

FOOD

CATHAY PACIFIC
CATERING SERVICES

FOR THOUGHT



JUL

ISSUE 044 · 2021

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ON OUR NEWSLETTER.

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CEO MESSAGE *Ms. Liza Ng*

Over the past 14 months, the global aviation industry has been devastated by the COVID-19 pandemic. The demand for passenger air transport has plummeted to an all-time low, which inevitably has had a severe knock-on effect on ancillary services such as in-flight catering that we at Cathay Pacific Catering Services HK Ltd (CPCS) provide. The scale of the pandemic's impact on this vital industry is beyond anything we could have imagined.

Adversity brings opportunity, however, and we firmly believe that through hard work and perseverance we can begin to turn things around. The suspension of most international flight operations is likely to remain in place for a while, but that will not sway us from our commitment to providing exceptional catering services to our valued customers, our close partners and the Hong Kong community.

The pandemic has driven CPCS to seek out new business opportunities. Ever since it broke, our professional team of chefs at CPCS has been working with our technical support departments to look at how to expand and diversify our business into non-aviation catering sectors, with no limitations in terms of the recipes and menus they design. While aviation remains our key business segment, we have actively been expanding into non-aviation areas such as providing packaged food items and catering solutions to local businesses. Through this collective effort, our business continues to develop and evolve with an ever-expanding product choice being made available to a diverse customer base. A number of these new products are featured in this issue of *Food for Thought*.

Another important development came in May when CPCS was awarded a contract to provide meals at the Penny's Bay quarantine camp in Hong Kong. We are honoured to have the opportunity to provide quality, freshly made meals from our home kitchen at Hong Kong International Airport, giving our fellow Hong Kong citizens a comforting taste of home as they go through the rigours of isolation.

As the mass COVID-19 vaccination programme gathers momentum in Hong Kong, and in many other regions across the globe, we take comfort from the fact that more individuals are now protected against the virus. We have confidence that international travel restrictions and quarantine policies can gradually be relaxed, allowing people to once again experience the joy of flying to distant destinations.





New Business

HAS STAFF CANTEEN

The ongoing COVID-19 pandemic has posed an immense challenge to CPCS and the global aviation industry as a whole. In face of uncertain prospects, we continue to seize any opportunity to develop and diversify our business and implemented various cost-saving measures to maintain our daily operations.

As part of our efforts to expand our business, CPCS is delighted to announce that we have recently been awarded a 3-year contract for the provision of catering services at the HAS staff canteen in the airport restricted area. Starting from May this year, we have been providing HAS staff with our high-quality catering services 24 hours a day in a sustainable, ethical and responsible manner. Looking ahead, we will strive to leverage the latest technologies to deliver the best possible service to all our customers.

The progress CPCS has made in transforming our business would not have been possible without the support of our highly professional and dedicated employees. We are grateful for the support from our staff. We will navigate through this difficult time and towards a brighter future.





New Business

NUTRITION KITCHEN

CPCS is pleased to introduce Nutrition Kitchen (NK) as one of our new business partners in 2021. Nutrition Kitchen provides a variety of nutritionally-balanced meal plans for customers in Hong Kong, Singapore and the United Kingdom. The meal plans are custom-tailored to provide the correct balance of nutrition for the customer without compromises on quality or convenience. NK is also an environmentally-conscious company. For example, 100% biodegradable sugar cane fibre is used in lieu of plastic as material for their meal boxes.

CPCS's role in the partnership is twofold. Firstly, we work with the NK chef team to provide nutritious meals according to their precisely-formulated recipes. Secondly, we take an active part in NK's development of new menu items. We hold regular workshops with our partners to better understand what our customers need and exchange culinary experience. We also work together to improve our overall planning and development processes.

Thanks to the team's professionalism and support, we are excited to announce that we will further cooperate with NK to prepare a new line of vegetarian breakfast, lunch and dinner meals in July. The introduction of vegetarian menus will provide even more options for our customers to satisfy demand for this increasingly popular diet. We look forward to seeing our customers feasting on our new dishes!



Company News and Event

CPCS MOONCAKE 2021

In Chinese traditions, the Mid-Autumn Festival is a time for reunions. The mooncake is both a symbol and an indispensable part of these reunions as people share these pastries with family and friends beneath a bright moon.

This year, in addition to traditional-style mooncakes, Cathay Pacific Catering Services has prepared a new mini mooncake gift box set with three bold, sumptuous mooncake styles for our staff and customers. The new styles are: ginger, white lotus seed paste & egg yolk; bamboo charcoal mooncakes with purple taro paste; and pineapple paste & egg yolk. These delectable mooncakes are freshly made by our in-house chef team with the finest ingredients.

