FOOD FOR THOUGHT

CATHAY PACIFIC
CATERING SERVICES

JAN

ISSUE 045 • 2022

CONTENTS

CLICK THE TOPIC TO GO TO THE PAGE DIRECTLY

3 CEO MESSAGE
COO MESSAGE

5 NEW BUSINESS
PROVISION OF MEALS FOR PENNY'S BAY QUARANTINE CENTRE
TASMANIA FRESH - SKYLINE CHEF X CPCS

7 CUSTOMER FOCUS
SQ FLIGHT RESUMPTION BETWEEN HKG AND SFO/SIN FROM 2/3 NOV 2021
RA FLIGHT RESUMPTION BETWEEN HKG TO KTM
JAL AIRPORT OF THE YEAR 2020

9 SUSTAINABLE DEVELOPMENT
SUSTAINABLE CIRCULAR CRAFT BEER - CPCS VHHX CRAFTE BEER - VIENNA LAGER
THINK GREEN – VHHX BEER LAUNCH EVENT
RETHINK HK 2021 - CPCS UP-CYCLES BREADS TO BEER

12 DELI-DELIGHT
COOKFESSIONAL
HALLOWEEN CUPCAKES
CHRISTMAS MINI MEAL CART

15 NEWS FROM SISTER KITCHENS
TPE - ADAPT AND EMBRACE DIGITAL TRANSFORMATION
CLS - NEW PARTNERSHIP WITH CORE-MARK
FIRST VIRTUAL MENU PRESENTATION

JAN ISSUE 045 · 2022

CATHAY PACIFIC CATERING SERVICES (H.K.) LTD
11 CATERING ROAD EAST
HONG KONG INTERNATIONAL AIRPORT
LANTAU, HONG KONG
TELEPHONE: (852) 2116 2288
FAX: (852) 2765 7355
WEBSITE: WWW.CPCS.COM.HK
SITA: HKGHMCX

WE WELCOME YOUR COMMENTS
ON OUR NEWSLETTER.
PLEASE CONTACT

MS. KEN MAN
TELEPHONE: (852) 2116 2277
FAX: (852) 2929 0674
EMAIL: KEN.MAN@CPCS.COM.HK

CEO MESSAGE *Ms. Liza Ng*

As COVID-19 continues to impact our community negatively in 2021, there is an increasing number of people who are at risk of food insecurity and in need of assistance due to the economic slowdown caused by the global pandemic. The current situation makes us reflect upon the importance of food waste management, as we adopt sustainable consumption and production patterns to conserve food and give back to the community.

As a responsible catering service provider, we have taken the initiative to identify effective mechanisms to reduce food waste and recycle unconsumed food to the needy through Feeding Hong Kong and Food Angel. To promote and solidify sustainable development at CPCS, we draw on our experience, knowledge, network, and technology to define forward-looking objectives and priorities that can be turned into achievable actions.

In October 2021, we reached a major sustainability milestone with CPCS's first ever craft beer VHHX Vienna Lager, a project launched in partnership with local brewer hEROES Beer Co. The visions of a sustainable circular economy have been turned into reality by throwing unconsumed soft rolls, originally fated to be recycled in food waste machines, into brew kettles to transmute bread into a refreshingly delightful drink.

At CPCS, our procurement team follows strict procurement protocols and procedures to source as many certified sustainable food items as possible for our specially designed menus and Deli-Delight. In mid-2021, we added Cupffee, the edible and biodegradable coffee cup, to our Deli-Delight catalogue and kiosks as an alternative to paper coffee cups and bowls for serving beverages and desserts.

Looking beyond 2021 into the new year, we will keep sustainable development at the forefront of everything we do. We will soon partner with Lumitics, a Singaporean innovation company to apply collaborative technology to enhance food waste handling efficiency through the use of the AI Food Waste Identification Machine. With their smart food waste AI Image Recognition Tracker, we will be able to accurately measure, automatically track, and better identify the types and quantity of all food waste being thrown away. Getting hold of accurate data and information is highly important for the study and refining of sustainable development plans and proposals that move with times.

