

# Brunei Gastronomy Week

- *an introduction to Bruneian Gastronomy as a new  
tourism product for Brunei Darussalam*

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## **EXECUTIVE SUMMARY**

The Brunei Gastronomy Week event was developed to celebrate Brunei create an awareness on the Bruneian cuisine that is not known locally or even around the world. It is also to encourage for more hotels and restaurants to serve the Bruneian cuisine in a more sophisticate and innovative manner. It is also to improve on the taste and elevate the presentation of Bruneian dishes to be served as part of a fine dining experience or at receptions held within or outside the country. This is to provide a unique Bruneian gastronomical experience to visitors within or outside Brunei. Several Brunei cuisines were studied and eventually for the Brunei Gastronomy Week in 2017, the dish of Bamboo Chicken was chosen as the main highlight of the event. The dish was chosen mainly due to its originality, and the preparation of the dish that was made using local herbs and spices without any preservatives or oil. This dish is also only known to be served in Temburong where most tourist goers get to have a hands on experience of preparing the dish as part of their tour package. It is known that there is a relationship between a tourism product and a destination. Since the destination provides the food, recipes, chefs, and the cultural backdrop it makes gastronomy an ideal product for tourist consumption. Gastronomy is the point of convergence of food production and processing, storage, transport, cooking and preparation. A meal involves choices, customers, manners, traditions and political-economic context, and many physiological motivations. Gastronomy tourism is currently emerging as one of the most promising segments in the tourism sector.

## 1. INTRODUCTION

As outlined in the Tourism Strategic Plan 2016-2020, the vision of the Tourism Development Department is towards sustainable growth and increase in the number of tourists that would contribute significantly to the growth of tourism-related economic activities. As such, the Tourism Development Department's target is to increase the number of tourists from 219,000 tourists in 2016 to 450,000 tourists by 2020. While tourism revenue is targeted to increase from \$69.8million to \$335million by 2020. Since the development of the Tourism Strategic Plan 2016-2020, efforts that have been made with the stakeholders such as:

- Cooperation with the Ministry of Foreign Affairs and Trade and the Ministry of Home Affairs to provide visa facilities such as Visa-on-Arrival and multiple entry visas for passport holders of the People's Republic of China;
- Enhance cooperation with travel agents in attracting flights in chronicles such as from China and Korea to increase tourist arrivals;
- Conduct domestic and international promotional and marketing activities through travel agents, hotels and airlines to introduce Brunei Darussalam as a tourist destination.

The Tourism Development Department has identified a number of potential tourism products through key initiatives to develop and contribute to the growth and diversification of the country's economy with the emphasis on strengthening tourism products in the country such as follow:

### 1.1. Primary Products

These include the strengthening of tour packages to Temburong District namely the Pekan Bangar, Batang Duri and Ulu Temburong National Park which offer tourist destinations in the form of Eco-Tourism and ethnic culture of the Temburong community; Kampong Ayer which includes visits to Kampong Ayer surroundings, visit to Kampong Ayer Culture and Tourism Gallery, visits to Jong Batu including wildlife viewing Proboscis Monkey, and Bandar Seri Begawan - a program of excursions to the well-known city environment as the main destination of foreign tourists including the Sultan Omar Ali Saifuddien Mosque, Jame 'Asr' Hassanil

Bolkiah Mosque, Maritime Museum, Royal Regalia Building, Lapau Building, Istana Nurul Iman (Royal Palace) , Kianggeh Market, Night Market, Jerudong Park Playground and others,

### **1.2 Emerging Products**

Products categorized as Emerging products such as beaches of Serasa Beach, Muara Beach, Berakas Beach, Seri Kenangan Beach, Meragang Beach and Tunku Beach. Similarly, Forest Recreation Parks such as Sungai Basong Recreation Park in Tutong District, Berakas Forest Reserve Recreation Park and Shahbandar Hill Recreation Park in Brunei Muara District. Other potential destinations are such as Tasek Merimbun in Tutong District and Bukit Teraja in the Belait District.

### **1.3 Activity Based Products**

There are also other tourism products such as bird watching, Islamic tourism, medical tourism, diving, cruise tourism, sport tourism such as Mountain Biking, education tourism (Summer School - JIS / ISB & UBD), adventure , MICE (Meetings, Incentives, Conventions & Exhibitions / Events), homestay, culture and community-based tourism.