CPCS would also like to take this opportunity to wish everyone the best in this traditional Chinese festival. May we be always with our loved ones when the moon shines.



Pastry Chef Henry takes freshly baked mooncakes out of the oven





Customer Focus

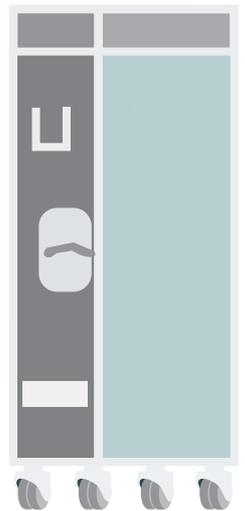
JAL COMMENDATION FOR RAMP INCIDENT FREE



Mr. Junji Fujita, Regional Manager of JAL (left) presents the commendation to Mr. Ronald Lau, Loading Services Manager of CPCS (right)

Safety is one of our top priorities here at CPCS. Thanks to the concerted efforts of our colleagues, CPCS has once again received the “Ramp Incident Free” commendation from Japan Airlines (JAL), making 2021 our 13th consecutive ramp-incident-free year with JAL.

CPCS is proud to receive the commendation from Mr. Junji Fujita, Regional Manager (Hong Kong, Macau & Southern China) at JAL airport office on 30th March 2021. We will keep up with our dedication to ramp safety and endeavour to maintain our excellent record.



Customer Focus

PARTNERS FOR EXCELLENT

2021 marks the 30th year of our partnership with Emirates (EK) and the 10th year of our partnership with MIAT Mongolian Airlines (OM). As a token of appreciation for their continuous support, we presented certificates of partnership to these valued customers. The anniversary is an opportunity for us to appreciate the achievements we have made by joining hands over these years. CPCS would also like to take this opportunity to thank all our partners for their continued support and wishes our relationships would be long and fruitful.

30th Anniversary with Emirates (EK)

In appreciation of Emirates' long patronage of CPCS, Mr. Tim So, our General Manager and Ms. Janet Kwan, our Head of Business Development – Airline Catering visited Mr. Harold Ho, Airport Services Manager of EK at the Hong Kong office on 22nd February 2021 to celebrate 30 years of partnership.

10th Anniversary with MIAT Mongolian Airlines (OM)

In appreciation of MIAT Mongolian Airlines' continuous support, CPCS invited Mr. Altandush Ulziibat, General Manager of OM to our premises on 8th June 2021 to celebrate 10 years of partnership.



Mr. Tim So, our General Manager (right) presents the certificate of partnership to Mr. Harold Ho, Airport Services Manager of EK (middle) together with Ms. Janet Kwan, our Head of Business Development – Airline Catering (left).



Mr. Tim So, our General Manager (right), presented the certificate of partnership to Mr. Altandush Ulziibat, General Manager of OM (left).



2019/2020 Mercury Awards

SUSTAINABLE DEVELOPMENT

CPCS is proud to announce that our Sustainable Development Corner is the Silver Winner in the 2019/2020 Mercury Awards under the “Campaigns – Corporate / Commercial: Green Focus Event” category. This award celebrates creative professionals whose exceptional intelligence, innovation, hard work, creativity and style have made a difference in the industry.

Working with grenPartners, CPCS established Sustainable Development Corners at Phases 1 and 2 of CPCS to present our continuous efforts in incorporating sustainability values into our core operations.



HKQAA Hong Kong Registration – Food Waste Recycling Companion

CPCS is honoured to receive companion commendation as part of the “HKQAA Hong Kong Registration – Food Waste Recycling” scheme in recognition of our participation in recycling food waste.

The scheme aims to move our city towards a circular economy, in which resources are used efficiently throughout their life cycles. By promoting good practices such as source separation of food waste, the amount of recycled waste can be increased and the amount that is disposed to landfills can be reduced in the long run.



Deli - Delight

COOKIEHOLIC

Cookieholic is one of CPCS' favourite new products! In March 2020, Deli Delight launched the first set of the Cookieholic series featuring 6 delicious styles: Almond Chocolate Chips, Double Chocolate Chips, Matcha White Chocolate, Oatmeal Raisin and White Chocolate Macadamia Nuts.

To create Cookieholic, our Pastry Chef transformed premium, carefully selected ingredients into unprecedentedly exquisite pieces of art, each with its own unique charisma. To name one example, premium Japanese Matcha is used to create a rich green tea flavour for the Matcha White Chocolate cookies, one of the most beloved by our customers. Our cookies are 100% handmade in our state-of-the-art pastry kitchen by a team of talented pastry chefs from recipes refined after rounds of taste-testing to create cookies with the perfect flavours and textures. They are also preservative-free and freshly baked every day to ensure you will always enjoy the best cookies from us!