Sustainability is an unwavering value critical to our daily operations. With the determination and optimism of our people, we will continue to embed the principle of sustainability into our daily decision-making processes and take sustainable development forward in 2022 and beyond.

COO MESSAGE

Mr. Jacob Hendrik Roest

Joining Cathay Pacific Catering Services (CPCS) in June 2021 was a proud occasion. It is an honour for me to lead and serve one of the world's largest catering operations. As we diversify our business, we are also preparing ourselves for the recovery of aviation. I am looking forward to helping the team make changes and continuously improve so we are in the best possible position to meet and exceed our customers' expectations.

Who are you?
I'm Jaap Roest. I was born in The Netherlands and have worked across Europe, New Zealand, South East Asia, Saudi Arabia and now Hong Kong. I have dedicated my life to the airline catering industry.

Why are you here?
I am looking forward to helping the CPCS team fulfil their aspirations and to provide excellent products and services to our customers.

What will CPCS do next?
CPCS continues to focus on several areas:
- Raise customer satisfaction
- Improve products and services continuously
- Proactively support our customers in their recovery of COVID-19
- Start various projects to improve IT systems and digitise our processes
- Focus on sustainability, reduction of waste and carbon emissions

As we look to the future, we will leverage 50 years of experience in food production and logistics to provide and expand our products and services outside of aviation while continuing to grow and improve our core business as well.

We are looking forward to embarking on this journey with you. Thank you for your support.

New Business

PROVISION OF MEALS FOR PENNY'S BAY QUARANTINE CENTRE

COVID-19 has jeopardised the global aviation business and presented a great challenge to CPCS. Nonetheless, it also provides CPCS an opportunity to serve the community by extending our heartily prepared meals for hundreds of confinees at Penny's Bay Quarantine Centre (PBQC) every day.

The Government announced that starting from October 4, 2021, the booking system of foreign domestic helpers for PBQC in Lantau Island would reopen. An additional 200 units at PBQC were to be provided starting from October 22, 2021. The centre receives a maximum of 50 foreign domestics helpers every day. According to the Government, there are currently 1,000 units for domestic helpers who have completed vaccination courses in Bangladesh, India, Indonesia, Malaysia, Nepal, Pakistan, the Philippines, Singapore, Thailand and the United Arab Emirates. In addition, there are other specific compulsory COVID-19 test groups entering PBQC. The demand for meals has been increasing.

CPCS has put great effort to overcome different challenges such as developing the operational model and menu design from scratch. Our chef team has developed four menus: Normal menu, Halal menu, Diabetic-friendly menu and Gluten-friendly menu to cater to the needs of most confinees. Apart from menu design, CPCS works closely with the Department of Health (DoH) and Civil Aid Service (CAS) to accommodate the meal orders under all circumstances, including bad weather conditions, and specific compulsory test groups entering PBQC in short notice. With the support of our professional and dedicated staff, we can handle 3,000 to 4,000 meals per day at ease.

With the unprecedented COVID-19 outbreak and the catering opportunities arising out of PBQC, CPCS has learned a valuable lesson on building a new operational model to serve the community and diversify our business. Although COVID-19 has brought us grave challenges, we will continue to do our best to rise above these difficult times.

A social media poster showing the CPCS mooncakes for people undergoing quarantine at Penny's Bay during Mid-Autumn Festival.

New Business

TASMANIA FRESH - SKYLINE CHEF x CPCS

Established in 2011, Tasmania Fresh endeavours to provide tasty, healthy and sustainable fresh foods to the target market. Succeeding a growing market recognition by delivering a wide selection of seafood, fruit, vegetables, and dairy products, Tasmania Fresh has recently introduced the Skyline Chef, a brand-new line of ready-made meals to the market.

