



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

KERATAN AKHBAR DAN MEDIA ONLINE UNTUK MAKLUMAN :

**Y.B. MENTERI
Y.B. TIMBALAN MENTERI
Y.BHG. KSU
Y.BHG. TKSU (PDN)
Y.BHG. TKSU (PPP)
SETIAUSAHA AKHBAR**

19 DISEMBER 2022 (ISNIN)



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KERATAN AKHBAR DAN MEDIA ONLINE (KPDN)

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Senarai Harga Barang Keperluan	
Ayam	RM8.99
Daging Lembu Tempatan	RM38
Daging Lembu Import	RM50.90
Telur Gred A	RM12.75
Ikan Kembung	RM15
Minyak Masak	RM6.90
Gula Pasir	RM2.85
Bawang Besar Holland	RM2.90
Bawang Putih	RM5
Cili Merah	RM7.99
Kubis Bulat Tempatan	RM1.99
Tepung Gandum	RM3.35

*Harga (RM/kg) Sumber: KPDNHEP



US PIZZA WINS EMERGING FRANCHISOR OF THE YEAR, GOLD AWARD

From 12 outlets in 2019, to the phenomenal growth to 72 outlets in 2021, US Pizza has reached 90 outlets now in Malaysia.

Known for selling American pizzas that are infused with local taste, US Pizza stands out among our competitors for being bold and innovative with our creations of new

pizzas.

"We love being creative and integrating local flavours into our pizzas every now and then. Our customers are drawn to our unconventional pizzas. The positive feedback also drives us to continue promoting our local flavours," says Jeremy Hiew, owner of the fast-growing US Pizza outlets in Malaysia.

Jeremy Hiew, an investment banker, also a pizza enthusiast who has fond

memories of patronising the US Pizza outlet as a child back in his hometown in Greenlane, Penang, took over the restaurant back in 2015. He secured ownership of the business after hearing of the retirement of Donald Duncan, the American founder of the company, who was keen to sell the business and hoping to find a passionate investor to carry on his devotion in pizza and in the business.

With zero experience in the F&B industry, Jeremy and his team started out slow and did not do any business expansion in their first years. Then in 2019, the team had great plans for expansion but the pandemic happened.

Despite the many restrictions and challenges in the past few years due to the pandemic, US Pizza being one of the few businesses that forged through the storm saw opportunity to grow during the pandemic. Today the brand has 90 outlets in the country, a phenomenal growth considering that it only started expanding in 2019 – when Covid hit – when they opened their first outlet outside Penang, also their sixth outlet nationwide.

Not only that, being bold and innovative are the important elements contributing to the business' exponential growth in the past years. It is the business' key target to launch a new menu every three months, to keep up with the ever changing market demand, fulfilling customers' needs, as well

as gaining trust from franchisees. Some of the popular pizzas created in the past two years are Cendol pizza, Cempedak pizza, Durian pizza, Salted Egg pizza, making US Pizza even more identifiable in brand positioning. As of now, there are more than 80 tasty selections on our menu.

These efforts led US Pizza to winning the Gold winner for Emerging Franchisor of the Year 2022.

"We are beyond happy to be able to receive the recognition, and it is definitely the best news delivered to us before the year ends. This award underscores the team's commitment and continued efforts in contributing to producing an innovative brand. Moving forward, we will continue to stay focused, persistent and committed, and will never stop creating and enhancing the customer experience through our creations," said Jeremy, after receiving the great news at the 24th Malaysia Franchise Award (AFM) night, last Thursday, by the Malaysian Franchise Association (MFA).

US Pizza have recently celebrated our overseas expansion in Jakarta – our first outlet outside of Malaysia since the taking over of business. We are aiming to also expand to countries such as Singapore, the Philippines, Thailand and Vietnam in the years to come.