Cookieholic was first soft launched in CPCS Hong Kong in March 2020. The response was overwhelming: most styles were sold out every day. Confident from this initial success, the cookies were subsequently launched on the Deli Delight eShop and at Deli Delight Coffee Kiosks at Cathay Pacific City and KA Dragon House. The cookies are all well-received wherever they went, so stay tuned for more cookie goodness from Deli Delight!



*Deli
Delight*®

FOOD FOR THOUGHT

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Deli - Delight

NEW DISHES FOR DELI-DELIGHT CAFE

Although many of us are grounded right now due to the pandemic, you can still treat your tongue to a trip at Deli-Delight Café.

Our team of professional chefs has assembled a new menu with exciting new cuisines from around the world. Ranging from executive Korean and Japanese bento boxes, Indian butter chicken to Thai-style minced chicken with rice, they are sure to bring you an authentic dining experience!

Of course, you can never go wrong with our burger and pasta set lunches or our best-sellers, in-house western soups! If you are looking for something lighter and healthier, try our superfood salad and green Monday selections! No matter your palate, there is always something for you at Deli-Delight Café.

Moving forward, Deli-Delight Café is on the hunt for the finest speciality coffees, teatime snacks and more to expand our menu. So keep an eye out for even more news from Deli-Delight Café! We are looking forward to serving you at our shop soon!

Deli-Delight
®

Deli - Delight

CUPFFEE – LET'S EAT OUR COFFEE CUPS!



A good day starts with a great cup of coffee, but what do we do with the cup after the coffee is finished? The Deli Delight team from Cathay Pacific Catering Services is happy to share a brand-new answer to that question. Enter Cupffee, an edible coffee cup made of natural grain products. It is 100% vegan and 100% biodegradable, in addition to being suitable for all kinds of hot and cold beverages. The technologies behind Cupffee can be applied to many other kinds of food as well: ice cream, salads, soups, anything you can imagine.

However, Cupffee is more than just a fun way to finish a coffee, it can also help save our planet by reducing the number of disposable cups and containers we use for food and drinks. We started promoting Cupffee in May 2021 by organizing a number of tastings and promotional programs in Cathay Pacific City and Cathay Dragon House. Employees of CPCS and Cathay Pacific who tried Cupffee were all excited about the new edible cup. Encouraged by the positive response, we will continue to promote Cupffee around the world. Perhaps one day, it will even replace disposable cups entirely.

Sister Kitchen - Taipei

COLLABORATION WITH CARREFOUR

Aviation catering is one of the industries most heavily impacted by the ongoing Covid-19 pandemic. As the pandemic is likely to go on for some time, CPCS TPE is reaching out to bring you an authentic in-flight dining experience. Even without getting on a plane, you can now enjoy first-class cuisine from the comfort of your own home.

Six dishes, such as onion cream soup, stewed beef noodles soup, and coconut green curry chicken with rice have been selected from China Airlines' first-class and airport VIP lounge menus. They are priced between NT\$119 and NT\$199 and are available in Carrefour supermarkets, convenience stores, and online platforms across Taiwan. Preparation is easy, simply microwave it, and it's ready!

As the largest airline catering provider in Taiwan and employer of about 900 workers, CPCS TPE has come up with this idea to keep employees at work. Although CPCS TPE is no stranger to producing frozen meals, collaboration with Carrefour has presented unique challenges, as the ingredients must also adhere to Carrefour's stringent EU-based standards. Therefore, CPCS TPE has adjusted the ingredients accordingly to ensure that customers will be enjoying healthy and tasty meals.



