

BAC Cuisine

ISSUE 1/2023

*“Becoming
The Global Excellence Catering
Provider”*



BAC GROUP



MD's MID-YEAR MESSAGE

Dear Business Partners, Colleagues and Friends

Looking back on the pandemic and its aftermath, I am immensely proud of the resilience shown by our people. True, the operating environment remains challenging, and parts of our business have yet to be wholly turned around. So we are now focused on completing our organizational restructure, as well as the overhaul of all our processes. In this, I am constantly lifted by the commitment and energy of colleagues, as I have been throughout the past three and a half years.

Tourism is now recovering by leaps and bounds, with Thailand among the best-performing destinations. More and more airlines are reporting a doubling of revenues or thereabouts, partly thanks to higher airfares. Sometimes, it seems difficult to persuade them to share more of their revitalized income with their caterers. Yet I'm sure they recognize that ours is a cost-intensive business, not least because of the labor required and the rapid through-put of raw materials.

We at Bangkok Air Catering refuse to be cautious, meanwhile, wherever we identify a clear opportunity. Nothing exemplifies this better than our unit in Chiang Mai, where we are the only fully-fledged airline caterer active – and expanding. Thailand's second largest city remains a popular destination among visitors from China, Taiwan, Korea, Japan, Vietnam and other destinations from southeast Asia. We are currently targeting international airlines in those regions.

As our operation at Chiang Mai flourishes, the wellbeing of our people and unbeatable service for our business partners remain priorities. These have never changed, during all the turmoil and uncertainty since pandemic. Co-operation, leadership, and delivering what we promise are key to the BAC group's working style.

I can't pretend that we have managed to avoid manpower issues altogether. The process of recruitment has become almost constant and, at times, hectic. To ensure the maximum preservation of our ethos, we have brought back into the workforce a number of retired employees. These valued and experienced colleagues are helping to train our new recruits. We view employment with BAC group as a lifelong learning journey, and will always provide the coaching to match.

**It delights me that, today,
people in our workforce are drawn from
no fewer than eight different nationalities.
Five are represented by our Chefs –
from France, Lebanon, India,
Turkey and, of course, Thailand.
They bring first-hand expertise
to our BAC Group, where authenticity
distinguishes every dish we offer.**

As an international team whose daily business is drawing on the world's finest cuisines, we strive to represent the world at its best. With your continued support, we'll never lose sight of that ambition – and success will be our reward.

My best wishes, as always, to you and your families,

Linus A.E. Knobel
Managing Director

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From Farm to Flight

At **Bangkok Air Catering**, we hold three principles. First, quality in every single ingredient is essential to memorable dining. Second, the only sure way to sustain quality is through best practice in cultivation. Third – and absolutely key for us – is our pledge to preserve the heritage of Thai cuisine. We are determined to share its abundance in each and every grain of rice we serve. And so, when we are sourcing the rice for our Thai dishes, we inevitably look to the lush green fields of Sukhothai.

Bangkok Air Catering



Mr Mohammad Farran
General Manager

Among the communities in the historic region of Sukhothai, rice growing is a way of life. Generation after generation have felt a bond with the land. They have never forgotten the need for sustainability, which today's world is slowly rediscovering. As season follows season, the farmers of Sukhothai apply their inheritance of knowledge and, without fail, achieve exceptional harvests. Guided by ancestral wisdom and reverence for nature, they deliver output of unrivalled quality.

With immense pride, we bring Sukhothai rice from the region's farms to our inflight catering, confident that its authenticity will satisfy passengers – and please them, too.



Our Chefs

and their Cultures

BAC offers a huge range of delicious menus, thanks not only to the excellence of the ingredients, but also to the diverse backgrounds of our personnel. Each individual Chef has a wealth of expertise in their own culinary traditions, which give them strength, pride and creative flair. Thus inspired, they bring a unique touch to every dish they devise.

As a team, meanwhile, our Chefs share a powerful aim: to ensure that, while travelers cross the skies, they enjoy a five-star journey in taste. Magically, they blend the aromatic spices of Arabic, Indian or Thai cuisine, or the delectable flavors of Mediterranean and other Western styles, smoothing the way to each passenger's destination with an unmatched dining experience.



From Germany, our
**Production Manager
Michael Scherer**

brings a highly imaginative approach to the classic dishes of Western cuisine.



**Executive Chef
Jaroonya Naphol**

has an encyclopedic knowledge of the recipes of his native Thailand, as well as its neighbors in South East Asia.

Hailing from India,
Arjun Singh Gaharwar

boasts a virtuoso talent in both Arabic cooking and the legendary specialties of his homeland.



Our Head Chef is
Omer Ozdemir

from Turkey, a maestro in the realm of Mediterranean cuisine.

Food Safety *and* Quality Control

The pandemic triggered a total reassessment of health and safety measures across the airline industry, not least in catering. Post-COVID, airline caterers continue to prioritize hygiene at every stage of our procedures. The signs are that this is inspiring confidence in passengers, helping ensure they feel relaxed and secure on board once again.

