



FOR IMMEDIATE RELEASE

For media enquiries, kindly contact:

Amy Sofea | amysofea@madhat.asia | +6012 299 5333

Elisa Nur | elisa@madhat.asia | +6011 2889 6086

Buka Puasa Made Easy with Tyson's 15 Minutes Yummy Meals

This Ramadan, Tyson Ada, Mudah Berbuka –

From the freezer straight to the microwave



Kuala Lumpur, 16 March 2023 – Feeling too tired during Ramadan to cook a delicious, quick and easy meal, and break your fast on time after a long day of work? Worry not, because this Ramadan, Tyson Ada, Mudah Berbuka! Tyson is here to help provide a fast and yummy solution to ease your Buka Puasa experience at home, with a wide range of fully cooked frozen chicken which are 100% Halal. Ready to go from the freezer straight to the microwave or fryer, now all you need is 15 minutes or less for your yummy Ramadan spread!

Fasting during Ramadan is an extremely special spiritual journey for many families. During this Holy Month, people's bodies and minds are put to the test, continuing with their daily routines while also preparing high quality and nutritious meals for the family to break their fast on time. Tyson aims to provide a delicious, easy and high-quality chicken meal for Malaysian families, with fully cooked frozen chicken products that are very convenient and require no thawing – going straight from the



freezer to the microwave or fryer! This allows families to focus on their fasting using Tyson's 15 minutes quick and easy recipes.

To ensure there is something for everyone, Tyson serves up an exciting spread of delectable fully cooked frozen chicken varieties. This includes the Buffalo Wing Stick and the BBQ Roasted Drumstick that are perfect for any occasion, retaining its juiciness and tenderness to always remain a crowd favorite. The latter is also the ideal product to be used to cook a delicious local version of Masak Sambal Kicap Chicken and Masak Lemak Cili Api Chicken.

Next, Tyson's Japanese Style Karaage with its crispy skin on the outside and soft and tender inside, is made with high quality shank marinated in Japanese seasoning. Tyson's products can also be easily turned to full-course meals with simple and easy recipes that ensure Ramadan meal times are kept exciting, and delicious, all in 15 minutes.



On another note, no Ramadan experience is complete without a visit to the classic Bazaar Ramadan. Staying true to the Ramadan spirit, Tyson will be running its Tyson Ada, Mudah Berbuka Ramadan Bazaar from 23 March - 16 April 2023, across the Klang Valley. The bazaar brings the quintessential experience of the fasting month for Malaysians to savour, treat their palates and feast their eyes, especially on the Chef's special Cheesy Korean Kaarage Chicken.



The bazaars will be happening at:

- Perkarangan MATRADE, Mont Kiara (3pm - 12am)
- Stadium Shah Alam (2pm - 8pm)



Ready for delicious, quick and easy Ramadan meals for your family that can be cooked in 15 minutes? Tyson is available at all major supermarket and hypermarket retailers. Tyson's scrumptious products are also available [online](#). For more information, follow Tyson on Instagram [@tysonbrandmy](#) and [Facebook](#).



About Tyson Foods

Tyson Foods, Inc. (NYSE: TSN) is one of the world's largest food companies and a recognized leader in protein. Founded in 1935 by John W. Tyson and grown under three generations of family leadership, the company has a broad portfolio of products and brands like Tyson®, Jimmy Dean®, Hillshire Farm®, Ball Park®, Wright®, Aidells®, ibp®, and State Fair®. Tyson Foods innovates continually to make protein more sustainable, tailor food for everywhere it's available and raise the world's expectations for how much good food can do. Headquartered in Springdale, Arkansas, the company has 139,000 team members. Through its Core Values, Tyson Foods strives to operate with integrity, create value for its shareholders, customers, communities and team members and serve as a steward of the animals, land and environment entrusted to it. Visit [TYSONFOODS.COM](https://www.tysonfoods.com) to learn more.

About Tyson Foods APAC

Tyson Foods Asia Pacific (APAC) is part of Tyson Food's International Business Unit, tasked to oversee the expansion of the company's international presence. With operations and sales offices across the Asia Pacific region which includes Thailand, Malaysia, Australia, Singapore & Japan, Tyson Foods APAC produces innovative products across different protein types covering poultry, beef, fish, plant based as well as fresh produce. Apart from consumer brands like Tyson® and First Pride®, Tyson Foods APAC also caters to the needs of customers across different channels which includes global Quick Service Restaurants, Food Services, Industrial, Institutional, Retail and many others. Visit <https://www.tyson.com.my/products/> and [firstpride.com](https://www.firstpride.com) to learn more about our brands in Asia Pacific.



