

2013 Qatar International Food Festival Overview

Hosted by



Applicants Information Document

Agenda

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1. Basics / Introduction

1. Basics / Introduction

What, When, Where, Who...

The Qatar International Food Festival will have its 4th edition in 2013 (previously named Doha Food Festival). One of the key objectives is to bring the event to a new level in terms of operations, to build a long-term brand and to introduce a new, high-profile look & feel.

Basics:

- Event: 2013 Qatar International Food Festival (abbr. QIFF will be used in this document)
- Dates: 28-31 March 2013
- Duration: 4 days
- Venue: Museum of Islamic Art Park
- Visitors: General Public, especially families and kids
- Hosted by: Qatar Tourism Authority and Qatar Airways (co-hosting)

1. Basics / Introduction

The 2013 Qatar International Food Festival will...

- ... be an event that will engage and activate the community
- ... celebrate great food and the art of preparing it
- ... present a wide variety of different foods, dishes and ingredients from all over the world
- ... have an appealing setting that reflects a consistent look & feel and is uniquely branded
- ... attract families with kids and offer them a great programme and activities (apart from the food)
- ... set a focus on healthy food and information / engagement around health related topics
- ... cherish the sense of relish that goes along with good food
- ... provide entertainment, a diverse programme and a rewarding experience
- ... be a professionally organized and smooth event to be enjoyed by every single visitor
- ... be a festival for all senses

1. Basics / Introduction

The Venue: Museum of Islamic Art Park

An aerial photograph of the Museum of Islamic Art Park in Doha, Qatar. The image shows a large, curved, light-colored building complex along the waterfront. A large, irregular orange shape is overlaid on the right side of the image, representing the 2013 Qatar International Food Festival Area. The orange shape contains faint, circular patterns. A white rectangular box with black text is positioned within the orange area.

2013 Qatar International Food Festival Area

1. Basics / Introduction

Key facts / assets

- High-profile co-hosting by Qatar Tourism Authority and Qatar Airways
- The venue (Museum of Islamic Art Park) provides a high-profile environment
- No free public access but ticketed entrance (various ticket categories to access zones and signature activities)
- High-quality consistent branding and look & feel
- High-value signature events and co-operations
- Dedicated zoning for a diverse, themed experience
- Centrally organized seating and decoration for a consistent look & feel
- Diverse activities and entertainment programme throughout each day
- Dedicated family and kids area(s)

1. Basics / Introduction

Branding

The branding of the 2013 Qatar Food Festival will be done differently from the previous editions.

In order to display a consistent appearance, exterior branding will be done according to the Qatar International Food Festival look & feel. Tent branding, way finding, decoration will be designed centralized through the Qatar Tourism Authority and Qatar Airways.

Branding for participants (hotels, restaurants etc.) will be limited to the food stalls and embedded into an equally consistent framework.

This guarantees equality in branding for all participants and will contribute to building up a sustainable brand equity for the Qatar International Food Festival.

1. Basics / Introduction

Ticketing

Tickets for the event can be obtained through an online ticketing system on the website of the Qatar International Food Festival.

With each ticket comes an amount of vouchers to buy food / drinks at the festival.

The signature activities have limited capacity and fixed timeslots and there will be a high demand. Some of the signature activities will be ticketed in advance, others at the festival only.

Ticketing prices/details will be disclosed in time.

1. Basics / Introduction

Operations hours

Thursday, 28 March 2013	02.00 pm – 11.00 pm
Friday, 29 March 2013	01.00 pm – 11.00 pm
Saturday, 30 March 2013	01.00 pm – 10.00 pm
Sunday, 31 March 2013	02.00 pm – 10.00 pm

2. Signature Activities

2. Signature Activities

Dinner in the Sky

Dinner in the sky is the dinner experience for the really adventurous minds.

A purpose-built structure is fitted out with fixed chairs and a table as well as a central serving station. The structure is then lifted into the sky either with a crane or mounted on a structure, such as a scaffolding.

The guests will experience their food on a lofty table with a breathtaking view.

Safety harnesses provide proper safety for everyone.



2. Signature Activities

BBQ Donut

The BBQ Donut is a rather young concept of providing a special dining experience.

A round, floating platform is equipped with a barbecue station in the middle and a small outboard engine for propulsion.

It can accommodate up to 10 adults and is ideal for groups and/or families that want to spend a rather exceptional time during their dinner.

The BBQ Donuts are docked at the MIA park pier and set off on their cruise from there.



2. Signature Activities

Dinner on A Dhow

Dinner on a Dhow is a perfect mixture of fine dining and a touch of local and regional culture.

A traditional Dhow is fitted out with tables/ seating and buffet stations as well as barbecue and cooking facilities.

On a cruise through the Doha Bay, the guests can enjoy their culinary trip in a different and exciting way.



