



*Delicious sticks of satay sizzling nicely over burning charcoal.*

# A Local Flavour

The infamous Satay Kajang Haji Samuri used to be available only in Kajang, Selangor, but the success story has been replicated all over the Klang Valley and beyond.

If a full circle experience is what you sought after, then a pit stop at the popular Satay Kajang Haji Samuri is a priority.

If you don't already know, satay generally consists of marinated chunks of meat grilled over a charcoal fire, on bamboo or coconut leaf spine skewers.

Some allege that satay was invented by Chinese immigrants who sold skewered barbecue meat as a street snack. The word itself means 'triple stacked' in Amoy dialect. And then there are those who believe satay originated in Indonesia.

Say whatever may be, Satay Kajang Haji Samuri is the place to head to when you want to savour a stick or two.

Think deliciously grilled meat on sticks served with a thick, rich peanut sauce served with an optional hot chilli sambal topping that is guaranteed to have you break into a sweat. Every patron will tell you however, that the experience is worth it. In fact, most get so hooked onto satays here that they keep coming back for more.

With each delectable stick you have an option of meat ranging from chicken, beef, beef tripe, chicken liver and fish satay, while mutton, rabbit and venison satay are quite as popular as well. Nasi impit (compressed rice), sliced cucumbers and sliced onions are essential side dishes that are served alongside it.



*Served with peanut sauce and nasi impit.*

### **Humble Beginnings**

It began simply enough with nothing but a small scale family venture serving up the popular local delicacy satay. Hj. Samuri's satay venture began with a small stall and six workers, all of them his children. Today, when you say 'Satay', you immediately think of Kajang. And 'Satay Kajang' is synonymous with the name of Hj. Samuri. The business flourished and Satay Hj. Samuri took over Kajang.

This small family business has blossomed together with the rapid transformation of Kajang from a small, sleepy little town 20 kilometers outside Kuala Lumpur, into a haven for satay connoisseurs. Not only from across the country, but also famed throughout this side of the region.

Nowadays satay is among the more popular traditional dishes, and is enjoyed by Malaysians from all walks of life. That it is a hit with tourists is attested by its seemingly compulsory inclusion



*The original restaurant in Kajang.*



Workers firing up the meat on sticks.



The interior of the restaurant is welcoming.

sticks of satay a day and the demand goes up during school and festive holidays. To keep up with demand, he now has 500 workers and another 50 handle the management of the business.

### The Secret

Even with enough capital and the right location, the odds are still stacked against you when it comes to developing a successful restaurant business. In other words, the very best ingredients are still a waste in the hands of an unskilled chef. Hj. Samuri is very particular about quality, and what is served out to customers.

For example, he says the satay must be uniform in size and quality no matter which outlet you visit. However, he still remains open to flexibility when it comes to meeting special requests from his more discerning clientele.

"I visit all 17 outlets regularly and I'll order and taste at least two sticks of satay. I have to make sure that the satay is prepared and served just right and that there is the right balance of sweetness and saltiness in the sauce."

He also leaves his business card and his personal number at all outlets because he wants first hand feedback from customers. He has received it too, not just from local patrons but those from abroad as well.

"There is no compromise when it comes to maintaining the quality of the product. Everything is on our shoulders, and if something goes wrong, we will only have ourselves to blame."

Hj. Samuri is now known as Malaysia's 'Satay King.' He puts down his success to diligence, patience, innovation and having faith in the needs of the customers. "My business empire is still expanding, but even today I'm at the height of it all. Selangor is still the best place for investment. From modern businesses to the most traditional of enterprises, everything grows in this state."

as an appetizer in any hotel menu in the country.

Satay Kajang has bloomed into a huge business with 17 stores in total mapping the valley. Apart from the Medan Satay main establishment, there are three more outlets scattered across Kajang. Other outlets include two along the KESAS highway, two along the Guthrie expressway, one located on the Sg. Buloh Overhead Bridge, one in Bandar Baru Bangi, one in Putrajaya, one in Kelang, one in Uptown, one in Taman Melati and one in Senawang.

Even so, people still like to take the drive down to Kajang to embrace the entire 'satay adventure' so to speak.

Here they sell over a hundred thousand



*Splendidly decorated for a true dining experience.*



*A crowded day at Satay Kajang Haji Samuri.*



*Locals love to eat here.*

*For more details and enquiries: Sate Kajang Haji Samuri Restaurant. Lot 1, 2 & 3 Ground floor, Bangunan Dato' Nazir, Jalan Kelab, 43000 Kajang, Selangor Darul Ehsan, Malaysia.*