

Hi,

In this edition, we once again highlight the unique ways durian has made headlines domestically and around the world. In Malaysia, restaurant Menya Shishido located in PJ recently introduced a unique new durian ramen dish which has caught the interest of netizens and consumers. Sold out daily it contains a tonkotsu durian broth mixture along with durian flesh served in a durian husk.

Not to be outdone, China also showcased their love of unique durian dishes recently as well. A viral post on Weibo has seen thousands comment and post their delicious and unique durian dishes. The posts which contain video recipes as well include dishes such as Wuchang steamed durian, Wenzhou steamed durian with pigeon eggs and Cantonese-style chicken durian stew.

In another bit of interesting news, durian has found its way into the durian scene in Singapore. Dating app Bumble in Singapore recently launched a variety of durian specific features such as badges, profile prompts and questions to help in finding potential matches. According to a recent nationwide survey conducted by Bumble, 29% of durian lovers would not date someone who does not eat it and 17% would bring a romantic partner to eat durian on a first date.

Who knew King of the Fruits durian could also lead to finding true love.

We wish you a wonderful 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.



JUNE 2023 NEWSLETTER



Menya Shishido in Petaling Jaya launches durian ramen

Menya Shishido in Petaling Jaya recently unveiled their newest dish: durian ramen! The durian ramen contains a broth combination of their signature tonkotsu soup and durian, which provides for a delicious creamy soup. It is then topped with a piece of chasu, an egg, spring onions, and of course, more durian. The dish which is priced at 40 RM and is served in a beautiful durian half open durian husk.

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



Transformers actor shocked by durian prices in Singapore

Transformers: Rise of the Beasts actor Anthony Ramos recently shared his shock at the expensive prices of durian during the global premiere of the movie in Singapore. Co-star Dominique Fishback mentioned during an interview at the premiere how durian was priced at more than 30 USD per fruit in Singapore, which caught the actor by surprise.

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



Weibo post on unique durian dishes goes viral

The Chinese micro-blogging site Weibo witnessed a viral post as users shared various unique ways of eating durian. Methods such as steaming and even combining the King of Fruits with instant noodles were suggested, sparking controversy among Chinese online users. Other unique suggestions included Wuchang steamed durian and Wenzhou steamed durian with pigeon eggs.

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



29% of Singaporean durian lovers won't date you if you don't 'durian'

Durian is now making waves in the dating scene in Singapore. Dating app Bumble has found Singaporeans love for durian so culturally important that it has introduced a number of new features focusing on the King of Fruits. These features include durian interest badges, question games, and profile prompts designed to showcase your feelings about durian to potential matches.

[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.

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