Also within the Activity Based Tourism is Gastronomy Tourism. One key in successfully promoting a tourism destination is food. Many countries that have become famous used food as an important element of tourism because of its power in defining tourist destinations. Travellers want to create a true connection with the culture they visit when they visit a destination for a holiday. They want to explore more than what is provided in a travel guide book. They want to understand, feel, and taste the essence that makes the destination unique. It also can be consider as a social activity and cultural activity. The demands for food among tourists have occurred in different intensity. Food not only satisfies tourist's hunger but let them experience the culture. As a result, a new initiative was conducted by the Tourism Development department which was endorsed by the Brunei Tourism Board known Brunei Gastronomy Week (BGW). BGW was introduced in February of 2017 aimed at elevating the local foods and ingredients to attract tourists and be part of the culture while preserving it for the next generation. The Brunei Gastronomy Week was also held in conjunction with the National Day celebrations where it is celebrated not only in Brunei but also in overseas

missions of Brunei Darussalam around the world. The Ministry collaborated with hotels and restaurants throughout Brunei, including airlines, travel agents, hospitality schools and the private sector.

## 2. GASTRONOMY TOURISM

Local food acts as a resource in tourism and has been widely used by the service providers, destinations, regions or countries for the activities of marketing. This applied as for restaurants, hotel and destination branding and for regional development. Local food can be said as a getaway to understanding a destination's intangible heritage, local food and culture. Eating local food has been an integral part that helps creating an added value in tourism industry. Regional food also plays an important part in helping the development and promoting a tourism destination because the facts of tourists want to taste the authentic and unique dishes.

Food has been a regular topic in conversation. The activities of dining out can be pleasurable leisure activity and it can create an opportunity to spend time with family and friends. In addition, many countries aspire to have an identifiable and cuisine comprising signature dishes.

According to Quan and Wang (2004), they have identified three benefits that the destination can get from gastronomic tourism. First, it can help develop rural tourism and boosts the agricultural economy. Second, the destination can be used in developing trails, food festival and image for a gastronomic destination. Lastly, the food itself can be included as a part of attraction such as a mega event and will become a part that tourism can offer in this manner.

### 3. BRUNEI GASTRONOMY WEEK

In 2017, there were 258,955 arrivals through the Brunei International Airport, an increase of 40,146 from 2016's 218,809 arrivals, with 8,257 of the increased arrivals from Chinese nationals, who continue to be Brunei – and the world's – largest outbound market. In addition, there were over four million entries into Brunei through land and sea. 44% of all visitors to Brunei came for leisure and recreation, with the average stay at hotels at 2.2 days. The hotel industry's overall occupancy rate was at 41.2% – a marginal increase of 1.9% from 2016 – with 87 different establishments including hotels, resorts, serviced apartments, guest houses, and homestays. For 2018, MPRT is targeting 278,000 tourists, who are expected to bring in \$140 million in tourism revenue. In this regards, it was important to continuously develop new tourism products which were attractive and creative to keep enticing the tourists to visiting the country.

As Gastronomy tourism has become a rapidly growing component of the attractiveness of tourism destination in recent years, the marketing opportunities to gastronomy tourism are being developed by the countries given importance to that issue. Tourists' wishes to experience the local tastes in the destinations and accommodation facilities have prepared the ground for the development of gastronomy tourism. Food and tourism play a major part in the contemporary experience economy. Consequently, in conjunction with the 33<sup>rd</sup> National Day celebrations, Brunei Tourism Board under the Ministry of Primary Resources and Tourism collaborated with several hotels and restaurants in Brunei Darussalam to celebrate diverse tastes of Brunei's food past and future in the five day event known as the Brunei Gastronomy Week.

Prior to this, there has not been a restaurant in Brunei Darussalam that serves local Bruneian cuisine in fine dining style. Bruneian cuisine resembles an exotic collision of different influence: some from neighboring countries whilst some are as a result of our rich historical heritage. If there is any dish that is uniquely Bruneian, it would be the ambuyat. This is a popular dish served commercially in some local restaurants. However, there are other local dishes which needs to be highlighted and promoted.

During Brunei Gastronomy Week, participating restaurants will be promoting their own Chef's creations and signature, whereby Brunei cuisines must be seen as the highlight of the buffet or Ala Carte menu. Other restaurants and hotels from the 4 districts as well as

Royal Brunei Airlines may also take part and hold their own promotion during the week to celebrate Brunei Gastronomy.

Also during the Gastronomy week; the taste and presentation of Bruneian dishes would need to be elevated to even be served as part of the fine dining experience or at cocktail receptions held within or outside the country.

There were several dishes to choose from for Brunei Gastronomy Week. However, the highlight of the Brunei Gastronomy week in 2017 was the introduction of Brunei Bamboo Chicken. This was discussed by members of the Brunei Tourism Board meeting.

