MERCHANT
dine food hall

THE FOOD MERCHANT®

"Indulge your love
of amazing flavors"

Set off on a culinary adventure full of global delights and expertise by immersing yourself in local tastes in the best possible way!

The Food Merchant | thefoodmerchant.my | https://thefoodmerchant.com.my/ | +60 17-901 0900 | customerservice@thefoodmerchant.com.my

KENNY HILLS COFFEE

rich aroma, smooth taste

Explore the world of coffee with Kenny Hills Coffee's expertly curated blends.
Kenny Hills Coffee creates an experience that brings people together through carefully sourced beans and a customised Slayer espresso machine. Enjoy both espresso-based and filter coffee at the open-view style bar while chatting up your barista. For a perfect morning or a relaxing treat, pair your coffee with our irresistible beverages like the Cortado, Shaken Iced Honey Oat Latte, Espresso Soda, Iced Peach Tea and more. If you're looking for more than coffee, try our hot pressed sandwiches and buttery croffles.

Visit us today at The Food Merchant, WCity OUG Sales Gallery for more fresh brews from yours truly.

freshly baked, proudly artisanal

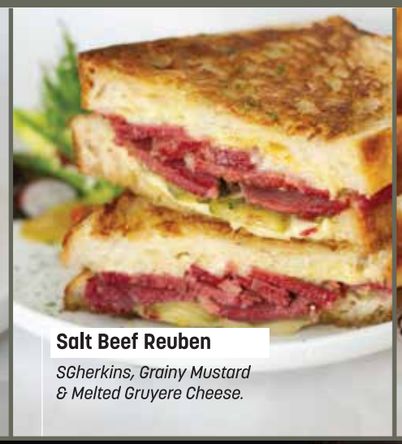
HUCKLEBERRY

We are a local artisan bakery and café that serves fresh pastries, wholesome breads, rustic cakes, nourishing food and drinks to satisfy every mood – a place where food lovers come together to create memories in a welcoming, cozy and chic space.

Our Pavilion Bukit Jalil outlet is a casual, grab and go concept.

Visit us today at The Food Merchant, Pavilion Bukit Jalil for more heavenly bakes.

Roast Chicken & Pesto
Shredded roast chicken and homemade basil pesto.



Salt Beef Reuben
SGherkins, Grainy Mustard & Melted Gruyere Cheese.

Croffle (Homemade Kaya & Salted Butter)
The Croissant + Waffle combo made better with our Homemade Kaya served with a side of salted butter.

Strawberry Lemon Cake
Light and zesty lemon sponges sandwiched with lemon curd frosting and fresh strawberry jam - topped with more frosting and edible flowers.

Huckleberry Burnt Cheesecake
Rich Basque-style cheesecake made with French cream cheese, organic eggs with a slightly burnt crust and a creamy brûlée center.

Best Seller

German Choc Cake
Decadent and indulgent moist chocolate cake with layers of thick, crunchy, gooey and chewy coconut pecan frosting and chocolate buttercream. Topped with more buttercream and edible flowers.

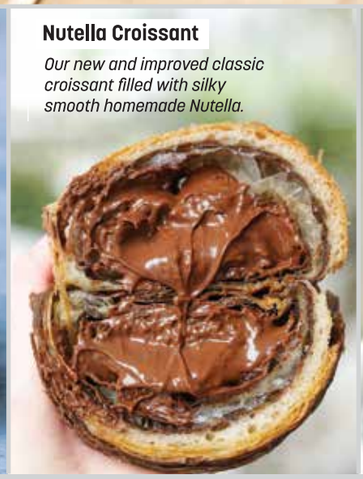
Filter Coffee
Brewed using a V60, choose from a range of rich and flavourful single origin beans. Our filter coffee is a classic nod to simple traditions.

Cortado
The perfect balance of milk and espresso.

Cold Brew Hojicha
Fresh milk, premium black tea, wild honey & hojicha.

Tasting Fight
Our Tasting Flight allows you to compare our house blend and seasonal blend. Each blend will serve an espresso and a cortado.

