



ATA GROUP  
MALAYSIA

# ATA FOODS PRODUCT PORTFOLIO





# ABOUT US

ATA Foods Sdn. Bhd., headquartered in the vibrant city of Kuala Lumpur.

ATA Foods specialises in importing and exporting high-quality food products from sustainable sources. We have a strong commitment to sustainability and ethical practices.

Our services include sourcing premium food items from around the world and helping local producers expand their reach in international markets.





## MEET THE TEAM



**Y.M. TENGKU  
AMIR HAMZAH**  
*Managing Director*



**Y.M. TENGKU  
A'LIAA MUNA**  
*Executive Director*



**Y.M. TUNKU  
MOHAMED ALAUDDIN**  
*Independent Director*





# VISION & MISSION


## VISION

To be the leading distributor of high-quality, sustainable food products, connecting diverse markets with innovative solutions and fostering a healthier, more connected distribution ecosystem.

## MISSION

Our mission is to deliver exceptional food distribution services by prioritizing quality, efficiency, and sustainability.

We are committed to providing a broad range of premium food products, sourced responsibly and distributed seamlessly, to meet the needs of our clients and their customers.





# **PRODUCTS FROM MALAYSIA**



# MALAYSIAN FRESH FARMED CHICKEN

Nestled in the heart of Malaysia, our chicken farms stand as a beacon of excellence in poultry farming. We are dedicated to bringing you the finest chickens that embody the rich heritage and unparalleled quality of Malaysian agriculture.

Innovation is at the core of our business. We continuously seek new ways to enhance our farming techniques and product offerings. Our research and development team works tirelessly to incorporate traditional Malaysian spices and herbs into our chicken feed, resulting in an unparalleled taste that sets us apart.

We offer fully furnished products such as whole chicken and all types of chicken cuts.





# MALAYSIAN HERBS & SPICES

We are dedicated to celebrating and sharing the vibrant flavors of Malaysian cuisine with the world. As a premier provider of authentic Malaysian spices, we bring the rich heritage and diverse culinary traditions of Malaysia to your kitchen, ensuring that every meal is a delicious journey.

Our journey began with a commitment to sourcing the finest, high-quality spices from across the country and blending them into exquisite spice blends that capture the essence of Malaysia.

We are committed to sustainability and ethical sourcing. Our partnerships with local farmers and suppliers are built on mutual respect and fair trade principles. By supporting sustainable farming practices and minimizing our environmental impact, we aim to contribute positively to both the local communities and the global environment.





# MALAYSIAN HERBS & SPICES

WHITE PEPPER POWDER

BLACK PEPPER POWDER

CORASE PEPPER

POPPY SEED POWDER

CHICKEN FRY MIX

MURTABAK MASALA

RAVA THOSAI MIX

INSTANT MURUKU MIX

GRAM DHALL FLOUR

CHILLI FLAKES

RICE FLOUR

CHICKEN LOLIPOP MASALA POWDER

TANDOORI FRIED CHICKEN MASALA POWDER

TANDOORI MASALA POWDER

PRAWN MASALA POWDER

CRAB MASALA POWDER



# MALAYSIAN HERBS & SPICES

TUMERIC POWDER

CHILLI POWDER

CHICKEN & MEAT CURRY POWDER

FISH & PRAWNS CURRY POWDER

KURMA POWDER

SOUP MIX

GARAM MASALA POWDER

SALTED FISH CURRY POWDER

CORIANDER SEED POWDER

CUMIN SEED POWDER

FENNEL SEED POWDER

SAAMBAR MIX

BRIYANI SPICE

RASAM POWDER





# MALAYSIAN HALAL DIM SUM

Indulge in the tantalizing world of halal dim sum, where tradition meets culinary excellence. Crafted with care and expertise, each bite offers a burst of flavor that delights the senses. From classic favorites to innovative creations, halal dim sum brings together the best of Chinese cuisine while adhering to strict halal standards.

Whether steamed, fried, or baked, every dish is prepared with quality ingredients and a commitment to authenticity. Savor the experience of halal dim sum, where every bite is a celebration of culture, taste, and inclusivity. Enjoy the rich tapestry of flavors, guilt-free and without compromise.





