

Hi,

In this update, we share the latest developments in durian-related news, both in Malaysia and on the global stage. This month's newsletter focuses on the growing presence of durian in the media. It's interesting to see news outlets worldwide covering durian stories, no matter how minor. Reader interest is playing a significant role in making various durian news stories fascinating for the general public.

Among the noteworthy news articles was the report on the world's most expensive Musang King, sold at a fundraising event held in Pahang last month. The event witnessed Musang King fetching an astronomical price of RM185,000 (USD 40,000), quickly soaring from an initial bid of RM2,000.

In other news, Chinese actress and celebrity Fan Bingbing, with over 4 million followers on her social media platforms, witnessed a viral response in China to her durian-related post. The post featured photos taken in Petaling Jaya, where she indulged in a variety of our delicious durian fruits, including Musang King. Fans from across China flooded the comments section, expressing their love for Malaysia and its delectable durians.

Best Regards,
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.



JANUARY 2024 NEWSLETTER



World's most expensive Musang King durian sold for RM185,000

A Musang King durian from Raub, Pahang, fetched a remarkable RM185,000 at a fundraising event last month, solidifying its position as one of the most expensive fruits ever sold globally. In a notable bid, a Black Thorn durian followed suit, reaching RM15,000. All proceeds from the auction were generously donated to Sekolah Menengah Kebangsaan Sungai Ruan, a school in Raub, to enhance its infrastructure.

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



Actress Fan Bingbing enjoys durian durian her Malaysian visit

During her visit to Malaysia to meet Johor ruler Sultan Ibrahim Iskandar, Chinese actress Fan Bingbing took a delightful detour to savour our delicious durians. Fan shared photos on her social media, capturing moments of her trying various durians in Petaling Jaya, including Musang King, D101, D24, XO, Tekka, D197, and Black Thorn. She also remarked on her newfound knowledge of how drinking from the durian husk helps alleviate body heat.

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



Durian chicken hotpot launched at Claypot Sifu in KL

Kuala Lumpur's Steamboat restaurant, Claypot Sifu, has introduced its star attraction—the Musang King Chicken Claypot, available in two sizes: RM138 for the small and RM168 for the large. The delectable broth is a fusion of pure coconut water and chicken soup, enriched with the savory goodness of Musang King durian flesh. Conveniently located near the vibrant TRX area, Claypot Sifu is easily accessible, just a short walk through the new TRX Exchange Mall.

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



Woman in Singapore throws durian out of bus door causing uproar

A video capturing the reaction of a woman in Singapore, who was asked by a bus driver to alight due to carrying durian, has stirred shock among many online viewers. While her male companion seemed ready to comply with the bus driver's request, the woman opted to throw the durian out of the bus's door onto the street. Netizens are criticizing her unusual behaviour and calling for a fine for littering.

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

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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.

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