

Customised chocolates for every occasion



The lovely Fidani chocolates come in equally pretty packagings like these, perfect as gifts to friends and business associates.

By LIM CHIA YING
chiaying@thestar.com.my
Photos by SAM THAM

AN EXQUISITE chocolate carving in the shape of a halved heart, milky-coloured and decorated with pretty pink roses, was placed before me.

It looked just too good to be eaten and I told the owner of the outlet so.

Datuk Dahlan Mohd Rashid, managing director of DR Group Holdings Sdn Bhd, which owns local chocolate manufacturing company Quantum Supplies Sdn Bhd, gave a satisfied smile.

"This is one of our many personalised designs," said Dahlan.

"Every bit here is created from fine Belgian chocolate," he said.

Inside the halved heart were dainty colourful chocolates that filled it up like a treasure box.

"We are into creative and customised chocolate products and supply custom-made orders for the personal touch in every gift to suit different events and occasions."

Dahlan also said a Datuk had once bought RM10,000 worth of chocolates from them to be given away as door gifts for a wedding celebration.

There are three in-house brands - Fidani, Danson, and Farell's - currently produced by Quantum Supplies.

Fidani is the label for the company's premium chocolates that cater for the higher-end market.

The chocolates are made by skilled workers at the factory in Batu Tiga, Shah Alam.

Large blocks of chocolates imported from Belgium are melted over a slow fire.

The melted chocolate is then poured into moulds placed on a vibrator to get rid of any air bubbles that might be trapped during the pouring process.



Having been in the chocolate business for more than 20 years now, Dahlan is passionate about making high-quality and personalised chocolates that will bring a smile to each client's face.

Quantum Supplies assistant manager Amer Hamzah, who was formerly a pastry chef, said this process was important as it ensured the chocolates did not have tiny holes in the corners.

"If there are holes in the chocolates, they will be rejected," said Amer.

Amer said the strict quality control was necessary to achieve the high-quality results desired.

"We have about 70 different flavours and more than 200 types of fillings for Fidani alone," Dahlan said.

"And the advantage of handmade chocolates is that we can stuff in a variety of fillings, which machines can't do."

"Moreover, manual skills are needed to apply ishing touches of visual art garnishing on the chocolates' top," he said.

One of the company's "milestone" creations is a Durian Chocolate.

"When we came up with this, many (other chocolate companies) tried to imitate us."

"But we made sure we did ours right by using 100% durian flesh and pure cocoa butter, which we use in all our chocolates," said hlan.

The factory requires about 300 kilograms of ashed pulp, equivalent to two tonnes of durian, each month.

"Using 100% cocoa butter ensures our chocolates are creamy and smooth with a velvety texture, and with no aftertaste," Dahlan said.

"Some chocolate manufacturers put in more than 5% of vegetable fat, which leaves a slight aftertaste."

"In Europe, these are known as confectionery not chocolates, unlike here in Malaysia," he said.

With Hari Raya around the corner, Fidani is introducing its premium date chocolates.

The dates, pitted and stuffed with roasted almonds, are coated with a layer of the luxurious lgian chocolate.

"We want to provide our customers with a range of personalised and meaningful choices."

"Most importantly, these chocolates are halal," said Dahlan, pointing to an artistically arranged mper filled with creative chocolate packages r the festival.

The factory is able to custom-make chocolate designs not just for weddings and big corporate functions, but also for individual events like anniversaries.

"We've received orders for chocolate bouquets for Valentine's Day in the past," said Dahlan.

"Why buy real flowers when it can wilt in two days? Chocolate flowers are a fresh and unique concept, so if your girlfriend gets hungry, she can eat the chocolates - and, ultimately, your love."

"The chocolates will melt not just in her mouth but her heart, too!" he said.

The chocolates are available exclusively at Choc Stop KLIA, Langkawi, Kota Kinabalu, Labuan and Kuching as well as a booth in Parkson Suria KLCC. They are also exported overseas.

Those interested in customised designs can call 03-5513 8823 or e-mail info@fidani.cc.



Exquisite and gorgeous date chocolates which look just like imported chocolates.



Every type of packaging is available at Quantum Supplies. Just tell its creative team what you fancy and they will come up with lovely presentations.

Star METRO

NEWS

> Road-widening project

Work to widen a 2.5km-stretch of Jalan Ipoh from a two-lane to a three-lane road has begun. The stretch is from the Jalan Segambut exit to the Jalan Batu Kantommen junction.