CPCS and Tasmania Fresh Skyline Chef have co-developed delicious dishes by converting inflight culinary know-how into ready-to-eat packaged products to appeal to different customer segments.

The Skyline Chef features 7 different dishes – 4 from first-class and 3 from business-class – all of them are cooked and sealed by our CPCS chefs, and are now available in selected supermarkets under ParknShop. The first-class dishes are Sous Vide Pork Belly with Chopped Chili (慢煮剁椒五花腩), Braised Beef Rib fingers in Red Wine (紅酒燴牛肋條), Szechuan Spicy Chicken (四川麻辣雞球) and Braised Pork with Preserved Veg (客家鹹菜炆腩肉), whilst the business-class dishes are Taiwanese Braised Omnipork (台式素肉燥), Sous Vide Tandoori Chicken (慢煮印式雞胸) and Indian Okra Masala (印式香辣秋葵). All you need to do is reheat, and you could enjoy these international cuisines with friends and family in the comfort of your home.

In order to provide the best cuisines to customers, our CPCS chefs have carefully selected cuisines from all over the world, and developed their own methods of preparation through numerous experimentations. From raw material procurement to packaging, CPCS strictly monitors and maintains food safety and quality throughout the production process by implementing food safety management systems such as ISO 14001, ISO 9001, and HACCP.

Our chefs are dedicated to developing delicious dishes for the market. In addition to the current series, a total of 5 premium frozen Chinese soups will soon be available on shelves so you could enjoy a comprehensive dining experience at home!

Snapshots of the Skyline Chef booth in a selected ParknShop outlet.

Customer Focus

SQ FLIGHT RESUMPTION BETWEEN HKG AND SFO/SIN FROM 2/3 NOV 2021

Starting from November 2, 2021, Singapore Airlines has resumed three-times weekly flights from Hong Kong to San Francisco (SQ008) and Hong Kong to Singapore (SQ007).

CPCS is pleased to provide full catering support for passengers and crew, including delicious cookies to share the happiness of the first resumed flight on the day.

RA FLIGHT RESUMPTION BETWEEN HKG AND KTM

Nepal Airlines (RA) has resumed flights between Hong Kong and Kathmandu in view of the easing situation of COVID-19.

Since October 2021, Nepal Airlines' flight operations between HKG and KTM have resumed to once a week on Tuesdays using A320. The first resumed flight departed on October 5, 2021. We are very pleased to provide Nepal Airlines with in-flight catering services including hot meals for business class and economy class passengers, and crew.

Customer Focus

JAL AIRPORT OF THE YEAR 2020

JAL Hong Kong Branch was awarded the prestigious "Airport of the Year 2020" by JAL Head Office. An Appreciation Ceremony was held on October 25 to commemorate the event. JAL invited CPCS, HAS, HAECO and AFSC to join in the celebration held at the JAL Conference Room. CPCS brought along a custom made JAL logo cake to mark the celebration.

Mr Koji Hayamizu, Vice President and Regional Manager Hong Kong, Macau & Southern China, Japan Airlines Co. Ltd, expressed his heartfelt thanks to all the teams including CPCS for providing quality service to Japan Airlines in Hong Kong in achieving the outstanding result on Safety, On Time Performance, Value Score and Airport Revenue Growth in FY2020. More importantly, the Hong Kong Branch was awarded Airport of the Year 2020 among all the JAL airports. The achievement was brought by the continuous effort and outstanding cooperation of all staff in all partner organisations, earning the deepest appreciation from the management of Japan Airlines.

CPCS is truly honoured and proud to be part of this memorable event. Thank you to each and every member of CPCS for making this happen. Let's stay dedicated and keep up our good performance!

Sustainable Development

SUSTAINABLE CIRCULAR CRAFT BEER
CPCS VHHX CRAFT BEER - VIENNA LAGER

Since 1967, a time when the old Kai Tak Airport was still in use, Cathay Pacific Catering Services (CPCS) has been serving soft rolls to air travellers around the globe. Over the intervening years, sustainability has become our core business strategy, as we strive to improve our operational efficiency and reduce catering waste.