We at BAC adhere strictly to the internationally recognized Hazard Analysis and Critical Control Points system. All our employees are trained in **HACCP** principles. We also maintain strong relationships with trusted suppliers who follow stringent guidelines. Frequent audits verify their compliance with our standards, just as checks by trained QC personnel are conducted throughout our own production processes.

Currently, we are applying for **ISO 22000** certification, which focuses on food safety management. In addition, we are committed to pursuing **ISO 45000** Series certification, which addresses health and safety protocols in particular.

By means of these proactive initiatives, and by adhering to internationally recognized frameworks, we at BAC affirm our pledge to sustain the highest standards of health and safety throughout our operations. Thus, we offer our business partners the assurance that every product is created in accordance with best practice and the most rigorous guidelines.



Bangkok Air Catering Destinations



Whatever the itinerary, the mission of our dedicated Chefs is to delight passengers' taste buds at 30,000 feet. We source only the finest ingredients, locally and globally, and all BAC meals are meticulously crafted. Our team of ultra-skilled personnel ensure that every bite brings perfect contentment – every time.

All-new KOSHER MEAL *Box*

We are delighted to unveil our latest product, the All-New Kosher Meal Box. Building on over 15 years of experience in Kosher food, we are creating meal experiences for a wider-than-ever range of tastes, with Asian, Mediterranean and Western recipes.

A unique combination of three plus points make this product irresistible.



Crew and Passenger Friendly

Created exclusively for air travel, the new boxes are designed so that cabin crew can present them to travelers for inspection before reheating – thus maximizing customer confidence.

Competitive Pricing

Competitive pricing ensures that these Kosher Meal Boxes are both high in quality and super cost-effective. Our business partners can enhance their offer to passengers without compromising on value.

Customer Satisfaction

At the core of our operation is a focus on customer satisfaction. In the case of the Kosher Meal Boxes, the imaginative range of menu options ensures an unprecedented dining experience for travelers.

Contact us now to discover how we can cater to your Kosher meal needs. With the combination of competitive pricing, convenience and customer satisfaction, we may even exceed your expectations!

Dedicated team available to answer queries and provide further information

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NEW LEADER

with an eye for

Innovation

Gourmet House greets **MR APINOP LERTPLAKORN** as he joins our restaurants and hospital culinary services

Just appointed General Manager of **GOURMET HOUSE**, **MR APINOP** is a self-styled “can-do” specialist, equally committed to hitting company targets and exceeding customer expectations.

The early stages of his fifteen-year career included restaurant management in Switzerland, arguably the epicenter of European hospitality. In fact, Mr Apinop has worked or studied on no fewer than three continents. So he’s a great fit for **GOURMET HOUSE RESTAURANTS**, proud specialists in international cuisines!

For leading hotel chains in Thailand, Mr Apinop has played key roles in opening no fewer than six prestigious restaurants. What’s more, his recent experience includes designing kitchens, menus and systems for hospitals, making him especially well-suited to take charge of **GOURMET HOUSE CULINARY CARE**.

“
I enjoy driving innovation, and it’s great to find Gourmet House shares my enthusiasm.
”

We’re confident that his insights and experience match GHCC’s commitment to scrupulous care throughout our processes. We have always met our client hospitals’ precise requirements, at the same time inspiring the confidence of patients’ visitors.

Mr Apinop Lertplakorn joins Gourmet House as it sharpens its post-pandemic profile and starts to expand its activities. “Now more than ever, hospitality businesses need to think in fresh directions,” he says. “I enjoy driving innovation, and it’s great to find Gourmet House shares my enthusiasm.”



**GOURMET HOUSE
CULINARY CARE**



**GOURMET HOUSE
RESTAURANT**

AL SARAY



GOURMET HOUSE RESTAURANTS

in demand for

Events



BRASSERIE 9



RUEN NOPPAGAO

As Bangkokians increasingly opt to combine business functions or family celebrations with quality dining, **GOURMET HOUSE RESTAURANTS** are enjoying a sizeable expansion in twin directions.

BRASSERIE 9 AUTHENTIC FRENCH CUISINE, RUEN NOPPAGAO AUTHENTIC THAICUISINE, and AL SARAY AUTHENTIC LEBANESE AND INDIAN CUISINE have proved highly popular for both corporate entertaining and social occasions.

Guests appreciate the cool, handsome spaces of **RUEN NOPPAGAO**, where the decor in the purpose-built venue is as truly Thai as the food. The winning atmosphere of the **AL SARAY RESTAURANTS** has similar appeal, in tandem with the scrupulously authentic menus.

Meanwhile, the flexible and well-facilitated function rooms of **BRASSERIE 9 AUTHENTIC FRENCH CUISINE** continue to attract a constant stream of guests, for everything from meetings-with-buffet to multi-course formal dinners.

We're also more and more frequently asked to provide catering on guests' own premises. That's partly, we believe, because of the stylish expertise of our personnel.

