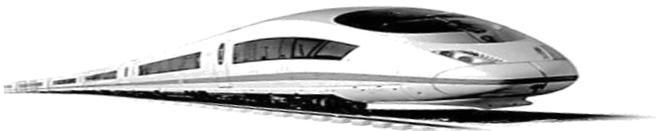


Belt & Road

Into Thailand - Xia Men Thai Food Festival

一带一路

走进泰国-厦门泰国美食节



01/08/2018 - 02/09/2018



Location 场地

Conrad Xiamen is a new luxury icon with unique sail-shaped architecture in the heart of Xiamen's Siming Central Business District. The hotel resides next to a shopping mall and cinema in the prestigious Shapowei dining precinct, home to authentic restaurants and trendy cafés. Go for a morning run along the seashore, or walk to Xiamen University and the famous Nanputuo Temple – two of the most beautiful places in the city.

厦门康莱德酒店位于厦门市思明区CBD的核心位置，双帆建筑造型独树一帜，是“鹭岛”的时尚新坐标。厦门康莱德酒店是当今睿智的奢华旅行者们造访厦门时必选的下榻之地。酒店与世茂EMALL商场直接相连，比邻厦门大学，知名景点，众多高端写字楼和知名企业办公室。



Festival Theme 活动主题

Presenting the unique & variety of **authentic** Thai cuisine together with Thai **cultural** dancing and Thai food cooking **experience**.

地道及琳琅满目的泰国**美食**，新颖的泰国**文化**表演，体验**亲手做**的第一道泰国菜。



The Chef 泰国明星主厨打造

Menu

VOGUE

PEOPLE & STARS

Chumpol Jangprai



Chumpol Jangprai, in the mix

Nominated ambassador of Thai cuisine, chef Chumpol started cooking with the Blue Elephant group at the age of 19. In Thailand, chef Jangprai is a true celebrity thanks to his numerous appearances on television, including his very popular “Golden Hand Chef”, or “Fanpantae Thai Food”. Since 2012 he’s also “Iron Chef”. Jangprai is also one of the organizers of the [World association of chef’s society](#), which includes 20 million chefs from over 80 countries. He is on top of being a member of the “Thai government’s national skill standard in Thai cuisine” committee, a counsellor for the Thai Restaurant Association and the general secretary of the Thai Chefs Association .

Awards:

- In October 2003, Chef Chumpol became “The Best Young Chef in Bangkok in traditional and innovation Food” by the International Gourmet magazines Saveur.
- In 2006, Chef Chumpol won for “Fanpantae Thai Food” (Awarded for the most knowledge of Thai Cuisine) in the most popular game show in Thailand In 2011 to Present, Iron Chef Thailand.