The Bamboo Chicken (Manok Pansuh) is a traditional Iban dish which features succulent pieces of chicken marinated in organic ginger and lemon grass then stuffed into a hollow green bamboo before finally sealing the tube with banana leaf and carefully cooking on an open fire pit.

Currently the Bamboo Chicken is served amongst the ethnic groups of people in Brunei Darussalam. The Tourism Development Department of the Ministry of Primary Resources and Tourism wanted to promote the Bamboo Chicken as an authentic Bruneian delicacy showcasing Brunei's culinary diversity and creating awareness to Brunei's expansive gastronomy. Other Bruneian delicacies include *Acar Buah-Buahan*, *Sup Kembayau*, *Sup Tahai*, *Ambuyat*, *Soto Brunei*, *Nasi Katok*, *Daging Masak Kunyit* (Beef cooked in Tumeric) and as well as desserts such as *Wajid*, *Cendol* and *Selurut*.

In addition, cuisines served during the Gastronomy week will also take part in a competition. The competition will have two categories, namely, Taste and Food presentation on either Starters, Main Dish as well as Dessert or Drinks. The participants during the Gastronomy Week will be judged on the innovativeness of presenting the authentic Bruneian or a chef's creation of fusion cuisine.

Winners were announced at the next Brunei Gastronomy Week in 2018.



#### **4. KEY OBJECTIVES**

There were several key objectives identified for organizing an annual Brunei Gastronomy Week which were as follows:

- i. To celebrate Brunei and create an awareness on the Bruneian Cuisine
- ii. To encourage more hotels and restaurants to serve the Bruneian cuisines in a more sophisticated way
- iii. To brand the Bamboo Chicken as Brunei Bamboo Chicken amongst other Bruneian famous dishes
- iv. To further improve on the taste and elevate the presentation of Bruneian dishes to be served as part of a fine dining experience or at receptions held within or outside the country.
- v. To provide a unique Bruneian gastronomical experience to visitors within or outside Brunei

The main purpose of the event is for Brunei Darussalam to celebrate diverse tastes of Brunei's food past and future. The Food and Beverage sector has multiplied quite significantly over the last 3 years. New cafes and restaurants either locally owned or franchise have now opened and some incorporating Bruneian flavours and ingredients in their recipe.

#### **5. TARGET AUDIENCE**

The target audience predominantly consists of local as well as international visitors who are currently in the country. The Tourism Development Department will also be engaging the Association of Travel Agents and Royal Brunei Airlines to help package up their tours with this event. Embassies, High Commissions and Consulate Offices of Brunei Darussalam.

## 7. STRATEGIES

There were several strategies developed to promote the Brunei Gastronomy Week.



Figure 1: Strategies for Brunei Gastronomy Week 2017

### i. **Poster Design and Logo**

The Tourism Development Department engaged a marketing agency to design on overall main poster design and logo for the event to be promoted

### ii. **Engaging Participants**

There were 16 Participating restaurants and companies during the Brunei Gastronomy Week namely:

1. Radisson Hotel
2. Orchid Garden Hotel
3. Royal Brunei Airlines
4. Seasons Restaurant
5. Rizqun International Hotel
6. Tarindak d'Seni
7. Tarindak d'Polo
8. D'Anggerek Serviced Apartment
9. Keoja Hotel
10. The Empire Hotel and Country Club
11. V-Plaza Hotel

12. The Brunei Hotel
13. The Coffee Bean & Tea Leaf
14. Charcoal BBQ & Grill Restaurant
15. MyTown Eating House
16. URBN Kitchen

**iii. Travel Packages**

Association of Travel Agents (ATAB) also promoted the event and incorporated within their four packages. For the first time, Royal Brunei Airlines served local Brunei cuisine “Nasi Katok” on board the regional flights that were departing from Brunei. The airlines also highly promoted the Brunei Gastronomy Week by producing a video on how the local dish was produced, made an announcement onboard the flights so that the passengers who would like to try the local dish should “knock” on their table trays. This was a great initiative made by the airlines in order to interact with the passengers.

