



JOIN US FOR A 'STREET FESTIVAL' AT THE HEART OF FTE ASIA EXPO... Be a part of: The Inaugural Onboard Street Food Challenge

Onboard Hospitality and **APOT** are joining forces to bring the destinations of Asia to life at the first ever Onboard Hospitality Forum - Asia. We're looking for airline/airline catering partners to help us showcase the very best of Asian food and culture and be a part of the most prestigious street food competition in Asia.

WHERE: Marina Bay Sands, Singapore

WHEN: November 13-14. Each day we will be inviting delegates at FTE Asia EXPO to join us for a buzzing Asian showcase celebrating the best of the region.

THE CHALLENGE: The inaugural **Onboard Street Food Challenge** calls on airlines and their caterers to use their chefs' creative skills and culinary imagination to reinvent the traditional street food of the region and show how colourful local dishes can be reinterpreted for the onboard service of the future. Simply pick an Asian destination and then bring its culinary colour and cultural style to the heart of the show. You will need to cater approx 50 hand held servings to share with delegates and will be in with the chance of winning a prestigious Street Food Master trophy.

OPPORTUNITY: Remember this is an airline show full of airline buyers and top managers so any product or concept that could actually work onboard is likely to get the best reception. The show is focused on future-scoping and looking ahead so this is your chance to show how your catering organisation can add to cutting edge thinking to the passenger experience.

WE'LL PROVIDE: The buzz and excitement of a street festival setting branded within the hall, and support you to decorate your space with regional flag and decor reflective of the destination you choose. You'll get extensive coverage in Onboard Hospitality magazine's show review - including a company profile, and you'll have the chance to showcase your business to the high calibre airline/airport delegates who attend FTE. Opportunities may also be available to showcase your culinary skills on the mainstage.

COMPETITION: To add to the fun of the event, visitors to the 'street festival' will, each lunch time (12-3pm) be invited to vote (anonymously) for their favourite destination 'stall' and recognition will be given to the dishes voted favourite by delegates. You can add to the Asian feel of the event by dressing your staff and stand to reflect the destination.

ENTRY PROCESS: To be a part of the street festival companies need to reserve a space in the EXPO hall - available from £3195. Please confirm which destination or destinations you would like to represent in the competition. As with most trade catering shows you will be required to agree to follow agreed hygiene/safety procedures when handling food (full details and potential set up costs below).

FACILITIES: There will be shared access to a sink and fridge space. The challenge is to create and present something engaging, inspirational and/or tasty while only having a limited access to cooking/hospitality facilities - just as airlines have limited access to cater onboard.



ADDITIONAL INFORMATION:

- Each participant will receive a table with white table cloth
- A shared stainless sink complete with water supply and waste discharge pump set will be available to all food preparation participants
- Fridges are available to rent at S\$200, (size is external 82x48x45cms / internal 73x40x36 cms) NB not suitable for meats as they run at 10-12 degrees celsius
- Induction cookers: Are allowed but would need to be brought in by participants (power supply costs approx S\$200)

Food preparation participants are required by the venue to:

- Complete an MBS Indemnity form
- Wear hair net, face mask and disposable gloves when preparing and handling food

DRAFT FESTIVAL SET UP



POTENTIAL EDITORIAL COVERAGE FOR PARTICIPANTS



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