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MAGNUM LAUNCHES CHOCO-CAPPUCCINO ICE CREAM IN MALAYSIA

by NINA Hidayat | FEBRUARY 24, 2012 | 1

MAGNUM LAUNCH FEATURES DESIGNER ERIC CHOONG AND ZANG TOI, BEAUTY QUEEN KIMBERLEY LEGGETT, AND RAPPER JOE FLIZZOW AT STARHILL GALLERY



Magnum does more than smoothly melt in your mouth, it is a 'royal ice cream' as Wall's addresses it. Last night marked the royal treatment by Magnum as the brand launches its new flavour Choco-Cappuccino.

Taking place at KL's luxurious lifestyle gallery Starhill, the launch was packed with big names. Four Malaysian top designers – Eric Choong, Zang Toi, Michael Ong, and Granoff, take part and visually treat the audience with their local couture pieces on stage.



Male and female local models showed dapper tailored suits, diamante white veiled dress, and body-hugging minimalistic numbers off. Special appearances by former Miss Malaysia World Thanuja Ananthan, Nadia Heng, Nadine Ann Thomas, and reigning Miss Malaysia Universe Kimberley Leggett triggered rounds of applause. The fashion walk was made complete by energetic Joe Flizzow and his foolproof rapping.

Magnum did walk the extra mile to associate the brand with 'premium' and 'royal'. Its first premium products was introduced in Malaysia only last September – Classic, Almond, and Chocolate Truffle. The new Choco-Cappuccino is induced with coffee sauce on the outside and completed with the Magnum signature vanilla ice cream on the inside.



"Malaysians love coffee, and we provide you all with the most indulging way of coffee fix," so Hugo Verkuli, Marketing Director of Unilever Malaysia said.

The launch also marked the start of 'Magnum Fashion Royale Contest', an online game-based contest to win couture pieces by Eric Choong, Zang Toi, Michael Ong, and Granoff. For more information, visit [Magnum's Facebook page](#).

The new Magnum Choco-Cappuccino is now available at all leading supermarkets, hypermarkets, convenience stores, and petrol marts. Retail price is at RM 3.90 per stick and RM11.70 per box of 3 sticks.

