

Focus Dynamics, Saudee Group to roll out robotics burger kiosks

By NST Business - October 30, 2020 @ 7:08pm



Focus Dynamics Group Bhd has today signed a heads of agreement with Saudee Group Bhd to jointly roll out Malaysia's first robotics operated burger kiosks.

KUALA LUMPUR: Focus Dynamics Group Bhd has today signed a heads of agreement with Saudee Group Bhd to jointly roll out Malaysia's first robotics operated burger kiosks.

This will be the company's first foray into robotics food and beverage (F&B) operations, Focus Dynamics said in a statement.

The parties are targeting to launch the kiosks in the new year.

"Robotics is the next generation of innovation to hit the F&B industry. Already applied worldwide in bars, restaurants and supply chains, robotics currently increase efficiency, reduces pilferage and presents an innovative factor when customer facing."

Focus Dynamics added that with Covid-19 pandemic being a global issue, the social distancing and minimising contact aspect of the pandemic had brought the robotics adoption in the F&B industry several years forward.

Focus Dynamics executive director Benson Tay Ben Seng said the partnership with Saudee was a way to accelerate its intention to be the first mover in the robotics F&B trend.

Saudee is the nation's foremost manufacturer of packaged food, with its premium brand Saudee Gold supplying nationwide high quality frankfurters, burger patties and nuggets, all certified halal.

The partnership sees Focus Dynamics lend its technological management expertise to develop a seamless, automated robotics operation, with minimal human interaction, and Saudee to provide R&D processes to produce appropriately packaged and custom processed food to cater for the robotics aspect.

"Robotics F&B operations will require study within the preparation, packaging and quality of raw meats to provide the exact composition required for the robotics to accurately produce high quality meals, day in day out," said Saudee executive director Mak Siew Wei.

In what will be Malaysia's first robotics burger kiosk, plans are afoot for both Saudee and Focus Dynamics to collectively provide a series of kiosks and food trucks, as a first to market model to showcase the technology and create awareness on the robotics aspect.

With minimal staff needed to operate these kiosks, the robotics will be able to make a fresh burger patty, with all the relevant toppings and condiments as per ordered, and packaged and presented perfectly, with the quality of the cooking, presentation and taste consistent.

The robotics aspect of F&B services is expected to dovetail nicely with Focus Dynamic's corporate strategy of implementation of an automated, total end to end supply chain of food, for all its brands, products and partnerships.