Twice Baked Almond Croissant
A flakey croissant dough with roasted almonds, frangipane, and vanilla pastry cream



Nutella Croissant
Our new and improved classic croissant filled with silky smooth homemade Nutella.

Awesome Blackout
Moist chocolate sponge with intense 70% dark chocolate, chocolate pastry cream, ganache and chocolate crumbs.

Best Seller

PETITE MAISON

pastries that will delight you

From classic croissants to innovative creations at Petite Maison

At Petite Maison, the ritual of family tradition of bonding over bread is what we aim to deliver. Amidst the hectic hustle and bustle of our daily lives, all we need to do is to set aside some time to sit down, take a break, and have a good time over artisanal bread and pastries. Take a moment to step back into an era where family bonds are strongly valued. At Petite Maison, you can take a step back straight into the 1700s; and experience life as a French national.

Visit us today at The Food Merchant, Pavilion Embassy & Datum Jelatek for more heavenly pastries.

CookX Asia

An all-in-one Cooking Video Sharing App where you can explore more than 300 recipes with cooking instruction videos and steps, shop pre-measured ingredients kit for selected recipes and share your own recipe! A place where all foodie can connect!

Pandan Coconut Nougat

Try making this easy no bake dessert: Soft & chewy Pandan Coconut flavoured nougat filled with marshmallows and has a bit of crunch from the roasted almonds. Absolutely tasty!

Serve pax: **4-5 pax**
Pieces: **30 square pcs**

200g, Mini marshmellow

1 cup (100g) Almond, roasted

1/2 cup (70g) Whole Milk Powder (reserve some for coating)

1 cup (90g) dessicated coconut (reserve some for topping)

