

BAC Cuisine

ISSUE 1/2022



GOURMET PRIMO –
GROWING IN
EVERY DIRECTION



Earlier this year –
RUEN NOPPAGAO
OFFICIALLY
UNVEILED



GOURMET
HOUSE –
Introducing our new
CULINARY
DIRECTOR



A NEW FACE
in the BAC Group
Management Team



FROM THE MD

“ In every part of our group, I take pride in my colleagues’ energy and resilience. Thanks to their example, I never wholly lost the optimism that is now resurgent. ”

Dear Business Partners, Colleagues and Friends,

At last! After more than two unhappy years, tourism in Thailand is showing real signs of recovery. Foreign visitors are returning, thanks to the loosening of travel restrictions and other anti-Covid measures. At the same time, Thai people are rediscovering their country’s leisure and beauty spots. Optimism is stirring as a result, throughout our industry.

Of course, the aviation sector will need time to recapture its full glory. So, we in the BAC Group are seizing the opportunity to step up our program of diversification.

Among the top priorities is our operation at BAC-Chiang Mai. Here, we will no longer be dedicated solely to in-flight meals. Instead, we’re remodeling the unit as a multi-purpose operation. This means extending our activities from airline- and airport-related business to hospitality - not only in restaurants, but also hotels, both high-end and boutique. Beyond that, building on our recent initiatives elsewhere, we’ll be targeting hospitals, nursing homes and wellness centers.

What’s more, to help boost our value-added offer, we’re building new partnerships with organic fruit and vegetable farms. At the same time, we’re packaging a small selection of Lebanese and Indian food from the menu of our Al Saray Restaurants.

These moves are all part of our response to the growing influx of visitors to the north of Thailand from the Middle East and India, the world’s second most populous country. In my view, the Tourism Authority of Thailand could accelerate the trend by spotlighting the riches of northern provinces like Phitsanulok, Sukhothai and Chiang Rai, as well as Chiang Mai itself.

Meanwhile, we’re now directing half of our capacity at Chiang Mai to the production of frozen and chilled Halal meals. The revamped unit should be fully operational by October, and we’ll be opening Gourmet Primo shops there, too. Gourmet Primo and BAC-Chiang Mai will also be targeting the HoReCa market, which is currently under-exploited in the region.



At Suvarnabhumi, we remain 100% dedicated to airline business, though Phuket and Samui will follow Chiang Mai in taking more diverse initiatives.

As for in-flight catering at Don Mueang, we are carefully monitoring the health of low-cost carriers. Not to put too fine a point on it, several budget airlines went under during the pandemic. We’re watching for the expected appearance of new start-ups, and they’ll hopefully help to reanimate the market.

The beginning of this year brought good news, with a thaw in Thai-Saudi Arabian relations, after three decades in the deep freeze. As travel between the two countries flows more and more freely, we’ll undoubtedly see benefits.

Against this backdrop, the big question is when China will allow its people to enjoy foreign holidays again. By the time of the pandemic, Chinese visitors had become a major factor in Thailand’s tourism business. Their return will be more than welcome, needless to say.

In other areas of the BAC Group, Gourmet House Culinary Care has successfully pursued its focus on premium hospital catering services, while Gourmet House restaurants have expanded their customer base. Since the easing of lockdown, their imaginative menus and sheer quality of cuisine have attracted growing numbers of local customers.

In the year ahead, we can expect to enjoy only half the volume of business seen in 2019, according to the Thai government. And the conflict between Russia and Ukraine adds unpredictability to the near future, quite apart from its impact on the cost of raw materials.

Even so, I remain confident in the emerging markets of Asia, and in Thailand’s place in the region. For us and our partners, the best has been delayed, but it really is yet to come.

LINUS A.E. KNOBEL
MANAGING DIRECTOR

A NEW FACE in the BAC Group Management Team

We're thrilled to welcome Ms. Sineenart Suwanchai as Director of Supply Chain Management for the BAC Group.

Ms. Sineenart joins us with an impressive track record of almost thirty years' experience. Her executive and senior managerial positions have embraced sourcing, procurement, quality control, safety and more.

Her career has included some of the most renowned local and international companies in food production and eating out, as well as hotels and retail.

She's a hands-on team leader, and an expert negotiator with great communication skills. Ms. Sineenart takes pride in building partnerships – one of the many qualities that makes her a perfect fit for the group.

The appointment of such a powerful figure also reflects the high priority given by BAC Group to supply chain management. Like her new colleagues, Ms. Sineenart focuses on efficient fulfillment of demand, driving customer value, enhancing responsiveness, and building network resilience – all keys to success in the 21st Century.



