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Hospitality is one of the most challenging industries today. It is constantly evolving and with state-of-the-art technology currently available, the changes are quite immense. Its dynamic nature ensures that those who want to remain on top of the hospitality industry need to be flexible in order to change with the times. Hospitality Asia and World Asia Publishing (WAP) realise this and we are moving with the times to ensure that we continue to bring the best, the latest and the most innovative changes that are occurring in the industry, with a befitting innovation of our own – World Asia Events. Through WAE, we can further participate and integrate with industry events to stay informed. Hospitality Asia would like to hear your views as well and welcome your feedback.

Jennifer Ong  
Publisher



The second series of the HAPA-GAB Excellence Awards programme took place on April 16 with a gala awards presentation dinner at the Majestic Kuala Lumpur Hotel. Attended by some 650 hospitality leaders, the prestigious awards recognised the best of the best within the Guinness Anchor Berhad Malaysian network.

World Asia Events (WAE) is an exciting new division created by WAP that designs and manages events, with a difference. The WAE team recently completed the relaunch of Petron's loyalty card at the Royale Chulan Damansara on 24 April. With WAP's vast hospitality network, WAE is able to undertake any corporate event and deliver infinite moments.

Hospitality Asia is celebrating its 20th anniversary this year and we have planned a gala event to celebrate the grand occasion. The venue will be transformed into a culinary extravaganza with live-cooking stations where HAPA Award-Winning Chefs will craft their magic and tantalise your taste buds. Mark your calendar, 21 November 2014 will be the party of the year!

Once again, it is time to honour the most outstanding establishments and individuals in the hospitality industry within the region. HAPA's 13th Series and HAPA Regional's Third Series will be taking place next year (2015) and will include several countries in South East Asia. Nominations for the HAPA Regional 2015-2017 Series is now open for all eligible properties.



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the reflection of true hospitality

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HAPA Hotel of The Year  
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# 10 centrestage

Guinness Anchor Berhad (GAB), an advocate of product and service excellence, has for the second consecutive year collaborated with Hospitality Asia Platinum Awards (HAPA) in recognising and rewarding trade partners for their excellence in service, quality, innovation and entertainment. GAB celebrates Service Excellence with the prestigious HAPA-GAB Awards.

## the experience

David Bowden checks in to properties around the region to give a first-hand perspective on 'the experience' during his stay.

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The scoop is on Scoot.



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Ku De Ta Singapore  
Lantern @ Fullerton Bay Hotel Singapore  
Le Papillon  
Lei Gardens (CHIJMES)  
Les Amis  
Majestic Restaurant & Bar  
My Humble House  
One on the Bund  
Orchard Lei Garden  
Original Sin  
OSO Ristorante  
Paddy Fields  
Paradise Pavillion  
Pierside Kitchen & Bar  
Prive, Keppel Island  
Punjab Grill by Jiggs Kalra  
Rang Mahal  
Relish Burger  
Restaurant Madame Butterfly  
Saint Pierre  
Salt Grill & Sky Bar, ION Orchard  
Savanh Bistro + Lounge  
Senso  
Serenity Spanish Bar & Restaurant  
Si Chuan Dou Hua Restaurant  
Sky Dining @ Singapore Flyer  
Sky on 57 @ Marina Bay Sands  
Taste Paradise  
Tawandang Microbrewery @ Dempsey  
The Cliff  
The Forbidden City  
The Jewel Box, Mount Faber  
The Song of India  
Tong Le Private Dining  
Tung Lok Restaurant, Singapore  
TWG Tea Salon & Boutique  
Vansh  
Ying Yang, The Club Hotel

