



wonderful pineapple

WE TRANSFORM PINEAPPLE
INTO MOMENTS OF JOY





About Us

The business of pineapple started from my grandfather, if there is no change, it will always be just an ordinary pineapple. So we decided to make pineapple great again. Let the world know that Malaysia's pineapple products are very delicious and famous.

In continuous learning and research and development, we already have a series of pineapple products that we are very proud of.

In 2021 we also got affirmation from the British World marmalade awards Competition. We are the first company in Malaysia to be awarded the (BRONZE) in THE WORLD MARMALADE AWARDS





This picture above is designed around the story of our entire company

In Malaysia, apart from durians, it is difficult to find other fruits that can represent the country, let alone create outstanding brands. Our family has been growing pineapples for three generations. From a young age, we have had a special affection for pineapples. The previous generation simply engaged in basic pineapple trading, but in our generation, we are committed to innovation and change. All designs are original, and all products are developed independently by us.

vision mission

As our first flagship store, Matrade is crucial. In the Matrade store, we can showcase this important Malaysian product to both the people of Malaysia and foreign tourists. Our products not only embody the creativity of Malaysians but also feature exquisite packaging, making them essential souvenirs for travelers visiting Malaysia.



THE MOST COMPREHENSIVE PINEAPPLE BRAND WONDERFUL PINEAPPLE



ALL ABOUT PINEAPPLE



**PINEAPPLE
STRAWBERRY**



**PINEAPPLE
OSMANTHUS**



**PINEAPPLE
ORANGE**



**PINEAPPLE
JUICE**



ALL ABOUT PINEAPPLE



**PINEAPPLE
CAKE**



**PINEAPPLE
COOKIES**



**PINEAPPLE
SNOWCAKE**



**DRIED
PINEAPPLE**



ALL ABOUT PINEAPPLE



**PINEAPPLE
CHILLI
SAUCE**



**SPICY
PINEAPPLE
SLICE**



**ORIGINAL
PINEAPPLE
SLICE**



MALAYSIA FIRST WORLD MARMALADE AWARDS BRONZE WINNER

TAY CHOON LONG
FOUNDER





designer &
marketing



DANNIS TAY
FOUNDER/DESIGNNER





RETAIL CONCEPT

This will be a pineapple themed gift shop

It will give customers a colorful visual effect just like our packaging

Will use the most modern design to ensure that our customers will never forget and feel cheerful when have our product

as seasons and festivals change, we also change different themes to keep customers fresh all the time





WONDERFUL PINEAPPLE
WONDERFUL CONCEPT



MIHAS 2024 DUBAI EXHIBITION



MATRADE



ANNUAL DINNER



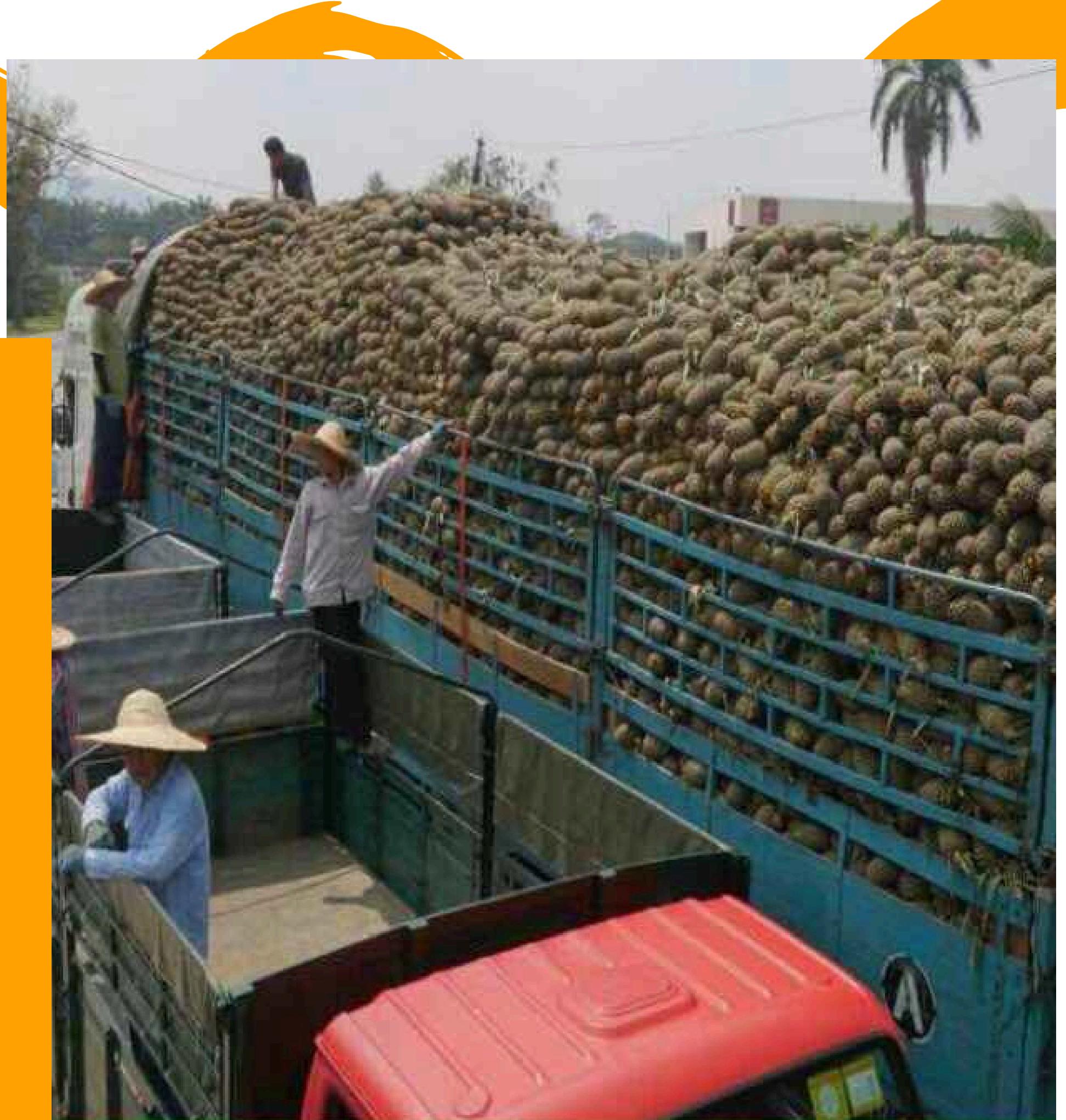
**we provide
all kind of pineapple
to malaysian market**



we provide

**50k pineapple
per day to our
customer**

**the best partner
for your
pineapple business**





**WE PASSIONATE
ABOUT
PINEAPPLES**

**CRAFTING
BETTER TASTES
FOR EVERYONE**