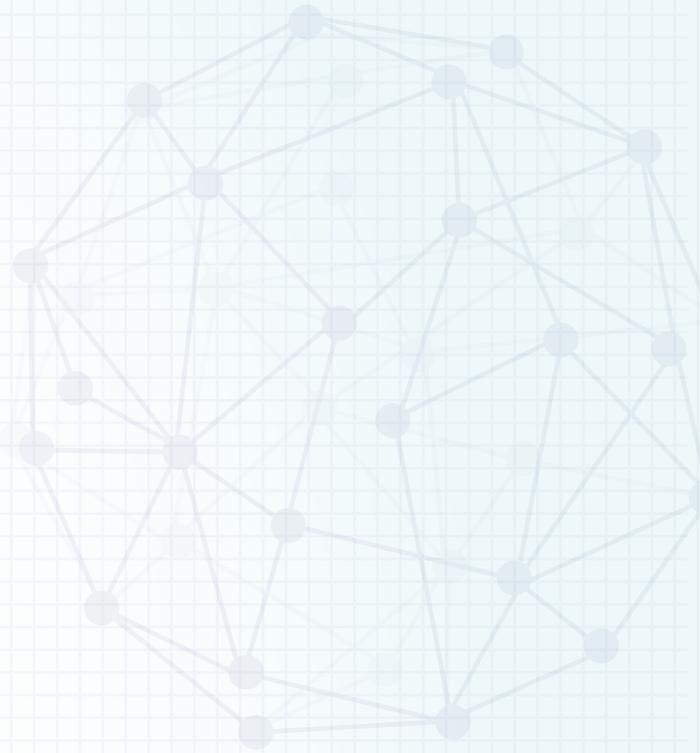
WATER DONATION TO TECH COMPANIES IN TAIWAN



Typhoons are a common occurrence in Taiwan, especially in summer and autumn. It rains so often that umbrellas are available at subway stations and businesses for anyone to borrow. However, something unusual happened last year: not a single typhoon struck Taiwan, and because of this, very little rain fell. This left Taiwan with the worst drought in 56 years, with many reservoirs at 20% capacity or less.

The newly built water tank in CPCS TPE has just passed a 4-month-long leakage test, leaving behind 2,500 tons of test water. In light of the water situation in Taiwan, CPCS TPE decided to donate the water and worked with the city government to put the water to good use. The Water Resources Office has matched CPCS TPE with several local tech companies, which will take the much-needed water from CPCS TPE to their facilities in Hsinchu.

The Water Resources Office has commended CPCS TPE for setting a good example of social responsibility and welcomes any corporation with extra water resources to pitch in during this difficult time.





Sister Kitchen - CLS

WESTJET'S AWARD Q1 2021

CLS Catering Services Ltd. Calgary (YYC) is honoured to receive WestJet's Award for outstanding performance in achieving all wide-body catering services uplifting targets for Q1 2021. Simon Soni, WestJet's Director of Catering Service, presented CLS with a Certificate of Recognition which is now proudly displayed in CLS' reception area.

Congratulations to our CLS team in Calgary, and thank you for your continued commitment to our customers during what has been an extremely difficult 15 months since the pandemic began in March 2020!



CLS YYC loading C-GMKS, a WestJet B787-9 Dreamliner



A selection of products from the Freshii branded program, produced by CLS Vancouver

FRESHII BRANDED PROGRAM

CLS Catering Services Ltd. Vancouver (YVR) continues to grow its convenience retail portfolio through the Freshii branded program, which recently expanded its operations to the Abbotsford General Hospital.

Established in 2005, Freshii is a Canadian fast casual restaurant serving burritos, wraps, soups, salads and frozen yogurt. It now runs hundreds of venues around the world. In 2020, Freshii began collaborating with the development team at CLS Vancouver and launched their branded program in British Columbia later that year, which quickly expanded to Alberta.



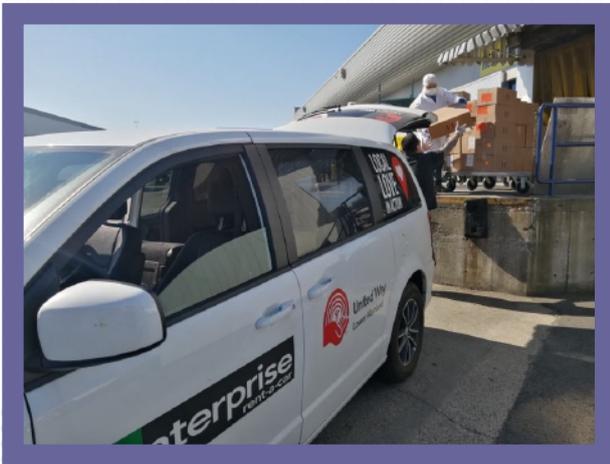
Sister Kitchen - CLS

SUPPORTING LOCAL CHARITIES

CLS Catering has donated in excess of 150 pallets of food and beverages to charities, food banks and missions across Canada, in support of local meal programs and shelters during what has been an extremely difficult time for many Canadians.



In these photos, our colleagues in Vancouver (YVR) can be seen donating products to the Greater Vancouver Food Bank. The Food Bank provides healthy food for around 8,500 individuals and families in need, in addition to more than 90 Community Agency Partners across Vancouver, Burnaby, New Westminister and the North Shore.



All photos were taken during the first and second donations to the Greater Vancouver Food Bank in the second half of 2020.