#### EMBASSIES IN MALAYSIA

Australian Trade Commission  
British High Commission  
Canadian High Commission  
Embassy of Denmark  
Embassy of Ireland  
Embassy of France  
Embassy of Brazil  
Embassy of Japan  
Embassy of Spain  
Embassy of Sweden  
Embassy of the Federal Republic of  
Germany  
Embassy of the People's Republic of China  
Embassy of the Republic of Indonesia  
Embassy of the Republic of Italy  
Embassy of the Republic of Korea  
Embassy of the Republic of the Philippines  
Embassy of the Socialist Republic of  
Vietnam  
Embassy of the Union of Myanmar  
Embassy of the United States of America  
France Embassy of Malaysia  
High Commission of Brunei Darussalam  
High Commission of the Republic of  
Singapore  
Indian High Commission  
New Zealand High Commission  
Royal Danish Embassy  
Royal Embassy of Saudi Arabia  
Royal Thai Embassy, The  
The Italian Trade Commission  
The Royal Norwegian Embassy in Kuala  
Lumpur

#### EMBASSIES IN SINGAPORE

Embassy of Argentina  
Australian High Commission  
Embassy of Austria  
Embassy of Belgium  
High Commission of Brunei Darussalam  
Embassy of Cambodia  
High Commission of Canada

Chinese Embassy  
Embassy of France  
Embassy of Germany  
High Commission of India  
Embassy of Laos  
Embassy of Indonesia  
Embassy of Italy  
Embassy of Japan  
Embassy of Laos  
Embassy of Myanmar  
High Commission of New Zealand  
Embassy of The Philippines  
Saudi Arabia Embassy  
Embassy of Spain  
Taipei Representative Office  
Embassy of Thailand  
Embassy of United Arab Emirates  
UK Embassy/High Commission  
U.S. Embassy  
Embassy of the Socialist Republic of  
Vietnam

#### HOSPITALITY SCHOOLS (MALAYSIA)

Ascot Academy  
Berjaya Higher Education Sdn Bhd  
Cilantro Culinary Academy  
Genting Inti International College  
Kolej Damansara Utama (KDU)  
Kolej Tunku Abdul Rahman  
Nilai School of Hospitality & Tourism  
Ranaco Training & Education Institute  
Sunway University College  
Taylor's University College  
YTL International College of Hotel  
Management

#### HOSPITALITY SCHOOLS (SINGAPORE)

At-Sunrice GlobalChef Academy  
Dimensions International College Pte Ltd  
Raffles Campus Pte Ltd  
Raffles Hospitality School  
SHATEC Institutes  
Singapore Culinary Institute (SCI)  
Temasek Culinary Academy  
The Tourism Academy @ Sentosa  
William Angliss Institute Singapore

#### GOLF & COUNTRY CLUBS (MALAYSIA)

Awana Genting Highlands Golf & Country  
Resort  
Berjaya Hills Golf & Country Club  
Bukit Beruntung Golf & Country Club,  
Selangor  
Bukit Jalil Golf & Country Resort, Selangor  
Cinta Sayang Golf & Country Resort, Kedah  
Clearwater Sanctuary Golf Resort, Perak  
Darul Aman Golf & Country Club, Kedah  
Glenmarie Golf & Country Club, Selangor  
Horizon Hills Golf & Country Club  
Kelab Golf Perkhidmatan Awam, Kuala  
Lumpur  
Kota Permai Golf & Country Club, Selangor  
Kuala Lumpur Golf & Country Club  
Mercurie Johor Palm Resort & Golf  
Pulai Springs Golf & Country Club, Johor  
Royal Selangor Golf Club, Kuala Lumpur  
Saujana Golf & Country Club, Selangor  
Sultan Abdul Aziz Shah Golf Club, Selangor  
Tanjong Puteri Golf Resort, Johor  
The Mines Resort & Golf Club  
Tropicana Golf & Country Club, Selangor

#### GOLF & COUNTRY CLUBS (SINGAPORE)

Jurong Country Club/Keppel Country Club  
Laguna National Golf & Country Club  
Marina Bay Golf Course  
Orchid Country Club  
Raffles Country Club  
Safra Resort & Country Club  
Seletar Country Club  
Sentosa Golf Club  
Singapore Island Country Club  
Tanah Merah Country Club  
Warren Golf & Country Club

#### BANK LOUNGES (MALAYSIA)

Alliance Bank Privilege Banking  
CIMB Private Banking  
Hong Leong Priority Banking  
HSBC Premier  
KFH Priority Banking  
Maybank Private Banking  
OCBC Premier Banking  
Public Bank Red Carpet Banking  
RHB Bank Premier Banking  
Standard Chartered Priority Bank  
The Bank of Nova Scotia Berhad  
(Scotiabank)  
UOB Private Banking

