

in PENANG

Penang's Best Travel and Business magazine



欢庆马中建交50周年

中国游客独享

義香餅家免费盲盒抽奖!

价值高达

RM 68 礼盒

0消费, 送完为止!
*活动最终解释权归本店所有



義香

必买手信

微信



小红书



managing director | YEAP LAY PENG

editor-in-chief | DATO' CHNG HUCK THENG

director, business development & communications | FIFI CHNG

sr. production director | LOKE GAIK SIN

designer | CHUA CHEN YANG | MELANIE CHNG
| OOI YIN YOU

editorial | FOO SIEW LIN

accounts executive | IVY SIN AI PENG | YEOH LAY CHENG

Published by

MARKETSOURCE SDN. BHD. [200701042187 (800219-X)]

No. 7, Jalan Dunlop, 10400 Penang, Malaysia

Tel: +604 2282 390, 012-430 8825 (Fifi)

Fax: +604 2282 480

E-mail : inpenangmag@chnetwork.com

Advertising and Circulation enquiries contact
fifi@chnetwork.com

advertising@chnetwork.com

Editorial and Article reprints contact
editorial@chnetwork.com

Subscription contact
subscription@chnetwork.com

Printed by

PERCETAKAN U-TECH SDN. BHD. (633384-A)

No. 123, Lorong IKS Juru 5,

Kawasan Perindustrian Ringan Juru,

14100 Simpang Ampat, Pulau Pinang, Malaysia.

Acknowledgement

It is with much gratitude that the publishers acknowledge the contributions of all the agencies, corporations, advertisers and individuals who have been involved in the publication of iPENANG.

Legal Clause

Materials in part or whole cannot be re-produced without prior written consent from the publisher. While all reasonable care has been taken, the publisher, managing director and editor will not be held liable for representations, claims or advertisements (visual or otherwise) contained herein. All views and opinions contained in this publication are not necessarily that of the publisher's.

Visit us at
www.inpenang.com

A member of

CHN
NETWORK

Where all good things in life meet...



03 FOREWORD

04 EVENT CALENDAR

08 SPECIAL FEATURE
Celebrating iPENANG's 100th
Special Edition

10 FESTIVAL
Word on the Street: The Return of George Town
Literary Festival
The Sweet Significance of Deepavali

14 WHAT'S NEW
Power Up Penang
A Historical Revival of Fort Cornwallis
Ghee Hiang Celebrates the 50th anniversary
of Malaysia-China Diplomatic Relations

**20 INPENANG BEST GUIDE:
CAFE/ RESTAURANT**

32 PENANG ONE-DAY TRIP
The Streets of Harmony

36 MUST VISIT MUSEUMS

40 THE GREAT OUTDOORS

46 USEFUL CONTACTS





MESSAGE

from

YB WONG HON WAI

*Penang State Executive Councillor for
Tourism and Creative Economy (PETACE)*

Dear Readers,

Welcome to this edition of iNPenang Magazine. It's an exciting time for Penang, and I'm delighted to share the latest updates with you.

We're making significant strides with the expansion of the Penang International Airport, which will enhance our facilities and accommodate more travellers. New direct flights are also on the horizon, connecting Penang to more global destinations and inviting more visitors to explore our state.

Our hospitality sector is growing with new hotels offering a range of accommodations, ensuring that every visitor enjoys a memorable stay. Additionally, the upcoming Light Rail Transit (LRT) system will improve connectivity and sustainability across Penang.

Penang's vibrant cultural scene continues to shine through events like the Penang International Dragon Boat Festival and the Penang Bridge International Marathon. These events not only highlight our rich traditions but also bring people together from around the world to celebrate our unique spirit.

As you read through this magazine, I hope you feel the essence of Penang's charm and dynamism. Thank you for being part of our journey. Let's keep celebrating the beauty and diversity of Penang together.

活动日历 EVENT CALENDAR

AUG 31 - OCT 31



槟城和谐庆典

Streets of Harmony Photo Competition

Visit the Street of Harmony in George Town, Seberang Jaya, and Bukit Mertajam to capture inspiring images of Penang's religious heritage and win up to RM500 in cash.

www.harmonico.my/sohpc-2024

SEP 21-29



槟城兰花展

Penang Annual Orchid Show

Over 400 stunning orchid species and hybrids, and more than 700 gorgeous orchid plants will be on display at this annual show.

Venue: Straits Quay

SEP 29



升旗山零垃圾活动

Trash Free Hill 2024

All are welcome to join in the 5th edition of this annual clean-up to keep the hills green and clean.

Venue: Dataran, Penang Hill

Facebook: Penang Hill

OCT 03-11

九皇爷诞

Nine Emperor Gods Festival

Dedicated to the Nine Emperor Gods over nine days with elaborate processions, a strict vegetarian diet, and a variety of vegetarian foods from local vendors.

OCT 19-NOV 02



彩色盘的交响曲

Palette Symphony

Experience Palette Symphony, a showcase of 85 artists' works including paintings, sculptures, and photography, celebrating Penang's dynamic art culture and economy.

Venue: Penang State Art Gallery

OCT 31



**屠妖节
Deepavali**

Also known as “The Festival of Lights”, Deepavali is celebrated by Hindus all around the world.

Venue: Little India

**NOV 23-24
槟城国际龙舟赛
Penang International Dragon
Boat Regatta**

Celebrating its 45th anniversary, the Penang International Dragon Boat Regatta a thrilling spectacle against the backdrop of the scenic Teluk Bahang dam.

Venue: Teluk Bahang Dam

NOV 29- DEC 01



**乔治市文学节
George Town Literary Festival**

Themed “Word on the Street”, the event highlights the impact of literature on urban experiences and culture through seminars, reading sessions, book launches, and a Penang Street history walk.

**DEC 12
槟城大桥国际马拉松赛
Penang Bridge
International Marathon**

This annual sports event attracts thousands of international and local runners as they traverse the iconic Penang Bridge in full and half marathon races and a 10-km run.

Venue: Penang Bridge

www.penangmarathon.gov.my/portal

**DEC 21-FEB 02 (2025)
槟城同乐会
Pesta Pulau Pinang**

This year-end mega carnival is the perfect family outing with a vibrant mix of funfair games, thrilling amusement rides, cultural performances and entertainment!

Venue: Sungai Nibong Pesta Site

Facebook: Pesta Pulau Pinang

**DEC 25
圣诞节
Christmas**

Christmas celebration in Penang is a vibrant and joyous affair, and the city streets come alive during the season with colourful lights and festive decoration. Insta-worthy Christmas displays are aplenty at hotels, churches, shopping malls, office complexes, and local marketplaces, while festive feasting at open houses is a delightful mix of traditional Malaysian and Yuletide flavours.



For further event information, please visit inpenang.com/listing-form, scan the QR code or email inpenang@chnetwork.com for any enquiries.