In October 2021, CPCS innovatively adopted the circular economy concept and started a collaboration with one of the largest and most renowned local breweries – hEROES – by turning our historical soft roll from inflight meals into sustainable craft beer. So here we proudly present – CPCS VHHX Craft Beer - Vienna Lager!

We collect all the surplus soft rolls and use them to brew our very first craft beer – VHHX. VHHX starts with a firm malt profile with toasted bread and biscuits followed by a delicate floral hop aroma. It drinks like liquid bread with a complex malt flavour profile of melanoidins.

What makes VHHX special is its name – it is the airport code for Kai Tak Airport. By naming CPCS's first-ever beer as VHHX, we honour the persistence of Hong Kong people and the prosperity of this amazing city.

Beer lovers, come now and join our VHHX journey!

The key visual for CPCS online promotions of CPCS VHHX Craft Beer - Vienna Lager

The product photo of CPCS VHHX Craft Beer - Vienna Lager

Sustainable Development

THINK GREEN – VHHX BEER LAUNCH EVENT

The VHHX Beer Project Launch Event, held in partnership with hEROES Beer Co (hEROES), was attended by 80 industry professionals including leading experts in beer-brewing, aviation, catering, and sustainable development. The launch event covered an exciting brewing journey from bread to beer, in addition to the expert sharing on circular economy. Attendees also participated in beer-tasting sessions while CPCS served inflight soft rolls at Mr. & Mrs. Fox restaurant.

The launch event featured a tasty Vienna Lager with hEROES introducing the Kai Tak airport design inspired by the Hong Kong spirit. From naming the beer and developing the VHHX brand story to packaging and flavours, there were un-beer-lievably tasty surprises to be discovered at the event. Outside the restaurant, the reception counter was busy greeting new guests coming in, while hEROES beer professionals presented their best beers to the VIPs.

The VHHX launch was not just about a powerful hoppy gathering.

We donated 250kg, nearly 4 tones, of surplus bread to hEROES, where they were shredded, dried and turned into delicious, malted barley, and eventually brewed into 12,000 cans of beer. This reduced the environmental footprint of the beer, bringing a new meaning to drinking.

During the launch event, participants made new connections and built strong relationships. Aviation industry representatives were able to connect in person with beer masters to share hEROES' best stories and CPCS' latest updates. The VHHX beer reception and launch party had a great turnout; everyone had an amazing time.

Thank you to everyone that made VHHX beer launch a great success, and we look forward to our next discussion on fostering sustainability in the near future.

A group photo of CPCS & hEROES representatives: (from left to right)

Alaric Hui
(Senior Sustainable Development Officer, CPCS)

Jason Lowe
(Co-Founder, hEROES)

Liza Ng
(CEO, CPCS)

Chris Wong
(Co-Founder, hEROES)

Henry Ho
(Sustainable Development Manager, CPCS)

Sustainable Development

RETHINK HK 2021 - CPCS UP-CYCLES BREADS TO BEER

ReThink was a two-day conference and business expo focusing on sustainable development that concluded successfully in October 2021 at the Hong Kong Convention Centre, Wan Chai.

The ReThink forum covered six themes by industry professionals on sustainable research, strategies, and resources, including circular economy, cities & mobility, decarbonisation, food and the natural world, people and purpose, and redefining value.

Focusing on the eco-system in Hong Kong, the cutting-edge conference brought together 2,243 attendees from 774 organisations, with 52% of participants being at Board Level or Sustainability Lead role.

Our Sustainable Development Manager, Henry Ho, was one of the panel speakers for the discussion on innovations and collaborations to fight food waste. The panel featured speakers devoted to solve the escalating wastage issues in Hong Kong using their practical experience and research analysis.