#### BANK LOUNGES (SINGAPORE)

DBS Asia  
ICICI Bank  
ANZ Signature Priority Banking

#### TRAVEL AGENTS (MALAYSIA)

Bestour & Travel (M) Sdn Bhd  
Discovery Overland Holiday Sdn Bhd  
Malaysian Harmony Tour & Travel Sdn Bhd  
Mayflower Acme ours Sdn Bhd  
Pacific World Destination East Sdn Bhd

#### TRAVEL AGENTS (SINGAPORE)

City 99 Asia Travel (S) Pte Ltd  
Farmosa Holiday Tours (S) Pte Ltd  
Nam Ho Travel Service (S) Pte Ltd  
Seiki Travel Pte Ltd  
Shengyuan Tours & Travel

#### AIRLINE OFFICES IN MALAYSIA

Air France  
Air India  
Air Mauritius  
Air New Zealand  
All Nippon Airways Co Ltd  
Berjaya Air  
British Airways-Qantas  
British Airways Malaysia  
Cathay Pacific Airway  
China Airlines - CAL  
Emirates  
Firefly  
KLM Royal Dutch Airlines  
Lufthansa Malaysia  
Malaysia Airlines - MAS - Malaysia Airline  
System Berhad  
Myanmar Airways International - MAI  
Philippine Airlines  
Royal Brunei Airlines  
Singapore Airlines - SIA  
Thai International Airways  
Vietnam Airlines

#### AIRLINE OFFICES IN SINGAPORE

Air France  
Air India  
Air Mauritius Ltd  
All Nippon Airways Co. Ltd  
Asiana Airlines  
Bangkok Airways Co. Ltd  
British Airways PLC  
Cathay Pacific Airways Ltd  
Continental Airlines/Emirates  
Emirates  
Gulf Air Co.  
Indian Airlines Ltd  
Japan Air Lines Co. Ltd  
KLM Royal Dutch Airlines  
Korean Air Lines  
Kuwait Airways Corporation  
Myanmar Airways International Co. Ltd  
Nippon Cargo Airlines Co. Ltd  
PT Garuda Indonesia  
Pakistan International Airlines  
Royal Brunei Airlines  
Royal Jordanian  
SAS Singapore  
Saudi Arabian Airlines  
Sempati Air  
Singapore Airlines Ltd  
South African Airways  
Sri Lankan Airlines Ltd  
Swissair  
Vietnam Airlines

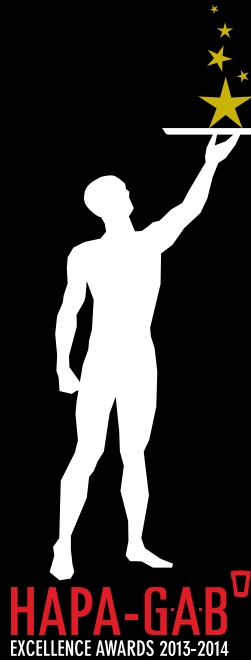
#### AIRPORT/AIRLINE & OTHER LOUNGES

Cathay Pacific Lounge, KLIA  
Dynasty Lounge, KLIA  
Golden Lounge Domestic KLIA  
Golden Lounge Kota Kinabalu, Malaysia  
Golden Lounge Kuching, Malaysia  
Golden Lounge London, UK  
Golden Lounge Melbourne, Australia  
Golden Lounge Penang, Malaysia  
Golden Lounge Perth, Australia  
Golden Lounge Regional, KLIA  
Golden Lounge Satellite KLIA  
Golden Lounge Singapore  
Golden Lounge Sydney, Australia  
Kris Flyer Gold Lounge, Singapore Changi  
Airport  
Plaza Premium Lounge, LCCT  
Silver Kris Lounge, KLIA  
Silver Kris Lounge, Singapore Changi  
Airport

#### ONBOARD

First Class and Business Class Flights on  
Malaysia Airlines (MAS)