All information is correct at the time of printing and is subject to changes without prior notice.



Recognising Outstanding
PENANG PEOPLE & ORGANISATIONS

ON 21ST JUNE 2025
@ ST. GILES WEMBLEY
PENANG



NOMINATIONS
NOW OPEN

MAIN SPONSOR:



AFFIN INVIKTA™



learn more at our website

www.chtawards.com

PAST WINNERS



INPENANG LIFETIME ACHIEVEMENT AWARD 2017
TAN SRI DATO' SERI LIM GAIT TONG
 Chairman & CEO of Farlim Group (M) Bhd.



INPENANG LIFETIME ACHIEVEMENT AWARD 2021
DATO' SERI CHEW WENG KHAK
 Founder & Group Chief Executive Chairman, Pensonic Holdings Berhad



INPENANG NATIONAL ACHIEVERS AWARD 2023 (ICONIC SUPERMARKET & DEPARTMENTAL STORE)
GAMA SUPERMARKET & DEPARTMENTAL STORE SDN BHD
 Datuik Andrew Lim
 Executive Chairman



INPENANG INTERNATIONAL OUTSTANDING ACHIEVERS AWARD 2021
DATUK SERI (DR.) SYED HUSSAIN ALJUNID (MALAYSIA)
 Group Chairman of Media Prima Group



INPENANG INTERNATIONAL OUTSTANDING ACHIEVERS AWARD 2019
ADRIAN NG (MALAYSIA)
 Group CEO of Mega Fortris Malaysia Sdn. Bhd.



INPENANG LIFETIME ACHIEVEMENT AWARD 2017
DATO' DR. MICHAEL YEOH OON KHENG
 CEO, Asian Strategy & Leadership Institute (ASLI)



INPENANG INTERNATIONAL OUTSTANDING ACHIEVERS AWARD 2019
DATO' HENRY GOH (MALAYSIA)
 Co-Founder and COO of Macrofoliast Group



INPENANG INTERNATIONAL OUTSTANDING ACHIEVERS AWARD 2021
DATO' DR. NICK NG (MALAYSIA)
 Group Executive Chairman, Mega Fortris Malaysia Sdn. Bhd.



INPENANG NATIONAL ACHIEVERS AWARD 2021
ST. GILES WEMBLEY PENANG
 Toby Goh
 General Manager



INPENANG NATIONAL ACHIEVERS AWARD 2023 (BEST LUXURY SPA AND WELLNESS)
AREOMA BOUTIQUE SPA BY AREOMA WELLNESS SDN BHD
 Jimmy Foo Kok Keong
 Director & Chief Executive Officer



《iPENANG》创刊100期

Celebrating iPENANG's 100th Special Edition

iPENANG celebrated its 100th edition milestone with the launch of a commemorative special edition and a celebratory luncheon, graced by YAB Chow Kon Yeow, Chief Minister of Penang, at St. Giles Wembley Penang. It was a warm and light-hearted affair attended by approximately 160 distinguished guests, amongst who were influential leaders, dynamic entrepreneurs, and prominent business owners from various industries.

The Chief Minister commended Dato' Chng Huck Theng, Founder and Editor-in-Chief and the entire iPENANG team for their dedication

to showcasing Penang's unique blend of cultures, traditions, and modernity and the magazine's role in promoting the values of Penang2030, a government initiative aimed at making Penang dynamic, inclusive, and sustainable by 2030. YB Wong Hon Wai, Penang State Executive Councillor for Tourism and Creative Economy, praised iPENANG and acknowledged its contribution to the state's growth and prosperity while reaching millions of readers both locally and internationally.

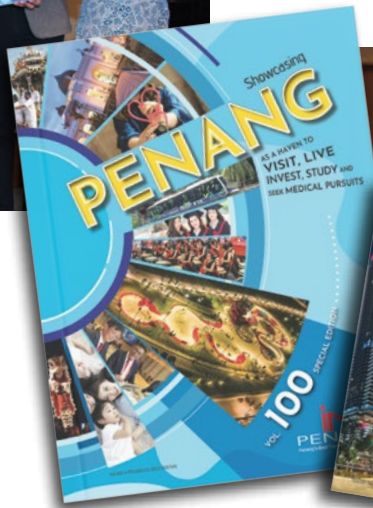
YAB Chow Kon Yeow (L) and Dato' Chng Huck Theng (R) with the 100th edition of iPENANG.





Dato' Chng expressed his heartfelt gratitude to the Penang State Government for their steadfast support over the past 18 years. "Since our inception in 2006, iNPENANG has been more than just a magazine; we have been promoting Penang's allure as a premier destination for travel, investment, living, education, and medical pursuits. We have

also been very fortunate to be able to share Penang's rich history, celebrating a legacy of excellence and community." "We look forward to the Penang state's continued support of iNPENANG's many forthcoming projects and initiatives as we continue to serve, evolve, and grow," he added.



Guests reviewing the latest iNPENANG vol. 100 magazine, immersed in its engaging articles and visuals

SPECIAL FEATURE

iNPENANG also debuted its new look with Vol. 101, featuring a smaller, more convenient size for readers. This magazine will continue to be available for free at various locations, such as the airport, seaport, information centres, tourist attractions, shopping centres, retail malls, cafes, and hotels, as well as online at www.inpenang.com, offering readers a comprehensive guide to Penang.

One exciting addition is the iNPENANG Best Guide 2024, a permanent feature in every issue, showcasing a specially curated listing of Penang's best establishments. From F&B outlets to tourist attractions, medical facilities, lifestyle services, and more, these establishments are celebrated for their excellence in Penang's vibrant local scene.

Keep a look out for more!





乔治市文学节 重磅回归



The Return of George Town Literary Festival





**Penang's literary culture is
as vibrant as its streets.**

-Dato' Dr. Ooi Kee Beng,
Executive Director of Penang Institute



The George Town Literary Festival (GTLF), held annually in the UNESCO World Heritage site of George Town, Penang, is set to make its much-anticipated return this year.

An initiative by the Penang State Government, it is currently the largest literary festival in Malaysia. Since its inception in 2011 with just five writers, the GTLF has grown into Malaysia's premier literary festival and was the first Southeast Asian event to receive The Literary Festival Award at the 2018 London Book Fair International Excellence Awards.

This year's theme, **'Word on the Street'**, invites visitors to experience George Town in a new light, where every street corner has a story to tell. Now in its 14th edition, the festival will once again be organised by the Penang Institute, which last managed the event in 2015. Attendees can enjoy a unique literary journey, starting at China Street Ghaut, winding through Beach Street, passing St. Xavier's Institution, and culminating at the majestic Cheong Fatt Tze – The Blue Mansion on Leith Street.

