

Guideline - Posting Content



- 1) Brand Story
- 2) Signature Service/ Product
- 3) Incoming Promotion
- 4) HashTag to be mentioned

General Hashtag

#BoomBoomBao #BBB #ShanghaiRecipe #breakfast #BurstingPao #LocalStreetFood

Tag in Social Media Account

Facebook: <https://www.facebook.com/boomboombao.my>

IG: <https://www.instagram.com/BoomBoomBao.my>

Know about Boom Boom Bao

Facebook: <https://www.facebook.com/boomboombao.my>

IG: <https://www.instagram.com/BoomBoomBao.my>

<https://cafehoppingkol.com/BoomBoomBao/BoomBoomBao.mp4>

Slogan:

Every bite with BOOMing Surprise

Brand Story:

Boom Boom Bao is Malaysian first and only specialty **Shengjian Bao (pan-fried buns)** brand. Rooted in authentic **Shanghai recipes**, the brand has masterfully blended **traditional flavors** with local **Malaysian tastes** to create a unique culinary experience. Dedicated to preserving the essence of Shanghai street food while catering to Malaysian preferences, Boom Boom Bao delivers delicious, one-of-a-kind pan-fried buns that are both **nostalgic and innovative**.

Brand Intro Video:

[BoomBoomBao.mp4](#)

Hero Product/ Services:

Family Pack Pao >> Fantastic 4p

Blogger Shout out:

Pao Memang Boom

One Pao, Multiple Sensations

New street food from Shanghai

Shanghai Recipe with a Malaysian Twist

Bursting Pao Baru Syok



Visiting Complementary Offer:

2 sets of Fantasic 4p + 2 Noodles (1 Chicken Scallion Noodles, 1 Beef Scallion Noodle) + 1 drink (Ah Ma Kopi / Cham/ Teh)

IS HALAL ?:

All ingredients are HALAL and have ingredients' HALAL certification
[Ingredients' HALAL.pdf.](#)

Rujukan Reference : MPPHM (Domestik) 2020
No. Standard No. : MS 1500:2019



A225386

KERAJAAN MALAYSIA
GOVERNMENT OF MALAYSIA

Sijil Pengesahan
CERTIFICATE OF AUTHENTICATION
HALAL

Adalah dengan ini diperakukan: It is hereby certified that:

21. CHICKEN STANDARD	
22. CHICKEN STANDARD	
23. CHICKEN STANDARD	
24. CHICKEN STANDARD	
25. CHICKEN STANDARD	
26. CHICKEN STANDARD	
27. CHICKEN STANDARD	
28. CHICKEN STANDARD	
29. CHICKEN STANDARD	
30. CHICKEN STANDARD	

JK FOOD SUPPLIES
23,GROUND FLR,JALAN DU 1/2,
TAMAN DAMAI UTAMA,
PUCHONG
47180 SELANGOR


yang dikeluarkan / diedarkan / diuruskan oleh: Manufactured / distributed / managed by:

UNIMARKET SDN BHD
NO. 5 & 7, JALAN TAMING 4,
TAMING JAYA INDUSTRIAL PARK, OFF JALAN BALAKONG,
43200, CHERAS, SELANGOR


*telah mematuhi hukum syarak dan Standard Halal Malaysia dan disahkan oleh Panel Pengesahan Halal
has complied with Islamic Law and Malaysian Halal Standard and approved by Halal Certification Panel of*

JABATAN AGAMA ISLAM SELANGOR
TINGKAT 5, MENARA UTARA, BANGUNAN SULTAN IDRIS SHAH, SHAH ALAM

No. Ruj. / Ref No. :
JAKIM.700-2/3/1 047-12/2017
Tarikh dikeluarkan / Date of issue :
01 Jun 2024
Sah Sehingga / Valid until :
31 Mei 2026
Tarikh asal pengeluaran / 1st date of issue :
16 Februari 2018



Ketua Pengarah / Director General
DATUK HAJAH HAKIMAH BINTI MOHD YUSOFF
JABATAN KEMAJUAN ISLAM MALAYSIA
DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA



SALINAN JAKIM SALINAN JAKIM SALINA

Outlet HALAL Cert

The HALAL certificate application for this new shop is in progress.