So Gourmet House Restaurants now offer complete packages – food, drinks, service and, whenever needed, tableware and decorations.

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Much-Traveled Chef *brings new ideas to* **BRASSERIE 9** Authentic French Cuisine



French-born **HERVÉ FRERARD** arrived at **BRASSERIE 9** as Chef de Cuisine early this year. Previously, he had won acclaim throughout Europe and Asia, from high end wine bars, private clubs and major hotels to legendary Michelin restaurants.

In his native country, he cooked at state banquets for Queen Elizabeth II and President François Mitterand. As a culinary entrepreneur, he lured famous chefs for residencies in iconic global locations as part of the Chefs Club concept that he helped devise.

Married to a Thai, Chef Hervé has been based here for 20 years. Bangkok has seen him at the helm of L'ascott, Le Beaulieu Athenee on Sukhumvit, the Heritage Club, the Talisman Restaurant and the Montien Hotel Surawong.

Among the many garlands he has earned, Chef Hervé most values his appointment by H M Queen Sirikit as Honorary Adviser to the Royal Project Foundation. When not in the kitchen, he enjoys visiting farms in the region of the Project, seeking out new sources of produce.

Check out the creative gifts of this much-traveled chef in his new menu, including three great signature dishes that are already thrilling diners at Brasserie 9.



Hervé Frerard Chef de Cuisine



Check out these
THREE SIGNATURE DISHES,
devised for BRASSERIE 9 by its new Chef de Cuisine,
HERVÉ FRERARD



**ENDIVE SALAD
 WITH POTATO,**
*Smoked Haddock
 and Horseradish Cream*



**WOOD FIRE TASMANIAN
 LAMB RACK,**
Grilled & Smoked with Herbs



**VANILLA MADAGASCAR
 MILLEFEUILLE**

GOURMET PRIMO'S

Set on **Growth**

Shunning the caution seen elsewhere in the post-pandemic era, **Gourmet Primo** has set its sights on growth – and reaped enviable rewards.

GOURMET PRIMO

Retail

Building a Partnership and Knowing our Customers

Reflecting a consistent pattern of success, **Gourmet Primo Retail has enjoyed a 25% increase in business this year.** Key to that achievement is the flourishing partnership with Foodland, according to Gourmet Primo's recently appointed **General Manager, Ms Saengthien Ningsananda.**

Four new Gourmet Primo Shops will start up soon in branches of the popular supermarket chain, bringing the total to twenty-four. Among the latest locations is an outlet opening in July at Park Silom. Expectations are high for this premium, mixed-use complex in the heart of Bangkok's downtown.



"A major role in our success is played by our strategy of segmenting products by customer demographics," explains Ms Saengthien, one of the BAC Group's longest-serving executives.

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We have such a wealth of Products, from artisan bread and rolls to pastries, cakes, pies and a lot more besides. knowing our customers' tastes is key to devising our sales style and so achieving our business goals.

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SALES DOUBLE on a **Healthy Diet**

An outstanding example of the strategy in action is the wellness food brand, **Eatfit**, whose sales have doubled following the launch of new menu ideas. Customers with a strong commitment to monitoring their weight and eating healthily are attracted, not only to **Eatfit**'s fare, but also to its money-saving packages for sustained purchases.

Making inroads with Halal

Meanwhile, in the areas of **HoReCa** and **OEM**, **Gourmet Primo**'s partnership with its BAC Group sister company, **Al Saray**, is supplying Halal foods to an expanding group of sectors, including restaurants, hotels and hospitals. This venture has the distinct advantage of its own, dedicated food production unit, with full Halal certification.

Gourmet Primo's sales in the ready-to-eat sector are booming, too. Here, its products are finding favor in a major retail chain on BTS stations, and in the expanding area of plant-based foods.



From Cocktails to Conferences, GOURMET PRIMO Catering is in Demand

As for **Gourmet Primo Catering**, demand is high across the full spectrum of its services. These extend from the supply of snack and light meal boxes for business and social events, through to the provision of drinks, food and personnel for cocktail receptions, embassy functions and conferences. Menu selections are being overhauled, as are value-adding extras such as table dressings and other decorative features. Interestingly, Gourmet Primo Shops have proved a useful channel for the promotion of catering.





On the ground or **In-Flight**, GOURMET PRIMO meets air travel needs

New clients continue to commission **Gourmet Primo's Airport & VIP Lounge** service, which provides premium catering on the ground to match travelers' in-flight experience with **Air France, Emirates, Oman Air and Bangkok Airways**.

Completing the picture of growth, more and more charter flight operators – alongside lower-cost carriers such as Nok Air – are turning to Gourmet Primo's meal-in-a-box service for airlines.



"We have always said that cost efficiency, consistency, service and quality are the principal reasons to choose Gourmet Primo", says Ms Saengthien.

**"
I'm determined to
keep it that way,
and to keep
our business growing.
"**