"Penang's literary culture is as vibrant as its streets," says Dato' Dr. Ooi Kee Beng, Executive Director of Penang Institute. "With support from local businesses, hosting the GTLF allows us to showcase the creativity flourishing in our city and inspire both locals and visitors."

GTLF 2024 will feature 12 panel sessions, five book launches, three reading sessions, two creative workshops, a poetry reading, and more. Topics will span cross-cultural perspectives on love, the future of citizen journalism, and creative non-fiction storytelling.

Last year, the festival attracted over 5,000 attendees, and this year, an even larger crowd is expected. So, if you're planning a trip to Penang, why not time it with this literary celebration? Stroll through the historic streets of George Town and let the stories unfold.

the **甜点** — 屠妖节的不可或缺 Sweet Significance of Deepavali

Sweets, the hallmark of joy, happiness, and love, are a timeless staple for any auspicious occasion. Synonymous with festive celebrations, they include delectable Kuih Raya during Hari Raya Aidilfitri, Chinese New Year cookies, and Christmas cakes and cookies. Similarly, traditional Indian sweets, known as mithai, are an essential part of Deepavali, the Festival of Lights, celebrated by Hindus worldwide.

Deepavali commemorates the triumph of good over evil, light over darkness, and

wisdom over ignorance. This festival is a time for prayer, celebration, and togetherness.

Mithai, often made with ingredients such as milk, ghee (clarified butter), coconut, sugar, fruit, spice, nuts, rice, flour, and sometimes adorned with gold or silver leaf, are offered to deities and gods at temples before being shared among family, friends, and fellow worshippers, to symbolise sharing joy and blessings.

The preparation of these sweets is a beloved tradition that unites families. Generational recipes, which are rich in history, involve meticulous steps, precise measurements, and a labour of love. These traditional delicacies are central to the festival of lights, which celebrates the spirit of the homeland and its heritage worldwide.



Available in various flavours, these are round sweets made with flour, sugar, spice, nuts, and ghee.

Besan Barfi



A velvety, buttery confection made with gram (chickpea) flour, pistachios, and cardamom.

A diamond-shaped sweet made from cashew nut paste, milk, and sugar - one of the most gifted mithai during Deepavali



Kaju Katli

Gulab Jamun



A classic, soft and delicious sweet with a melt-in-the-mouth texture, it is made from milk solids, sugar, rose water and cardamom powder, fried and soaked in rose-flavoured sugar syrup.

Happy Deepavali!

槟城电力加倍

POWER UP PENANG

Penang is set to undergo a significant transformation in its power infrastructure with the completion of Tenaga Nasional Berhad (TNB)'s landmark monopole transmission towers by November 2024. The project, a massive RM500 million investment which commenced in July 2022 runs parallel to the iconic Penang Bridge. It is designed to bolster the





state's electricity supply, ensuring reliability and a sustainable and energy-efficient future.

The strategic placement of the monopole towers will allow for efficient energy distribution, reducing the risk of power outages and enhancing the overall resilience of Penang's electrical grid. The project is on track for completion in November 2024, significantly reducing the load on existing power transmission lines and contributing to the seamless functioning of residential, commercial, and industrial activities across the state.

The monopole transmission towers represent a blend of cutting-edge engineering and thoughtful urban planning, designed to occupy minimal space while maximising efficiency. Standing tall alongside the Penang Bridge, they will not only provide a robust power transmission solution but also contribute to the aesthetic appeal of the area.

This landmark project will play a crucial role in supporting the state's aspirations as Penang continues to grow and evolve.

康华丽堡的历史复兴

A Historical Revival of Fort Cornwallis



The 19th-century moat that originally encircled Fort Cornwallis, one of Penang's most iconic landmarks, is being restored on its southern and western sides after being buried for more than a century.

This restoration initiative, a collaboration between the Penang Chief Minister Incorporated and Think City with technical advice from the Aga Khan Trust for Culture (AKTC), is a vital component of the George Town North Seafront Masterplan. Encompassing 14 projects and totalling approximately RM140 million, this plan has been developed by the George Town Conservation and Development Corporation.

Comprising comprehensive archaeological research and reconstruction to preserve the authenticity of the moat, the project offers residents and visitors a glimpse into the region's historical defence mechanisms. It also contributes to George Town's cultural

richness and reinforces Penang's environmentally conscious approach to urban design. The new water body and its surrounding landscape will reduce the heat island effect and introduce a green habitat with associated wildlife in the heart of the historic area.

The restoration marks a vital step in preserving Penang's historical architecture for future generations while expanding public space and amenities in the central concourse area of this historical monument. The south moat was officially unveiled by Chief Minister YAB Chow Kon Yeow in conjunction with the recent George Town Heritage Day.



The restoration of the west moat is underway and slated for completion in February 2025, with both moats officially opening in July 2025.



Photos credit: Siew Chia En (Buletin Mutiara)

義香隆重庆祝马中建交50周年

GHEE HIANG CELEBRATES THE 50TH ANNIVERSARY OF MALAYSIA-CHINA DIPLOMATIC RELATIONS

Ghee Hiang, a Malaysian brand known for its handmade 'tau sar pneah' and pure sesame oil, has launched special edition products to commemorate the 50th anniversary of Malaysia-China diplomatic relations. The limited-edition Tau Sar Pneh box features the anniversary logo, while a limited-edition assorted pastries box features Ghee Hiang's legendary baby character holding a tiger and a panda, symbolising the friendship between Malaysia and China. The launch also features special edition t-shirts available at all Ghee Hiang retail boutiques. The launch

was attended by Penang Tourism and Creative Economy Committee chairman YB Wong Hon Wai, Chinese vice consul-general in Penang Madam Ding Qiao, Thai Consul-General in Penang H.E. Datuk Raschada Jiwalai, President of FMM Penang Dato Seri Lee Teong Li, Malaysia Association of Hotels Penang Chairman Dato' Tony Goh, and President of Penang Tourist Guides Association Mr Clement Liang.





WHAT'S NEWS



Dato' Chng Huck Theng (R) and YB Wong Hon Wai(L) at the special celebration.



Penang's vibrant café scene offers an eclectic mix of artisanal brews, unique bites, and cozy ambiances, catering to both locals and visitors alike. From charming heritage spots to modern minimalist setups, these cafés offer the perfect setting to unwind and experience the city's diverse flavours. In this guide, we feature the best of Penang's café culture, each with its own signature offerings and distinct character, making them must-visit spots for any coffee enthusiast.



**NYONYA
PALAZZO**

NYONYA TRADITIONS IN MODERN BUSINESS

We are passionate about expanding the vibrant Baba & Nyonya culture to people worldwide, offering them a chance to experience this rich heritage firsthand. Our mission is to introduce foreigners to the intricate traditions and delectable foods that define Nyonya life. Through our Nyonya Palazzo business, we provide a fully immersive cultural experience that goes beyond just sightseeing. Visitors can indulge in authentic Peranakan cuisine, from the flavorful Rendang Chicken Rice to the beautifully presented Nyonya Kuih and curated Kuih platters—a feast for both the eyes and the taste buds.

