



A close-up of bubble tea. –
PHOTO
COURTESY OF
SYCOOKIES



A shot of a multi-level burger. –
PHOTO
COURTESY OF
SYCOOKIES



Beyond Meat's plant-based nuggets.

Food crush

WHICH came first, the chicken or the egg? At Beyond Meat, neither. The California-based company recently launched its plant-based chicken bites. And these look just like traditional nuggets. The protein content of six nuggets is 18 grams of protein. They are, for the moment, intended just for the North American market.

This new product, debuting in a time-limited offer, expands on the existing partnership between A&W Canada and Beyond Meat. The restaurant chain has actually been serving plant-based meat since 2018. But the addition of plant-based chicken meat is a first.

For the brand, releasing the product in the summer is a strategic choice. "Beyond Meat Nuggets couldn't come at a more perfect time. We've doubled down on plant-based chicken this summer, just as consumer demand for chicken is skyrocketing," said Deanna Jurgens, Chief Growth Officer, Beyond Meat. The launch follows the rollout of Beyond Chicken Tenders in the US in recent weeks.

The brand seems to have combined two global food needs. On the one hand, poultry is the second most consumed meat in the world, and chicken is the most popular in this category. On the other hand, the demand for vegan meat is growing. The plant-based meat market is expected to be worth US\$8.3 billion by 2025. – ETX Studio



SERI MUKA, Ketayap and Onde-Onde ... these classic kuih-muihs share flavours that are synonymous with the nation's identity – Pandan Coconut. As a tribute to the familiar tastes that shape our nation's identity, Cadbury Dairy Milk is excited to introduce their latest innovation, Cadbury Dairy Milk Pandan Coconut which blends the brand's signature smooth milk chocolate with fragrant pandan and dried coconut bits.

With this new flavour, the brand also aims to evoke the attribute of generosity amongst Malaysians

New flavour

to support local kuih vendors who have been adversely impacted by the current pandemic through an initiative themed

#MYCadburyFlavours.

Made with Malaysians in mind, Cadbury Dairy Milk Pandan Coconut is the third limited edition localised variant from Cadbury Malaysia since 2018, following the well-received Cadbury Dairy Milk Kopi C and Cadbury Dairy Milk Durian in previous years. The iconic local heritage flavour of aromatic pandan and sweet coconut remains another timeless flavour that has been fondly enjoyed by Malaysians through generations.



Cadbury Dairy Milk Pandan Coconut.

Styling it up!

» Food stylist-photographer gives insight into craft of dressing up dishes

■ BY **JOHN TAN**

FOR Soo Yin, a picture is worth a thousand words, if not more when it comes to food. The food stylist and photographer, better known as Sycookies, has a keen eye for tiny details that showcase the essence and origins of a specific dish in a picture.

"The most important aspect of a picture would be the storytelling factor," she said.

"I believe every dish has a story to tell as it represents culture, history and roots. That is why it is very important to correctly and accurately deliver the story of the food and dish itself."

Being one of the nation's most prominent visual creatives for food, it seems like Soo Yin has successfully found and developed her niche. However, it was not too long ago that the Kuala Lumpur native was on a different career trajectory.

"I come from a science background. I did medical

science at university. But I did not enjoy my internship. At the time, I was already dabbling with food styling and photography through Facebook and my food blog. Thanks to support and practise, I realised this is what I enjoy doing."

What is an average day like for you?

Most of the days are usually the same. When I am not out on the field, it is like a desk bound job, more so during the current circumstances. But generally, I have to do a lot of planning before shooting, such as planning a mood board, dealing with clients and getting food ingredients. The planning part and the actual execution are two different processes. It can be very time consuming.

But apart from that, I spend my time doing post-processing, which is the editing work.

Are the skills of a food stylist innate or learned?

Techniques are something you can learn, and creativity is also something you can brush up on. However, it helps if you are creative from young. For me, I was lucky because my parents are into art. I also have older siblings who are into art as well. For instance, my sister is a graphic designer who used to help me when with my artwork when I was young.

Art has also always been my thing since I was young. I used to represent my school in competitions. Although I did not think it was something I wanted to pursue, I am glad that I decided to do so.

Do you keep up with the latest photography trends for inspiration?

Yes! I think keeping up with trends is very important because you can brush up on your techniques. I believe this will trigger my creativity. For instance, during the last movement control order, there was a trend on TikTok that presented pancakes in a bowl instead of the typical presentation. It gave me a fresher perspective on things.

Do you think social media has helped advance your industry?

Absolutely! It helps open up opportunities and provides a larger footprint for your work. For me, it has helped tremendously as



I have received many job enquiries from clients through social media. It has also given my profile a bigger reach.

Although there is competition, I view them as a healthy opportunity to improve and progress.

I also treat social media as a platform to reach out to other creatives, where we can share thoughts, creative works and exchange ideas.

Some foods could

RESEARCHERS have established a scale that ranks thousands of foods according to their health benefits. This nutritional health index is scaled in time: from 74 minutes lost to 80 gained depending on the portion ingested. In addition to nutritional qualities, this guide also includes environmental data. Choosing your food wisely could allow you to slash your carbon footprint by a third and gain 48 healthy minutes per day.

Eat more vegetables, move more, opt for almond milk or oat milk ... people have become passionate about nutrition, and as