ISSUE 01/03
MAY-AUG 2022

SAVE THE PLANET



THE ENDANGERED SPECIES
SAVE THEM FROM EXTINCTION

HOW TO REDUCE CARBON FOOTPRINT
MOTTO: LESS IS MORE!

UPCYCLING SELF PLANTER
TO WIN PRIZE TOTAL WORTH UP TO RM6,600



JEAN YEAP

MANAGING DIRECTOR

SAVE EARTH, IT'S WORTH MORE ALIVE !

"Celebrating the 27th Anniversary La gourmet, focus is on 'Save The Planet' as climatic change has severe consequences affecting the whole eco system of the planet. CBS News 4th June 2019, Australia, reported that this huge imbalance will see extinction of human civilization by end of the Century. (CBS News 4th June 2019). Our focus is to be relevant as we want to shout it loud to create awareness to all our people that we must be awaken to this climatic change as it is an even bigger threat than Covid 19.

For the phase 1 (August-November 2021) of this year long celebration, we will highlight on 'Protect the endangered species' featuring print of these species in our 'Pack to go' bottles and thermal wares. These animals featured are from the Antarctica, the Safari, the Tropical and the Ocean. These animals have been classified as facing high risk of extinction. Orang-utans is impacted by deforestation and illegal wildlife trade. Sea turtles population is also diminishing and Rhinos population in Africa is moving into extinction. Tigers are also losing in huge numbers as their habitat continue to be threatened. The illegal trade of ivory also created a huge decreasing population of African elephants.

With the special prints on this limited edition, La gourmet wants to educate the users that these are endangered species. How we can help is to learn to take baby steps to reduce our carbon footprint as each step will cause a ripple effect to widen the circle of awareness on climatic change. Each of us can do our part to reduce our carbon footprint, starting with embracing eco living, paving the way especially for our young generation. We need to keep mother earth safe for our young generation.

La gourmet is a brand with a heart and believes cooking bonds family together. This phase will see the introduction of Shogun Midori cast aluminium cookware that not only provides great conduction of heat with saving energy of at least 50% but are tools that contributes towards easy and tasty cooking.

All your purchases will help to contribute towards tree planting in 27 schools, to educate school children on eco living and climatic change and various other educational activities will be carried out to create the awareness of climatic change. Come join us towards this eco-journey with La gourmet so we can widen the circle of 'Love The Planet' to take steps to reduce our carbon footprint. La gourmet rewards you with great eco products at take away prices as you become one of the SAVE THE PLANET valued partner with your support and participation"

EMBRACE ECO LIVING WITH La gourmet











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pureglas



Lemon Infused Water

1. Take a lemon & cut into slices.
2. Place 3 slices into a Pureglas bottle
3. Add 400ml of water
4. Infused for 30 - 45 minutes
5. Your beneficial lemon water is ready!

Note: If you prefer it cold, you can place the bottle into the fridge or add some fruits to give your lemon infused water some extra kick.



– 0.5L Bottle



– Pureglas 500ml Bottle with Silicone Sleeve
– Pureglas 600ml Bottle with Silicone Sleeve



– Pureglas Double Walled 550ml Bottle

WHY GO GREEN?



By going green, we can help reduce pollutant and leaving lesser carbon footprint. While everyone has a role to play in this rising alarming global threat, not everyone know how. Join La gourmet in this journey to make green choices together.

THE IMPORTANCE

All the choices we make are at the expense of our planet's future. Afterall, "We do not inherit the Earth from our ancestors, we borrow it from our children." –Native American proverb



HOW?

1. Reconsider your options before purchasing. Is the item energy saving, multifunctional / long lasting? Pick better item and make the right choice.
2. Say no to single-use plastics.
3. Reduce your energy & water usage, food waste and carbon footprint.
4. Upcycle discarded items and turn them into a brand new different useful item.
5. Before disposing of any item, think of ways to repair or using them for purposes other than intended.
6. Take part in segregating your disposal into recyclable, non-recyclable & composting bin. Recyclable item: follow guidelines from your local recycling area.
7. Decompose organic waste/food waste naturally & convert into nutrient-rich soil. Find out what is compostable and start composting at your own backyard!

The Brand Promise

Since 27 years ago, La gourmet has never wavered from its twin core principles of "Conserve Energy" and "Healthy Living"

We are champion of our belief that healthy cooking requires healthy and safe cooking tools to create healthy living. Cooking is a great tool to create family bonding as "the family/friends who eat together stay together"

La gourmet is a brand that cares and believes in providing innovative cooking tools that will save time for the "working mum", "moms at home", "Chef at home" so they can free their precious time for what serves them productively.