In addition to the culinary delights, we offer the opportunity to wear traditional Baba and Nyonya costumes, allowing guests to truly embody the elegance and charm of this culture. It's not just about tasting the food, but about stepping into a world where history, fashion, and food intertwine to create a unique and unforgettable experience.

By inviting people from across the globe to explore these offerings, we hope to spread the appreciation of Nyonya culture far beyond the borders of Malaysia, helping more people connect with its beauty, history, and warmth. Come experience the essence of Nyonya life with us!





NYONYA
PALAZZO

29, Church St, Georgetown, 10200
George Town, Penang

Authentic Nyonya Package

Includes:

Kebaya & Baba costume

Entrance fee

High tea set

(Cafe will be closed every Thursday)



Nyonya Palazzo



+6017-222 6178



nyonyapalazzo



檳城 汕頭咖啡

SWATOW COFFEE PENANG



221, Lebuhr Kimberley 10100
Georgetown, Pulau Pinang 

CLASSIC MADE BETTER
—— 南洋咖啡 Nanyang Coffee


Show this to us and get


50% off

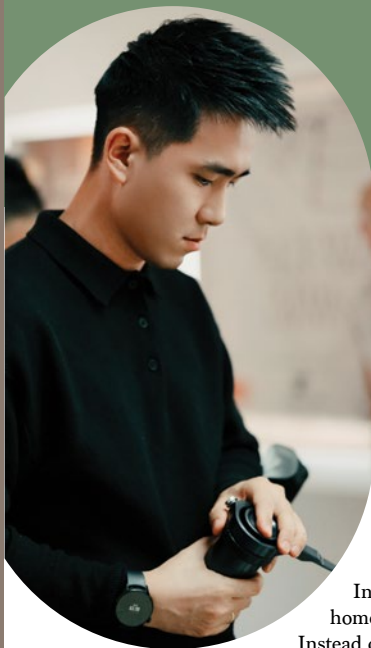
Second cup of coffee

第二杯飲料半價

terms & conditions applied | Valid until 30th November 2024

 Swatow Coffee 檳城汕頭咖啡

 @swatowcoffee



SHAWN

Founder of Project CAN

I'm Shawn, the founder of Project CAN. My passion for the café industry began during my college years, where I worked in various cafés and developed a deep appreciation for the business. After earning my degree in Marketing & Business Psychology from Upper Iowa University, US, I moved to Australia, where I worked my way up from café manager to franchise area manager. It was there that I fell in love with Australia's coffee culture—cafés as communal spaces where people connect and relax.

In 2020, I returned to Malaysia with a vision to bring that culture home. Just as I was about to launch, the COVID-19 pandemic hit. Instead of giving up, I adapted and founded Project CAN in my hometown of Penang. The café blends *Coffee, Community, Aussie, Atmosphere, Nature, and Neighbourhood*, creating a space where people can unwind and connect.

We innovated by introducing drinks and cakes in cans during the Movement Control Order, which became a signature of our brand. Today, Project CAN is a community living space where high-quality coffee and fresh bakery items are served in a nature-inspired atmosphere. It's a place where everyone can find comfort, relaxation, and a sense of belonging.

Signature Dish



Houz Specialty





Coffee & Community Aussie & Atmosphere Nature & Neighbourhood



Open Daily
8a.m. - 10p.m.

62, Lebuh Glugor, Taman Gelugur,
11600 Jelutong, Pulau Pinang.

Exclusive for iPenang Readers

Love S'mores? Enjoy our frozen version with our compliments when you present this advertisement, valid until 30 November 2024 (excluding public holidays). Reservations are recommended.

*Terms and conditions apply.

Matcha Ice Cream

Torched Marshmallow





DAVID BROWN'S
HILLTOP GARDEN RESTAURANT

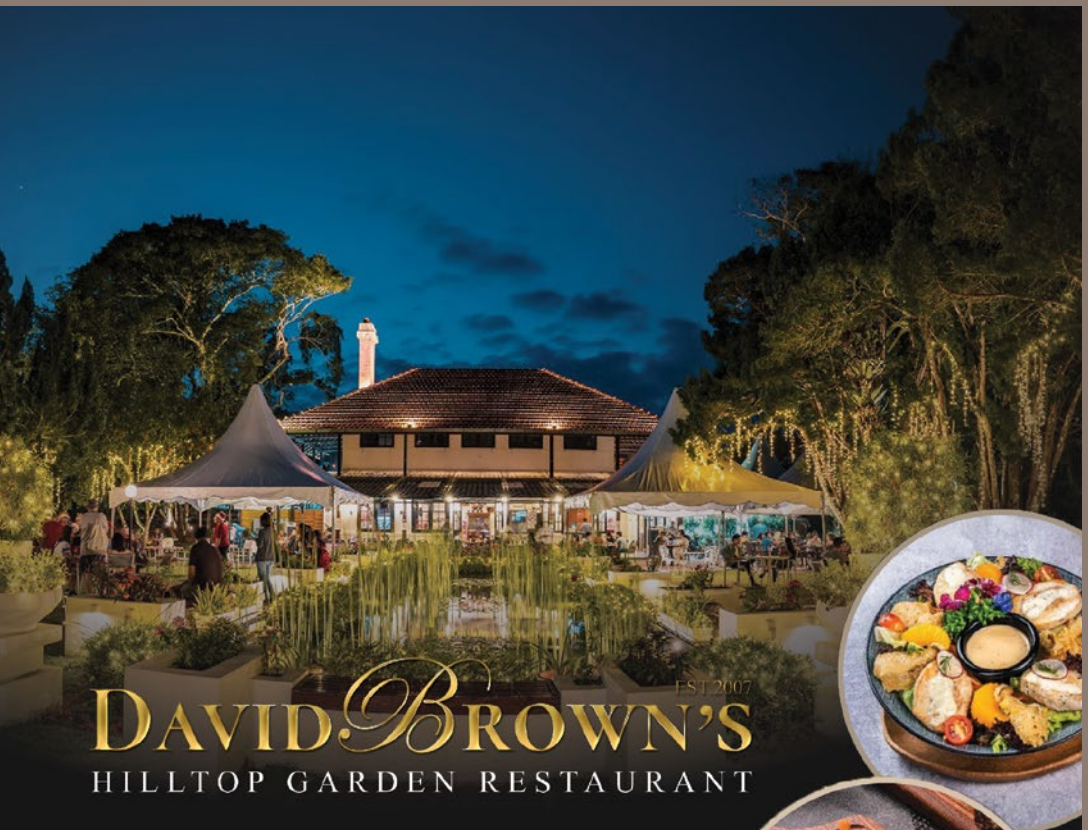
Hilltop Dining @ David Brown's Restaurant

Nestled atop Penang Hill, David Brown's Restaurant is the island's highest dining spot, offering a serene escape amidst lush gardens and a picturesque lily pond. This charming venue combines natural beauty with breathtaking views, creating a tranquil setting perfect for those looking to unwind away from the city's hustle and bustle.