**iv. Products**

A proposed list of Bruneian cuisines is seen in *Appendix 1*

**v. Publicity and PR**

Each individual hotel conducted their own promotions such as specials they have done. The Tourism Department also assisted in the promotion of this events through various channel such as Radio, TV and Digital Marketing

- i. Radio: Pelangi FM, Nasional FM and Kristal FM
- ii. TV: Rampai Pagi
- iii. Press Conference to be held two weeks before the event date where we invite all Participating Restaurants and Chefs to attend and present their signature creations/ dish

**vi. Digital Marketing**

The event details was uploaded onto the bruneitourism.travel website and ongoing promotions will be handled by the PR officer of TDD through social media: Facebook and Instagram

**vii. Launching and Press Conference**

Hotels and Restaurants launched their own promotions. However, the Press Conference as a 'teaser campaign' was held at Dewan Setia Pahlawan, Ministry of Primary Resources whereby the all the General Manager and Executive Chefs were present to speak to the media and showcase their signature dishes or canapés

The importance of having an event such as Brunei Gastronomy Week is to further promote gastronomy tourism for Brunei Darussalam due to:

- Gastronomy tourism is one of the most important tools of sustainable rural development.
- Gastronomy tourism will achieve its objectives with sustainable gastronomy (eco-gastronomy).
- Gastronomy tourism can be performed at any time of the year.
- Gastronomy tourism is a factor of balance in the geographical deployment of tourism.
- Gastronomy tourism is efficient in the realization of sustainable tourism objectives.
- Gastronomy tourism is an important tool in the marketing of a country.

## 8. FINANCIAL IMPLICATIONS

The Brunei Gastronomy Week was intended to involve only minimal costs to the Government. Most of the participating restaurants will be doing their own individual promotions based on the theme chosen. The costs borne by the Tourism Development Department were mainly:

No.	Activities	Costs
1.	Advertising <ul style="list-style-type: none"><li>Borneo Bulletin (2x Full page Full Colour)</li></ul>	\$7,360.40
2.	Creation of Poster (For digital and Print)	\$500.00
3.	Refreshment served during the Launching of Brunei Gastronomy Week	\$2,340.00
	TOTAL	\$10,200.00

Breakdown of the amount of revenue generated can be seen in *Appendix 2*

## 9. CONCLUSION AND RECOMMENDATION.

Overall, the event was a success. With over \$47,000.00 collectively generated by the participating restaurants, restaurant owners were quite pleased with the turnout of the event. More importantly, it gave the opportunity for the chefs to be innovative and produce innovative local menus and cuisines using local ingredients. In addition, it was important to build stronger linkages between our local chefs and internationally renowned Chefs if we are to succeed in building innovative and vibrant food industry. In order to build and heighten the level of skilled personnel within the F&B industry, the Ministry of Primary Resources and Tourism through the Tourism Development Department will work closely with the relevant agencies such as the Manpower Planning Council, Educational institutions, Department of Economic Planning and Development (JPKE) to support Bruneians who are driven and passionate in the culinary industry, and want to further excel and gain international experience in order to achieve world class recognition. The objective of the

event was met whereby an awareness of Bruneian cuisine was created in restaurants during the week, which elevated a simple meal to a five-star dish and provided a uniquely Bruneian gastronomical experience to visitors. Although Gastronomy tourism is relatively new in Brunei Darussalam, it definitely attracts tourists who like to travel to destinations with different cuisine cultures, open to new experiences, like consuming the food, where they are produced, want to share their experiences with others, and spend much. Gastronomy tourism creates an important power in marketing of the destinations with its possibility of performance all year long, increase in the amount of expenditure and time of stay compared to other kinds of tourisms, contribution to local development, environment sensitive development, exclusive to the region, authentic and inimitable range of products. Gastronomy tourism has an important leading power in the destination and life curve from the discovery of the destination to the period of regression when the demand decreases.

Gastronomy is an important part of tourism and creates a strong image with the attractiveness formed exclusive to the region in the development of the destination under the pressure sourced by the competition on tourism. Day by day tourism activities are globalized. At this point, it is necessary to analyse the gastronomy market well in order to be successful in the development of gastronomy. Gastronomy is an important source that creates the cultural identity in post-modern societies, thus has an important place in culture tourism. Gastronomy tourism is an important factor of the culture tourism market that develops rapidly in the world and it has important contributions both to social and economic development and intercultural interactions. Gastronomy tourism has important contributions to the local economic development in the regions, where it is developed. Therefore, gastronomy tourism has positive contributions to new investments in the local economic sector, development of these sectors, protection of local values and sustainability.