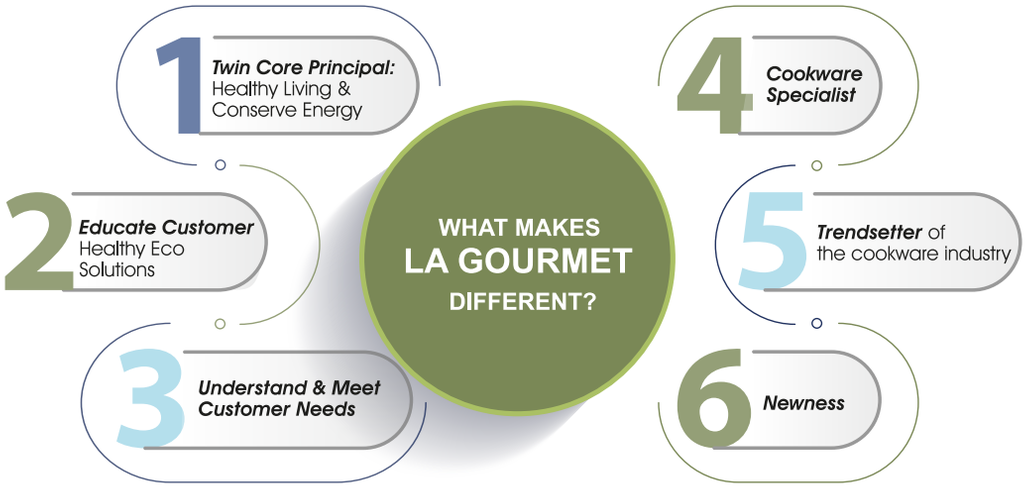
Moving into the 21st century, La gourmet realised that we can do much more to reduce our carbon footprint as climatic change is affecting adversely the whole ecological system of the planet. We add on to our core principle of "Conserve Energy" with a greater emphasis on "Embrace Eco-Living with La gourmet".

Brand Mission & Why Are We Different

We are committed to help you lead a healthy and sustainable lifestyle by providing you with innovative kitchen solutions that promote energy conservation and sustainability.

Our mission is to educate customers identify and choosing the right cookware by enriching everyday living with quality and affordable solutions. What matters is **WHY** we innovate and create, and **HOW** we differentiate ourselves from the rest.

Our business proposition is not on what we sell but **Why We Sell?**

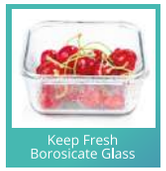


pureglas Sealed In Freshness! by La gourmet®

ISO 9001 QUALITY ASSURANCE FDA SGS



400°C OVEN OK! | **100% Borosilicate Glass**


Keep Fresh Borosicate Glass


Heat Resistant up to 400°C (Only Body)

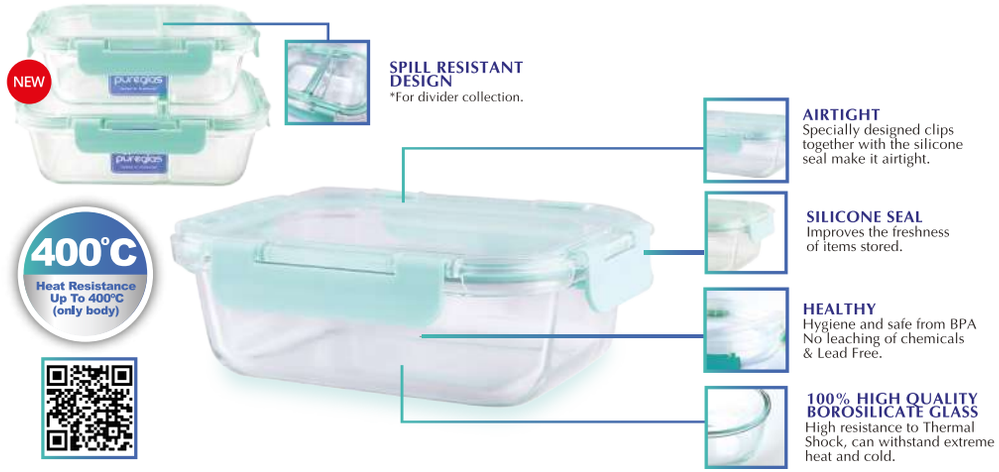

Help to organise & save space

* "Remove the lid when use in microwave and oven."