# PRODUCTS FROM NEW ZEALAND



# KING SALMON

## AKAROA

Akaroa King Salmon is one of the most nutritious seafood options available. Rich in long chain Omega-3 — these fatty acids (EPA and DHA) are the ones responsible for improving heart health, lowering the risk of macular degeneration and a myriad of benefits for brain development.

High in Selenium, Vitamins A and D, our King Salmon also has a very low carbon footprint making this a fantastic choice for our diets. King Salmon is part of the *Oncorhynchus*, or Trout family, and is distinct from Atlantic Salmon (*Salmo Salar*).

King Salmon has a richer flavour with better oil content so less likely to dry out in cooking, whilst also being a superior choice for sashimi.





# BLUE ABALONE

## HALIOTIS IRIS

New Zealand blue abalone has a bright blue shell that contains black outer and white inner flesh.

Tender with a meaty texture and excellent taste, the abalone is naturally farmed using the pristine, clear waters of New Zealand's Bream Bay.

Grown to a consistent size and purged (not fed) for four days prior to harvest.





## WILD ABALONE

### HALIOTIS IRIS

New Zealand Abalone or Blackfoot Paua (*Haliotis iris*) is unique to New Zealand and has a rocky shell with a stunning multicoloured interior featuring blue and green hues.

The internal flesh is white with a black pigment layer which is prized for its tenderness and umami flavour.

The abalone are hand harvested sustainably by a team of experienced divers from New Zealand's pristine southern coastline



# OYSTERS

## CRASSOSTREAGIGAS

New Zealand Pacific Oysters (sp. *Crassostrea Gigas*) are deep shelled and evenly shaped producing plump meat and fresh, crisp flavours with a sweet creamy finish.

They are farmed naturally in harbours throughout New Zealand's Northland, Hauraki Gulf and Marlborough Sounds.

These specially selected sites contain cool, pure nutrient rich waters that grow a distinctly flavoured Oyster perfectly suited for raw/sashimi consumption.





# LOBSTER

## PORT NICHOLSON FISHERIES

Moana sources its lobsters from Port Nicholson Fisheries Limited Partnership – a collective of over 26 Maori tribes around Aotearoa/New Zealand

The prized lobster (*Jasus edwardsii*) has a deep red to vibrant orange shell containing firm white flesh that has a delicate, sweet and rich taste.

Harvested live in pots from pristine sub-Antarctic, coastal waters throughout New Zealand, the lobster are quickly flown live to markets around the world.





# NEW ZEALAND BEEF

## TARANAKI BEEF PROCESSING

Taranaki Beef Processing Solutions (TBPS) offers processing services to beef cattle farmers and international marketing companies focusing on quality, efficiency, and meeting international meat sales market demands.

The company processes cattle into various cuts of beef, ensuring high-quality meat products that meet international standards.

Taranaki offers fully finished products such as:

**carcasses** – forequarter & hind quarter

**whole bone cuts** – striploin, tenderloin, brisket, ribs, rump, etc



# DAIRY PRODUCTS

## LEWIS ROAD CREAMERY

Lewis Road Creamery is a NZ based company which produces premium health-giving dairy products to consumers seeking “value for money”

### Products offered:

- WHOLE MILK POWDER
- PURE GRASS FED BUTTERS
- PREMIUM GRASS FED SPREADABLE BUTTER
- PREMIUM CHEESES
- BUTTER
- CHEESE
- FLAVOURED MILKS
- WHITE MILKS
- COMFORT MILK - EASIER TO DIGEST
- SUPER PREMIUM ICE CREAM
- PREMIUM GHEE & PURE CLOVER HONEY





# HERBIVORE COCONUT BUTTER

Herbivore is a premium plant-based butter – made from natural coconuts.

Herbivore is made from a base of coconut oil to deliver a world class, sustainable, allergen-free product with a significantly lower carbon footprint than traditional dairy butter.

Dairy Free, Allergen Free, Keto, non-GMO, Vegan, Gluten Free.

Spreadable, Bakeable, Cookable, Sauceable and Basteable.