Practical insights and sharing on turning inflight soft rolls into bread beer were used as a case study from CPCS. The VHHX Vienna Lager Beer has been developed in partnership with the renowned local brewery, hEROES. Bread beer is a promising and innovative concept to mitigate potential food wastage. By creating drinkable bread as a unique and sustainable brand, it offers a promising solution that could benefit the ecosystem in Hong Kong in the long run.

Thank you ReThink for being a great event host, and your impressive work to deliver a sustainable impact on Hongkongers.

Henry Ho (middle left) is joining a panel discussion as a CPCS representative

Deli-Delight

COOKFESSIONAL

We all enjoy autumn for its beautiful fall foliage and lovely weather, but as temperatures drop, it is the right time to warm your soul and belly. What could be more comforting on a chilly autumn day than a hot bowl of home-made soup? Deli-Delight signature Cookfessional Chinese soups can quickly nourish and warm up the body.

There are 4 kinds of traditional Chinese soups in the Cookfessional collection, featuring high-quality ginseng slice, black garlic, motel and matsutake dried scallop, along with the classic base of pork, chicken and wolf berries. After 6 hours of long simmering by the chefs, you can easily enjoy the richly flavoured traditional soups that taste like home in just 4 minutes!

Considering people in Hong Kong are extremely busy at work, making soup every night may sound daunting, but nothing is as satisfying and warming as a bowl of hot soup that completes the meal. The Cookfessional collection is exactly the go-to soups that demonstrate how easy it is to enjoy a full meal anytime without spending hours in the kitchen! No matter how busy your schedule is, you will still be able to manage to be hearty. Deli-Delight Cookfessional collection nourishes you and your family; we hope you enjoy our soups as much as we enjoy cooking them.

Deli-Delight

HALLOWEEN CUPCAKES

When it comes to a Halloween party, festive and spooky cupcakes should always be on the menu. The tasty selection of Halloween cupcakes from Deli-Delight came in a variety of flavours including green tea, vanilla, chocolate, and raspberry. They were made with soft sponge and finished off with icing, chocolate, and buttercream. By adding festive toppers such as ghoulish eyeballs, chocolate mummy, giant spider, creepy-cute bat or Jack Skellington, Deli-Delight created these mini masterpieces to brighten your celebrations! With 8 kinds of cupcakes, there was always one to impress your taste buds.

Deli-Delight brought our customers something warm and entertaining, with cupcakes that were freshly baked every day during October. Our cupcakes were fun enough to delight any Halloween party guests, and they were definitely one of the best choices for any gathering, as cakes would sometimes appear to be too big for smaller parties, these fun little cupcakes were perfect to be shared among a group of friends. Even adults would crave for a taste of this terrifying treat!

Deli-Delight

CHRISTMAS MINI MEAL CART

When it comes to in-flight catering, a meal cart should never be a stranger to anyone. It symbolises how in-flight catering is served on airplanes and remains one of the most unforgettable icons of air travel. Inspired by the rich meaning of the meal cart, CPCS has launched its first craft beer with a limited edition of a meal cart set.

Following the success of the Mooncake Mini Meal Cart, the VHHX mini meal cart set has become the new favourite amongst avid aviation fans. The set comes with two cans of CPCS craft beer – VHHX and packs of peanuts. Not only does the set serve as an aviation collectible at home or in the office, it is also a light snack-kit for any gathering. Now rebranded in red, the new meal cart set helps bring out the festive atmosphere during Christmas and Chinese New Year!

Besides the meal cart set's value as a collectible, the concept behind the beer is what completes its story. CPCS took the first step to set itself as an example of how a production industry can be sustainable by turning surplus inflight bread rolls into beers. Not only can this minimise wastage but it also sets an example of how to creatively turn waste into something we can all enjoy!

With the success of VHHX and the mini meal cart, CPCS is now more determined than ever to bring more quality and sustainable products to all of you.