» **Cover Material:** Food safe PP Lid

» **Temperature Range:** Within 120°C





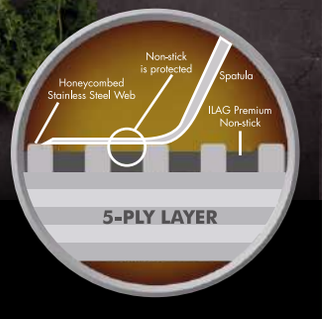
* Images are for illustration purposesly only.

GALACTIC WOK

TIRED OF NON-STICK THAT SCRATCHES?
La gourmet® Galactic Wok is the ANSWER!

Combines the benefit of **Stainless Steel** and **Non-stick!**





AVAILABLE SIZES:



La gourmet® Galactic **36/32cm** 5ply Wok



La gourmet® Galactic **28cm** 5ply Deep Frypan



La gourmet® Galactic **28cm** 5ply Stirfry Wok with Glass Lid

ULTIMATE NON-STICK DURABILITY

The raised stainless steel honeycombed shaped web protects the non-stick coating.

RAISED STAINLESS STEEL DOTS

For added non-stick protection.

2 YEARS WARRANTY* On non-stick coating

10 YEARS WARRANTY* On stainless steel body

ILAG NON STICK SWISS TECHNOLOGY PREMIUM



1. Why did you choose to initiate the “Save the Planet” in celebration of La gourmet’s 27th Anniversary?

La gourmet, since 27 years ago in Malaysia has always been an advocate of conserving energy but its voice of advocating it is not loud enough.

The seriousness of climatic change has been reported by CBS news that human civilizations face “Existential risk” by end of century and there will be widespread societal breakdown caused by the migration of billions of people affected by drought, rising sea levels, and environmental destruction. Climate change impacts on food and water systems, declining crop yields and rising food prices driven by drought, wildfire and harvest failures have become catalysts for social breakdown across the Middle East contributing to the European migration crisis, the report said.

This pandemic will be worse than COVID 19 which will be beyond our control if we do not take measures with baby steps to widen the circle of awareness and action whilst waiting for world leaders to do much more.

2. How will this campaign be implemented? Who will be involved?

We need to reach more people so all the key departmental stores, speciality retailers and gourmet supermarkets will participate to create a wider audience and awareness throughout the countries of Malaysia, Singapore and Vietnam. We will also use online platforms and influencers to encourage green livings.

NGOs who are on such campaigns will be invited to give educated talk to school children to create greater awareness and actions we can take to reduce our carbon foot prints.

School children in 27 school will be involved in planting trees/ fruit trees with education videos to impart to them the importance of going green and to embrace Eco Living.

3. Why did you choose to initiate the “Plant a Tree” in celebration of La gourmet’s 27th Anniversary?

La gourmet initiating this project are the baby steps we can take to support the global organizations of planting billion trees around the world. The Green Belt Movement and The Nature Conservancy Plant a Billion Trees Campaign is a major forest restoration effort with a goal of planting a billion trees around the planet. “Trees are the lungs of our planet “as they provide:







Quote by trvst.world

- The oxygen we breathe
- They filter clean air, trap and store carbon reducing the atmospheria greenhouse gases which cause global warning



- Bring rain to the land and play a crucial role in the world's water cycle
- Store water and stabilize the soil.
- Protect the soil and increase surrounding soil fertility.
- Offer shades from the sun
- Provide wind breaks
- Provide valuable wood, fruits, nuts, flowers, medicine and other resources for humans.
- Provide fodder, habitat and other resources for livestock and wildlife.

It is important to note that tree planting alone cannot offset our mammoth global carbon emission but it can help to mitigate and adapt in the face of climate emergency. Planting trees is a key part of the pathway to a more resilient, fair and sustainable future. We felt that we need create this vital awareness to our school children and to educate them the benefits and importance of trees than to just pass them by. We will get those who are experts to provide talks on "Trees Matter".



