



**K'Long**

*"Tersaji Dengan Cinta,  
Nikmati Setiap Suapan"*



# SAMBAL K'LONG

***Sambal K'Long*** is a premium brand dedicated to bringing the authentic flavours of traditional Malay sambal to global markets.

Founded with passion for culinary heritage and commitment to quality, ***Sambal K'Long*** offers a unique blend of spices, chilies and natural ingredients, meticulously crafted to deliver a rich and vibrant taste experience.



## AUTHENTICITY AND QUALITY

The founders commitment in using natural ingredients and traditional methods ensures that every bag of ***Sambal K'Long*** is a true representation of the flavors she grew up with.

***Sambal K'Long*** is a dedicated to authenticity using traditional recipes and methods passed down through generations.

The brand sources the finest local ingredients, ensuring that every batch is fresh, flavorful, and true to its roots.



## PRODUCTS RANGE

***Sambal K'Long*** offers a diverse range of sambals, each with its distinct flavor profile.

From the fiery heat of the bird's eye chilies to the aromatic garlic and onions, there is sambal for every palate.

The brand also explores innovative combinations by creating new and exciting flavors while staying true to traditional technique.



## SUSTAINABILITY AND COMMUNITY

Sustainability is a core value at *Sambal K'long*.

The brand is committed to environmentally friendly practices, by sustainable sourcing of ingredients.

By partnering with local farmers and supporting sustainable agriculture, *Sambal K'Long* not only ensures the highest quality products but also contributes to the well being of the community.



## VISION AND MISSION

***Sambal K'Long*** aims to be a global ambassador of traditional Malay flavors.

The brands mission is to introduce the rich and diverse taste of sambal to wider audiences, promoting an appreciation for cultural culinary traditions.

Through a dedication to quality, authenticity, and sustainability, ***Sambal K'Long*** strives to be the preferred choice for sambal lovers around the world.



## EXPERIENCE THE FLAVOUR WITH SAMBAL K'LONG

*Sambal K'long* is a sambal that is ready to eaten on its own.

Nonetheless, *Sambal K'Long* is a versatile addition to any kitchen, enhancing a wide variety of dishes with its rich, complex flavors.

Whether you are preparing a quick stir-fry, fried rice, pie, samosa, bread and much more, *Sambal K'Long* can elevate your culinary creations.

Its robust taste profile can compliment everything from rice and noodles to vegetables and seafood.



## TASTE PROFILE : SAMBAL PETAI K'LONG

“*Sambal Petai K'Long* dengan Kerdas Dan Terung” is a unique and flavorful sambal that combines the distinct taste of petai (stink beans), kerdas (*pithecellobium bubalinum*) and terung (eggplant).

The sambal is crafted to deliver a rich and complex taste experience, celebrating the diverse flavors of Malay cuisine. Each Ingredient is carefully selected and blended to create a sambal that is both flavor and tradition. Each ingredient is meticulously selected to ensure the highest quality and most authentic taste.

- **Heat**

A balanced combination of bird's eye chili and red chili provides a satisfying spiciness.

- **Savoury**

The anchovies adds a deep, savoury umami flavor that enhances the overall taste.

- **Bitterness**

Petai and Kerdas beans contribute a unique, slightly bitter taste that adds complexity.

- **Sweetness and Earthiness**

Terung and tomatoes add mild, sweet, and earthy flavors, rounding out the sambal.

- **Aroma**

A fragrant blend of chilies, garlic, onion and fresh vegetable provides an inviting and complex aroma.





## TASTE PROFILE : SAMBAL JERING K'LONG

*“Sambal Jering K’Long dengan Kerdas Dan Terung”* is a unique and flavorful sambal that combines the distinct taste of jering (dogfruit), kerdas (*pithecellobium bubalinum*) and terung (eggplant).

The sambal is crafted to deliver a rich and complex taste experience, celebrating the diverse flavors of Malay cuisine. Each Ingredient is carefully selected and blended to create a sambal that is both flavor and tradition. Each ingredient is meticulously selected to ensure the highest quality and most authentic taste.

- **Heat**

A balanced combination of bird's eye chili and red chili provides a satisfying spiciness.

- **Savoury**

The anchovies adds a deep, savoury umami flavor that enhances the overall taste.

- **Bitterness**

Jering and Kerdas beans contribute a unique, slightly bitter taste that adds complexity.

- **Sweetness and Earthiness**

Terung and Tomatoes add mild, sweet, and earthy flavors, rounding out the sambal.

- **Aroma**

A fragrant blend of chilies, garlic, onion and fresh vegetable provides an inviting and complex aroma.



## TEXTURE AND AROMA

The texture of *Sambal K'Long* is carefully crafted to enhance the eating experience.

Depending on the variety, you may find it smooth and saucy or chunky with pieces of chili and onions.

The aroma is equally inviting with the fragrance of fresh spices tantalizing your senses and adding an aromatic depth to your dishes.



## INNOVATIVE RECIPES

Explore creative ways to use ***Sambal K'Long*** in your cooking:

➤ **Sambal K'Long Fried Rice**

Saute with vegetable, eggs, and a generous serving of ***Sambal K'Long*** for a quick and flavorful meal.

➤ **Sambal K'Long Spicy Pasta**

- Toss cooked pasta with olive oil, garlic and ***Sambal K'Long*** for a fusion twist on a classic Italian dish.

➤ **Sambal K'Long Omelet**

- Whisk eggs with salt and desirable spoonful of ***Sambal K'Long***. Heat oil in a skillet and pour egg onto the skillet. Cook until edges are set, gently lift edges to let uncooked egg run. Cook until fully set.

➤ **Sambal K'Long Spicy Prawn**

- Heat oil in a skillet, cook onion until translucent, and then add prawns. Cook until pink and cooked through. Add desirable serving of ***Sambal K'Long*** and adjust salt if needed.



## FOUNDER OF SAMBAL K'LONG

**Puan Hairiah Isa**, founder of *Sambal K'Long* who is a passionate entrepreneur with a deep love for traditional flavors and culinary heritage.

Growing up in culturally rich environments, **Puan Hairiah Isa** is immersed in the diverse culinary traditions of their homeland from a young age.

Family gatherings were often centered on the kitchen where she had learned the secrets of traditional recipes and the importance of fresh, quality ingredients.

This early exposures instilled a lifelong passion for cooking and a deep appreciation for authentic flavors.

Her dedications to quality, authenticity and sustainability have been the driving force behind *Sambal K'Long*. Ensuring that every bag captures the rich and vibrant flavors of traditional sambal crafted with the finest ingredients and meticulous attention to detail.