

Hi,

Please find below our newsletter update, where we share the latest developments in durian-related news, both in Malaysia and on the global stage.

The news articles this month continue the tone setup in last month's newsletter. International exposure for durian is carrying on with the key highlight this month being: Costco's ground breaking release of durian ice cream in the United States. This launch is estimated to be worth billions for the durian industry in the long run as it is the first mass market durian launch in the country. Its news coverage and product placement will be bringing in millions of new consumers as well as wide spread media coverage. Costco in the United States has over 130 million members, which is more than 4x times the entire population of all of Malaysia.

In regional news, Singapore has driven durian publicity. KFC in Singapore has brought back its delicious durian filled mochis for a limited time, which has caused fans across the island to go into a frenzy. The mochis were sold out in weeks last time they were released two years ago so if you are visiting: grab them quickly as they will likely be sold out by the end of the month.

Enjoy this month's articles and have a pleasant month ahead.

Have a pleasant month ahead.

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.



## MARCH 2024 NEWSLETTER



### Costco launches its first ever durian ice cream in the US

Fans of durian across the United States can finally easily purchase mouth-watering durian flavored ice cream. Costco in collaboration with Mavens Creamery has launched the first widely sold durian ice cream in the country. Bolstered by its Shark Tank appearance and deal, Mavens Creamery has had viral success with its durian ice cream. Its cream ice currently being sold for RM 25 for 480g or RM 52 per KG.

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



### KFC Singapore has released delicious durian golden mochis

KFC fans across Singapore are rejoicing with the return of its beloved durian filled mochis. The limited edition deep-fried mochi balls, packed with a durian filling, were last in stock two years ago in 2022, selling out in just a few weeks. To those of you visiting Singapore, you can purchase them at all KFC outlets except the ones at the Singapore Zoo, Sentosa, and Singapore Polytechnic. Five pieces are going for RM 15 (4.15 SGD).

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



### 91-year-old man in Singapore has been selling durian for 60 years

A news reporter has found what is believed to be Singapore's oldest durian seller. 91-year-old Zhang Wende, has been selling durian fruit for the past 60 years, working more than 10 hours a day. Despite his age, the elderly man still passionately and skilfully prepares durian for sale. Durians sold at his stall are imported from Malaysia, with our delicious Musang King durian for sale at the moment for 65 RM/KG.

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



### HK actress Myolie Wu spotted at durian shop in Malaysia

Hong Kong TVB star Myolie Wu was seen enjoying our delicious King of Fruits by fans at a popular durian shop in Petaling Jaya recently. Her visit to Kuala Lumpur comes just months after expressing her desire to visit Malaysia to millions of her fans across social media. Her husband commented that he never liked durian before but trying fresh Malaysian durian was "a new breakthrough", as he found himself loving the taste for the first time ever.

[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](#)