4. How can members of the public who are keen on joining this campaign contribute or partake in the campaign?

The easiest to participate is to support La gourmet "Save the Planet" fund raising by buying the various limited-edition products that are eco-friendly namely:

1. La gourmet Pack to go and Thermal ware with special prints of endangered species. These endangered species are seriously at risk of extinction. We have selected those from the Antarctic, the Oceans, the Safari, and the Tropical.
2. Shogun "Midori" Cookware by La gourmet that provides at least 50 % of energy saving due to the cast aluminium body that has great conductivity of heat distribution.
3. La gourmet limited edition small electrical appliances especially the electric pressure cooker which provides huge energy savings.
4. La gourmet Cast Iron Nitrigan Cookware which not only is great for "wok hei" tasty cooking but is a great conductor of heat that reduces cooking time thus saving energy.

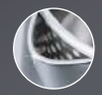
IS THE WATER YOU ARE DRINKING SAFE ?

HEALTHY 1.7L SEAMLESS ELECTRIC KETTLE
IS THE SAFER CHOICE

SUS304 STAINLESS STEEL

No plastic part in contact with boiling water


Stainless Steel Rim


Stainless Steel Strainer


Seamless Interior


Stainless Steel Inner Lid

ECO TIPS

After enjoying your cuppa, cut open used teabags and bury the loose tea into your soil for natural fertilizer

**Tea leaf contains nitrogen phosphorus and potassium that works as natural fertilizer!*






ONE TOUCH
• Spring Rid


DOUBLE WALL COOL TOUCH
• Up to 50% reduction in surface temperature


RAPID BOILING
• Up to 30% faster


BOIL DRY PROTECTION
• Automatically turns off when water boils

MS SIRIM

1 YEAR LIMITED WARRANTY

START EMBRACING
THE JOY OF HOME COOKING !

Saying "No" to food deliveries and takeout!



KUNG PAO CHICKEN

INGREDIENTS

Chicken Thigh (Cut into cubes)	500 G
Light Soy Sauce	1 TSP
Dark Soy Sauce	1 TSP
Potato Starch	2 TSP
Light Soy Sauce	1 TSP
Dark Soy Sauce	1 TSP
Sugar	2 TSP
Sesame Oil	½ TSP
Water	2 TSP

STIR-FRY

Dried Chillies	8-10 KOKLAS
Spring Onion	2 STALKS
Garlic	6 CLOVES
Ginger (Grated)	1 TSP
Sichuan Pepper (Ground/ed)	½ TSP
Red Bell Pepper	½
Roughly Chopped Peanuts	125 G
Sugar Snap Peas	100 G

INSTRUCTIONS

1. Toss chicken with soy sauce and allow to marinade for a 10 – 20 minutes.
2. Heat oil in the Shogun Mukoi 32cm Wok and fry dried chillies, ginger and garlic until fragrant.
3. Add in the marinated chicken and stir fry until fully cooked.
4. Mix all the sauce ingredients and stir until potato starch dissolved. Add in sauce and toss.
5. Stir continuously until sauce thickens.
6. Add in the sugar snap peas and red bell pepper. Fry for a few minutes to cook vegetables.



Home Gardening









Another way to embrace Eco-Living is to plant trees within your home surroundings or within your housing estate. Tree planting can help to raise awareness on importance of planting and saving trees, express our eco-commitment and to take baby steps to widen the circle to do what we can to reduce climate change.

Planting more trees helps to maintain healthy soils and humidity levels in the air and trees absorb carbon dioxide from atmosphere and trees can help to combat climate change. Without trees, human would not be able to survive because the air would be unsuitable for breathing as there will be higher amounts of carbon dioxide and lower amounts of oxygen.

During the lockdown in 2021, I started my backyard vegetable garden. I threw the seeds in the backyard, added organic soil and water the beds every alternate day. To my surprise the vegetables sprouted so easily as Malaysian weather is very kind to plants. My vegetable garden was filled with long beans, that grew over the back fence, sharing space for the four angled beans, brinjals and even cucumbers. At the side of the garden my herbs were growing beautifully, Indian curry leaves, screw pine leaves (pandan), Lemon grass (serai), Galangal (lengkuas) and even groundnuts underneath my wooden staircase. Planting organic vegetable and herbs not only provide you with healthy home grown alternatives from the commercially grown which has lots of fertilizers and chemicals but if every household starts self-sustaining gardening, we will contribute towards averting food insecurity. This can be a collective start towards a forward strategy to strengthen and intensify local food production in order to mitigate the adverse effect of global food supply disruptions and food price volatilities should the climate change disrupt food production. Thus we encourage home gardens as a sensible strategy to enhance household food security and nutrition. Home gardens can become an integral part of local food systems and the agricultural landscape

Learn more join La gourmet
Eco Journey in Phase 3



5. What is La gourmet's environmental vision as a brand?

La gourmet is very much focused on YOU and the home. La gourmet listens to the customers to provide relevant solutions to meet your needs for healthy, safe and efficient cooking. It stays relevant to understand the environment to provide you cooking solutions and food preparation tools that will reduce your carbon footprint with eco-energy saving products that makes cooking and living easier.