3 teaspoon pandan paste

28g, Butter

Scan to watch recipe video or buy this eco-pack (ingredient-kit) now

CookX Asia Sdn Bhd

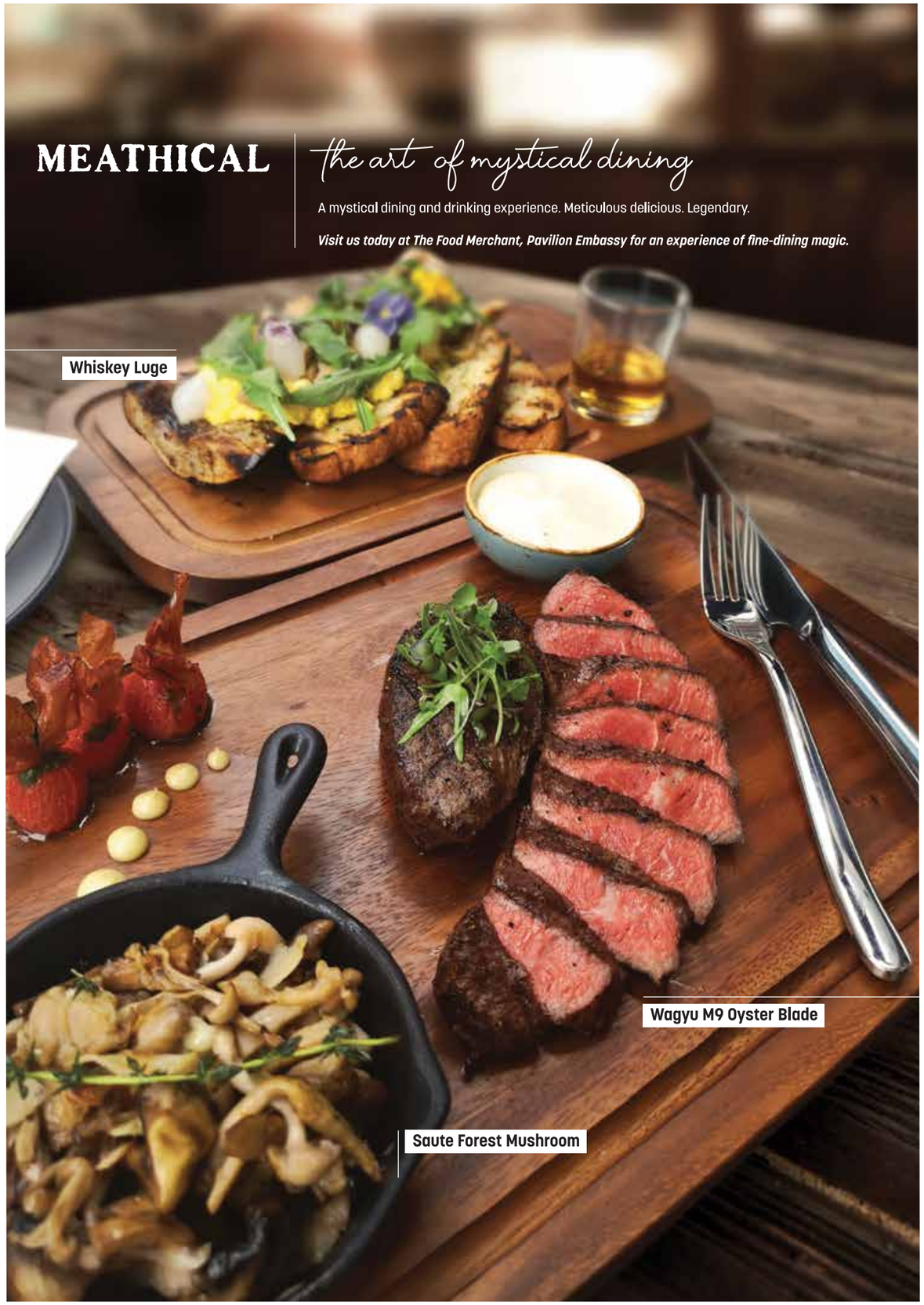
Anyone can cook with CookX Asia

MEATHICAL

the art of mystical dining

A mystical dining and drinking experience. Meticulous delicious. Legendary.

Visit us today at The Food Merchant, Pavilion Embassy for an experience of fine-dining magic.



Whiskey Luge

Wagyu M9 Oyster Blade

Saute Forest Mushroom

Booze iT
WINE & SPIRITS MERCHANT

sip, savour, and celebrate

Vineyard sets out to become one of the most reputable and trustworthy wine & spirits merchant, we are offering extensive variety of fine wines, spirits, sake and more. Great selection of cheeses and cold cuts also available for pairing with wines.

Visit us today at The Food Merchant, Pavilion Bukit Jalil, Datum Jelatek & RainTreeRain @ The Era for more fine wine & spirits.

Vineyard Cheese Platter

Angove Family Crest Grenache Shiraz Mourvedre

(Award-winning wine)

Chateau Ladignac Medoc 2015

Solisege Ham Platter

Premium quality full muscle ham with a variety of flavors

Pepperoni & Creamy Ham Pizza

Iberico Collar

Artisan Sausage Platter

Voga Quattro

quality meats, exceptional flavour

Solisege

Solisege is the pioneer manufacturer of non-halal processed meat products in Malaysia. Our main branding attributes are to provide the best quality products, widest range selection, innovative products along with the best service to our customers.

Visit us today at The Food Merchant, Pavilion Bukit Jalil, Datum Jelatek & RainTreeRain @ The Era for more exceptional flavours.

wine and spirits for every occasion

With over 70 years of experience in product distribution. One of Malaysia's leading suppliers in beverages, wines, beers and spirits.

Visit us today at The Food Merchant, Pavilion Embassy & Wcity OUG Sales Gallery for an expensive taste of fine wine & spirits .

FOOD & BEVERAGE

LUEN HENG F & B Sdn. Bhd.

(Company no: 835510-K)

EURO·DELI de Qualité DELICATESSEN

Est. 1991

a slice of europe in asia

Euro Deli began its gourmet journey in 1991, and has since been established as a leading non-halal meat processing and sausage manufacturing company in Malaysia.

Today, with the establishment of its restaurants, Euro Deli is now affectionately known as "The Sausage King ", a term rewardingly coined by the local press in accordance to its heavenly rich concoctions of quintessence European delicacies.

