

Malaysia Airports unveils annual KULinary dining discovery campaign

By **Hibah Noor** on November, 14 2017 | Airlines & Airports



KLIA's Japanese restaurant Fukuya offers this Special Maki Roll

Malaysia Airports has launched its signature KULinary dining discovery campaign at Kuala Lumpur International Airport (KLIA) and klia2.

Following the success of last year's event, KULinary is offering a wider range of food from 25 participating restaurants.

This year, Malaysia Airports has also brought in more food category options ranging from affordable to premium, in line with Malaysia Airports' vision - a good total airport experience.

Review, inspection and judging of the dining experience was done together with FriedChillies Media

(FriedChillies.com), the popular website with 19 years of experience in food review.

The term 'discoveries' was chosen by FriedChillies to highlight that there are many hidden gems at the terminal for visitors to uncover, the airport authority said.



A refreshing dish from Grandmama's restaurant at KLIA

FriedChillies mystery-shopped anonymously to evaluate not only the dishes served but also the total dining experience, including the ambience and service in each restaurant.

Nazli Aziz, Senior General Manager for Commercial Services, Malaysia Airports, said: "Food plays an important role in connecting and educating guests about the cultural richness of each community. Through this campaign, we saw a great opportunity to connect with guests who may not be able to taste the diverse flavors intrinsic to both the local and international community.

"KULinary has raised the Airport Service Quality (ASQ) of Malaysia Airports as it shows the commitment of our retailers and outlets not only to provide top notch facilities but also the guests' overall experience."

In 2016, the campaign boosted traffic and sales performance at KLIA by 46.5% and klia2 by 53.5%.

Aziz continued: "It's really exciting to see the friendly rivalry among the participating restaurants and their talented chefs, supporting Malaysia Airports to collectively bring dining experience at the airports to another new level altogether."

Malaysia Airports is also capitalizing on the campaign to showcase more than 1,000 F&B options, spanning everyday value with meals below RM10, RM20 and RM30 (US\$2.50, US\$5.00 and US\$7.00).

Malaysia Airports also wants to embody the concept of Malaysian hospitality, providing guests with an immersive and memorable traveling experience.

Apart from recognizing the top 25 restaurants vying for the KULinary awards, Friedchillies.com has also listed the top five dishes at KLIA and klia2.

Among the favorites at KLIA are the Mellocino, a double-shot latte with marshmallow on top from the Coffee Club; fresh Japanese food at Fukuya; Grandmama's Nasi Ayam Istimewa tri-topped with fried egg served with assam prawns, fried chicken and pulled beef rendang; rotisserie chicken marinated in fresh herbs and local spices from Flight Club; and the tender lamb rack from Sama-Sama Express.

Popular dishes at klia2 include Bumbu Desa with its hot Nasi Ikan Taliwang; The Loaf's novel 60°C Cube; The Green Market's Japanese and Korean cuisines; Bibik Heritage, famous for its Sago Gula Melaka; and Sama-Sama Express with its Big Cheese pizza.

Commenting on the affordability of meals at the airport, Aziz said: "Our F&B category takes up 12% of the market share in comparison to other retail categories. Therefore, managing expectations of our guests is equally important. We may feel that we have delivered good service, but if expectations are not matched with the perceived value received, then customer satisfaction will be affected.

"With all our continuous innovative campaigns, we have seen a year-on-year growth of 18% as at September 2017 in the F&B category," he added.

In terms of the year-to-date (2017 vs 2016) growth in the F&B category, the food retail category recorded the highest growth at 38%, followed by food court (32%), restaurant (22%), F&B cafe (25%) and fast food (21%).

This year will also see a bigger selection of healthier options to cater to the increasing demand from customers who want food with high nutritional value.

Apart from KULinary, Malaysia Airports has embarked on various promotional campaigns such as Great Value Savers, Food Passport Promo and Healthy Food Compilation to boost awareness of the wide range of food with good nutrition and quality.

Malaysia Airports also aims to turn KULinary into an annual event. "It is hoped that it will serve as a catalyst for F&B operators in KLIA or klia2 to raise the bar not only in terms of food variety and quality, but also service level to ensure an enjoyable dining experience for visitors," the company said.