# Raising The Bar



*The bar was raised several notches as top F&B outlets vied to be the best of the best in the hospitality industry. Guinness Anchor Berhad (GAB), in collaboration with Hospitality Asia Platinum Awards (HAPA), hosted one of Malaysia's most prestigious hospitality awards to recognise and reward the crème de la crème of the hospitality industry.*



HAPA-GAB Excellence Awards 2013-2014 Winners with Hans Essaadi, Managing Director of Guinness Anchor Berhad



### Multiple Awards For Outstanding Outlets

As emcees Douglas Lim and Andrea Fonseka, who was Miss Malaysia Universe 2004, rattled off the list of winners, it became apparent that a trend was forming – outstanding outlets were sweeping award after award.

There were 26 winners across eight categories, with many of them multiple winners. The grand ballroom of Majestic Hotel, Kuala Lumpur, was filled with anticipation as comedian Douglas and Andrea teased and toyed with the audience when it came to announcing the big prize – the coveted Outlet of the Year Award for 2013/2014.

“And the winner is...SOULed OUT from Sri Hartamas, Kuala Lumpur!” A loud rapturous applause ensued, as the crowd acknowledged the endeavours put in to best some 200 outlets in the country. SOULed OUT also claimed the Best Resto-Bar Award too, while the Best Bar Award went to Never Mine, Kuala Lumpur. The Bierhaus in Taman Sentosa, Johor, won the Best Restaurant Award and the Most Innovative Guest Experience Award, while the Best Club Award was claimed by Johor’s Aruku The Walk.

Malones Irish Bar (Pavilion Kuala Lumpur) bagged the Service Excellence Award, while the Best Product Quality Award was given to The Brazzo Restaurant and Lounge, Johor.

“We recognise, reward and honour trade partners who have demonstrated excellence, as they are a prime example of how outlets are able to raise the industry standards,” said Hans Essaadi, Managing Director of GAB during his opening speech.

**F**ollowing the success of the inaugural HAPA-GAB Awards in 2012, around 200 top F&B establishments in the country raced to outdo one another at the second instalment of the prestigious event. The number of participating outlets almost tripled since the first awards, which reflected the commitment and dedication of players to raise the service and quality bar in the hospitality industry.

One of the most anticipated hospitality awards in Malaysia, the HAPA-GAB Excellence Awards is a biennial award that will see GAB partner outlets in the country competing in eight award categories, namely Best Bar, Best Restaurant, Best Resto-Bar, Best Club, Best Product Quality, Most Innovative Guest Experience, Service Excellence, and the most coveted Outlet of the Year Award.



The Souled Out Group posing with their HAPA-GAB Excellence Awards 2013-2014 trophies.

### Independent Judging Process

In order to ensure that the highest standards of judging would be held, GAB partnered with HAPA, an independent body and a leading regional Hospitality Awards Programme, to facilitate the judging process. The panel of judges, a confidential group of experts and influential tastemakers selected by HAPA, visited the nominated outlets anonymously within a five-month period as part of the stringent judging process.

The five key quality attributes that were judged comprised Product Quality, Service Quality, F&B Innovation, General Operations and Ambience.

Some 650 guests, dressed in their elegant best, attended the awards and gala dinner, which was also graced by YB Elizabeth Wong Keat Ping, Selangor Executive Council member in charge of the Tourism, Consumer Affairs and Environment portfolio.

### Hero Of The Year

There was a hero in the crowd, and his name is Jimmy Goh Teong Hock. Jimmy, the Bar Manager of Patio Bar and Lounge, took part in the inaugural Heineken's Global Bartender Finals (GBF) and emerged as first runner-up. Finalists showcased their draught-pouring skills in front of an expert jury and Jimmy missed first spot by a mere 1.5 points!

Jimmy, who had previously undergone intensive training with GAB Professional Solutions (GABPS) Academy and then at the GABPS Academy Boot Camp, was among the 20 finalists from 20 countries who were seeking to be the world's best Heineken bartender.

GABPS, or GAB Professional Solutions, was launched in 2012 to serve as a reliable consultant and solutions provider to GAB's trade partners.

