

An appetising starter for Emirates in 2008



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Press Release Summary: Emirates Airline wins the 'The Most Creative Business Cabin Food & Beverage of the Year' award from M.I.C.E Travel, China

Press Release Body: **Emirates**, the global airline flying to six continents, has started the year on a sweet note with the **'The Most Creative Business Cabin Food & Beverage of the Year'** award from **M.I.C.E Travel, China**.

Launched this year, the **Meetings, Incentives, Conventions & Exhibitions (M.I.C.E) China Industry Awards** has set out to recognize the best performers of 2007 in the sector. Finalists were chosen by a distinguished panel of judges comprised of highly-respected travel professionals, university professors and online Chinese netizens.

Yi Wei, Editor in Chief, M.I.C.E Travel said: "**M.I.C.E. Travel** is the authoritative voice of the MICE industry in China and the award is commendation for **Emirates'** great contribution to the creative F&B services in its business class by our professional judges and readers.

*We believe **Emirates**, a pioneer of the industry, will make persistent efforts to develop its creative in-flight services."*

The airline's First and Business Class passengers can order multi-course meals created by top international chefs from an extensive menu including stylish sundries such as hot toast and cappuccino coffee at any time via a phone call to the crew.

Emirates Business class passengers are treated to a sumptuous array of hot breakfasts, pastries, five-course meals and dessert.

Terry Daly, Emirates' Divisional Senior Vice President Service Delivery said: *"In-flight catering is a source of pride for **Emirates**, and we treat our passengers as discerning gourmets. Our passengers can look forward to the finest cuisines, complemented by beverages sourced from some of the oldest and best known suppliers worldwide. We are honoured to receive this award in the most hotly-contested of all classes – Business. We thank **MICE China magazine**, the panel and our passengers for recognizing our commitment to providing the very best experience in the skies."*

Emirates Economy class passengers enjoy five course meals from hors d'oeuvres and salads, to main courses, desserts and chocolates. A wide range of 23 special meal varieties are available to meet religious and medical dietary needs across all three classes. Passengers also can savour ethnic variations on its 90-plus routes.

Since July 2007, a US\$120 million purpose-built in-flight catering facility in Dubai caters exclusively to **Emirates'** needs. State-of-the-art and the largest of its kind worldwide, the new facility enables more efficient operations and supreme care in catering to passenger needs.

With more than 350 awards in its kitty across all its operations, **Emirates airline** became the first carrier in the world to achieve ISO accreditation for its in-flight services in 1996.

Emirates serves China with 38 flights every week – double dailies to Beijing, daily to Shanghai and 17 weekly flights to Hong Kong. The airline will launch its second daily service to Shanghai starting in February 2008.

About

M.I.C.E

Travel

Invested in and administrated by **Shanghai Tianyu Media Co. Ltd,**

M.I.C.E Travel has co-operated with international institutions in resource exchanging, and is considered an authority with strong global collaborations. The magazine covers intensive industry news regarding airlines, hotel chains, travel agencies as well as outbound and inbound **MICE destinations**.

M.I.C.E. Travel targets decision-makers of organizations, mainly from top 500 companies worldwide and China, well-know travel services, airlines, hotel and resorts, and Chinese offices of foreign tourism authorities. The magazine has more than 50,000 VIP readers.

M.I.C.E. Travel is published nationwide, reaching a circulation of 88,000 copies per issue

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