eastern Pearl	Frozen Seafoods	Europe. Asia	97
49	GC Coldstorage Sdn. Bhd	Golden Crown Foods	Frozen Seafoods and meat	Malaysia	
50	Golden Frontier Food Industry Sdn. Bhd.	Mr. Shrimp. Soonfro. Lancaster. Ocean Monarch	Frozen Foods	Malaysia. US. Europe	200
51	Gropoint Fisheries Sdn Bhd.	GP	Seafoods	Malaysia. Singapore. Australia	300
52	Hai Leng Enterprise Sdn Bhd		Frozen Seafoods	Malaysia	

53	Hai Long Sdn. Bhd		Frozen Seafoods. Dumplings	Malaysia	
54	Highly Seafoods Sdn Bhd		Frozen Seafoods		
55	Hong San Frozen Foods Sdn. Bhd.	Lotus, Ebbs, Coral Bay, Edgell, Waramba, Olympus, Mermaid	Cooked and Peeled Frozen Seafoods	Malaysia, Europe	50
56	Kok Frozen Foods		Frozen Seafoods	Malaysia	
57	Malfro Fishery Company Sdn Bhd		Seafood Processing	Malaysia	
58	Provest Sdn. Bhd		Frozen Cooked , Peeled Prawns	Malaysia	
59	Seagulls Frozen Foodstuff Sdn Bhd	Sea Champion, Seaflower, Seagull	Frozen Shrimp	Malaysia, Asia, Europe	70
60	Sin Pak Bee Seafoods Manufacturing Sdn. Bhd.	Fantasia	Breaded, Unbreaded shrimp ball, seafoods	Malaysia	
61	Sin Wan Fatt Marine Products SDn Bhd	Coastal Island, Fisherman, Polim, Swan	Frozen Seafoods	Malaysia, Europe	100
62	Song Cheng Enterprise (M) Sdn. Bhd.		Frozen Seafoods	Malaysia	
63	SoonFro Foods Processing Sdn Bhd		Frozen Seafoods	Malaysia	

**Appendix 5 : Criteria for selecting suppliers**



**Appendix 6 : Criteria for promotional items**



Source : BIS