Jimmy's achievement in the GBF was a major milestone for the hospitality industry in Malaysia, and as such, he was deservedly crowned as GABPS Hero of the Year.

### Innovation At Its Best

Besides a night of recognition, the event also showcased the new doubly refreshing Tiger Radler, recently launched Kirin Ichiban, Japan's premium 100% malt beer that uses the innovative "First Press" brewing method, and the newly re-energised Heineken Extra Cold chilled to zero degrees for a longer lasting refreshment.

The prestige of the Black-and-Gold themed event can be seen in down to the details, with Ridzmas Supply sponsoring the black and gold table linen. Students from Taylors University's School of Hospitality, Tourism and Culinary Arts, selected and trained by GAB experts specifically for this event, showed there is much promise for the future of the hospitality industry in Malaysia as they assisted with the food presentation.

The menu was another highlight of the evening, with the entire six-course meal customised featuring dishes infused with products from GAB's iconic portfolio. How would you like to sip some double-boiled Tiger superior broth with mushroom, dried scallops and sea cucumber? Or sink your teeth into the 48-hour Heineken brine chicken and mushroom risotto? And, not to mention the Guinness braised Angus short ribs, which was to die for.

All in all, the evening was a blast, with guests pairing the special menu with their drink of choice from GAB's extensive range, as they waited to be announced winners while being entertained by the funny antics of Douglas and Andrea.