“ I know my new job is a challenge. But with the BAC Group, it will be a challenge I'll really enjoy. ”

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SINEENART SUWANCHAI
DIRECTOR OF
SUPPLY CHAIN MANAGEMENT



MOHAMMAD FARRAN
GENERAL MANAGER

BAC is back in action - NEW PARTNERS, NEW PRODUCTS, and REVENUE GROWING

The Thai economy improved in almost all sectors during June, with tourism especially strong as travel restrictions were eased. Leisure markets grew significantly during the second quarter, with volumes trending upward at an increasing rate. By June, Bangkok Air Catering's capacity was approaching 50% of 2019 levels - and rising fast.

Even in the depths of lockdown, BAC managed to gain two great new partners. It was a source of much pride to us when, during the worst of the pandemic, **Etihad and Rossiya** joined our customer base.

New Kosher Box concept leads product innovations

As for products, by the end of this year we will have introduced a whole new packaging concept to make Kosher dishes more convenient for both customers and crew. Kosher options have been picking up markedly since November 2021, and are now available to nearly half of BAC customers. We expect a complete return to normal coverage within the next quarter.

Employee loyalty – the key to BAC initiatives

BAC has been able to pursue major initiatives during the past couple of years partly because we have kept our highly dedicated team intact. Many caterers laid off employees at the start of the pandemic, and some went so far as to put their operations in mothballs. Even now, a lot of businesses are still closed, waiting on further growth before re-hiring and re-training staff.

BAC took a dramatically different approach, investing time and resources in our resolve to build the finest team in the region. We were determined never to lose this advantage, knowing that - in the long term - holding our people together would be to our benefit. Our employees are at the core of our success.

The strategy has had two key outcomes. It has rewarded employee loyalty, while keeping Bangkok Air Catering strong for the resumption of operations. We see it as staying “match fit” to serve all our customers at the level of quality they expect. At no point have our resources come under stress.

Digitalization gives a sharper focus to Catering Management

BAC has taken further advantage of the pause in catering activity by accelerating our program of digitalization. Maintaining strict cost management has been a priority during the pandemic. At the same time, we have pushed ahead in all the different areas where we were already seeing the rewards of digital.

This not only brings sizeable efficiencies to airline catering; it also improves the experience of travelers. BAC is helping our airline customers provide more passenger-centric and individualized services.

Efficiency is enhanced, too, with **benefits flowing into all departments. That, it goes without saying, will ultimately transform profitability.**



BAC CUISINE



GOURMET HOUSE
Culinary Care



APICHAT BOONTRISUAN
OPERATIONS MANAGER

Gourmet House Culinary Care - EXPANSION, INNOVATION... AND FINE FOOD!

Food has a special place in the life of a hospital. A good meal does more than lighten the mood of a sick or recovering patient. With the appropriate nutritional value, it can help hasten a return to full health. This simple but striking fact informs the business model of Gourmet House Culinary Care.

We work with nursing staff, medical personnel and dieticians, providing our hospital clients with a bespoke catering service. The meals we deliver are created by combining nutritional know-how with culinary skills of the highest order.

We believe they add value to the experience of a stay in hospital. What's more, as so-called "medical tourism" resumes its pre-pandemic dynamism, this looks set to prove a key competitive advantage. And whether they're local or from overseas, patients in five-star hospitals demand the best in every aspect of their stay.

Passionate about widening the availability of fine cuisine, we have devised two service tiers, tailored to fit the budgets and other requirements of our partner hospitals. In both tiers, patients get appetizing and nutritionally balanced meals of exceptional quality.



Having refined our menus and procedures, Gourmet House Culinary Care is now set to expand. This year, we'll be taking our service into more hospitals within the **BDMS** group.

Most exciting of all, we have been entrusted by the group's medical team with developing fresh products for **IMM**, their innovative therapeutic foods brand. **IMM by BDMS** offers special menus, expressly designed for patients with specific issues.

Our collaboration with **IMM by BDMS** is set to launch in September, when we'll be marketing meals for patients with such serious conditions as diabetes, kidney disease, tumors, and cardiovascular disease, as well as those undergoing post-operative care.

Each package is targeted to help with the patient's health, while providing a positive food experience. In short, the project builds on the expertise we have demonstrated on hospital wards - and takes it into a whole new realm.

Gourmet Primo – GROWING IN EVERY DIRECTION



Airport Lounge Services – a major airline joins our client portfolio

As travel restrictions were eased earlier this year, Gourmet Primo welcomed **Air France** as a customer of our Airport VIP Lounge Services division. We were proud to accompany this renowned carrier in the fast lane to business recovery. In the months ahead, we aim to initiate more such partnerships.



Catering Services – bumper times ahead

This year, we're promoting aggressively to expand our client base. The relaxation of Covid measures in the past few months has brought a lot of movement in the sector, and the latest easing of restrictions augurs well for Gourmet Primo. Among organizations and individuals across Bangkok, our track record in catering services has given us a unique name for creativity in food and hospitality. With a trained and highly experienced team, we're relied on for the combination of fresh food and customer service that matches our clients' needs perfectly.