La gourmet will only provide cookware, cooking tool and electrical home appliances that will at least reduce 50% of our carbon footprint. The brand will continue to innovate and grow in this area, to build or source products that will further enhance the Eco Living promise. Without fail, La gourmet will continue to educate on importance of Eco Living to school children and to our customers.

La gourmet will continue to encourage Home Chef to make cooking fun, sexy and cool as this will also encourage and appeal to the younger generation in their 20s and 30s. Cooking at home is safe, healthy, more nutritious and a great way to save money too.

La gourmet believes it can play a great role to make cooking easy and fun with the upgrading of kitchen tools and cookware and believes food and cooking is a great way to bond family and friends.



AYAM PONGTEH



REDUCE YOUR
CARBON FOOTPRINT
IN THE KITCHEN

INGREDIENTS

INSTRUCTIONS

TIPS & TRICKS

La gourmet elevates cooking to the next level where Cooking is a Pleasure, Cooking is Fun and Sexy. All these emotive cooking is made possible because La gourmet has developed different kinds of cookware, electrical appliances and kitchen tools that makes food preparation so easy while cooking with just a press of the button of the electric pressure cooker, freeing your time to do what serves you best. This appeals to the young bachelor setting up their own apartment, they can now have fun to cook for friends as it is easy and cool. University students staying in colleges can cook if they are bored with canteen food. Stay home moms and Home Chefs will cook more at home than take away as cooking is easy as ABC with La gourmet.
Cooking is not a chore any more but an elevated gratification. You cook with pride for family or friends.

THE 5FS OF COOKING WITH LA GOURMET

Our cookware, kitchen appliances and kitchen tools are designed and developed with you in mind because we want to elevate cooking to the next level where cooking is all about the 5Fs - Fun, Fresh, Flavours, Freedom and Family!

Family

Cooking is about building a connection with the ones you love, and building happy, healthy and meaningful relationships.

Freedom

Cooking is freedom. It is an outlet of expression; it should be a stress-free activity that gives you the freedom to be creative.

Fun

Cooking is about having fun in the kitchen and creating wonderful memories with the ones you're cooking for and eating with.



Flavours

Cooking is about exploring the science of flavours and understanding what makes food delicious.

Fresh

Cooking is about appreciating the beauty of the fresh ingredients, exploring and creating new recipes.

SAVE THE PLANET
THE ENDANGERED SPECIES COLLECTION



1000ml Tritan Bottle
- Turtle & Whale

1650ml 2 Tier Tiffin Carrier with Cutlery- Turtle & Whale

480ml Thermal Tumbler
- Turtle & Whale

1250ml Round Lunch Box
- Polar Bear & Penguin

500ml Thermal Mug with Strainer
- Polar Bear & Penguin

800ml Food Jar with Spoon
- Tiger & Orang-utan



600ml Thermal One Touch
- Giraffe & Elephant

900ml One Touch Tritan Bottle - Giraffe & Elephant

1300ml Rectangular Lunch Box with Cutlery- Giraffe & Elephant



- Leak Resistant (Seal Ring)
- Safe & Healthy
- Non-microwave
- Hot & Cold
- Made from Bisphenol-A (BPA) Free Material
- Comply with FDA (US) and LFGB (Europe) Standard

midori

The Eco Cookware that save 50% of energy used

SHOGUN JAPAN



- Every pieces is made of thick gauge that has superb heat conductivity
- Non-stick coating by world top non-stick manufacturer
- Swiss technology that meets the highest safety standard and highest quality assurance

SUITABLE FOR ALL COOKTOPS

INDUCTION · GAS · ELECTRIC · CERAMIC · DISHWASHER · SAFE FOR FOOD CONTACT

TRITANIUM NON STICK ULTRA · 2 YEAR GUARANTEE · PFOA FREE · 10TH ANNIVERSARY



pureglas

3PCS RECTANGULAR BOROSILICATE GLASS SET WITH POUCH

Safer than Tempered Glass Container

oven safe · non-toxic · dishwasher safe · microwave safe · BPA FREE



Share & Win

Zero Waste Malaysia

How to live a Zero Waste Lifestyle?