# WINNERS LIST

## OUTLET OF THE YEAR

Souled Out Sri Hartamas, Kuala Lumpur

### BEST BAR

#### GOLD WINNER

Never Mine, Kuala Lumpur

#### SILVER WINNER

Bricks & Barrels, Perak

#### BRONZE WINNER

Soho Country House, Penang

#### FINALISTS

42 East Restaurant & Pub,  
Kuala Lumpur

Front Page Sports Bar & Grill,  
Kuala Lumpur

Lamour Lounge, Johor

Museum Restaurant & Bar,  
Selangor

WIP, Kuala Lumpur

### BEST CLUB

#### GOLD WINNER

Aruku The Walk, Johor

#### SILVER WINNER

Lust Kl, Kuala Lumpur

#### BRONZE WINNER

Cuvee Wine & Champagne,  
Penang

#### FINALISTS

Heli Lounge Bar, Kuala Lumpur

Laundry Bar (The Curve,  
Mutiara Damansara), Selangor

### BEST RESTAURANT

#### GOLD WINNER

The Bierhaus @ Sentosa, Johor

#### SILVER WINNER

The Bierhaus @ Johor Jaya,  
Johor

#### BRONZE WINNER

Ben's, Penang

#### FINALISTS

Sanook Bistro & Sportz Bar,  
Selangor

Tgi Fridays (Pavilion KL),  
Kuala Lumpur

Tgi Fridays (The Gardens),  
Kuala Lumpur

Tgi Fridays (Wangsa Walk),  
Kuala Lumpur

The Apartment (Suria KLCC),  
Kuala Lumpur

### BEST RESTO-BAR

#### GOLD WINNER

Souled Out Sri Hartamas,  
Kuala Lumpur

#### SILVER WINNER

Zender's Restaurant & Bar,  
Kuala Lumpur

#### BRONZE WINNER

The Beer Factory (Sunway Giza),  
Selangor

#### FINALISTS

Baan26 Thai Restaurant & Bar,  
Kuala Lumpur

Beast - Bar & Grill,  
Kuala Lumpur

Olive Kitchen + Bar, Johor

Rome Empire Bistro, Johor

Tujo Bar-Sserie & Grill,  
Kuala Lumpur

### MOST INNOVATIVE GUEST EXPERIENCE

#### GOLD WINNER

The Bierhaus @ Sentosa, Johor

#### SILVER WINNER

Malones Irish Bar (Pavilion), Kuala Lumpur

#### BRONZE WINNER

Zender's Restaurant & Bar, Kuala Lumpur

#### FINALISTS

Bricks & Barrels, Perak

Museum Restaurant & Bar, Selangor

Rome Empire Bistro, Johor

Souled Out Ampang, Kuala Lumpur

The Brazzo Restaurant & Lounge, Johor

Tujo Bar-Sserie & Grill, Kuala Lumpur

### SERVICE EXCELLENCE

#### GOLD WINNER

Malones Irish Bar (Pavilion), Kuala Lumpur

#### SILVER WINNER

Beast - Bar & Grill, Kuala Lumpur

#### BRONZE WINNER

The Bierhaus @ Sentosa, Johor

#### FINALIST

Awave Club, Bistro & Lounge, Selangor

Souled Out Ampang, Kuala Lumpur

Souled Out Sri Hartamas, Kuala Lumpur

The Beer Factory (Starparc Point),  
Kuala Lumpur

The Bierhaus @ Johor Jaya, Johor

### BEST PRODUCT QUALITY

#### GOLD WINNER

The Brazzo Restaurant & Lounge, Johor

#### SILVER WINNER

Olive Kitchen + Bar, Johor

#### BRONZE WINNER

The Bierhaus @ Sentosa, Johor

#### FINALISTS

Beast - Bar & Grill, Kuala Lumpur

Bricks a& Barrels, Perak

Foos Steak House, Perak

Lazio Restaurant & Lounge, Johor

Zender's Restaurant & Bar, Kuala Lumpur

### THE PERFECT SERVE AWARDS

#### TIGER

##### GOLD WINNER

D Legends Bar, Kuala Lumpur

##### FINALISTS

Baywatch Café & Bistro,  
Selangor

Museum Restaurant & Bar,  
Selangor

#### HEINEKEN

##### GOLD WINNER

Basic Pub & Bistro, Johor

##### FINALISTS

Palate Palette Restaurant & Bar,  
Kuala Lumpur

The Museum, Perak

#### GUINNESS

##### GOLD WINNER

Palate Palette Restaurant & Bar,  
Kuala Lumpur

##### FINALISTS

Laundry Bar (The Curve,  
Mutiara Damansara), Selangor

The Rabbit Hole, Kuala Lumpur

#### KILKENNY

##### GOLD WINNER

Foos Steak House, Perak

##### FINALISTS

Bricks & Barrels, Perak

Havana Lounge, Selangor

## HAPA-GAB Excellence Awards 2013-2014 Winners



### GABPS HERO OF THE YEAR 2013

*"It was an exciting journey for me. I started with zero knowledge, and attended the GABPS Academy programme; from Entry and Advanced level training, to the Regional and National Finals, to boot camp, and finally to represent Malaysia in the Global Finals. GABPS has definitely contributed to this journey and title. Not only did they provide guidance to me, but to bartenders around Malaysia as well. They really make us feel that we are raising the industry standards." - Jimmy Goh, Bar Manager, The Patio Bar & Lounge*



### OUTLET OF THE YEAR

#### SOULED OUT, SRI HARTAMAS, KUALA LUMPUR

*"To be in the same league as all the big names of the F&B industry, which have been in the business for so many years, it's really a surprise for us to have won the Outlet of the Year Award. The Malaysian hospitality industry today is not far from other developed countries. With the strong competition coming in, service has to be one of the main factors; hence it is constantly improving. The HAPA-GAB Excellence Awards is a wonderful way to be inspired and to set a benchmark for the industry. Thank you GAB and HAPA for making our dream come true." - Fred Choo, Founder & Owner*



### BEST BAR

#### GOLD: NEVER MIND, KUALA LUMPUR

*"People nowadays are looking for something different, so we try to constantly give them something different to keep them coming back. We see what other players are doing in the market, and we constantly innovate and create something new from there. Thanks to my staff and my family for this achievement."*

*- Guna Segaran, Director*



### BEST CLUB

#### GOLD: ARUKU THE WALK, JOHOR

*"Our customers are always looking for something unique. I would say our bar, ambience, music and service is one of the best in Johor. And we are always trying our best to exceed the standards, to bring the club to a national level." - Ben Yeoh, Director*



### BEST RESTAURANT

#### GOLD: THE BIERHAUS, TAMAN SENTOSA, JOHOR

*"Improvisation and team work is what makes us unique. Constantly improving our menu and service is also a must, to ensure that we are always the best in JB. It's the quality of service and always introducing new items on the menu that makes us stand out from the rest." - Sam Kiew, Director*