As the only garden restaurant on Penang Hill, David Brown's invites diners to savour delicious local fusion and classic English cuisine in the refreshing, cool hilltop air. Whether you're planning a romantic dinner, a family gathering, or simply a quiet retreat into nature, the restaurant's relaxed atmosphere and stunning surroundings make it an ideal choice.

David Brown's Restaurant is a must-visit for both tourists and locals, offering a unique blend of delectable food, cool weather, and enchanting scenery.





EST. 2007

DAVID BROWN'S

HILLTOP GARDEN RESTAURANT

THE HIGHEST RESTAURANT IN PENANG ISLAND

Serving The Best English Fusion
in our Gorgeous Garden up on Penang Hill

EXCLUSIVE OFFER FOR INPENANG READERS

ENJOY A SPECIAL
20% DISCOUNT ON YOUR BILL
WHEN YOU PRESENT THIS ADVERTISEMENT

VALID UNTIL 30 NOVEMBER 2024,
EXCLUDING PUBLIC HOLIDAYS.
RESERVATIONS ARE REQUIRED.

* TERMS AND CONDITIONS APPLY

Make your reservations now!

+604-8288 337

Strawberry Hill, Bukit Bendera



UNKNOWN
 CAFE & BISTRO | EST. 2021

COMPANY PROFILE

In the heart of Unknown Cafe & Bistro, our story begins with a single letter – “U.” An unassuming, minimalist “U” that holds the spirit of inclusivity, simplicity, and a shared love for a timeless color – our signature green.

The choice of green is more than just a color; it's a color that brings people together, loved by Malaysians of all ages, races, and beliefs. The color green represents meanings as freshness, hope, comfort, life, peace, serenity, growth, vitality, and relaxation. Our green is a canvas upon which memories are painted, a color everyone loved, transcending age, gender, and cultural divides.

The “U” itself stands for **UNKNOWN**, a place where the unknown becomes familiar, and strangers become friends. It is a symbol of unity - where diverse paths converge to create a space for everyone.



About Us

Welcome to Unknown Cafe & Bistro, where our Town Series outlet began humbly in 2021, unfolding its second chapter in 2023 with the launch of second outlet - Waterfront Series, currently having 2 establishments in Penang Island. Infused with the spirit of diversity & togetherness, our multicultural team is the heartbeat of our cafe, reflects the vibrant tapestry of our beautiful nation, Malaysia. As a cafe for everyone, we specialize in delivering unexceptional cafe vibes, where the ambience is warm, friendly & inviting as we're the architects of memorable shared moments! Our fusion of multicultural flavors are a celebration of our unite cultures & a testament to our dedication to diverse palates. For everyone who walks through our doors, Unknown Cafe & Bistro is a space designed to bring people together, fostering connections.

Our Mission

Cafe for Everyone - is not just a tagline; it's a mission we live by every day. We're on a mission to spark joy in every moments for everyone, come join us in this endeavor of spreading smiles, creating memories at Unknown Cafe & Bistro — where we transform every moments into cherished memories, where we bring people together, where happiness is our specialty!

Our Vision

Our vision extends beyond being just a cafe; we aspire to be the go-to destination for individuals regardless age groups, backgrounds, genders, races and cultures. We aim to become the No.1 most loved & popular cafe brand and expand across our beautiful, multi-cultural country, Malaysia.



Unknown's Logo: The Core of U

"U" also stands for **"YOU!"** In our story, **"YOU!"** are at the center. It's a reflection of our commitment to people, to community. Here at UNKNOWN, every cup poured, every meal & beverage crafted, is a testament to our care for **"YOU"** – our valued guests and the broader community. Now, let's ponder the full stop. It's not just a punctuation mark; it's a moment of pause, a breath in the story of UNKNOWN. It signifies a pause to appreciate the beauty in simplicity, to savor the present moment, and to acknowledge the richness of shared experiences.

Our “U” logo is a reflection of our journey. Crafted initially without a grand plan, it has evolved to embody our values; it's a reminder that sometimes, the most profound stories are born from simplicity. Join us at Unknown Cafe & Bistro, where the story of “U.” unfolds, inviting **"YOU"** to be part of a narrative that celebrates diversity, where we bring people together, where happiness is our specialty!



Contact Us

ug.unknowngroup@gmail.com

BRAND STORY

Unknown Cafe & Bistro



Meet our Founder

Hello, I'm Christine Ong :)

"The only way to do great work is to love what you do."

@ONGCHRISTINE98

Founding Story & Company Background

Founded by a young entrepreneur at the age of 23, Unknown Cafe & Bistro has its roots in the passion for providing excellent cafe experiences while contributing to the community. The inspiration behind starting the cafe was driven by a desire to support family, pursue personal passion, and contribute positively to society. Christine Ong, founder of Unknown Cafe & Bistro, began her F&B journey at 19, starting with a humble food stall in a food court selling English Breakfast & Sandwiches. Over the past 7 years, she acquired invaluable experiences, taking on multiple roles and enduring hardships, taking risks, driven by a relentless determination.

Despite lacking formal education and challenges, now at 25, she realized her dream with the founding of Unknown Cafe & Bistro, now thriving with 2 establishments in Georgetown City & Bayan Lepas in Penang Island. The journey was intense, marked by meticulous planning, hands-on involvement in every detail, and countless sleepless nights. This hands-on approach reflected her commitment to perfection, brand reputation & personal growth.



1ST OUTLET TOWN SERIES

35G, JALAN PAHANG, 10450 GEORGETOWN, PENANG, MALAYSIA.

TOP CAFE FOOD DELIVERY IN PENANG GRABFOOD 5 STAR AWARDS: BEST OF THE WF

OUTLET HOTLINE 016-5310407

OPERATING HOURS 9AM-9PM DAILY

2ND OUTLET WATER FRONT SERIES

3-G-23 QUEENS RESIDENCES (Q2 WATERFRONT), JALAN PERSIARAN INDAH, 11900 BAYAN LEPAS, PENANG, MALAYSIA.

NO. 1 WATERFRONT CAFE IN BAYAN LEPAS NO. 1 CAFE OFFERS BALANCED DIET KIDS MEAL

OUTLET HOTLINE 012-3690407

OPERATING HOURS 9AM-9PM DAILY

3RD OUTLET ECO SERIES

3-G-23 QUEENS RESIDENCES (Q2 WATERFRONT), JALAN PERSIARAN INDAH, 11900 BAYAN LEPAS, PENANG, MALAYSIA.