Sister Kitchen - Taipei

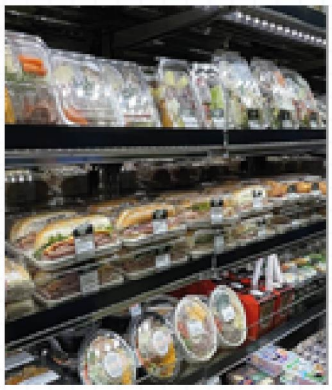
ADAPT AND EMBRACE DIGITAL TRANSFORMATION

While CPCS TPE is still suffering from the COVID-19 pandemic, we are creating a new way to promote and market our homemade products by going digital – which includes revamping our e-commerce platform comprehensively with the launch of more than 50 kinds of meals, snacks, pastries, and seasonal limited gourmets. The revamped platform officially went live on October 1, 2021.

This update included new features in both software and hardware. In terms of software, we have cooperated with Shopline, the leading brand of online shopping platform provider in the Asia Pacific market.

As for hardware, CPCS TPE has formed a research and development team within the production department to develop new products for the online platform. The platform is now taking orders for the limited edition New Year bundles, which contain various options of our famous New Year food items such as Homemade Fo Tiao Qiang, Fermented Black Garlic Chicken Soup, Assorted Stew Beef, and many more.

Through Shopline's automations, (ordering, payment, and shipping arrangements) it allows customers to save on time and hassle without missing any orders, while improving efficiency at our end. We hope the new online platform would create a new way for the aviation catering industry to get over this long winter.



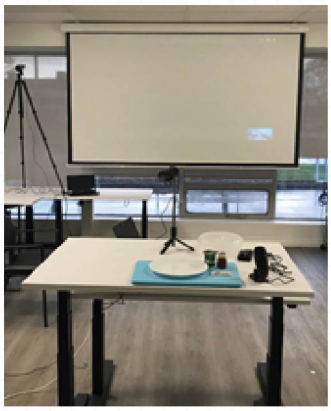
Sister Kitchen - CLS

NEW PARTNERSHIP WITH CORE-MARK

CLS Catering Services Ltd Vancouver (YVR) continues to further grow its convenience retail portfolio through the newly launched Fresh and Local branded program.

The Fresh and Local brand of products is owned by Core-Mark and is a variety of freshly prepared ready-to-eat sandwiches, wraps, salads, and meal boxes servicing the Convenience Retail and Gas industry with customers such as Circle K. We have been partnering with Core-Mark through the summer of 2021 to develop the program and delivered the first of these ready-to-eat products on September 19, 2021. With the success of the program, we are looking to expand into our Calgary (YYC) and Toronto (YYZ) locations and service Core-Mark nationally.

CLS Catering Services is very proud to be partnering with Core-Mark. From humble beginnings in 1888, Core-Mark has grown to be one of North America's largest marketers of fresh and broad-line supply solutions for the convenience retail industry.



FIRST VIRTUAL MENU PRESENTATION

CLS Catering Services Ltd Vancouver (YVR) coordinated our first and very successful virtual Menu Presentation with All Nippon Airways (ANA).

The virtual menu presentation took place on September 15, 2021. The CLS team set up and practised for several days in advance to ensure the best audio-visual presentation. By showing a virtual demo of the recipes, we completed all the necessary ingredients and learned that we needed to provide more flexibility in menu offerings and personalise the tasting experience for every client.

The YVR ANA local Station Manager joined us at CLS for tasting meals and giving direct feedback to the ANA Culinary Team at the headquarters. The drastic switch of the presentation model during the pandemic, going from physical meeting to virtual presentation, is now an active arm of our business. As the holiday season wound down, we are already planning on new packages and products for 2022. Over the past few months, we have made clients more receptive to new and different ideas.

All Nippon Airways was extremely pleased and gave CLS the highest of compliments regarding quality, innovation and execution of our virtual Menu Presentation.