The feedback received from the public was that the Brunei Gastronomy Week was too short and that it should be extended to two weeks or a month long event. This provides an opportunity for the public to try the different restaurant offerings. In the case of the national airlines, feedback was also received that local cuisines should be served onboard the aircraft as an introduction to the country's food culture. The Ministry believes that F&B sector will continue to assist in our efforts to create a strong diverse and sustainable economy. The

## Sample menu of Bruneian cuisines

## Starters:

1. *Kembayau* Soup
2. *Tahai* (Smoked Fish) Soup
3. *Umai* (Fermented Fish / Shrimp)
4. Local salad with spicy sauce (sambal)
5. *Rojak Brunei* (Local salad of mix vegetables and fruits drizzled with a sweet and sour sauce comprising of local prawn paste, sugar and limewater with peanut sauce)
6. Chef designed local soup or vegetable soup

## Mains:

1. *Tenggiri* fish (fillet) cooked in tumeric soup
2. *Grilled Tenggiri* fillet (with spices) in foils and banana leaf
3. Grilled Stingray or cooked with tumeric
4. *Ampap* (Sour Fish Stew)
5. *Daging Kunyit masak kedayan* (Tumeric Beef Kedayan Style)
6. Dalca beef
7. *Lalap beef* (local beef jerky)
8. *Rusa masak kunyit* (Tumeric Venison)
9. Bamboo Chicken
10. Bamboo Big Fresh Water Prawn
11. Desiccated (*Kerisik*) Chicken
12. Big Freshwater prawn cooked in sweet and tomato sauce (*masak merah*)
13. Varieties of sour (*Asam*) dishes
14. *Soto Brunei* (Noodles with beef or chicken)
15. Noodles in sweet potato gravy
16. Tapioca shoot in coconut gravy (*Sayur Pucuk Ubi masak lemak*)
17. Local vegetables (*pakis / lemiding / kangkong*)
18. Combination of all leafy vegetables – ensure that it is not overcooked
19. Pickles (Lime and Fruits)
20. *Ambuyat* (Sago) set
21. *Nasi katok* (White rice, fried chicken with hot sauce) set
22. Grilled coarsely minced- meat (without fats) wrapped in banana leaves
23. Grilled coarsely minced shrimp with pumpkin wrapped in banana leaves
24. Rice – [Glutinous Rice (*Nasi Pulut*), Rice with Shredded Meat (*Nasi Kabuli*), White Rice (*Nasi Putih*), Brown Rice, Local rice (*Beras Kabun*)]

## Dessert:

1. *Cendol* (Green Sweet dessert)
2. *Bubur kacang* (Sweet dessert made from various beans)

3. *Bubur si Bujang* (Glutinous Rice Ball with Coconut Milk and Pandan)
4. Various Potatoes porridge (sweet potatoes, yam, tapioca)
5. Local fruits
6. Potato and banana fritters
7. Chef designed local dessert

#### Drinks

1. Coconut
2. Rose Cordial with milk (*Bandung*)
3. Watermelon juice
4. Other local fruit juices
5. Coffee / Tea
6. Water
7. Chef designed local drinks

#### Hi-Tea

1. Grilled glutinous rice with beef or shrimp (*Pulut Panggang Tutong Daging/Udang*)
2. Glutinous rice with beef, shrimp or smoked fish (*Kelupis Empty/Daging/Udang/Tahai*)
3. Curry Puff with Chicken/ Potato / Smoked Fish (*Karipap Daging/Kentang/Tahai*)
4. Fermented Rice (*Tapai*)
5. *Salurut* (Traditional Sweet Snack of sweet and soft rice flour cake with coconut milk, wrapped with janur or young coconut leaf in cone shaped)
6. *Penyaram*
7. Roti kawin [Butter and kaya (coconut egg jam) spread with Toast]
8. *Wajid Brunei / Wajid Temburong* (Sweet sticky rice cooked in palm sugar and coconut cream)
9. *Rangin*
10. *Ardam*
11. Kek Batik Kak Ros
12. Various *Bingka* Cakes
13. Various Potatoes (*Ubi Manis/ Ubi Kayu / Ubi Keladi*)
14. Brown Glutinous Rice (*Pulut Merah*)
15. Chef designed based on local fruits

#### Local Flavor

1. Pandan
2. Durian
3. Mango
4. Banana
5. Lemon
6. Lemon grass
7. Tibadak
8. Nangka.



**Regional Dish that are also very common to Brunei**

1. Rojak
2. Gado-gado
3. Oxtail Soup (Sup Ekor)
4. Beef or chicken soup
5. Fried Rice
6. Chicken Rice
7. *Nasi Lemak*
8. Murtabak or Roti Telur
9. Fried Noodles
10. *Soto* (Noodles in soup)
11. *Mee Rebus*
12. Rendang (Spicy Beef / Chicken cooked with coconut milk)
13. Beef or Chicken - Korma / Tomatoes / Soya Sauce.
14. Curry (Chicken, Beef, Fish fillet, Fish Head)
15. Sweet and tomato sauce prawn
16. Satay (Beef/Chicken/Lamb)
17. Stir-fried vegetables
18. Vegetables cooked in coconut milk
19. Ice Kacang (dessert with shave ice, red beans, sweet corn, grass jelly and cubes of agar-agar, coloured with syrup and topped with evaporated milk)
20. Banana fritters
21. Tea Tarik.