NO. 1 ECO-FRIENDLY CAFE IN PENANG OFFERS THE MOST NUMBER OF LOCAL INSPIRED MENU

OUTLET HOTLINE 017-8910407

OPERATING HOURS 9AM-9PM DAILY



START!

檳城一日游: 和谐街

Penang One-Day Trip: The Street of Harmony

located on Jalan Masjid Kapitan Keling (formerly Pitt Street), is a major tourist attraction, well-known for its diverse religious houses of worship from different faiths, offering a glimpse into the rich multicultural heritage of our beloved Penang.



George Town, a UNESCO World Heritage site since July 2008, offers many interesting sights for the locals and visitors alike. You will always come across something interesting, whether it's a well-preserved row of shophouses, a stately colonial building, an exquisite clan house, a historic mosque, intriguing curio shops, stunning street art or a tiny mom-and-pop food stall. The following is just the beginning of our recommended one-day trip within the heritage enclave of George Town. Let's explore!

1 圣乔治教堂 St. George's Church

The St. George's Church is the oldest Anglican church in the country. Built in 1818, it stands at the corner of Lebuhraya Farquhar and Jalan Masjid Kapitan Keling. It is the oldest purpose-built Anglican church in Southeast Asia, modelled after a church in Madras, India. The church maintains much of its original setting and was elevated to the status of pro-cathedral in 2023.



4 甲必丹吉灵清真寺 Kapitan Keling Mosque

The Kapitan Keling Mosque is Penang's oldest and largest monumental mosque, built in the early 19th century by Indian Muslim traders. Located on Jalan Masjid Kapitan Keling, the mosque's striking architecture features Mughal-style domes, minarets, and arches. It serves as a central place of worship for the Muslim community and is a prominent landmark in the core zone of George Town UNESCO World Heritage Site. Permission to enter must be obtained from the mosque officials.



广福宫观音亭

2 Goddess of Mercy Temple

Proceed beyond the church onto Jalan Masjid Kapitan Keling, and you will notice a Chinese temple on your right. The Goddess of Mercy Temple, commonly known as “Kuan Yin Teng”, was built in the 1800s to worship the goddess Kuan Yin. It has a sweeping roof with intricately sculpted copings and ridges. Devotees of all ages offer joss sticks, donations, flowers and sandalwood incense as they pray for good health, success, wealth, fertility and longevity. The temple is open from 8.00 a.m. to 6.00 p.m. daily.



3 斯里玛哈玛丽亚曼印度庙 Sri Mahamariamman Temple (Lebuh Queen)

The Sri Mahamariamman Temple, built in 1833, is the oldest Hindu temple in Penang. It features a magnificently sculptured entrance gate, hand-made sculptures of Hindu deities, sacred animals, and impressive architecture. The temple is located on Lebuh Queen in Little India, with its back facing Jalan Masjid Kapitan Keling. It is open daily from 8 a.m. to 12 p.m. and from 4.30 p.m. to 9.00 p.m. Do seek permission, be properly dressed, and remove shoes before entering.



亚齐清真寺

5 Acheen Street Malay Mosque

Cross from the Kapitan Keling Mosque into Lebuh Acheh (Acheen Street), where the octagonal, Arab-style minaret marks the entrance to the Acheen Street Malay Mosque, a stunning piece of architecture and one of Penang’s oldest mosques. Founded in 1808 by Tengku Syed Hussain Al-Aidid, a wealthy Acehnese merchant of Arab royal descent, the mosque was built to serve the growing Muslim immigrant community. Adjacent to the mosque is the mausoleum of Tengku Syed Hussain and his family.



END.



GEO



FORGET TOWN



MAP-1

- Best Guide
- Places of Interest
- Shopping
- Food

- Hotel
- Education
- Bank
- Hospital
- Gallery/Museum

- Church
- Temple
- Mosque
- Hindu Temple



Penang's museums offer a captivating mix of culture, history, and creativity. Whether you're a history buff, a foodie, or an art lover, these must-visit museums promise to captivate and inspire.



檳城食物狂想館

WONDERFOOD MUSEUM PENANG

The World's First Food Wonderland. Be amazed by the ginormous replicas of Malaysian dishes on display, from street food to traditional delicacies. It is a captivating and interactive exploration of Penang's food culture. Make sure to snap lots of foodie-shots!

-Lebuh Pantai

檳城娘惹博物館

PINANG PERANAKAN MANSION

This museum is set within a striking green mansion that once served as the residence and office of 19th-century Chinese tycoon Chung Keng Quee. Dedicated to Penang's Peranakan (Straits Chinese) heritage, it displays over 1,000 antiques and collectibles showcasing the Straits Chinese material culture.

-Lebuh Gereja



MUST VISIT MUSEUMS



Photo Credits: Penang Global Tourism & Nyonya Art Studio



Photo Credits: Upside Down Museum Penang



颠倒博物馆

UPSIDE DOWN MUSEUM

Whimsical. Immersive. FUN! Step into a topsy-turvy world in a seemingly 'normal' house where everything is glued to the ceiling! The trick is to take photos of yourself and turn the photo upside down to see its effect. Remember to bring your camera/phone with you. And you will only truly appreciate the photos you took once you get home.

-Lebuh Kimberly

槟城3D幻觉艺术博物馆

PENANG 3D TRICK ART MUSEUM



Designed to stimulate creativity and imagination, the Penang 3D Trick Art Museum transforms two-dimensional paintings into three-dimensional illusions. With over 40 artworks, including optical illusion paintings and sculptures, the museum brings its walls, floors, and ceilings to life, creating a mesmerising visual experience.

-Lebuh Penang



Photo Credits: Penang 3d Trick Art Museum



泰迪熊博物馆

TEDDYVILLE MUSEUM

This museum is not just for kids or teddy bear enthusiasts. It is well-laid out, well-researched and specially curated to illustrate Penang's history and culture through a vintage collection of the world's first teddy bears and modern day life-sized bears. Explore and discover how much these teddys have evolved over the years.

- Batu Ferringhi



Photo Credits: TeddyVille Museum





探索大自然 The Great Outdoors

PENANG HILL 升旗山



Penang Hill, located 821m above George Town, provides breathtaking vistas of the city as well as a cool environment, making it a favourite weekend hangout location for both residents and visitors! Ride the funicular train to the top for a delightful cool retreat, its fresh crisp highland air, attractions and restaurants.

📍 *Jalan Stesen Bukit Bendera*

Entopia is an enchanting sanctuary featuring 15,000 free-flying butterflies and over 200 plant species. Explore The Natureland's a living garden vivarium, and The Cocoon's indoor discovery centre, set amidst waterfalls, ponds, caves, and artistic landscapes. It is a place where nature and art inspire a deep connection with the natural world.