Visit us today at The Food Merchant, Pavilion Embassy & Wcity OUG Sales Gallery for an exquisite taste of premium sausages and authentic marinated steaks .

Wynns Coonawarra Estate Riesling

This beautifully balanced Riesling offers a refreshing with bright acidity on the palate, a mix of crunchy granny smith apple, citrus, and floral notes. Making it an approachable and elegant choice for both new and seasoned Riesling lovers.

Taittinger Brut Réserve

This consistently excellent non-vintage champagne is a blend of over 35 vineyards and vintages, comprising 40% Chardonnay and 60% Pinot Noir and Pinot Meunier, and aged for a minimum of three years in the cellars to reach its aromatic peak.

McGuigan The Shortlist Barossa Valley Shiraz

This full-bodied Barossa Valley Shiraz exhibits lifted blackberry plum aromas, rich black fruit flavors, subtle chocolate and sweet spice notes, velvety tannins, and an elegant and lengthy finish.

Penfolds Max's Cabernet Sauvignon

Inspired by Max Schubert, Max's Cabernet Sauvignon offers an aromatic and savory profile, with fine tannins, red fruit flavors of cranberry, hints of bay leaf, sage, and root vegetable earthiness on the finish, all beautifully integrated with French and American oak.

Kim Crawford Marlborough Sauvignon Blanc

This fresh and juicy wine exhibits tropical fruit flavors of pineapple and mango, intense citrus notes of lemon and grapefruit, zesty concentration, wet stone minerality, vibrant acidity, and weighty length on the palate.

Kinast Estate Selection Carmenere

This Chilean Carmenere is always vibrant and magic. Our globally recognized and awarded grape variety. Warm, plummy fruit aromas are surrounded with smoky, toasty scents.

BBQ Iberico Loin Ribs with Hickory Sauce

Crispy Pork Belly Roll with Fresh Herbs

Roasted Pork Knuckle

SHUCKED

OYSTER & SEAFOOD BAR

seafood elevated to perfection

Kuala Lumpur's First Oyster and Seafood Bar serving the finest imported fish and shellfish!
Every dish is a celebration of the ocean's bounty, and every bite is an experience to savor. Whether you're a seafood aficionado or a newcomer to the delights of the deep, Shucked Oyster Bar is the perfect place to indulge your love of all things fishy.

Visit us today at The Food Merchant, Pavilion Bukit Jalil & Datum Jelatek to taste the essence of the ocean.

Around the World Oyster Dozen

Moet Mini 20cl

Lauren Robert Champagne

Moet Chandon Champagne 75cl

Extra Virgin Olive Oil 500ml

Extra Virgin Olive Oil infused with White Truffle 250ml

Seafood Box
(Live Mussels, Clams, Smoked & Raw Salmon, Paté & Caviar)

Seafood Aglio Olio

Cod Fish and Handcut Chips

MONTE VERDE
TASTE OF ITALY

pure italian indulgence

Adhering to Italy's high standards of quality in food production, Monte Verde Extra Virgin Olive Oil is every epicurean's brand of choice.

Packed with flavour and quality, their products contain a blend of carefully selected olives from the best regions in Italy that have been harvested and crushed with great care to produce that 100% authentic taste you will come to love.

Produced, harvested and packaged the true Italian way - from the heart.

Visit us today at The Food Merchant, Pavilion Bukit Jalil to savour the richness of Italy.

NEO SIAM
นีโอ สยาม

bringing thailand to you

Neo Siam is a modern yet authentic Thai specialty store aiming to promote many food, beverage, snacks, beauty & cosmetic and fashion accessories.

Visit us today at The Food Merchant, Pavilion Bukit Jalil to discover the flavours of Thailand.

