



Kuala Lumpur, 9 March 2006

Our Chocolate

Offering the best imported ingredients from Belgium, FIDANI chocolates aptly define the tasteful expressions of chocolate. FIDANI's premium gourmet chocolates use only 100% cocoa butter and most genuine ingredients. Let each bite offer you the sentiments of satisfaction. Take a moment to embrace the resulting feeling. Above all, experience pleasure...perfected.

Brief History

With utmost research and development since year 2000, we have initiated our chocolate factory in Shah Alam and expanded yet another to Kota Damansara. Quantum Supplies is known for its flexibility and innovative manufacturing of chocolates using imported ingredients from Belgium. With the support of local government agencies and Malaysian Cocoa Board, Quantum Supplies continuously participate in renowned trade fairs i.e. China, Cologne and many exhibitions in Malaysia.

FIDANI is set from day one to tap into the premium market. Our philosophy is to provide the utmost prestigious gifts to the high society group and of course the promising finest quality gourmet chocolates to the chocolate indulgers. FIDANI chocolate gift will bring the aspiration of one while giving you the desired value.

We first launched our first unique counter in 2002 in our retail chocolate store at First World Plaza Genting Highlands.

In May 2005, we launched our second counter in KK International Airport.

FIDANI then participated in the Chocolate Carnival at departure hall of KL International Airport from July 2005 till October 2005. Due to overwhelming response for our quality chocolates, we set up a counter permanently in a chocolate shop at the arrival hall.

Today, FIDANI currently has 3 kiosks in a high traffic tourist area in Malaysia.



The Progression Plans

Dec 2005 – Mar 2006

1. Improved formula to meet the ever-demanding consumers today!

- Smoother texture
- Enhanced flavor & taste
- Enhanced designs:-

a) Skillfully hand-crafted non-molded design which **tempts!**

b) Dazzling contemporary design: Stimulating colors

c) Signature Chocolate: logo

d) New molded design: Fruit & sugar-free (ready by May'06)

FIDANI currently has 55 hand-crafted Gourmet Chocolates made from imported Belgian ingredients which are to be launched in April 2006.

2. Re-branding & revamp of Packaging Materials

New Look: Elegant logo, enticing color scheme, exclusive gift approach
(Ready to be launched in April 2006)



3. Re-branding & revamp current Kiosk

New Concept: Authentically chocolat-y, European lifestyle, Contemporary Classic, International Image, Enhanced Visual Merchandising, Friendly service counters with warm ambience.

Aim: “Re-adjusting the counter to meet the changing customer needs”

Mid March 2006 – Dec 2007

1. Due to the magnificent response last year, FIDANI will again participate in the upcoming Chocolate Carnival 2006 at Departure hall (KLIA) this year with its latest concept counter. (Commencing first week, April 2006)
2. Restoration of kiosk with latest concept at Genting Highlands as prototype kiosk (Target launch date 4th May 2006)
3. Penetration of Mobile Booths / Modular Stands into inter-companies i.e. Langkawi airport, Kuching & Labuan airport to launch the new extensive range of products – premium pre-pack Gift boxes.
4. Penetration of Mobile Booths / Modular Stands into new market i.e. Dubai, Singapore Airport, Thailand airport

Above all, FIDANI’s contemporary classic chocolat-y section features the premium assortment of loose pralines & pre-packed as well sold over the counter. Here as well, product tastings are designed to enliven the shopping experience.



The promise of quality

Backed by extensive and continuous research by our Chocolate Connoisseur, up-to-date technologies and professional staffs, Quantum Supplies sets exceptional standards in the quality and variety of chocolates. Our chocolates are meticulously prepared in strictly controlled hygienic conditions.

Deserving accreditation

FIDANI was first launched by former Prime Minister of Malaysia, Dato Tun Dr. Mahatir Mohammad at Genting Highlands.

The pride of presentation

Prestigious gifts... International standard... Contemporary Classic... personal touch

Corporate gifts for your clientele, business partner or even your ever-appreciative employees? - FIDANI outshines in its contemporary classic and elegant packaging with no room for worries about its ribbon, gift-card and even the carry-bag.

Check out FIDANI's assortment of loose pralines in classic packs!

Gifts for your valentine, family members, cherished ones in your life and even urban chic? – Our dazzling & vibrant collection has an array for your selection. The designs are customized exclusively for different occasions and usages.

Check out FIDANI's pre-pack of Affection, Assortment, Truffles and many more!

The product family

Ballotin

Pre-pack

The chocolate collection

TYPE OF HAND MADE CHOCOLATE

- i. Moulded Center Filled
- ii. Enrobed Chocolate
- iii. Dropped Chocolate
- iv. Moulded Character W/WO nuts

Truffles - A paste made from cream and chocolate

Cream filling - A mixture of sugar, fat, milk powder and flavor

Gianduja - A blend of praline and chocolate

Praline - Made from roasted nuts and sugar

Solid – No fillings, maybe blended with nuts/biscuit crisps.

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