📍 *Jalan Teluk Bahang*

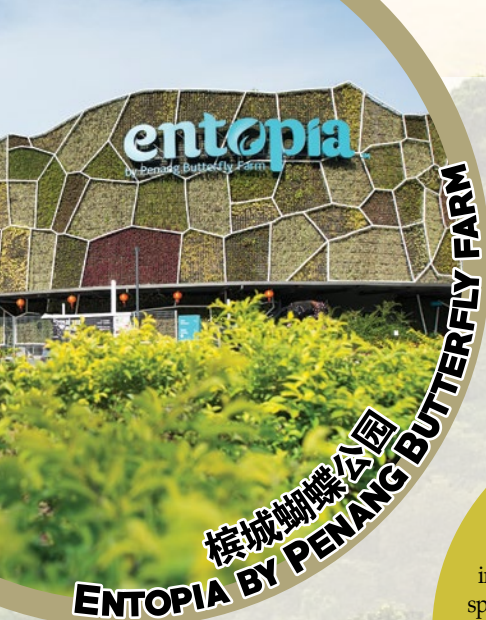


Established in 1884 by the British on a former granite quarry, the Penang Botanic Gardens, also known as "Waterfall Gardens," spans 29 hectares of lush tropical rainforest. A popular park and tourist attraction, it is home to diverse wildlife, insects, birds, and a rich repository of flora.

📍 *Jalan Kebun Bunga*



PENANG BOTANIC GARDENS 檳城植物园



檳城蝴蝶公園
ENTOPIA BY PENANG BUTTERFLY FARM



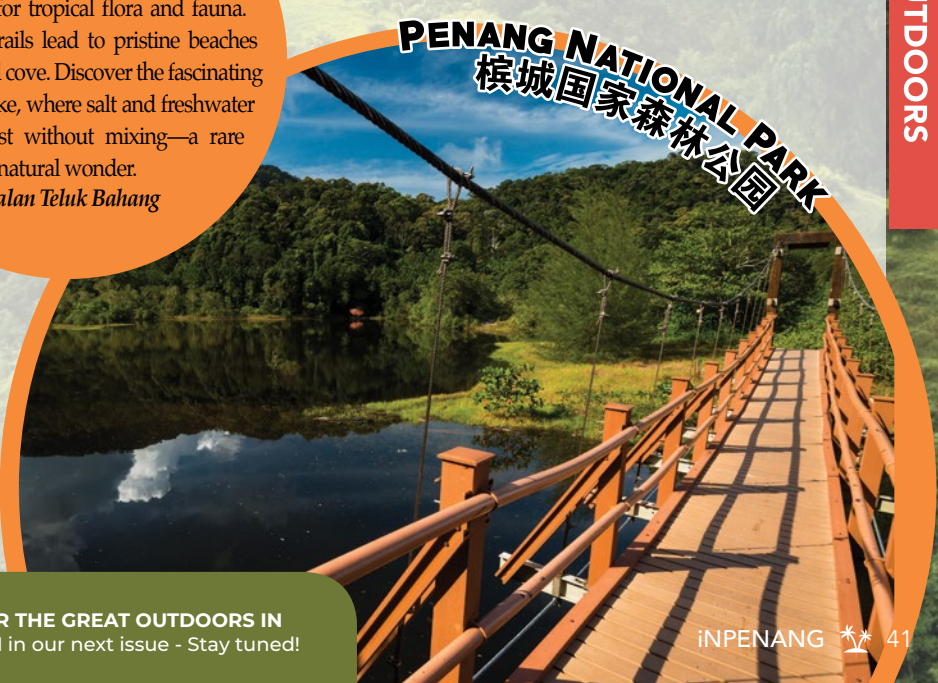
熱帶香料園
TROPICAL SPICE GARDEN

Discover Asia's Hidden Eden at Tropical Spice Garden, an enchanting eco-attraction located in Teluk Bahang. Home to over 500 species of herbs, spices, and tropical plants, the garden offers trails through lush hills and streams. Enjoy audio tours in seven languages or join a live guided tour. Comfortable walking shoes are recommended.

📍 [Jalan Teluk Bahang](#)

Nestled in the northwest corner of Penang Island, the Penang National Park, Malaysia's smallest, is a sanctuary for tropical flora and fauna. Challenging trails lead to pristine beaches and a secluded cove. Discover the fascinating meromictic lake, where salt and freshwater layers coexist without mixing—a rare natural wonder.

📍 [Jalan Teluk Bahang](#)



檳城國家森林公園
PENANG NATIONAL PARK

THE GREAT OUTDOORS






*Editor's Note: WATCH OUT FOR THE GREAT OUTDOORS IN SEBERANG PRAI in our next issue - Stay tuned!









