



PITCHING GUIDELINES FOR PERIUK



WHAT WE'RE LOOKING FOR

We are on the hunt for stories about the **diversity** and **specificity** of Malaysian home cooking, ingredients, and techniques. The point of this site is to serve as a platform for all Malaysian cuisines, including marginalised and under-represented cuisines.

What do we mean by specificity? Well, this simply means that we want to go as deep as possible into a niche topic. For instance, we wouldn't want a story about the different types of gulai in Malay cooking but we would certainly consider a story about asam rong including its history, its use of buah getah, and other distinct aspects of this dish. Perhaps for this story, we would approach a home cook in Pahang to ask them about make-or-break tips when making asam rong.

Another example of specificity: We wouldn't want an article about Malaysian-Indian food, but we would consider an article about the distinctness of Sindhi or Malayalee cooking in Malaysia. How do those two cuisines differ from their counterparts in India? How has adaptability to local produce and palates shifted those cuisines?



WHAT WE'RE LOOKING FOR

Intersections to consider when thinking of an angle is history, race, culture, people, method, science, politics, and pop culture.

You're probably thinking: How does one think about intersections when coming up with an angle? For instance, if you want to write about rendang, we would be interested in the weaving of **history** into the often-complicated origins of rendang; how the different **methods** and versions of rendang in Malaysia came to be; and why rendang as we know it came to be perceived as a **cultural** Raya dish.

We also welcome pitches about personal accounts or anecdotes.

All stories should be relevant to a Malaysian audience. We receive pitches and stories in English and Malay. At our discretion, stories may be translated in-house.



WHAT WE'RE NOT LOOKING FOR

We are not looking for stories that generalise Malaysian cooking. This is often done in Western food media in their coverage of Malaysian cuisines, but we want to avoid that and be as regional and cross-cultural as possible.

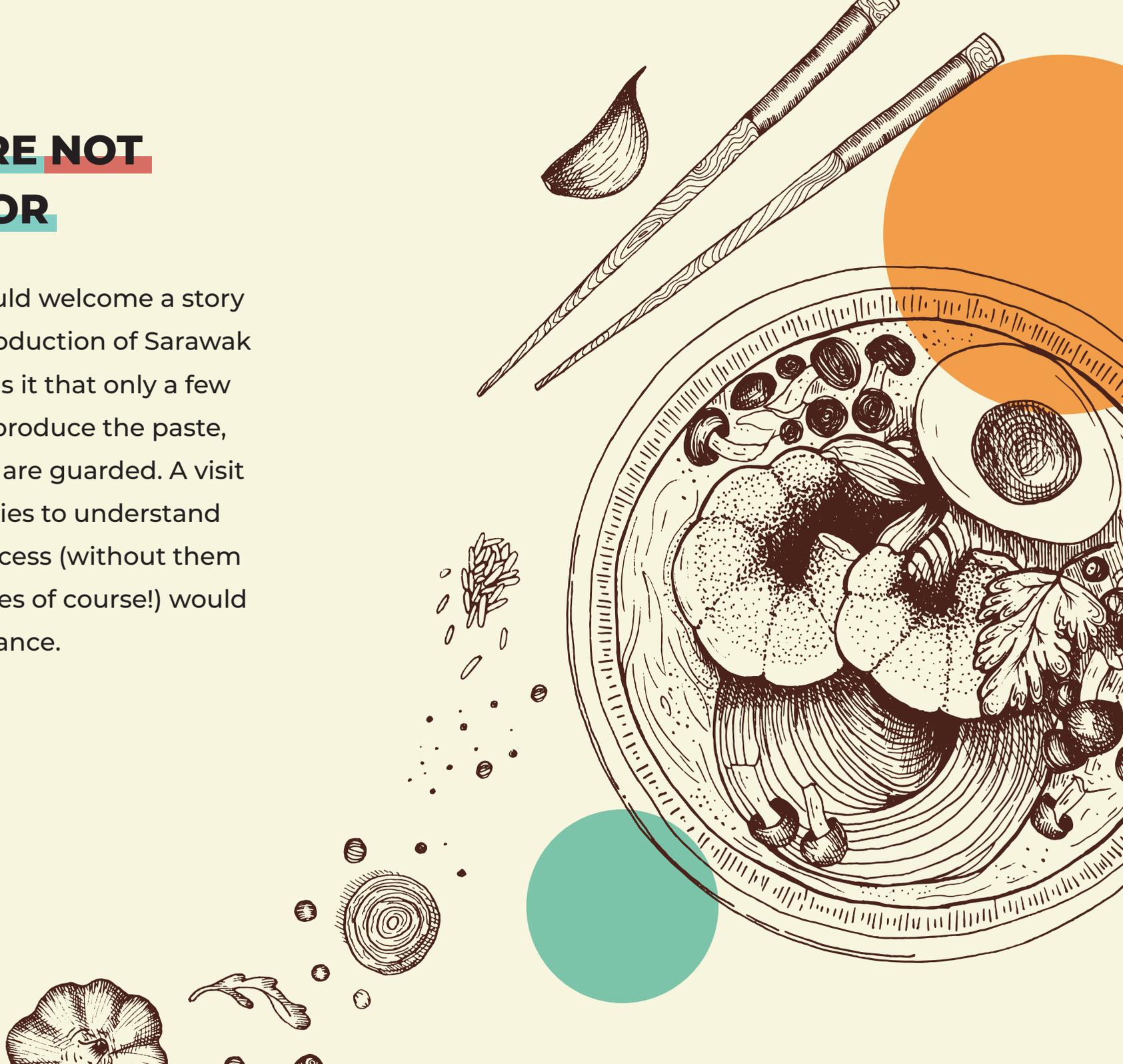
What we would also like to avoid is an over-romanticisation and tokenising of Malaysian foods. For example, please avoid terms such as 'exotic' and 'unique' when writing about foods of under-represented cuisines.

What we're also not looking for is vacation and food tour stories. If you have visited Kuching on a vacation, we wouldn't want a personal account of your holiday and the foods you ate. We would, however, consider, a story about your experience if you have spoken to home cooks there about a particular cuisine, dish or ingredient, or you have done some research during your trip about the production of an ingredient.



WHAT WE'RE NOT LOOKING FOR

For instance, we would welcome a story about the elusive production of Sarawak laksa paste. Word has it that only a few families in Sarawak produce the paste, and that the recipes are guarded. A visit to one of these families to understand their production process (without them divulging their recipes of course!) would be excellent, for instance.



WHAT TO DO BEFORE PITCHING



DO YOUR RESEARCH

You don't have to be a food expert or professional writer to publish a story on our site! What we do need, though, is a deep curiosity about food, and preferably about the specific cuisines in Malaysia. In line with our site vision, you should want to dig deep into whatever it is you're curious about.

IDENTIFY A GAP

It's helpful to think: 'Why is this story important and why does it need to be told?'

WRITE YOUR PITCH

Don't worry too much about pitch formats but your pitch should outline:

- An overview of your angle

- Why is this story/angle important?

- Who can you talk to for the story/other methods of research

Email your pitches to surekha@periuk.my

Due to a small editorial capacity at Periuk, we may take up to 14 working days to respond.