Menu List

- Soup Ayam BB Pao
- Black Pepper Beef BB Pao
- Mala Lamp BB Pao
- Shrimp BB Pao
- Chicken Scallion Noodles
- Beef Scallion Noodle

Guideline - Visiting

KOL Visit Outlets:

Menara RHT, 36, Jalan Raja Abdullah, Off, Jln Sultan Ismail, 50300 Kuala Lumpur

Outlet Photo

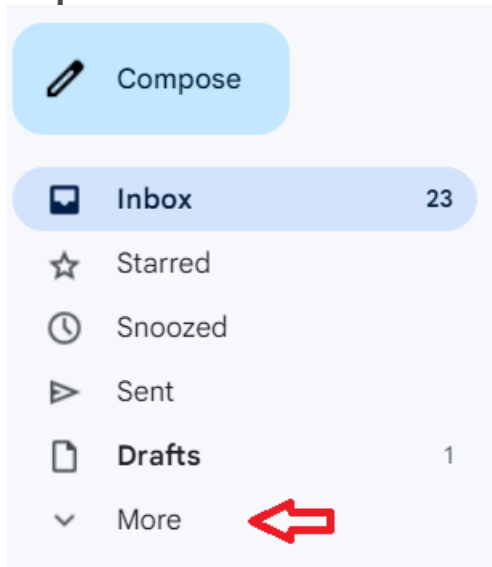


more> [\(1\)](#) [\(2\)](#)

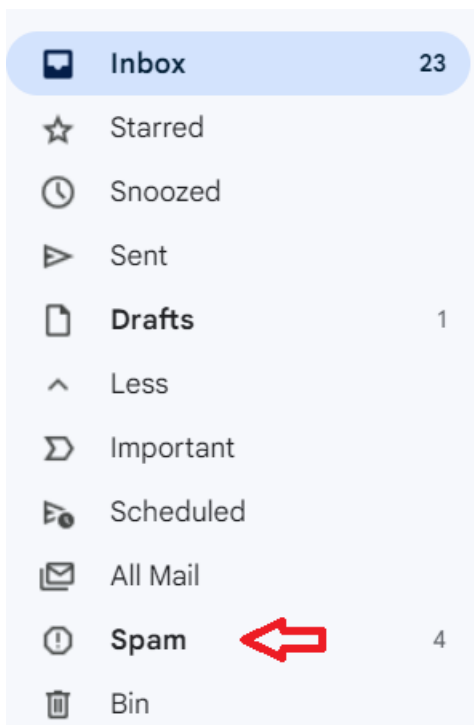
Check Gmail:

Please check your email (Gmail) to see the login detail; it may drop into spam mail.

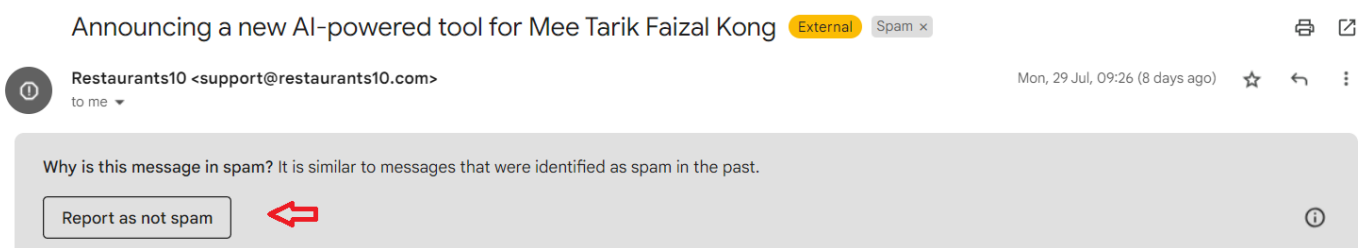
Step 1: Click “More”




Step 2: Click “Spam”



Step 3: Click “Report as not spam”



A) Please confirm to attend after receive our whatsapp message.



Will You Attend ?


BoomBoomBao
Every bite with BOOMing Surprise.

Email:

I Will Attend

B1) During the visit day, Login to CHM.

- Password get from email.
- Outlet Code request from cashier.



Login (During Visit)

BoomBoomBao
Every bite with BOOMing Surprise.

Email:

Password:

Outlet Code:

Login

A)

- Check your email
- Read again the Posting Guideline.



BoomBoomBao
Every bite with BOOMing Surprise.

Hi, MarcusTest !
Email: marcus.au888@gmail.com
Visit Date: Sunday 22 December 2024
Scheduled: 17th Jan 2025
Visit Outlet: Jln Sultan Ismail
Please arrive 15 minutes earlier.

Invitation has been confirmed.

) Instruction was sent, please check your email.
) During visiting the outlet, use the password and outlet code for **LOGIN**
) Please READ [Posting Guidelines](#) before visit.

B2) Show QR code to cashier.



BoomBoomBao
Every bite with BOOMing Surprise.

Hi, MarcusTest !
Email: marcus.au888@gmail.com
Visit Date: Sunday 22 December 2024
Scheduled: 17th Jan 2025
Visit Outlet: Jln Sultan Ismail
Please arrive 15 minutes earlier.



Organizer scan this during visit day.
(not referral code)

Please READ [Posting Guidelines](#)

Deliverable Result

- 1) Boom Boom Bao video posting on your 小红书 (optionally Instagram IG) within one week of visiting the store.**
- 2) Kindly keep the 小红书 posting for 2 months without delete, thank you.**