Appendix

Recipe 1: Tyson Buttermilk Crispy Chicken



Ingredients

Ingredient	Preparation	Unit	Quantity
Tyson Chicken Karaage	As per instructions	pkt	1
Garlic	Minced	gm	20
Curry leaves	Leaves only	stalk	2
Red chilli	Sliced	ea	2
Butter		gm	45
Evaporated milk		gm	200
Condensed milk		gm	40
Light soy sauce		gm	10
White pepper			pinch



Cooking method:

1. Cook the Tyson Chicken Karaage as per instructions on the bag.
2. Heat some oil in a pan. Add in the garlic, curry leaves, and red chili. Fry until the aroma is released.
3. Add in the evaporated milk, condensed milk, soy sauce, and white pepper.
4. Bring to a boil while stirring and let it boil for about 2 minutes.
5. Add in the cooked Tyson Chicken Karaage and stir thoroughly.
6. Serve



Recipe 2: Tyson Sweet and Spicy Thai Crispy Chicken



Ingredients

Ingredient	Preparation	Unit	Quantity
Tyson Chicken Karaage	As per instructions	pkt	1
Lemongrass	Sliced thinly	gm	6
Red onion	Sliced	gm	50
Red chilli	Sliced	ea	1
Tiga rasa sauce		gm	120
Cherry tomato	Halved	gm	75
Green mango	Shredded	gm	80
Lime wedges			Garnish
Coriander leaves			Garnish



Cooking method:

1. Cook the Tyson Chicken Karaage as per instructions on the bag.
2. Heat some oil in a pan. Add in the lemongrass, red onion, and red chili. Fry until the aroma is released.
3. Add in the tiga rasa sauce.
4. Bring to a simmer while stirring.
5. Add in the cooked Tyson Chicken Karaage, cherry tomato and green mango, and stir thoroughly.
6. Garnish with lime wedges and coriander leaves, and serve.



Recipe 3: Tyson Masak Sambal Kicap Chicken



Ingredients

Ingredient	Preparation	Unit	Quantity
Tyson BBQ Chicken Drumstick	As per instructions	pkt	1
Onion	Largely diced	gm	150
Sambal paste		gm	80
Kicap manis		ea	60
Tomato	Cut into wedges	gm	140
Spring onion	Cut into 3 cm pieces	stalk	2
Red chilli	Sliced		Garnish
Fried onion			Garnish



Cooking method:

1. Cook the Tyson BBQ Chicken Drumstick as per instructions on the bag.
2. Heat some oil in a pan. Add in the red onion and fry until slightly golden.
3. Add in the sambal paste and stir fry until the oil starts to separate.
4. Add in the kicap manis and tomato. Bring to a simmer.
5. Add in the cooked Tyson BBQ Chicken Drumstick and spring onion, and stir thoroughly.
6. Garnish with red chili and fried onion, and serve.



Recipe 4: Tyson Masak Lemak Cili Api Chicken



Ingredients

Ingredient	Preparation	Unit	Quantity
Tyson BBQ Chicken Drumstick	As per instructions	pkt	1
Lemongrass	Cut into finger-length and bruised	gm	10
Cili padi	Split	ea	4
Masak lemak cili api paste		gm	120
Water		gm	150
Coconut cream		gm	100
Asam keping		ea	1
Turmeric leaf	Knotted	ea	1
Turmeric leaf	Sliced thinly		Garnish



Cooking method:

1. Cook the Tyson BBQ Chicken Drumstick as per instructions on the bag.
2. Heat some oil in a pan. Add in the lemongrass and cili padi. Fry until the aroma is released.
3. Add the masak lemak cili api paste and stir fry until the oil starts to separate.
4. Add in the water and bring to a boil for about 2 minutes.
5. Turn the heat to low and add in the coconut cream, asam keping and knotted turmeric leaf. Bring to a simmer while stirring for another 5 minutes.
6. Add in the cooked Tyson BBQ Chicken Drumstick and stir thoroughly.
7. Garnish with sliced turmeric leaf and serve.



Recipe 5: Tyson Cheesy Korean Chicken Wings



Ingredients

Ingredient	Preparation	Unit	Quantity
Tyson Buffalo Chicken Wing Stick	As per instructions	pkt	1
Spicy Korean sauce		gm	180
Shredded mozzarella cheese		gm	300
Spring onion	Sliced		Garnish
Toasted sesame seed			Garnish

Cooking method:

1. Cook the Tyson Buffalo Chicken Wing Stick as per instructions on the bag.
2. Toss the wings in the spicy Korean sauce thoroughly.
3. Place in a microwaveable dish and top with the mozzarella cheese.



4. Cook in the microwave for 20-45 seconds or until the cheese is melted.
5. Garnish with spring onion and sesame seed, and serve.