### BEST RESTO-BAR

#### GOLD: SOULED OUT, SRI HARTAMAS, KUALA LUMPUR

*"We are always looking at what the current market is offering, and we also understand our customer profile. From there, our R&D team will come up with new items on the menu, as well as ensuring the right drinks pairs with the right food to ensure an innovative menu." - Zack Yuzairy and A.D. Lincoln, Group Head of Operations*

## HAPA-GAB Excellence Awards 2013-2014 Winners



### MOST INNOVATIVE GUEST EXPERIENCE

**GOLD: THE BIERHAUS, TAMAN SENTOSA, JOHOR**

*"To create in innovative guest experience, we listen to our guests. We get different guests that share different experiences. We need to interact with them, listen to each and everyone of them and provide an experience that suits their needs. This gives it a personal touch to make them feel at home."* – Raymond Hong Kee Geak, Lal Kumar a/l Ravindran, Sam Kiew See Yor & Emily Ng, Directors

### SERVICE EXCELLENCE

**GOLD: MALONES IRISH BAR, PAVILION, KUALA LUMPUR**

*"Service excellence is to ensure our customers are at a home away from home. The sky is the limit when it comes to fulfilling our customers' requests."* – Kent Kannan, Outlet General Manager



### BEST PRODUCT QUALITY

**GOLD: THE BRAZZO RESTAURANT & LOUNGE, JOHOR**

*"We have a very strong team, both in the kitchen and front line. For any food and drinks being served, we have to ensure the best of quality is served. Anything below that will be rejected. We also invest a lot of time in training our staff to deliver a quality experience."*

– Sean Lauw, Owner



### PERFECT SERVE AWARD – TIGER

**D LEGENDS BAR, KUALA LUMPUR**

*"Cleanliness, freshness, gas levels, and constant volume are some of the factors that establishes a perfectly served Tiger. Training of bartenders is also important, thankfully with the assistance of GAB Professional Solutions, they ensure our bartenders and waiters serve the best from the best."* – Hans Gill, Owner, D Legends Bar



### PERFECT SERVE AWARD – HEINEKEN BASIC PUB & BISTRO, JOHOR

*"The product itself is quality. Together with GAB's continuous support in training and guidance on how to pour a perfect serve of Heineken. Training is important to establish quality consistency. Our customers are always satisfied whenever they order a Heineken from us."* – Lee Boon Kiang & Chin Chen Soong, Directors



### PERFECT SERVE AWARD – GUINNESS PALATE PALETTE RESTAURANT & BAR, KUALA LUMPUR

*"We are extremely happy to have won the Perfect Serve Guinness Award. I would have to thank my team at Palate Palette for consistently serving the perfect Guinness. We would also like to thank GAB for the continuous training and support."* – Hafiz Helman, Outlet Supervisor



### PERFECT SERVE AWARD – KILKENNY FOOS STEAK HOUSE, SITIAWAN, PERAK

*"To ensure a perfect Kilkenny, the head of foam is extremely important. Proper training for our staff is mandatory, as it is not easy to achieve the perfect head with the 2-part pour. We also have to monitor our beer lines, where we maintain it weekly, as the beer line also affects the quality of a perfect serve."* – Ong Beng Yew, Director

## HAPA-GAB EXCELLENCE AWARDS 2013-2014

### AWARD CATEGORIES AND CRITERIA

#### BEST BAR

Awarded to the outlet that showcases an extensive list of innovative drinks and also delivers outstanding beer quality standards.

#### BEST CLUB

Awarded to the outlet that presents the latest in entertainment concept; creating the most electrifying party experience.

#### BEST RESTAURANT

Awarded to the outlet that brings gastronomic perfection to the dining experience; it also delivers memorable customer service.

#### BEST RESTO-BAR

Awarded to the outlet that delivers extraordinary dining experience; one that showcase unique food selections to creative drinks menu.