桂林

味蕾的盛宴，桂柳湘之旅
- A feast for the taste buds, a journey through Guillin, Liuzhou, and Hunan

007年开的第一间店- 桂林人。
我们的菜品是，广西桂林菜，柳州菜，简单说，就是桂柳湘菜。

Visit us today at The Food Merchant, Pavilion Bukit Jalil for more flavours of China.

scoops of joy for all

Real Ingredients. Real Ice Cream. Real Happiness. That's what -12 Degrees aspires to do. We want to be able to create wonderful memories for all of YOU, from all walks of life, and avoid discrimination. We solely serve vegan-based products, without using any eggs or dairy in our ingredients, because we believe Vegans and Lactose Intolerant individuals, much like everyone else, should enjoy ice creams and desserts, without being worried about the negative effects of dairy-based products on YOUR health.

Our products are also 100% natural, without the need of using any artificial flavourings. With new products and ice cream flavours, let's create wonderful memories together!

Visit us today at The Food Merchant, Datum Jelatek to enjoy scoops that are simply divine.

savor the flavors of tokyo

Sushi Saga provides fresh and high quality Japanese food to either eat on site or enjoy with your family at home.

From sashimi, fried snaks, sushi, bentos, we have it all. You'll be able to fix all your sushi cravings at Sushi Saga. We even sell raw food items like salmon head for you to prepare at home.
From inception it was our mission to be the place you visit, to lift up your spirit, fill your tummy, and put a smile on your face, no matter what mood you are in.

Our products are all sourced from Halal certified suppliers.

Visit us today at The Food Merchant, Datum Jelatek to enjoy a journey to Japan through taste.

Sushi Saga すしさが

tasteful turkish brews

Taste the wonders of tasteful delights and natural brewed coffee all the way from Turkey.

Visit us today at The Food Merchant, Datum Jelatek to refined elegance in Turkish culinary art and expertly brewed coffee.

EPHESUS GLOBAL

Mesh Stick Coffee

Colombian Filter Coffee

Turkish Coffee 250 gram

Cold Brew Coffee

Turkish Baklava

Mesh Stick Tea

Blue Eye

healthy food for a happy you

Grip — Wholesome Pantry Goodness

GRIP is a Malaysia based health foods store offering a range of carefully curated whole foods for your pantry. We aim to nourish and inspire you with our selections and make you shine inside-out along your wholesome eating journey!

Visit us today at The Food Merchant, Pavilion Bukit Jalil to nourish your soul with heathy cravings.

Buckwheat Cakes

Only 24 calories per cake. Air popped not fried. 80% more protein than rice, good source of fiber.

Power House Mix

Heart and Soul Mix

Oatmeal Raisin Cookies

Activated Buckwheat

Buckwheat is a popular pseudocereal, a small seed that shares many properties with cereal grains without actually belonging to the grain (grass) family. Activated foods are easier to digest, are more nutrient-rich (bio-available), and delectably crunchy.

Sticky Tempeh Pasta

Simply ABC Nuts

Premium nut mix, roasted and unsalted.

original traditional nyonya recipe

Three generations of Nyonya Kuih and Nasi Lemak mastery began with Madam Koh Bee Neo's small distribution business in Tampin. Her daughter and granddaughter continued the tradition, and now you can try their signature Kuihs and Nasi Lemak at the Original Nyonya.

Visit us at The Food Merchant, Pavilion Bukit Jalil & WCity OUG Sales Gallery to immerse yourself with heritage flavors in every bite.

taste malaysian in every bite

Inspired from a small village of Johor, Dah Lapar? is a food destination that offers a diverse range of delicious and traditional Asian cuisines. Our mission is to provide an unforgettable dining experience that nourishes both body and soul, bringing people together through the joy and comfort of food. We believe that food is more than just fuel, and we aim to fill your stomach with the most authentic and mouth-watering Asian dishes.

Visit us today at The Food Merchant, Pavilion Embassy to find the perfect blend of authentic flavors.

Nasi Lemak

Kopi Ais

Milo Ais

Bihun Siam

Traditional Nyonya Kuihs

Ayam Masak Hitam

Nasi Kunyit with Rendang Chicken

Ayam Rendang

Roti Bakar

Nyonya Style Rojak