**BRUNEI GASTRONOMY WEEK'S PARTICIPANTS MENU SALES REVENUE AND BOOKING AS OF 15TH MARCH 2017**

HOTEL / ORGANISATION	DATE OF PROMOTIONS	MENU	NO OF BOOKINGS	TOTAL PAX	REVENUE	TOTAL	NOTES	
A	The Brunei Hotel	22th - 26th February	A la Carte	Bamboo Chicken Nasi Katok	4pax 1pax	\$48.00 \$12.00	\$60.00	
B	Radisson Hotel	22th - 26th February	Buffet	Lunch Dinner	180pax 200pax	\$3645.00 \$4050.00	\$7695.00 (Approx )	Radisson did not provide exact data. Total is based on estimation (average of price adult and children)
C	The Empire Hotel and Country Club	22th - 28th February	Set Menu		160 pax	\$4780.25		
D	Tarindak d'Seni	23rd February	Buffet	Lunch Dinner	118pax 63pax	\$1764.50 \$1561.50	\$3326.00	
E	V-Plaza Hotel	23rd - 28th February	Buffet	Adult Children Set Menu	173 pax 29 pax 42 pax	\$3287.00 \$348.00 \$756.00	\$4565.00	
F	Keoja Hotel	20th - 23rd February	Buffet	A la Carte	87 pax	\$174.00		
G	Tarindak d'Polo	23rd February	Buffet		349pax	\$4948.00		
H	URBN Kitchin	22nd - 25th February	A la Carte	Deconstructed Nasi Katok Seabass Umai Kueh Lenggang Regenerate	21pax 16pax 13pax	\$252.00 \$128.00 \$97.50	\$477.50	
I	MyTown Restaurant	22th - 26th February	A la Carte					
J	Charcoal BBQ & Grill Restaurant	22th - 26th February	A la Carte					
K	RBC @ Seasons Restaurant	22nd - 23rd February	Buffet	Adult Children	542 pax 77 pax	\$9625.00 \$838.00	\$10707.00	
L	The Coffee Bean & Tea Leaf	22th - 26th February	A la Carte					
M	The Rizqun International Hotel	1st February - 3rd March	Buffet		205 pax	\$5,125.00		
N	Orchid Garden Hotel	22th - 26th February	Buffet	Dinner		\$5846.80	OGH did not provide exact data. Total is based on estimation (average of price adult and children)	
O	D'Anggerek Serviced Apartment	26th February	Buffet	Adult Children	14pax 1pax	\$371.00 \$13.30	\$388.60	
P	Royal Brunei Airlines	23rd February	Set Menu					

## BRUNEI GASTRONOMY WEEK

22-26 FEBRUARY 2017

FINAL REPORT



### Introduction

Brunei's 33<sup>rd</sup> National Day celebrations have come and gone and with it, the first ever Brunei Gastronomy Week. Initiated by the Brunei Tourism Division of the Ministry of Primary Resources and Tourism (MPRT) to create awareness on local cuisine to the public, the Brunei Gastronomy Week was a gastronomic success, with 16 of the country's top hospitality establishments serving their elevated version of local cuisine during the five-day promotion.

From appetizers to desserts, each participating establishment featured dishes that are uniquely Bruneian, such as bamboo chicken – a traditional Iban dish typically served during festivals like Gawai, and *nasi katok* – a popular economical meal that takes the form of white rice, a cut of fried chicken and *sambal* wrapped up in brown paper.