Food Presentation 菜品呈现



With local raw material, cook authentic Thai dishes
结合厦门当地食材，烹饪地道泰国美味



Food Presentation 菜品呈现



Thai Dessert 泰国小甜品



Food Presentation 菜品呈现



Thai Fruit Buffet 水果自助

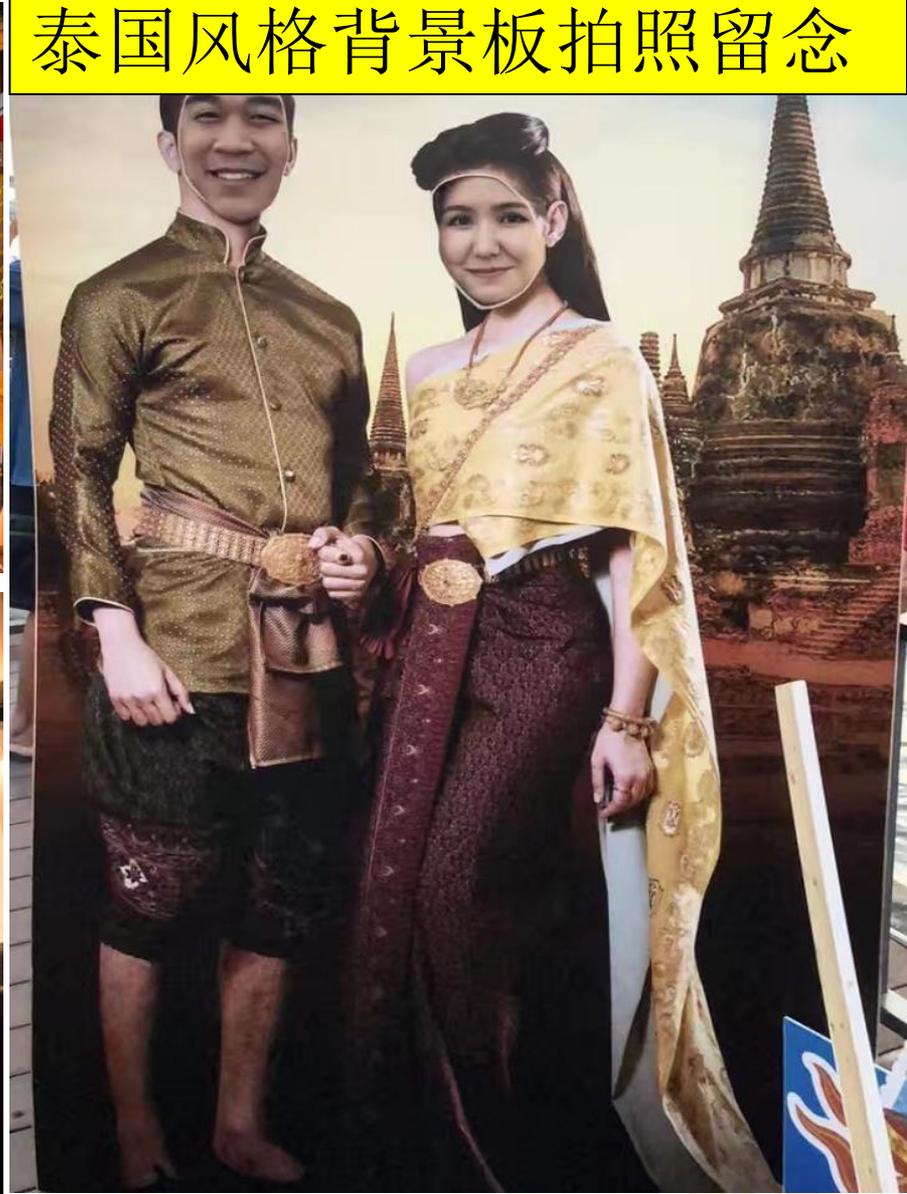


Cultural Presenting 文化呈现

穿着泰服的服务员



泰国风格背景板拍照留念



泰国歌舞表演



Cooking Experience 互动体验

Learn the 1st Thai dishes in your life
学做人生中第一道泰国菜



Program Detail 模式	Target Customer 目标客群	Outcome 展现形式
Time: 14.00 – 16.00 everyday 时间： 每天 14.00 – 16.00	1. Opening Day Media & KOL Round 开幕当天媒体及 KOL 专场	1. Cooking class 烹饪课程
2 dishes (1 main dishes + 1 dessert) 2 道泰国菜（主食+简易甜品）	2. Pay Class 付费课程	2. Short VDO 烹饪小视频

Media Exposure 媒体计划

Media class 媒体类别	Media Name 媒体名称		
Outdoor 户外媒体	subway 厦门一号线	Broadcast Media 广播媒体	FM107.1 <Morning talk show> 厦门经济交通广播
	Emall 广告牌		FM90.9 <Food show> Xiamen music radio 厦门音乐广播
	Light box around the hotel 酒店周边 街道灯箱	TV media 电视媒体	XIAMEN TV 厦门电视台 《炫彩生活》
Newspaper 报纸	厦门日报 Xiamen Daily	Magazine Media 杂志媒体	Phoenix life magazine 凤凰生活
	厦门晚报		F&B KOL 饮食情报
	Xiamen Economy 海西晨报	F&B KOL 魔法阿嬷	
	海峡导报 Haixiadaobao	Wechat/KOL 微信大号 意见领袖	XIAMEN YUE CHENG 厦门悦城 (WeChat)
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