# PURE DESI GHEE AASHIRWAD

Premium New Zealand-made Aashirwad Pure Desi Ghee. With its exceptional quality and distinctive characteristics, this Ghee is sure to elevate your culinary creations.

Aashirwad Ghee is proudly made in New Zealand, renowned for its pristine landscapes and commitment to high-quality dairy production.

Non-GMO Assurance, Rich & Creamy and Sustainable Sourcing.





# MANUKA HONEY

## NEW ZEALAND HONEY CO.

Authentic, certified New Zealand Manuka Honey for beauty, immunity & vitality.

New Zealand Honey Co. leverages on their beekeeping heritage to source only the highest quality Manuka Honey, and is one of the Top 3 manuka honey brands on Amazon.

The Manuka Honey comes in multiple sizes and packaging that stands out on shelf.



## PREMIUM APPLE JUICE

### THE APPLE PRESS

[The Apple Press](#), brainchild of passionate apple grower Ross Beaton and food innovation specialist Sally Gallagher, bottles the very best of the Bay, while sustainably utilising the leftover “ugly fruit” from nearby Hawke’s Bay orchards (ugly fruit are those cosmetically blemished beauties that others don’t want).

This beautiful beverage is delicious on its own or poured over your favourite scoop of vanilla bean ice cream, it's safe to say the Dish team are already hooked on this juicy goodness.





# PRODUCTS FROM AUSTRALIA



# FRESH PRODUCE

We are dedicated to delivering the finest fresh produce straight from the heart of Australia to your table and share the vibrant, natural flavors of Australia with the world, ensuring that every bite reflects our commitment to quality, sustainability, and innovation.

We offers a diverse range of fresh fruits and vegetables, from classic favorites like crisp apples and juicy oranges to exotic varieties unique to Australia.

Our product line also includes organic options and specialty items, catering to a wide range of preferences and dietary needs. Each product is carefully harvested at the peak of its flavor and delivered to you with the utmost care.

## **Products offered:**

Australian Plum, Orange, Banana, Apple, Mango, Peach, Potato & Pears





# HONEY

## A BUZZ FROM THE BEES

We believe that exceptional honey starts with exceptional care. Our philosophy revolves around maintaining the highest standards of purity and sustainability. We carefully manage our hives, ensuring that our bees are healthy and well-cared for, which in turn produces honey that is rich in flavor and beneficial to your health.

Our honey is unprocessed and unfiltered, preserving all the natural goodness and nutrients that make honey so special.

We are committed to providing only pure, 100% natural and sustainably produced products from Western Australia's most pristine forests.

### **Products offered:**

Red Gum Honey, Mallee Honeycomb, Blackbutt Honey, Jarrah Honey & Red Gum Honeycomb



# MILK FORMULA

## BETA A2 AUSTRALIA

Premium Australian A2 Dairy Nutrition to help Every body, live Beta.

Human milk is a type of A2 protein milk, naturally designed for easy digestion and absorption of nutrients. Beta A2 has taken this natural wisdom and built formulations based on Australian A2 protein cow's milk, providing nutrition that digests in a similar way.

There is no doubt that human breast milk is best, so at Beta A2 we have modelled our A2 infant formula range on this ideal nutrition.

We've continued to use this natural wisdom through-out all of our A2 Nutritional Formulations, so everyone, big or small can benefit. Each and every carefully chosen ingredient has been inspired by Nature.





# PRODUCTS FROM VIETNAM



# VIETNAM FRESH PRODUCE

Connecting you with the finest Vietnamese food products including fresh produce, seafood, dry goods, and meats, to meet the needs of businesses and consumers seeking authentic and exceptional ingredients.

We believe that quality starts with careful selection and meticulous handling. Our philosophy revolves around authenticity, sustainability, and exceptional service. We partner with local farmers, seafood producers, and meat suppliers who share our commitment to delivering products that are fresh, flavorful, and responsibly sourced.

## Our Product Range

- Fresh Fruits & Vegetables
- Seafood
- Beef & Chicken
- Vermicilli & Fresh Noodles
- Dried Snacks
- Soybean, Palm & Corn Oil
- Wheat & Rice





## CONTACT US



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**THANK  
YOU!**