### Participating Restaurants during Brunei Gastronomy Week:

1. Radisson Hotel
2. Orchid Garden Hotel
3. Brunei Airlines
4. Royal Brunei Catering @ Seasons Restaurant
5. The Rizqun International Hotel
6. Tarindak d'Seni
7. Tarindak d'Polo
8. D'Anggerek Serviced Apartment
9. Keoja Hotel
10. The Empire Hotel and Country Club
11. V-Plaza Hotel
12. The Brunei Hotel
13. The Coffee Bean & Tea Leaf
14. Charcoal BBQ & Grill Restaurant
15. MyTown Restaurant
16. URBN Kitchen

### Achieving Objectives and Messages

- a) Most restaurants presented the Bruneian cuisines with more sophistication and style
- a) Restaurant commented that guests commended on their efforts to promote local cuisines and that some signature dishes should be served in the Ala Carte Menu.
- a) Most of the public commended the efforts of the Ministry and requested for an extension of promotion time. As 5 days was a short period to try out all the restaurants

### Event launch



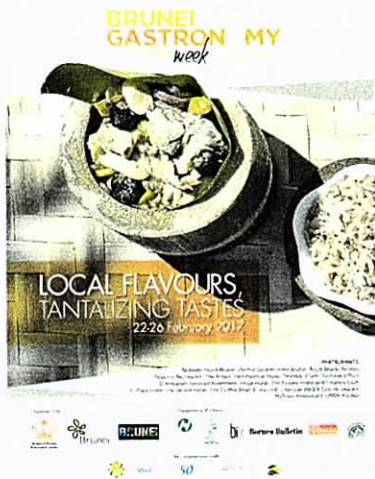
Launch of Brunei Gastronomy Week 15<sup>th</sup> February 2017

Launch of Brunei Gastronomy Week in Belait 17<sup>th</sup> February 2017

### Poster Design and Logo



Logo for Brunei Gastronomy Week



Poster for Brunei Gastronomy Week

### Rating Programs for Gastronomy Week

During the Gastronomy Week, Judges were sampling the dishes served at the various participating restaurants. Restaurants are encouraged to take part in the rating program whereby the dishes will be rated based on the criteria below the results will be awarded in the Tourism Industry Award Event tentatively to be held in April 2017. Restaurants can serve the Judges their best creations or highlights of their dish served.

The list of judges are as follows:

1.	Wan Zainal Abidin	Managing Director	CHMP Media
2.	Hazizah Osman	Deputy General Manager	Brunei Press Sdn Bhd
3.	Siti Kiprawi	Managing Director	Astera Consultants
4.	Hj Jali bin Hj Ibrahim	Local Chef	Jali Evergreen, Tutong
5.	Salinah Salleh	Head of Marketing and Promotion	Tourism Development Department

### Criteria

CRITERIA FOR JUDGING	
	Pts
<b>TASTE</b> Good flavor and texture balance	/5
<b>PRESENTATION</b> Food Styling and adherence to Brunei Gastronomy Week objective	/5
<b>INNOVATION</b> Elevating local cuisines and integration with menu	/5
<b>CREATIVITY</b> Creative usage of local ingredients	/5
<b>WHOLESOMENESS</b> Nutritional value of dish - Method of cooking, ingredients used.	/5
<b>TOTAL</b>	/25

Scores 3 and above gets One (1) Star ★ and the goal is to achieve Five (5) Stars

## Results

The results were tabulated and averaged out by categories as seen in *Appendix 1*

Due to the results being very close and truly had only one main winner for all categories, the judges deliberated further and agreed to the below as the final results.

For Awardees based on Categories:

i. Taste	The Rizqun International Hotel
ii. Presentation	The Empire Hotel & Country Club
iii. Innovation	URBN Kitchen
iv. Creativity	Brunei Hotel
v) Wholesomeness	Royal Brunei Airlines

For the Rating program (Certificates)

The Rizqun International Hotel	4 stars
Empire Hotel & Country Club	4 stars
Royal Brunei Airlines	3 stars
Radisson Hotel	3 stars
URBN Kitchen	2 stars
Orchid Gadren Hotel	2 stars
Brunei Hotel	1 star
My Town	1 star
Charcoal BBQ & Grill Restaurant	1 star
Coffee Bean & Tea Leaf	1 star
Keoja Hotel	1 star

## Appendix 1

Criterias	Hotels/Organisations															
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Taste	3.8	3	3.1	2.8	1.8	4.6	2.1	3.9	4.3	3.2	2.6	3.7	4.8	2.8	1.4	4.4
Presentation	3.9	4.4	4.6	2.3	2.8	3.7	1.9	4.4	4	4.1	2.2	3.2	4.8	3.2	2.2	4.3
Innovation	3.9	3.8	4.7	2.1	2.76	3.6	3.9	4.7	4.3	4	3	3.4	5	3	1.4	3.7
Creativity	4.2	3.6	4	2.2	2.5	3.4	1.9	4.2	3.8	2.4	2.6	3.7	4.8	3	2	3.9
Wholesomeness	3.7	3	3.2	2.4	2.6	3.6	2.1	3.6	2.6	3.5	2.4	2.8	4.4	3	1.4	3.9
Stars	5	5	5	0	0	5	0	5	4	4	1	4	5	4	0	5
Adjusted Stars	1	3	4	-	-	1	-	2	1	1	-	1	5	2	-	3