#### MOST INNOVATIVE GUEST EXPERIENCE

Awarded to the outlet that is committed to creating unique dining experiences through innovative products and services.

#### SERVICE EXCELLENCE

Awarded to the outlet that showcase hospitality of the highest standards by consistently providing exceptional service to its guest.

#### BEST PRODUCT QUALITY

Awarded to the outlet with exemplary standards in advocating beer and culinary product quality consistently.

##### SUB-CATEGORIES:

- Perfect Serve Tiger
- Perfect Serve Heineken
- Perfect Serve Guinness
- Perfect Serve Kilkenny

#### OUTLET OF THE YEAR

Awarded to the outlet that has achieved excellence at all fronts from entertainment experience, to product concept and service levels.







# WE'RE OPEN FOR NOMINATIONS!

These are the categories and awards defined to uncover the 'Best in Asia' for the coveted Hospitality Asia Platinum Awards 2015-2017 Regional Series. Let the games begin!

## MAJOR AWARDS

- MSE** ★ HAPA Service Excellence – Beyond Expectations (Accommodation/Dining)
- MHT** ★ HAPA Hotel of the Year – Extraordinary Stay
- MRS** ★ HAPA Resort of the Year – Best Discovery
- MRT** ★ HAPA Restaurant of the Year (Hotel/Resort) – Destination Restaurant (Hotel/Resort)
- MRTi** ★ HAPA Restaurant of the Year (Independent) – Unique Experience (Independent)
- MIC** ★ HAPA Icon of the Year – Hospitality Entrepreneur
- MHL** ★ HAPA Hospitality Leadership Award – Exceptional Achievement
- MGM** ★ HAPA General Manager of the Year – The Ambassador of Hospitality
- MKK** ★ HAPA King of Kitchens – The Ambassador of Cuisine
- MFB** ★ HAPA F&B Personality of the Year – Champion of Innovation
- MNS** ★ HAPA Nightspot of the Year – “The Place”
- MIS** ★ HAPA Indulging Spa of the Year (Hotel/Resort) – Heavenly Experience
- MDS** ★ HAPA Day Spa of the Year (Independent) – Blissful Experience
- MGC** ★ HAPA Golf Course of the Year – Exhilarating Experience

## HEAVENS OF HOSPITALITY

- H5H** ★ HAPA Best 5-Star Hotel – Exceptional Experience
- H4H** ★ HAPA Best 4-Star Hotel – Exceptional Experience
- H5R** ★ HAPA Best 5-Star Resort – Momentous Experience
- H4R** ★ HAPA Best 4-Star Resort – Momentous Experience
- HFR** ★ HAPA Best Family & Recreational Resort – Delightful Experience
- HBQ** ★ HAPA Best Boutique Hotel/Resort – Exceptional Lifestyle & Living Experience
- HSR** ★ HAPA Best Serviced Residence – Perfect Living

## FLAVOURS OF HOSPITALITY

- FAC** ★ HAPA Best Asian Cuisine – Flavours of Asia
- FWC** ★ HAPA Best Western Cuisine – Flavours of the West
- FCA** ★ HAPA Best Casual Dining/All Day Dining – Most Contemporary Experience
- FCD** ★ HAPA Extraordinary Concept Dining – Most Innovative Experience

## PASSIONS OF HOSPITALITY

- PMA** ★ HAPA Asian Masterchef – Master of Authenticity
- PMW** ★ HAPA Western Masterchef – Master of Fine Cuisine
- PMP** ★ HAPA Pastry Masterchef – Captain of Creativity

## HOSPITALITY FROM THE HEART

- DFO** ★ HAPA Front Office Excellence – Courteous Efficiency
- DCG** ★ HAPA Concierge Excellence – The Extra Mile
- DHK** ★ HAPA Housekeeping Excellence – An Added Touch
- DSE** ★ HAPA Security & Engineering Excellence – Safe & Secure

Note: The above 32 awards listed are subject to change and final confirmation by the HAPA Committee. MSE is a compulsory category for participants of the Accommodation and Restaurant Award categories.

For further inquiries, please contact +603-7954 1911 or email us at [hapa@hapa.asia](mailto:hapa@hapa.asia)