The HoReCa sector – growing fast

Here, the priority is always cost efficiency. We deliver the highest quality at the lowest cost. So our clients save on overheads, labor and capital investment - without sacrificing a moment's peace of mind! Gourmet Primo delivers customized food solutions to restaurant and café chains, hotels, supermarkets, international schools and entertainment complexes, as well as hospitals and employee canteens.

Gourmet Primo in Retail – 25 outlets and much, much more

Retail is the newest part of the Gourmet Primo operation, but it's hardly the baby – more a healthy adolescent! We now have 25 outlets in Bangkok and Pattaya. Our partnership with Foodland has flourished, and there are Gourmet Primo shops in every one of the supermarket's branches.

During the last few months, we have expanded under the name **Primo Café**, serving beverages at selected Foodland branches. Very soon, we will be selling frozen puffs and pastries in the supermarkets, too.



Perhaps unsurprisingly, consumer attitudes shifted radically during the pandemic, with a marked trend toward health-conscious food options. The desire to stay well has spurred the demand for products that boost the immune system and improve overall condition. As a result, the impact on the market of our **eatfit** products has spread appreciably.

Meanwhile, the grab'n'go concept of **Skydeli** has found favor with commuters who want a quick but truly satisfying meal on the move. Demand is rising, too, for Skydeli's meal boxes, not least at corporate functions and special events.

It's just part of a pattern of growth for Gourmet Primo that we are determined to sustain in every direction.



KRIANGSAK TANGVICHITSAGUL
GENERAL MANAGER



GROWTH FOLLOWS RECOVERY

for Gourmet House Restaurants

We worked hard during the pandemic to turn restrictions on day-to-day life into an opportunity. In particular, we boosted our place in the domestic market by developing new products and a range of home delivery options. Now, as normality returns, our business has emerged stronger than ever. We are moving into fresh realms of growth.

As dining out resumes its time-honored place in Bangkok lifestyles, our impeccable standards of cuisine and service have renewed appeal for local customers. At the same time, the return of tourists in large numbers presents us with more and more opportunities that we're ready to grab with both hands.

The sheer authenticity of the Lebanese and Indian dishes at our two Al Saray restaurants delights visitors and residents alike. Similarly, at Ruen Noppagao, guests from home and abroad enjoy discovering the pure, original glories of Thai cuisine that have brought it worldwide popularity. Meanwhile, Brasserie 9 has reopened with a high-style, three-in-one concept, perfect for every occasion - from VIP formal to very laid back.

Together, these Gourmet House Restaurants offer dining choices among the most elegant and enjoyable in the region.



ruen noppagao
AUTHENTIC THAI CUISINE



Introducing our new CULINARY DIRECTOR

With his title of **Maître Cuisinier de France (MCF, or Master Chef of France)**, Chef Raphael Kinimo is passionate about crafting delicious and authentic French food. Each dish has, not only its own taste, but its own story, making for a memorable eating experience.

“ For us,” says Raphael, “offering perfect authenticity to our Guests is our mission – and our pleasure.”

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RAPHAEL KINIMO
CULINARY DIRECTOR
GOURMET HOUSE RESTAURANTS

Raphael Kinimo

SERVICE QUALITY and CUSTOMER SATISFACTION are key to success

Every member of our team understands that excellent customer service is essential in a successful restaurant. The quality of service colors the entire customer experience. At Gourmet House, we believe that effective engagement with our guests is also vital. So, we're constantly looking to find ways of enhancing the visit of each and every diner. We're proud of our cuisine and the standard of the drinks we serve. At the same time, we try to learn everything we can from customer feedback. That's how we aim to build customer confidence and boost our competitive advantage.

At Gourmet House, customer feedback is our constant guide.



Brasserie 9 now offers a **TRIPLE DINING EXPERIENCE**



BRASSERIE 9 CASUAL DINING

Brasserie-style dishes
in a brasserie-style setting



LE 9 FINE DINING

The best of French cuisine
with luxurious service



THE BRASS COCKTAILS & MORE

A bite, a beverage and more at the fun place
with music and a generous Happy Hour





ruen noppagao
AUTHENTIC THAI CUISINE

Earlier this year – RUEN NOPPAGAO OFFICIALLY UNVEILED

The all-new Ruen Noppagao had its Official Grand Opening on 23rd March 2022. In purpose-built premises on Sathorn Soi 6, Ruen Noppagao restores the original, classic recipes to Thai cuisine, using only locally-grown ingredients and authentic methods of preparation.

RUEN NOPPAGAO
“In the best sense of the words,
we’re going back to the
traditional roots of Thai cuisine.”