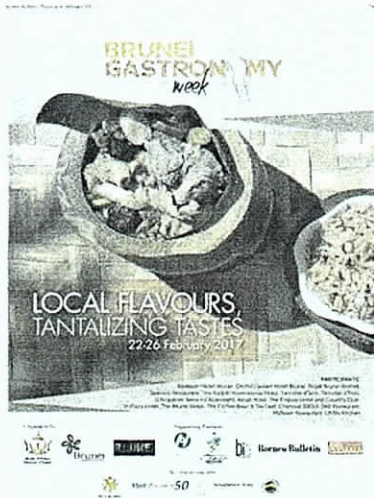
A	The Brunei Hotel
B	Radisson Hotel
C	The Empire Hotel and Country Club
D	Tarindak d'Seni
E	V-Plaza Hotel
F	Keoja Hotel
G	Tarindak d'Polo
H	URBN Kitchen

I	MyTown Restaurant
J	Charcoal BBQ & Grill
K	RBC @ Seasons Restaurant
L	The Coffee Bean & Tea Leaf
M	The Rizqun International Hotel
N	Orchid Garden Hotel
O	D'Anggerek Serviced Apartment
P	Royal Brunei Airlines

### Publicity and PR

Collaboration with Borneo Bulletin, Media Permata and Big Magazine.

borneosidersguide.com



#### A Nationwide Gastronomic Feast

A Nationwide Gastronomic Feast  
by Intan Abu Dohar

Brunei's 43<sup>rd</sup> National Day celebrations have come and gone and with it, the first ever Brunei Gastronomy Week, initiated by the Brunei Tourism Division of the Ministry of Primary Resources and Tourism (MPRT) to create awareness on local cuisine to the public. The Brunei Gastronomy Week was a gastronomic success, with 16 of the country's top hospitality establishments serving their elevated version of local cuisine during the five-day promotion.

### Publicity and PR.







### Digital Marketing

The event details was uploaded onto the Brunei Tourism website and ongoing promotions through social media: Instagram.



Digital Marketing



View Insights

Promote

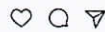


visit\_brunei Nasi Goreng Kampong served with Brunei Bamboo Chicken wrapped in Young Tapioca leaves drizzled with Yellow Eggplant (Terung Iban) puree and Lamiding. Mouth watering 🍴 #bgw2017 #discoverbrunei Only at @bruneihotel 22-26th February 2017



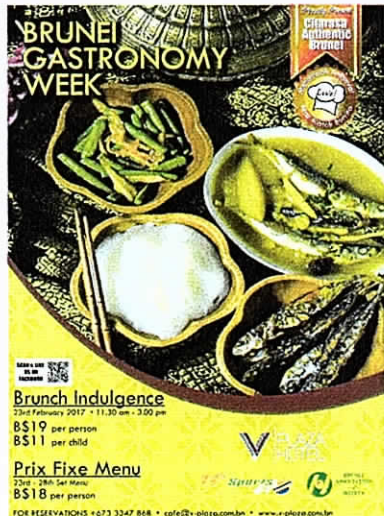
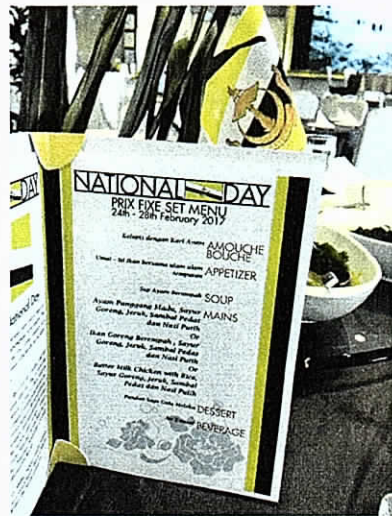
View Insights

Promote



5 likes  
visit\_brunei We couldn't wait to dig into this! @theempirehotelbrunei is offering a 3 course set menu for dinner only in Spaghetini's. #bgw2017 #discoverbrunei

Digital Marketing



Digital Marketing



ogh\_brunei



72 likes

ogh\_brunei Assorted ikan bakar prepared by Dk. Siti Nuramalina Binti Pg Hj Abbas.  
#visitbrunei #orchidgardenhotel #bruneifoodies