Page 3

> Kg Baru valuation exercise

Federal Territories Minister Datuk Zulhasnan Rafique has ordered the Valuation and Property Services Department to conduct a study to determine the price per square foot of land in Kampung Baru, Kuala Lumpur.

Page 3

> Dilemma for parents

There will be a shortage of classrooms for next year's batch of Year One pupils in the three Chinese primary schools in the Subang Jaya and USJ areas. Kelana Jaya MP Loh Seng Kok has come up with two suggestions to solve the problem.

Page 8

EVENTS

> Plant sale

The annual D'Botani Plant Sale at Taman Botani Putrajaya will be held from Thursday until Oct 29. And, as in past years, the upcoming sale will feature a one-stop gardening centre offering a wide range of flora and gardening products.

Page 6

> Raya gifts

Yayasan Wangsa (YAW) members, together with representatives of Setia-wangsa Wanita Ujuno, residents' associations and the police force in the area, have packed more than 25,000 kain pelikat and towels for distribution to Armed Forces personnel and members of other uniformed bodies in the Setiawangsa constituency.

Page 9

> Hotel food at bazaar

Sheraton Subang Hotel & Towers has set up a stall at SS18 Subang Jaya Ramadan bazaar selling their mouth-watering Briyani Gam with the sale proceeds going to charity.

Page 14

> Emotional showcase

The art exhibition at Pu Er Art and Culture Centre in Malacca is a showcase of not only children's talent but also emotions, too.

Page 15

> Gritty band

Their hard work and determination paid off. SMK St Xavier's band bagged the Best Band category in the 2006 Merdeka Day parade in Penang, recently making that their ninth win.

Pages 16 & 17



Amer Hamzah shaping white chocolate into a rose.

photographs taken during her four-year stay in Cairo.

Page 20

FEATURE

> Seat of the Jade Emperor God

Located at the foothills of Penang Hill and adjacent to the Penang Hill funicular railway lower station in Air Itam is the newly restored Thni Kong Tnuu or Jade Emperor God's temple. It is of great cultural and historical significance - for this temple is the only one in the country built specifically for devotees to pay homage to Thni Kong (Jade Emperor God) - the Supreme Ruler of Heaven.

Pages 10 & 11

SPORT

> Successful trainer

Jimmy Badminton Academy (JBA) has been successful in grooming players for the state. Now they are keen to see the players represent Malaysia.

Page 18

> Back with a vengeance

Adun Subang Jaya ice hockey league Division One defending champions Wildcats are back on the winning trail with their second consecutive win of the season over Ice Devils as the Devils went down 3-5 at Sunway Pyramid Ice Rink, recently.

Page 19

ART

> Cairo tales

A photography exhibition by Nicola Zammit entitled Colloquial will be held until Oct 30. The exhibition features 57 pieces of black-and-white and colour



Visitors checking out the chocolate dips and interesting promotions at the Fidani booth in Parkson Suria KLCC.

Attractions galore for chocolate lovers

HERE'S some good news for city folks: Fidani chocolates are now available exclusively at a booth in Parkson Suria KLCC until Nov 1.

Among the highlights is the free dates chocolate dip available daily between 7.15pm and 8.15pm for customers to sample. This dip offer is valid until Oct 31.

Fidani and Parkson Corporation are working together to organise more interesting activities for Christmas and Chinese New Year, when promotional booths are set to open in Parkson One Utama and Parkson Subang Parade.

Also, chocolate lovers can check out the sumptuous Chocolate Galaxy, currently the centre of attraction at First World Plaza, Genting Highlands.

Held at the plaza's Universal Walk, the promotion features more than 1,000 varieties of the best tasting chocolates in the world! Irresistible offers and gifts like travel bags,

handphones, watches and plush toys are up for grabs.

These are given daily through the Genting Wheel of Fortune and Shop & Win promotions.

More than 80,000 free premiums and thousands of free chocolates will be given out daily until Oct 22.

The "spacey" set-up with a giant spaceship and other futuristic displays are a must-see, while visitors also have the opportunity to take photos with Mr Smarties and Milka Cow.

Every weekend, visitors can participate in chocolate eating competitions and chocolate making demonstrations.

The event is organised by Chocolate Sales & Supplies, a subsidiary of DR Group Holdings Sdn Bhd, which is the multiple winner of the Raven Fox Award for the Best Food & Confectionery Travel Retailer and Best Travel Retailer Operating in a Single Country in Asia Pacific.