



MALAYSIA 2014 WINNERS

Consumer Electronics / Education / Finance / Food & Beverage / Health & Personal Care /
Household Products / Motoring Related / Personal Products / Pet / Services / Telecommunications



Gold Winner in Malaysia



Cooking Oil

Red Eagle

Red Eagle is a leading cooking oil brand in Malaysia. Introduced in 1976, it is one of the core product lines of Yee Lee Corporation Bhd., a major manufacturing and marketing group in the country.

Red Eagle is a special blend of refined palm olein, groundnut oil and sesame oil formulated for better flavour and aroma. It is cholesterol-free and rich in Vitamin E. Every kilogram of Red Eagle cooking oil contains at least 750mg of natural Vitamin E and this has been certified by the Swiss Vitamin Institute, a foremost authority on vitamin testing.

Besides being naturally healthy, Red Eagle is also a heat-stable oil, thus making it the ideal choice for Asian-style cooking which involves a lot of stir-frying, frying and deep frying. Because of this, Red Eagle has become the preferred brand for high-heat cooking and a favourite among Chinese households.

As a leading brand, Red Eagle is also an innovator and was the first to introduce cooking oil in PET bottles back in 1994. Red Eagle has also won the Readers Digest Trusted Brand Award (Gold) numerous times since 2006.

Having established itself as a household name in Malaysia, Red Eagle has now gone on to introduce other product lines which carry the same natural and wholesome value. This includes bihun (rice noodles made from premium grade Thai rice) and sesame oil. Other sauces and condiments are also in different stages of development.



Naturally stable. Naturally healthy.

**The hotter choice.
The better oil.**

**For Asian-style
high-heat cooking.**



**Enjoy Red Eagle Bihun too.
Just as naturally wholesome.**

Made from special grade Thai rice.
No added preservatives.

**Reader's
Digest**

Complimentary
Copy

48mm

The hotter choice

The better oil

**Ideal for Asian-style
high-heat cooking**



www.yeelee.com.my



Red Eagle
The hotter choice.
The better oil.

Trusted for Asian-style
high-heat cooking.

Naturally stable.
Naturally healthy.