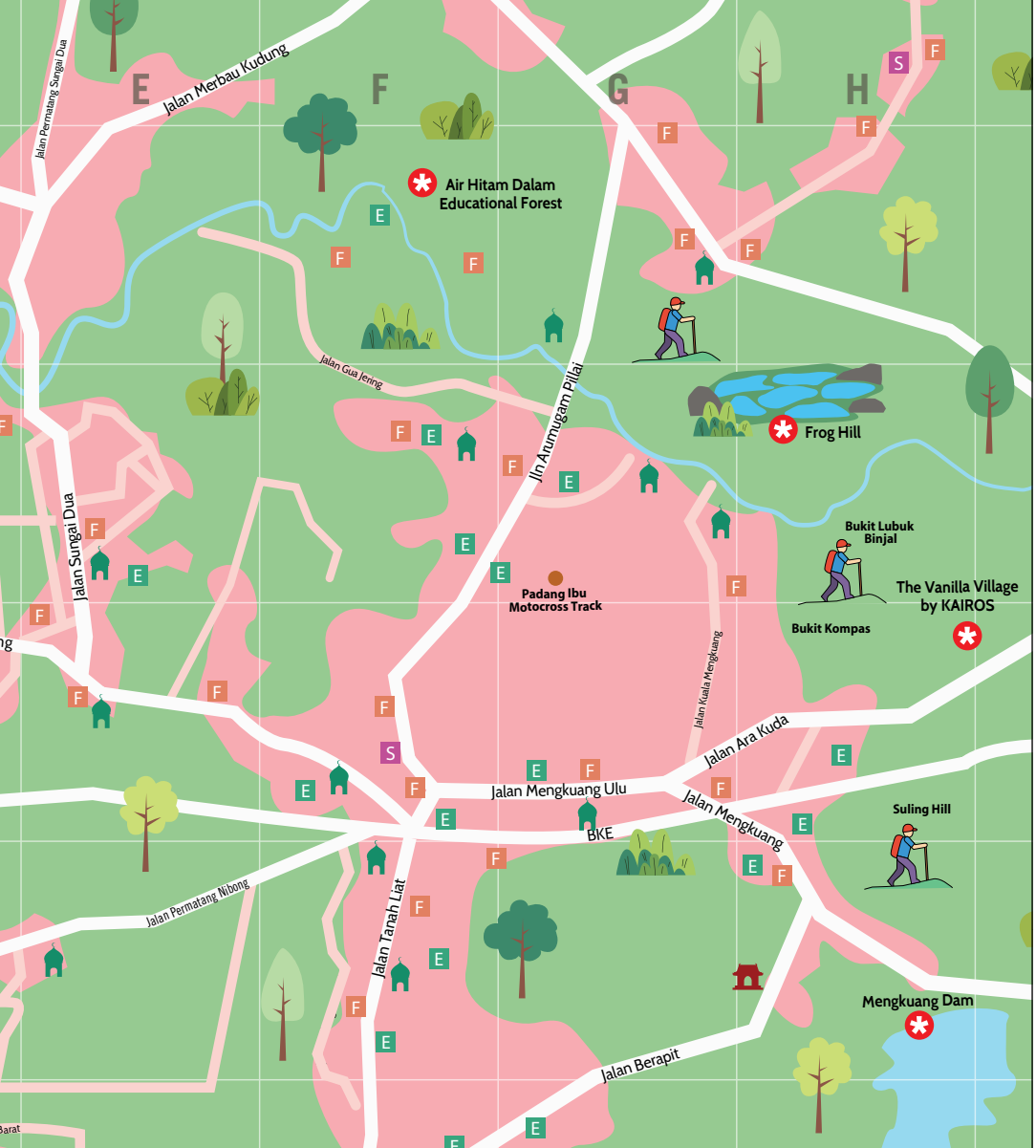
MAP-3

-  Best Guide
-  Places of Interest
-  Shopping
-  Food

-  Hotel
-  Education
-  Bank
-  Hospital
-  Gallery/Museum

-  Church
-  Temple
-  Mosque
-  Hindu Temple





MAP-4

 Places of Interest

 Shopping

 Food

 Hotel

 Education

 Bank

 Hospital

 Gallery/Museum

 Church

 Temple

 Mosque

 Hindu Temple

常用联系方式 USEFUL CONTACTS



TOURIST INFORMATION

General Enquiries	102
Directory Service	103

TOURISM CENTRES

Tourism Malaysia Pulau Pinang	+604-261 0058
Penang Tourism Information Centre	+604-263 1166
Penang Global Tourism	+604-264 3456

CONSULATE-GENERAL OFFICES

British High Commission (Kuala Lumpur)	+603-2170 2200
Consulate of Australia	+604-226 8955
Consulate of Canada	+604-389 3300
Consulate of Denmark	+604-264 3445
Embassy of Netherlands (Kuala Lumpur)	+603-2168 6200
Consulate General of the People's Republic of China	+604-218 9795
Consulate-General of Japan	+604-226 3030
Royal Thai Consulate General	+604-226 9484
Embassy of the United States of America (Kuala Lumpur)	+603-2168 5000

EMERGENCY

Ambulance & Police	999
Fire Department	994
Tourist Police Hotline	+603-2149 6590

HOSPITAL

Genesis Specialists Centre	+604-226 3322
Gleneagles Hospital Penang	+604-222 9111
Hospital Lam Wah Ee	+604-652 8888

Georgetown Specialist Hospital	+604-827 5118
Hospital Seberang Jaya	+604-382 7333
Island Hospital	+604-238 3388
KPJ Penang Specialist Hospital (Bukit Mertajam)	+604-548 6688
Bagan Specialist Centre (Butterworth)	+604-371 0000
LohGuanLye Specialists Centre	+604-238 8888
Mount Miriam Cancer Hospital	+604-892 3999
Northern Heart Hospital	+604-217 5588
Pantai Hospital Penang	+604-643 3888
Penang Adventist Hospital	+604-222 7200
Penang General Hospital	+604-222 5333
Sunway Medical Centre Penang	+604-373 9191
Kek Lok Si Charitable Hospital	+604-299 9333

POLICE STATIONS

<i>Penang Island</i>	
Central Police Station	+604-264 5522
Ayer Itam	+604-826 8522
Balik Pulau	+604-866 2222
Batu Ferringhi	+604-881 1434
Bayan Lepas	+604-646 2222
Jelutong	+604-282 5922
Pulau Tikus	+604-228 0422
Tanjung Tokong	+604-890 3444
Teluk Bahang	+604-885 1433
Lebuh Pantai	+604-264 1628

<i>Seberang Perai</i>	
Bukit Mertajam	+604-538 2222
Butterworth	+604-332 2222
Kepala Batas	+604-575 2222
Nibong Tebal	+604-582 9404
Perai	+604-390 2373
Seberang Jaya	+604-398 2222
Simpang Ampat	+604-588 7300



inpenang.com

AIRPORT & AIRLINES ✈️

Penang International Airport	+604-252 0252
Cathay Pacific Airlines(WhatsApp)	+852-2747 2747
China Airlines	+604-228 9227
China Southern Airlines	+604-227 8878
Firefly	+603-7845 4543
Malaysia Airlines	+604-217 6331
Qatar Airways	+603-9212 5457
Singapore Airlines	+604-643 7911
Thai Airways	+604-370 9070
STARLUX	+604-291 9901

TRANSPORT SERVICES 🚗

Ferry Terminal (Hotline)	+019-473 2363
KTM Station	+604-331 2796
Penang Hill Funicular Train	+604-828 8880
Rapid Penang Sdn Bhd	+604-255 8000
Rapid Penang ICIS Centre (bus arrival time)	+604-238 1313

OTHERS 🔍

Customs Department	+604-382 2111
General Post Office	+604-261 9222
Immigration Department UTC Komtar	+604-250 3410
Penang Island Municipal Council (Hotline)	+604-259 2020
Penang Port Commission	+604-263 3211
Road Transport Department (JPJ Batu Uban, Penang)	+604-656 4131 / 4087

iN PENANG FREE MAP

Take your brand to where
your audience is!



1 MILLION
traffic reach including
print, digital & social media

Book Your Space Today!
Call or WhatsApp

Ms Chng | Ms Ang
012 430 8825 | 012 407 5688

Maps Available At:

- Penang International Airport
- Penang Visitors Centre
- Penang Sea Port
- Selected:
 - Cafes & Restaurants
 - Hotels
 - Hospitals
 - Museum & Galleries

AND MANY MORE...



USEFUL CONTACT

GHEE HIANG

SINCE 1856

HURRY!
WHILE STOCKS LAST



UNISEX TEE 男女T恤



LIMITED EDITION
NEW
LIMITED EDITION

LADIES TEE 女T恤



**MALAYSIA-CHINA
50TH ANNIVERSARY
LIMITED EDITION T-SHIRT**

马中建交50周年纪念版T恤



SCAN TO ORDER

www.ghee-hiang.com



gheehiangpg



gheehiang



ghee hiang



ghee hiang