2. Signature Activities

Qatar Airways Cooking Theatre

There will be a large tent on the opposite side of the International Zone which will be the dedicated Qatar Airways Cooking Theatre.

The theatre will feature live cooking shows and demonstrations from some of the international Chefs from Qatar Airways and at least one celebrity Chef (Chef Ramzi).

There will be a number of chefs showing their skills and famous dishes for everyone to watch.

In addition, there will be cooking classes with famous local chefs from Doha.



2. Signature Activities

Junior Master Chef

Valentin Krapf

Despite his young age, Valentin Krapf has already achieved international recognition for himself and his passion: cooking. With his book “cooking is cool” he has captured kids and adults alike.

Cooking is Cool encourages kids to prepare snacks that replace crisps, fruit smoothies that replace ice cream, and quick salads with grilled meat and chicken instead of fried foods.

This will bring strengthen education on healthy food to the children of Qatar and encourage them to eat better food.

Valentin Krapf will be holding his classes / demonstrations in the Qatar Airways Cooking Theatre.



3. The Zones

3. The Zones

Schematic Overview

Zoning / Areas and elements of the festival



3. The Zones

General Zones

- **Entrance area**
 - Registration / ticketing, general information
 - Welcome lounge from Qatar Tourism Authority
- **Stage and Entertainment area**
 - Performance shows and music entertainment
 - Official speeches and announcements
- **Dinner in the Sky**
 - Dinner in the Sky operations area
- **Water Zone**
 - BBQ Donut and Dinner on a Dhow
- **Family Zone**
 - Playground(s), kids entertainment and games, picnic area

3. The Zones

Food Zones

The 2013 Qatar Food Festival features several individual food zones that are themed with food types and/or country-specific themes.

- **International Zone:** Country-themed food court: **16 food stalls**
- **Snack Zone:** Food zone for international snacks + specialties: **16 food stalls**
- **VIP Zone:** limited access VIP zone to be operated by one dedicated caterer: **2 outlets**
- **Qatar/UK Zone:** signature zone for Qatari and British food. **4 food stalls**
- **High Tea section:** Dedicated high tea section within the Qatar/UK zone
- **Healthy Zone:** mixed food zone including 2 large dedicated juice bars: **23 food stalls**
- **General kiosk Zones:** 2 different central locations for kiosk operators: **8 kiosks**
- **Kids kiosk Zone:** dedicated kiosk zone for the family area: **5 kiosks**

→ **Total: 53 food stalls, 6 dedicated special outlets (59 stalls total), 13 kiosks**

3. The Zones

Snack Zone

The snacks and finger food zone will consist of 16 food stalls in which each tent serves a variety of international snacks + specialties. Foods will be easy to take away and eat by hand.



3. The Zones

International Zone

The International Food Zone incorporates a total of 16 Food outlets for vendors, divided into continent-/regional-specific zones.

The individual continent areas will be branded and decorated with a nice setting that reflects various cultural and decorative elements respectively. There will be dedicated entertainment (small music groups) to add up to the atmosphere of each place.

The areas:

Arab World: Lebanese, Moroccan, Tunisian, Egyptian (tbc.)

Europe: French, Italian, Spanish, Greek (tbc.)

Asia: Thai, Japanese + Sushi, Korean, Indian (tbc.)

Americas: American, Mexican, Brazilian (tbc.)



3. The Zones

International Zone: Arab World

The Arab World will provide fresh Arabic cuisine and local specialties to the selected countries; Lebanon, Morocco, Tunisia and Egypt. The decoration will be a set up of Arabic lanterns and seating arrangements. The Majlis seating area includes local traditional couches, wooden seating benches and tables.

Arabic coffee and tea and sweets will be served to the guests in the seating area. Shisha services will round up the traditional atmosphere. The Oud is one of the most popular instruments in Arabic music and therefore would be a welcoming addition and atmosphere to the Arabic food area.



3. The Zones

International Zone: Europe

The European area will include several countries in Europe those mainly being French, Italian, Spanish and Balkan. The decoration will be of a consistent set up of Mediterranean flair and specialties.

Outdoor table arrangements with white table cloth and light blue table runners and bowls filled with olives, fresh olive oil and special dips, will provide the atmosphere of being in a typical restaurant in the middle of Europe. Specialties of each European country will be part of the catering items provided. A Guitar play could be present in the European section. These musical instruments both provide an entertaining ambiance to visitors.



3. The Zones

International Zone: Asia

The Asian area will offer local specialties from a selection of different Asian countries. The countries will consist of Thailand, China, Japan, Korea and India.

The seating area includes wooden outdoor furniture, rattan seating elements and tables. The table decoration will include origami paper elements. The traditional tea ceremonies from some of these countries will be presented and extraordinary sweets will be served to the guests in the seating area.

A Sitar player could be entertaining the guests - with its unique sound the Sitar player will bring the Asian experience to life.