You're Welcome to Join Our E-Forum





LIVE E-Forum





Time : 08 Oct 2021 (Friday), 8pm

Guest : • Ms. Jean Yeap, Managing Director (La gourmet)
• Ms Sue Yee Khor , Co-Founder of Zero Waste Malaysia

Join Us Live@ Lagourmetmy

Do you know the amount of trash that an average Malaysian produces?

An average Malaysian produces 1.2 kg of trash per day.
6,800 elephants stacking on each other represent the trash that we produce every day in Malaysia alone. There is no "away" when we throw trash away.

Waste issue has become the 2nd contributor to global warming in Malaysia. However, we could all start practicing a low waste lifestyle by adapting the zero waste concept - a reusable culture instead of a disposable culture.

One step at a time!

CONTEST PERIOD: 4TH OCT TO 22 OCT 2021

UPCYCLE OR REUSE

to win prizes total worth up to RM3,940!

ONE MAN'S TRASH IS ANOTHER MAN'S TREASURE.

Calling all plant lovers! Show us how you reuse or upcycle your everyday household items into something more.







1ST PRIZE
WORTH RM1,500



2ND PRIZE
WORTH RM917



3RD PRIZE
WORTH RM659



CONSOLATION PRIZE
WORTH RM288 (X3 WINNERS)



HOW TO WIN

1) Upcycle/DIY your own planter pot, self-watering planter, plant marker, plant hangers or any garden essentials from discarded household items. Be creative with it!
2) Give your project a photoshoot! (Take a picture of your amazing work)
3) Show them to the world. (Post on your socials: IG/FB)
4) Tag us @lagourmetmy and add on #lagourmetsavetheplanet
5) Tag 3 of your plant lover besties in the captions.

*Winner criteria will be based on creativity & practicality

THE ENDANGERED SPECIES

Save them from extinction

It is sad to even imagine that one day we would be reading about tigers, elephants, orang utans or any other endangered animals through a text book, similar to how we are studying about dinosaur, which are **EXTINCT** from the face of the earth.

Some of you may be asking why is it important to protect these endangered wildlife? Wildlife plays a fundamental role in a well-balanced ecosystem as it maintains a healthy environment. Global warming has also taken its toll on the habitats of these endangered species, with ice melting in the Antartica, beaches that are too populated with tourist, making it hard for turtle to nest & etc.

Let us each play a role, even if it is simply a tiny one in conserving nature & protecting these beautiful animals for the bigger picture in the preservation of our ecosystem, as every little bit helps.



WHALE

Whales are fully aquatic & exudes a mythical aura as they roam throughout all of the world's oceans, communicating with complex and mysterious sounds. Whales nurse their young as they are warm blooded mammals just like humans.

Fun Fact: Baby whales are known as calves, just like a baby cattle.



TURTLE

Turtles are amazing marine creatures which are now on the brink of extinction, due to the loss of their nesting & food habitat. Turtle eggs are still being illegally sourced for consumption & trade. As a wildlife that can live a long life, ironically across the world, the number of turtles continue to plummet day by day.

Fun Fact: Did you know that sea turtles don't retract into their shells?

Polar bear is a mighty mammal that is hunting for food 50% of their time. Sea ice plays a pivotal role for polar bears as they need it for more of their activities like traveling, hunting, resting, mating. Over the years, their ice habitat are gradually melting due to climate change, threatening the existence of the Arctic-wide – polar bears.

Fun Fact: Polar bears have 4 inches of fat under their skin to keep them warm.



POLAR BEAR

Penguins are in the bird family but they are not able to fly as they do not have wings but have flippers instead. Similar to the polar bears, their population are dwindling due to the global warming effect, melting their natural habitat - the Antartica ice.

Fun Fact: The black & white colour of a penguin serve as their camouflage while they hunt under water.



PENGUINS



GIRAFFE

Girafes are herd animals that are highly sociable. Their most distinguish physique is their long neck in which they require to reach the highest level of leaves of the Acacia tree & look out for predators at vantage point. The biggest threats of giraffes are mainly due to poaching, habitat loss, growing human population & more.

Fun Fact: A giraffe only sleeps 5 - 30 minutes in a day & they can even do it while standing!



