



If music be the food of love: award-winning Fidani unveils new Symphony Collection – 04/09/08

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By Melody Ilg

MALAYSIA. Fidani Finest Chocolate Creations, the locally produced gourmet chocolate brand from DR Group Holdings, has launched a new collection at major airport chocolate shops in Malaysia.

Inspired by classical music, the **Symphony Collection** comes in eight varieties; four are packaged in bronze boxes and the other four in gold. When four of the boxes are combined, the word 'Fidani' is formed from the four sides. The collection picked up an award for packaging design at the 2008 Malaysian International Halal Showcase.

The Gold collection comprises five skus: Golden Gianduja, Amandine, Belgian Fascination, Pramano Truffle, and a four-in-one gift set. The five-sku Bronze collection consists of Fascination Truffle, Signature, Peppermint, Mass Macadamia, and a four-in-one gift set. Mass Macadamia has been listed on Malaysia Airlines.



(Left) Innovative packaging design: When four boxes from the Symphony Collection are combined, the word 'Fidani' is formed along the sides; (Right) Fidani Business Executive Lim Eiling presenting the new music-inspired collection



The lilting melodies of a violin flooded Kuala Lumpur International Airport at the launch of the new collection

Each box contains six pieces of hand-crafted chocolates and retails at RM28 (US\$9).

A violin player graced the launch of the new collection at Kuala Lumpur International Airport, where passengers were offered complimentary Fidani chocolates.



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"The introduction of music to chocolate lovers was indeed an attraction. Passengers while waiting for their flights were instantly hooked on to the violin performance. The performance not only managed to create a vibrant atmosphere at the airport, it also created awareness towards the new chocolate collection," the brand said.

For details, contact Lim Eiling, Business Executive, Fidani Chocolatier, tel: +603 5513 8823, e-mail: eling@fidani.cc. Visit www.fidani.cc.

NOTE: DR Group Holdings will be featured in the Category Insight supplement accompanying the next issue of the Moodie Report Digital Print Edition, published this month. This edition's Category Insight focuses on the fast-growing confectionery sector.

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DR Group Holdings was profiled in the May issue of The Moodie Report Digital Print Edition

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