3. The Zones

International Zone: Americas

The Americas food stall will present various countries cuisine including Mexico, Brazil and America. The decoration will combine all three of these countries to give the area one whole look and feel.

Wooden table and benches combined country specific decoration items. American dinning area with “picnic style” table cloth, Mexican area in white and yellow, red and green as well as the South American area. Specific dips and appetizers of the country will be displayed on the tables. American food served fresh from the grill, Mexican food in traditional plates with various bowls and South American specialties in tortillas and nachos. A Mariachi band is playing in various sets.



3. The Zones

Qatar/UK Zone

This zone will include restaurants that serve all known UK food such as Yorkshire pudding, Bangers and Mash, Fish and chips etc... The ambience of this zone will be inspired from the UK in terms of seating area and the overall look and feel. Everyone that visits this zone will have a real chance to experience the authentic flavors directly from the UK...



3. The Zones

Qatar/UK Zone: High Tea

As it's known, UK is one of the major consumers of Tea on the world, but tea is also considered as an essential part of the UK culture and tradition which became a diverse experience of various tastes and colors. A dedicated high tea section, operated by four high-profile 5-star hotels will provide the unique experience of true English high tea.



3. The Zones

Qatar/UK Zone: Qatar

Traditional Qatari Food and hospitality complete the Qatar/UK Zone.

Arabic Coffee, Dates, a traditional tent and surroundings give all guests the chance to experience the famous Qatari hospitality and enjoy some of the rich and tasty specialties and foods.



3. The Zones

Zone 5: VIP Zone

The VIP zone is an exclusive section of the Food Festival which is ticketed separately. A dedicated operator will provide unique catering which is only offered to VIP ticket guests.

The set up of the exclusive area is fenced and includes a special setting. An open roof tent structure (“Saddle Span”) provides space for shaded outdoor dining.

The hosts of the event as well as event partners have the possibility to welcome special guests as well as representing themselves in a VIP surrounding.



3. The Zones

Zone 5: VIP Zone – shaded seating area

The central seating area in the VIP zone is a semi-open setting with a saddle-span roof shading and a dinner table setup on a terrace-style wooden flooring.

The flooring dimensions are 18 x 20 m.

The setting provides shading and a distinguished fitting-out exclusively for the VIP area.



3. The Zones

Zone 7: Healthy Food Zone

The Healthy Food Zone is dedicated to healthy food only.

Dishes should include raw foods, salads, vegetables, fruits, steamed / carefully cooked seafood and meat, fresh juices / tea etc. made from fresh ingredients. Specifically no fried food.

Incorporated are two stalls specifically intended as juice / healthy drinks bars.

The area will receive specific focus in the media + marketing campaign and is being introduced under the patronage of a member of the royal family. Details will be disclosed in time.



3. The Zones

Family Zone

The family zone around the existing playground is surrounded by large grass areas and located on the outskirts of the MIA park.

The playground offers a variety of exciting tools including two spring trampolines. A separate football grass pitch is already existing nearby. In front of the the playground the two grass areas will accommodate two separate picnic areas for families and children.

Different kids activity games will set up around the playground to guarantee more fun for different age groups.

Next to the playground candy floss, pop corn and sweet corn kiosks will provide kids snacks.



3. The Zones

Family Zone

The following kids fun activities we suggest for the area around the playground:

- Face painting
- Sack race
- Rope skipping
- Hula hoop
- Egg and spoon race
- Fixed kids playground
- Trampoline Swing (fixed in MIA park)
- Crawl tunnels and ball activities on the large grass areas



4. Media /Marketing Campaign

4. Media / Marketing Campaign

Press and Media

Co-hosted by the Qatar Tourism Authority and Qatar Airways, the 2013 International Food Festival will receive extensive exposure throughout all media channels.

With a widespread local and regional campaign, the food festival will be heavily advertised and promoted in TV, radio, press, digital / social media and other channels.

Details to the campaign will be disclosed shortly.



Examples!

5. Additional assets

5. Additional Assets

High-profile opening ceremony

The 2013 Qatar International Food Festival will be opened by high-profile representatives of the hosts and a member of the Royal Family.

There will be VIP and VVIP guests for the opening ceremony and extensive press and media coverage.



5. Additional Assets

Rich and diverse entertainment programme

The 2013 Qatar International Food Festival will feature a diverse entertainment programme from both Qatar and the region.

Music and performance entertainment on every day. Moderation and central announcements of scheduled activities.

Details will be given at the appropriate time.



6. Sponsoring Packages

6. Sponsorship Packages

Diverse sponsoring opportunities

There is a diverse selection of sponsoring opportunities in different categories.

Each sponsorship has benefits common to all packages (logo presence, tickets included etc.). These benefits are aligned to the different categories (e.g. exact logo positioning, exclusivity).

In addition to that, individual benefits according to the package are available.

More information to the sponsorship packages can be found in the separate document provided which contains all relevant details.