TIGER

For years, the Malayan Tiger has been a national symbol & has don many of Malaysia's sports event & official uniforms. Being a symbol of courage & strength, they are excellent swimmers & hunters. Rapid development & the illegal hunting for their skin has resulted in the dwindling numbers of tigers left in the wild.

Fun Fact: The Malaysian Football Team is officially nicknamed Harimau Malaya.

Fondly known as "Man of the Forest", orangutan can be found on the island of Borneo & Sumatra. Although not being hunted but still facing extinction, habitat destructions has been one of the main threat to orangutan population as their habitat are mainly harvested for timber.

Fun Fact: Did you know that among 2 countries in the world that is the habitats to orangutan, one of it is actually Malaysia.



ORANGUTAN

Elephants are the largest land mammals on earth that exudes massive strength. Their long trunks are multipurpose, picking up objects, bathing, sound warning to name a few. Their long tusk can be used for self defence as well as lifting or moving objects. Due to their large nature, elephants need extensive land for food, water & space & often face conflict with humans while competing for resources.

Fun Fact: Elephant can spend 16 hours a day eating!



ELEPHANT

RECYCLED DIY

Lantern Making Contest

Contest period: *1 - 21 September 2021*

Join & stand a chance to win Prizes worth up to

RM 2800

HOW TO WIN

1) Creatively create your own lantern with recycled materials
2) Ensure it is illuminated *(candles, bulbs, etc)*
3) Take a beautiful picture of your lantern & post it on FB/IG & tag us @lagourmetmy, hashtag #lagourmet27Anniversary, #LGMlanternDIY and #lagourmetECO
4) Limited to 1 submission per FB/IG account.
5) Open to all Malaysians
6) Ensure your account is public in order for us to view your submission

Winner's criterias will be based on:
a) Creativity & originality - *25%*
b) Use of environmentally friendly materials - *35%*
c) Craftsmanship & durability - *20%*
d) Design - *20%*

- T&C Applies -

PRIZES

(Save The Planet Collection)

GRAND PRIZE — X5 Winners



800ml Food Jar with Spoon worth *RM219*
+
1650ml 2 Tier Tiffin Carrier with Cutlery worth *RM179*

CONSOLATION — X5 Winners



500ml Thermal Mug with Strainer worth *RM189*

For more info:

www.lagourmet.com.my/ 27-anniversary/#activities

lagourmetmy

Practice 3R with pureglas by La gourmet

Pureglas by La gourmet is a sustainable range of containers & bottles that promotes eco living lifestyle by driving the pillars of ***3R - Refill, Reuse & Reduce.*** The collection is gentle on the environment as we are set out to reduce our carbon footprints while still enjoying all the freshness, goodness and most important of all, ***maintaining the hygiene of our food***.

Pureglas is made from 100% borosilicate glass that can withstand extreme temperature & thermal expansion. Imagine that you just poured boiling hot coffee into Pureglas and placed it straight right into the freezer, no worries as it won't crack even under such extreme changes. Well known for its durability, it is a top choice material for high end glassware.

Pureglas containers are airtight with a silicone seal, ensuring that your food are always sealed with freshness, making it last longer. That means you can lessen your trip to markets especially during this Covid-19 pandemic. On top of that you are saving money as you no longer have to throw away spoilt fruits & veggies when they are stored properly. Best of all, you do not have to clean up a mess as the design is spill resistant!

Another reason why Pureglas should be your top choice of food container or drinkware over plastic is because it is the purest (borosilicate glass) & it ***does not leach chemicals nor react to your food***, even with ingredients such as lemon, vinegar or even curries. Storing & organising has never been so easy. With Pureglass, you can be worry free & it is definitely ***a healthier & more hygienic alternative*** to plastic!



With Pureglas by La gourmet you can now play a part in helping the environment by practicing the

3R - Refill, Reuse & Reduce.

The Healthy Alternative to Plastic

Driving to provide healthy and sustainable solutions is what La gourmet set out to fulfil as a brand, therefore we hope that you can be part of our brand's purpose in ***making the switch to Pureglas*** to make the world a better place.



Why are species at RISK



OVEREXPLOITATION

Advancements in technology and equipment have enabled humans to gather resources more efficiently, which affected the ecosystems and wildlife.

HUNTING / ILLEGAL WILDLIFE TRADE

Illegal hunting is a huge problem and still threatens wildlife significantly today, especially large mammals.

