

Famous in Penang, gaining popularity in Subang Jaya is Lorong Seratus Tahun fare.

Story and photos GRACE CHEN
sundaymetro@thestar.com.my

There is no secret formula to running a successful restaurant. Ask the old establishments what had kept them in business and the inadvertent reply is good food, friendly service and sacrifice. Which brings to mind the Moey brothers of Penang who are famous for their curry mee in Lorong Seratus Tahun next to McAllister Road. According to Kenny Moey, 43, theirs were a family of hawkers. His late grandmother and all his four uncles including Kenny's late father, Moey Saik Kooi, sold curry noodles for a living.

As a child, Kenny would remember growing up amidst the hustle and bustle of hawker activity in Lorong Seratus Tahun and one of the most vivid memories was how their parents had to tie the children's legs to the street light post to keep them from wandering off.

"It was not easy for them to look after us and make a living at the same time but they did what they had to do or the family does not get fed," said Kenny who comes from a family of four siblings.

Today, from the single stall in Penang the Moey family's curry noodle business has expanded. While the Penang 'HQ' is still manned by their eldest brother,

Spreading its wings



Tangy assam laksa



Penang Chee Cheong Fun

Moey Kok Keng, 44, Kenny and his wife, Chan Lye Ho, 42, has opened their own Lorong Seratus Tahun branch in SS2 in Petaling Jaya which has been running since 2000.



Lorong Seratus Tahun comes to KL: (From left) Chan Lye Ho, Kenny Moey Yeap Lay Kuan and Andrew Moey.

The Moey brothers' latest venture, which sees a 40-40-20 division between the three siblings, is a full-fledged restaurant designed to attract franchise holders. The 170-capacity air-conditioned outlet which began operations at USJ in Subang, is headed by the youngest brother Andrew, 42 and his wife, Yeap Lay Khuan, 35.

In introducing the new Lorong Seratus Tahun outlet, Andrew revealed that he has more than his family's famous curry noodle to offer. The menu is a direct address to the Asian taste bud and features such time-tested favourites such as Penang chee cheong fun, char kway teow, assam laksa, curry kapitan, cooling tong sui, cendol, ice kacang and a personal favourite, the cheese and mango roll.

According to Andrew and Kenny, the story behind their growth stemmed from their customer's advice.

"When we were in Penang, those who worked out of town would come back every Chinese New Year and complain about the long queues. They strongly advised us to consider coming to KL and that was what we did.

"Then after some time in SS2, it was again my customers who



Penang Char Koay Teow

bandied the idea of expanding the menu because 'it was such a shame to just sell curry mee when you can have a variety'. So, we added things like Lor Bak and all the Penang favourites to the menu.

"After some time, the customers gave the idea of starting a franchise to Chan, my wife. They said that if we plodded along on one stall, the business would become stagnant over time. With a franchise, we would be able to consider supplying our food products to the outlets and take the business to another level," revealed the brothers.

But the trump card here is that Lorong Seratus Tahun has the original backing of the Penang masters. According to Andrew, no less than



A cooling dessert.

three "experts" had come to his aid.

"I have a prawn mee master, a char koay teow master and a Lor Bak lady who was my in-law's best friend. In addition, all our sauces like the one used in the water convolvulus and squid salad, the prawn paste sauce for the chee cheong fun and the dried chili paste for the curry mee is blended and made in Penang," said Andrew.

And that, will no doubt attest to the authenticity to the Penang fare at Lorong Seratus Tahun.

Lorong Seratus Tahun is at 4A-5A, USJ10/1J, UEP, Subang Jaya, 47620. Tel: 012-282 0757 or 012-332 0757. The restaurant is pork free and prices for each dish range from RM2.20 to RM9.50.