Kedai Biskut Xin Kwong Sang Woh (1907)

Dirujuk oleh

- 1900-an: Petempatan Sekitar Kajang

Perihal

Generasi Terdahulu



Kiri: *"...we passed by very old traditional shops like kedai biskut which offer a wide selection of cookies and sweets presented in large transparent glass jars and metal boxes with a transparent side to allow the customer to identify the type of cookie and appreciate their quality."* (Josiane Reggane, 10 February 2020:

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"Kajang Walking Tour @ 10 February 2020").
Tengah: *"Peniaga, Siew Poh Chang menjual lebih 400 jenis biskut yang diimport dari Thailand dan kilang biskut seluruh negara di kedai warisan keluarganya."* (Kurniawati Kamarudin / Bernama @ Media Permata, 26 Disember 2019:

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"Tarikan sejarah bandar Kajang").
Kanan: *"Uncle Siew, the owner of one the oldest shops in Kajang Town. Kedai Biskut Kwong Sang Woh is owned by Siew Bak Chong. He is 88 and is the second generation of the more than 100-year-old shop! The shop, which started as a small grocery store, was owned by his father. Later, his father started to sell biscuits and Chinese prayer items. Today, the shop focuses on selling sweets and biscuits, and there are more than 400 types of biscuits including the popular colourful ice gem biscuits priced at RM13 per kilogramme. Glass jars are used to keep the biscuits fresh and crispy."* (Hanna Hussein @ The New Straits Times, December 19, 2019:

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"#JOM! GO: More than satay").





"Biskut popular seperti ini masih digemari dari zaman saya dulu tahun 1970an, lokasi kedai ini

sebelah maybank Kajang. Foto pagi tadi 8. 12. 2018.” (Tapa Seni Rimba @ Facebook Bandar Kajang Group, 11 Disember 2018: "Biskut popular seperti ini masih digemari dari zaman saya dulu tahun 1970an". Gambar kiri: LIFE in A Frame (Shiha's Street Photography), 12 Mei 2016: "KAJANG, SELANGOR").



(Gambar: Hanchoo, 15 Mac 2015:

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"Kajang Cultural Mapping").



“Right in the heart of Kajang lies Xin Kwong Sang Woh Enterprise, a well-loved shop selling over 4,000 varieties of biscuits and snacks from yesteryear. You can’t possibly miss this store, one quick glance

from the corridor reveals hundreds of tins, literally stacked from floor to ceiling, filled with biscuits of every taste, texture, colour and shape. Sitting behind the shop's counter is a fragile-looking man. He's clearly too old to be weighing biscuits and filling them into jars but his mind is still active as he quietly does the accounts and occasionally smiles at the excited customers streaming in. After all, this store has been his home since his birth. He is 90-year-old Siew Pak Chong, the second-generation owner of this historical landmark." (Reena Sekaran @ FMT Lifestyle, August 20, 2020:

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"113-year-old shop still selling 4,000 kinds of biscuits").



"More than fifty huge glass jars with red lids, and metal tins neatly arranged on metal shelves, from low to high, layer by layer, containing a wide variety of traditional biscuits and snacks, in a dazzling array of nearly a hundred flavours. Kwong Sang Woh, located in Kajang's old town, has been in business since 1907, staying in the same address for over a century, retaining the brick arcade architecture. 87-year-old Siew Pak Chong is the second generation owner, still quick-witted and alert despite his old age. He is a fixture at the shop counter, where he collects payments or chit-chat with his friends. Originally a grocery store, Kwong Sang Woh mainly sells daily supplies, and also a few biscuits. Since his son Siew Zi Kin (transliteration) and daughter-in-law Tan Bee Kien took over the reins, the shop gradually underwent a series of changes to specialize in selling traditional biscuits, their means of surviving business hardships faced by traditional grocery stores. Their customer base has also expanded outside ethnic Chinese to include other races such as Malays and Indians, and they are always busy. The golden era of grocery stores dated back in the 1950's and 60's, where you could find one almost everywhere, be it hustling streets or remote villages. Besides providing day-to-day goods, grocery stores also function as a uniting spot for the community to exchange information and build relationships. With the rapid economic growth and changes in the consumer market, dawns the elimination of traditional grocery stores. Chain hypermarkets, supermarkets, and mini marts spring up in residential neighbourhoods like mushrooms after the rain, dealing a heavy blow to traditional grocery stores. How would traditional grocery stores stand against pressure from the market segment, internet, monopolization, and operation difficulties, would be a topic worth exploring."（文 Text/ 林汇川 Daniel Lim & 潘慧雯 Pua Hui Wen, © 2019 ECHINOIDEA SDN BHD: "加影的饼干店 Biscuit Shop in Kajang").

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