HABITAT LOSS

Habitat loss is one of the leading threats to species diversity and it's considered the most important driver of species extinction worldwide.

POLLUTION

There are 500 times more pieces of microplastic in the sea than there are stars in our galaxy. 800 million tonnes of plastic are being dumped into the ocean each year.

CLIMATE CHANGE

Climate change has a massive impact on our planet's diversity, with rising ocean temperatures and diminishing Arctic Sea ice affecting marine biodiversity.

WHAT CAN WE DO?

1. Reduce your carbon footprint as an individual, then we can work towards lowering our carbon footprints as a collective.
2. Recycle and buy less - Buy sustainable products like bamboo or recycled paper. Never buy furniture made from wood from rainforests.
3. Recycle your phone because a mineral used in cell phones and other electronics is mined in gorilla habitats.
4. Move towards a plant-based diet.
5. Donate to charities that are making a difference. They are always in need of help.
6. Start fundraisers for environmental causes to educate yourself and others about biodiversity and why we need to protect it.
7. Never purchase products from an endangered or threatened species. Become an advocate, spread the word and raise awareness.

Simple and Smart Ways

to Reduce Your Carbon Footprint in the Kitchen

DECLUTTER:

Throw out what you don't need, review and research what serves you better. Look for items that are eco and multi-functional.
An excellent example which is a must buy is La gourmet PRESSURE COOKER that has 14 in 1 appliance that can pressure cook, stew, double boil, stir fry, bake and so much more. It saves space and saves energy by 300%.

MOTTO: LESS IS MORE!





Switch to Eco-friendly and Energy-Saving Cookware

Sure your cookware can cook, but not all cookware are created equal as some cookware can do the job just as well but with less energy. Some cookware are easier to handle and retain heat better, making them more efficient to use.
One of the best selection is cookware made of die-cast aluminium that provides excellent heat conductivity and heat retention. SHOGUN cookware not only provides savings of energy by 50% but provide excellent tasty cooking unlike the many brands in the market.
Gaining huge popularity is the La gourmet GALACTIC cookware which combines the benefit of stainless steel and non-stick. The raised stainless steel honeycombed web protects the non-stick coating. The multi-ply 18/10 stainless steel body provides excellent heat conduction and heat retention which fits an excellent choice for an eco-cookware that is hygienic and yet allow non-stick capability.
A must have in every household is the NITRIGAN light cast iron cookware by La gourmet. It is the healthiest cookware that has no chemical coating yet it has rust resistant benefits as it has been fired using the nitriding process in the oven. It provides you the 'wok hei' benefits and cooks so fast due to the heat efficiency that it is a truly green product that every home chefs must have for that fast fragrant cooking.
Another must have No 1 ECO cookware is the SAKURA THERMAL COOKER, it is a great invention that uses heat insulation to cook your food resulting in many health benefits.

Last but not least is the TRULY ORIENTAL toughened clay pot that is an upgrade of the traditional for those who wants a traditional clay pot to cook their soup or herbal concoction. Slower to heat up but once heated the heat retention is excellent as the far infrared rays energises the food ingredients with tasty and nutritious results.

You are spoilt with so many choices as La gourmet understands the needs of customers so la gourmet provides you the different elements that are available for different cooking styles and lifestyles and the results you expect from using the cookware. Make choices not based on prices but on durability, quality that reduce your carbon footprint as in the long term it always work out cheaper and better value than the cheap cookware that has short term lifespan that uses more energy and quality is questionable.
Choose and cook the right way is part of eco living in your kitchen. Choose wisely so you get the optimum of your choices to balance to what your needs are and to make choices that embrace ECO-LIVING right in your kitchen.
Using the right cookware also enable you to do easy cleaning as sauces don't get stuck all over. Over the years you will consume lots of water just to clean the hard to clean cookware.



What's the link between water use and climate change?

Based on the statistics from the National Water Services Commission (SPAN), Malaysians consume an average of 201 litres of water per person per day, which is equivalent to 134 bottles (1.5-litre capacity each) per person in the year 2020.
When washing a quality non-stick cookware such as Shogun, food doesn't stick on the cookware, making it easy to prepare meals and clean the pans. Designed for ease of cleaning, you can quickly clean the interior and exterior of your cookware.
To reduce wastage in cleaning we should try to fill the basin with water to wash the pots and pans. Rinse and dry.
Use a portable stainless-steel basin to wash the vegetables than just let water run as this will eliminate wastage.