



## MEDIA RELEASE

### **SATS GOES GOURMET WITH CELEBRITY CHEFS - FIRST AIRLINE CATERER WITH IN-HOUSE CULINARY CONSULTANTS**

- Five Celebrity Chefs, working alongside SATS' chefs, showcase more than 100 new, authentically Asian and international dishes for airlines at SATS' inaugural "Culinary Journey with Global Chefs" event
- From China, Indonesia, New Zealand, Singapore and South Korea, these award-winning chefs include culinary entrepreneurs, authors of bestselling cookbooks, and owners of renowned restaurants in-country and in-region
- The new Culinary Consultants bring a wider range of dishes and taste profiles to passengers travelling with airlines taking food from SATS' kitchens

**Singapore, 18 August 2016** – What do a Korean food entrepreneur, a master of traditional and modern Shanghainese cuisine, a Singapore culinary mentor, one of Indonesia's top ten chefs, as well as a baker and author of 12 bestselling cookbooks have in common? All are master chefs in their own right and each of them is a member of SATS' first Culinary Consultants.

SATS is the first airline caterer to house a team of international culinary consultants. Together with SATS' team of more than 52 chefs led by Director of Kitchens Rick Stephen, the Culinary Consultants have created a new selection of inflight dishes boasting delicious, authentic Asian and international flavours.

Today, they showcased more than 100 dishes at SATS' inaugural "Culinary Journey with Global Chefs" event. These new creations will supplement the library of more than 11,000 global recipes that SATS has already developed and delivered to its airline customers. This further enhances SATS' ability to offer them high quality, differentiated Asian selections – both traditional and contemporary. More than 100 airline customers attended the preview event.



The celebrity chefs are:

- Dean Brettschneider from New Zealand

With more than 25 years of experience working across Asia, Britain, Europe, New Zealand as well as the USA, Dean has vast experience in Asian taste profiles and is the founder of global bakery chain Baker & Cook and Plank Sourdough Pizza in Singapore. He is also an award-winning author of 12 bestselling baking books.

- Eric Teo from Singapore

With two decades of culinary experience and numerous accolades under his belt, Eric is one of Singapore's top celebrity chefs. A four-time winner of the World Gourmet Summit's Executive Chef of the Year award, Eric was the first Singaporean to be appointed President of the Singapore Chefs' Association which he held for eight years from 2005 to 2013. He is a well-known mentor and judge at several international culinary competitions.

- Gwak Man Keun from South Korea

As a food entrepreneur and the founder of Gwakfood FC with over 50 branches in Korea, Mun Keun is also the Vice Chairman of the Korean Food Association. He has won many Korean and international awards such as 2012 IKA Culinary Olympics in Germany, 2013 International Culinary Art Master in China, 2014 Villeroy & Boch Culinary World Cup and 2015 GOSU (Master) Certificate.

- Idham Mirwan from Indonesia

Idham has been appointed Ambassador for Indonesian cuisine and his 25 years' experience spans across Jakarta, Middle East and the USA. He is a culinary consultant for renowned restaurants such as Munik, Infinity Bar, Lounge Crown Plaza and Claw Daddy Restaurant and also frequently appears as a guest at international events showcasing Indonesian food.

- Qian Yi Bin from China

A master of traditional and modern Shanghainese cuisine, Yi Bin is the owner of restaurant and training kitchen WF Kitchen in Shanghai and has authored many acclaimed cookbooks featuring Chinese cuisine. He has also been a judge at the World Chefs Challenge and a coach for China's 2016 German Olympics Culinary Challenge culinary team.



“These Culinary Consultants allow SATS to bring to life authentic, flavourful meals to flights to and from the growing number of Asian destinations,” said Rick Stephen, Director of Kitchens, SATS. “Dining is about engaging one’s sense of sight and smell as well as taste. Whether on ground or in flight, every diner wants good flavour profiles, food that is pleasing to the eye, and cuisine that excites the nostrils with the fragrance and aromas.”

“Food preferences and tastes evolve constantly and SATS always sets out to bring our customers new flavours and textures whether contemporary dishes or traditional meals from bygone eras. Our Culinary Consultants have already brought great excitement to our kitchen and we are confident they will do the same with our airline customers – and in doing so, enhance the flight experience for their passengers.”

### **Delighting with Menu Innovations**

SATS works closely with airlines to customise recipes. In a recent collaboration with SilkAir, the team of culinary chefs from SATS worked for more than six months to fine-tune a Singapore “All-Time Favourites” menu that included Nasi Lemak, Roti Jala, Chicken Satay and Indian dishes, catering to the taste profiles of SilkAir’s Business Class passengers.

The quintessentially Singaporean dish, Chicken Satay, is individually hand grilled in the traditional way. Roti Jala, a Malay “crepe”, is handmade using an in-house batter recipe and served with curry chicken. The Chinese Carrot Cake was enhanced using XO chilli sauce specially created by SATS’ chefs to give the recipe a full-bodied flavour. All these efforts were taken to ensure that the food taste and quality stays consistent when they are served on-board the SilkAir flights.

Earlier this year, SATS also engaged Shanghai’s Qian Yi Bin and Jakarta’s Idham Mirwan to create seasonal festive menus for Chinese New Year and Hari Raya Aidilfitri on selected airlines like SilkAir and Jet Airways for a limited time. In March, SATS worked with Xiamen Airlines to introduce Xiamen cuisine onboard their flights departing Singapore. This allowed Xiamen Airlines’ passengers to enjoy home-cooked flavours on their flight back home.



“At SilkAir, we always explore new opportunities to improve our service offerings, including inflight meals, to ensure our customers have an enjoyable travel experience. With All-Time Favourites, for example, we wanted our customers to enjoy the best specially curated meals that reflect our Singaporean heritage and the 49 destinations that we fly to, and SATS was able to help us fulfil that,” said Goh Boon Hwee, Vice President, Operations, SilkAir.

“It was a fruitful collaboration where they listened closely to our feedback and helped us to deliver a new product offering that we are most excited about.”

### **Feeding the Growth in Asian Travel**

Air travel is expected to grow dramatically by an extra 1.8 billion passengers by 2034 in Asia with Chinese travellers leading the growth. SATS believes that working with these celebrity chefs will help it to remain Asia’s leading provider of Food Solutions and Gateway Services.

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### **About SATS Ltd.**

SATS is Asia’s leading provider of Gateway Services and Food Solutions.

Our comprehensive Gateway Services encompass airfreight handling, passenger services, ramp handling, baggage handling, aviation security services, aircraft interior and exterior cleaning as well as cruise centre management. Our Food Solutions include airline catering, institutional and remote catering, aviation laundry as well as food distribution and logistics.

SATS is present at 45 airports, 51 cities and 12 countries across Asia and the Middle East.

SATS has been listed on the Singapore Exchange since May 2000. For more information, please visit [www.sats.com.sg](http://www.sats.com.sg).



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