

foodpanda Malaysia partners with Din Tai Fung for pioneering Facebook Live event

Marketing initiative with foodpanda Malaysia gives the established an opportunity to experience the new

KUALA LUMPUR, MALAYSIA, July 26, 2016 /EINPresswire.com/ -- Din Tai Fung, together with [foodpanda Malaysia](#), hosted singer-songwriter Talitha Tan and EatDrink.my editor Simon Willmore for a live food review at their One Utama outlet on Friday.

The video, which was streamed live on foodpanda's Facebook page, garnered a reach of close to 76,000 people, while clocking in more than 13,000 views to date. Apart from the live food review, viewers were also entertained with the history behind the dishes through the commentary provided by chain director, Miss Jenny Yeh. Talitha Tan also sang two songs, one of which was her top hit "Okay".

Miss Jenny Yeh said, "This is only the beginning of the insight we are giving into the Din Tai Fung culture and practice. Stay tuned for the next episode, where we will bring you into our kitchen and you can find out our secret recipe for the world-famous xiaolongbao."



Din Tai Fung's Golden Custard Egg Bun

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Facebook Live is a fun and engaging way of communicating with our audience, and it gives our audience a chance to interact with our world-famous restaurant partners directly...

Ms Aspa Lekka, Managing Director of foodpanda Malaysia

Miss Aspa Lekka, foodpanda Malaysia's Managing Director said, "Facebook Live is a fun and engaging way of communicating with our audience, and it gives our audience a chance to interact with our world-famous restaurant partners directly while getting an insider view of how foodpanda works and what we do on a day-to-day basis."

She also said: "We are very grateful to Din Tai Fung for being supportive and for being part of the facebook live event. Din Tai Fung has been around since 1958, and seeing them embrace new and innovative digital marketing projects is truly something we applaud, and we look forward to doing more events with them."

Simon Willmore added: "I think the live nature of these events - and the associated spontaneity and realism - is what makes them so interesting and relatable to the audience. Huge thanks to the foodpanda team for the invitation, to Din Tai Fung for hosting and to Talitha for supplying the music! I hope that this can be the start of a series of reviews."

This Facebook Live initiative, which is the third one hosted by foodpanda, is part of a major process change, as foodpanda aims to add more substance and value to its service. With new changes in Facebook's algorithm, Facebook Live reaches a wider organic viewership, while giving companies like foodpanda Malaysia the opportunity to interact real-time with their customer- and fan-base.

About foodpanda

foodpanda group is the leading global food delivery marketplace, operating in 5 continents and active in more than 500 cities around the world. foodpanda Malaysia enables restaurants to become visible locally in the online, mobile world and provides them with a constantly evolving technology. For customers, foodpanda Malaysia offers the convenience to order food online at the widest gastronomic range, from which they can choose their favourite meal on web or the app.

Website: www.foodpanda.my

Facebook:

<https://www.facebook.com/FoodpandaMalaysia/>

Twitter: https://twitter.com/foodpanda_my

Instagram:

<https://www.instagram.com/foodpandamyl/?hl=en>

Foodpanda Magazine:

<http://magazine.foodpanda.my/>



Din Tai Fung's Drunken Chicken



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