

Hi,

Please find below our monthly newsletter update, where we share the latest developments in durian-related news, both in Malaysia and on the global stage. It is clear that durian is becoming more popular internationally, as indicated by growing news coverage.

We hope you enjoy this month's articles and wish you a joyous holiday season and a fantastic new year's!

Season's Greetings,
Durian Projects Group



PLANTATION TOUR

For those of you interested in visiting us in Johor and taking a plantation tour, please let us know via email or contacting your representative.



DEC 2024 NEWSLETTER



Pizza Hut announces durian pizza is its best-selling pizza in China

Durian pizza is now Pizza Hut's best seller in China, with over 30 million durian pizzas sold this year. Yum China, which runs Pizza Hut in the country, reported this astonishing information during its most recent quarterly earnings call. One in every four pizzas sold by Pizza Hut in China is now a durian pizza, showing durian obsessed the Chinese market is for durians. Perhaps, even more so than us here in Malaysia!

[To read the full article, please CLICK HERE](#)



Tupai King and Black Thorn are disrupting the durian market in Singapore

Newcomer durians, Tupai King and Black Thorn, have shaken up the market in Singapore puzzling durian enthusiasts. With prices 50-90% higher than classics like Mao Shan Wang these new varieties are raising questions regarding their authenticity. Local experts have revealed durians are being mislabeled as these varieties in a marketing gimmick to generate further profit from buyers who are cannot tell the difference.

[To read the full article, please CLICK HERE](#)



Taiwan stars Yang Kuei-mei & Lee Kang-sheng enjoy durian during Film Festival

Veteran Taiwanese actress Yang Kuei-mei, who was recently named Best Supporting Actress at Taiwan's Golden Horse Awards was caught eating durian along with Taiwanese actor Lee Kang-sheng, during their trip to Singapore last week. In town for the Singapore International Film Festival (SGIFF), they posted photos of themselves online eating none other than Malaysia's beloved Musang King!

[To read the full article, please CLICK HERE](#)



Vietnamese durian prices crash more than 28% in month due to poor quality

Despite the current scarcity of Vietnamese durians, prices for its premium varieties have plummeted this month by more than 28%, to 5.67 USD (RM25). Poor quality and reputational issues of Vietnamese durians, have led to a sharp decline in imports by China, who has instead shifted their buying power to Thailand. In response, many local farmers are delaying their harvests as their financial prospects decline.

[To read the full article, please CLICK HERE](#)

SCHEDULE A CALL TODAY

Book a no obligation appointment or Zoom videocall to learn more about our durian project, our company and the durian market. A member of our staff will walk you through our project and answer all your questions.

[BOOK NOW](#)

