



SERAI
GROUP



PRESS RELEASE

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TOURISM MALAYSIA AND SERAI LAUNCH "TRULY MALAYSIAN, TRULY SEDAP" CAMPAIGN TO STRENGTHEN NATIONAL GASTRONOMY

KUALA LUMPUR – Tourism Malaysia, in collaboration with Serai Group, today launched the “Truly Malaysian, Truly Sedap” campaign. This initiative aims to elevate the culinary heritage of Malaysia as a national identity in conjunction with the Visit Malaysia 2026 (VM2026) campaign, which is themed ‘Malaysia: A Sustainable and Culturally Rich Destination’.

The campaign seeks to solidify the position of Malaysia within the gastronomy sector as a premier culinary destination through two iconic offerings that are favourites among locals and international visitors, namely satay and the Durian Shake.

The “Truly Malaysian, Truly Sedap” campaign highlights satay, a dish officially recognised in the National Heritage List 2009, presented with an authentic touch and a signature peanut sauce from Serai Group. Also featured is the Durian Shake, a premium modern interpretation of the ‘King of Fruits’ crafted to appeal to the palates of both international and local visitors.

Mr. Mohd Amirul Rizal bin Abdul Rahim, Director General of Tourism Malaysia, stated, “Initiatives such as this support the efforts of Tourism Malaysia to diversify tourism products, specifically within the gastronomy segment, while enhancing the appeal of Malaysia as a preferred destination. During the first quarter of 2026, Malaysia recorded 10.6 million international visitor arrivals, representing an increase of 5.4 per cent compared to the same period in 2025.”

“Food is among the most effective mediums to experience the unique offerings of Malaysia. Through every bite, you can sense the warmth, diversity, and uniqueness of the nation. We invite the public to celebrate our national pride through Serai style satay and the Durian Shake,” said Puan Rina Abdullah, Group Director of Serai.

This collaboration extends beyond mere culinary service through the hosting of a launch event at Seri Negara, which featured live satay grilling demonstrations and cultural performances. The event brought together the media, strategic partners, and the public in a meaningful experience.

The public can enjoy these special offerings at all Serai outlets from 12 May until 31 December 2026. Visitors are encouraged to share their experiences using the hashtags

#TrulyMalaysianTrulySedap and #VisitMalaysia2026 to celebrate the uniqueness and diversity of Malaysian flavours.

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About Serai Group

Founded in 1990, Serai Group is a family run Malaysian hospitality company that has grown from a single restaurant in Shah Alam to over 30 locations across the Klang Valley, including beloved brands such as Serai, Jibby & Co, and Jibby Chow. Blending local inspiration with modern hospitality, Serai has become an integral part of everyday life for many Malaysians. In 2023, Serai expanded internationally with the opening of its first London outlet, bringing Malaysian cuisine to the global stage. The group continues to embody its core philosophy that food is about connection, warmth, and joy, which is now proudly showcased through new ventures such as Serai House and Semuka Café at the historic Seri Negara.

About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026 (VM2026) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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