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ALISON PRICE ON AIR ADDS LARGE GROUP CHARTER TO THE MENU

Executive jet in-flight dining experience provider Alison Price On Air, part of the Alison Price Group, has added large group catering to its portfolio of services dedicated to the executive aviation market. The new concept has been put on the menu following the success of a recent assignment to provide 600 meals for 200 guests split between a Boeing 757 and a Boeing 767 aircraft at two London airports as part of a high profile birthday celebration. The menu for the flights consisted of a full evening service followed by a two course breakfast served over a one hour period. The whole celebration was organised by Banana Split which selected Alison Price On Air from a wide range of caterers because of the extensive experience in large group catering that Alison Price & Co, in partnership with Alison Price On Air, offers.

The new service, which launched on the 1st June 2012, is already receiving interest from specialist large group charter companies, a number of Olympic sponsors, as well as event organisers looking to source the best-in-class service and cuisine Alison Price On Air has become known for. "Alison Price & Co has built its reputation catering to the highest echelons of society, including royalty and government, and regularly serves over 100 plus diners a night. The kitchen has been designed for purpose and the team is specifically trained and prepared for large group catering. It makes complete sense to blend the last two years of in-flight experience and knowledge of handling food for the business jet sector that Alison Price On Air has, with the skills of the Alison Price & Co team. We are perfectly structured to offer this service," says Daniel Hulme, Managing Director of Alison Price On Air.

Count...2



REVEALED: INDIA'S MOST TRUSTED BRANDS

Infosys slips to third place in the list of India's most trustworthy brands. The Tata group comes on top.



FREEDOM FIGHTER LAKSHMI SEHGAL DIES

A close aide of Subhash Chandra Bose, she was the first captain of the women's wing of the Indian National Army.



INDIAN ATHLETES AT OLYMPIC VILLAGE

India's delegation has checked in at the Village in Olympic Park, London.

WORLD BUSINESS MAGAZINE



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Count...1

Utilising its unique packaging system which enables Flight Attendants to re-produce gourmet meals, Alison Price On Air has successfully revolutionised catering practise for the business jet industry and has already built a strong international reputation for servicing mid to large size jets. Mirroring the existing business model Hulme aims to target discerning clients who are willing to pay for the ultimate in fine dining and will adapt and tailor existing in-flight menus to provide standards of food that have not been served to large group bookings before. "Whilst our average business jet order caters to six passengers we have the in-house expertise to cater for aircraft flying up to 200 passengers. In addition we have the understanding of the unique requirements of the aviation sector, know how pressure changes taste, and can design menus with all these considerations in mind. We intend to use this combined knowledge to target the very cream of the large group charter market who demand the highest quality. For Alison Price On Air it is a logical next step," continues Hulme.

Hulme recognises there are different considerations when catering to large numbers on wide bodied aircraft. Attention to detail is crucial and current plans involve new menu, crockery and packaging designs that will enable the chefs to plate up efficiently and accurately for large groups. Menus will consider the specifics of the wide body aviation environment in terms of pressurisation, height of flight, and galley space. In most cases Hulme expects a chef on board to be mandatory to ensure food is prepared, served and presented in a manner that reflects the quality and brand of Alison Price On Air. On request the chef can be joined by a sommelier who will add further cache to the service. As with the business jet offering flight attendants can be trained courtesy of Alison Price On Air to support their understanding of the menus which he hopes will help them demonstrate to the flight arrangers the added value of a great dining experience for the passengers. For the future Hulme is also considering offering the service to commercial aircraft first class passengers. "We know we have the skill set and the commercial arena could well be a natural progression of the large group service," he concludes.

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DUBAI, ABU DHABI AND NORTHERN EMIRATES SCORE OVER OTHER REGIONAL COUNTRIES IN SHOPPING AMENITIES

UAE malls pioneered a culture that is being emulated by others

Al Ain, UAE, 25th June 2012: Dubai, Abu Dhabi and the Northern Emirates boast more than 2 million square meters of shopping area, scoring over all other countries in the region, according to a regional shopping industry expert.

Khalid Shraim, Senior Marketing Manager, Bawadi Mall says that UAE malls have set high standards and created a unique culture that is being followed by other malls in the GCC and Levant region. This culture revolves round offering "edutainment" to mall visitors rather than mere shopping service.

Shraim said UAE malls have become leading tourism destinations for tourists. He added: "Most tourists ask for malls, having googled the popular malls in their home countries or having been referred to by friends and relatives. They enjoy our malls because of the unique ambience and plenty of activities we line up for them."

He added that 9 percent of Bawadi Mall visitors are tourists coming from Oman, other GCC countries and beyond.

Shraim said that retail, shopping and tourism industries in the UAE are inter-related and inter-dependent, and these sectors are growing faster than others in the MENA region, thanks to the a distinctive shopping culture and purchasing power of the Gulf consumers as well as tourists coming to the UAE from different parts of the world and the government's continuous support to these sectors.

Shraim added that the UAE has pioneered innovative practices in the shopping industry that other parts of the world are emulating, such as festivals, outreach campaigns, competitions, and cultural gatherings.

"International brands are looking at the UAE market as a focal point to reach out to the entire Middle East region. Hugh investments, franchises, tie ups and other kinds of partnerships are taking place in the country that hosts a significant amount of tourists from all parts of the world," Shraim added.

Talking about UAE visitors to malls, Shraim added: "We believe that all the 7 emirates have their own unique traits. In Al Ain city for example, we receive remarkable number of UAE nationals and residents coming from Abu Dhabi and other parts of the UAE throughout the week."

Shraim added: "Most UAE malls launch series of activities throughout the year that appeal to everyone. These activities contribute to attracting visitors from all over the world and the UAE malls provide customized shopping experience to visitors."

Bawadi Mall organizes events that target variety of cultures living in the UAE, as part of a strategy to position the city as a rendezvous city of the world.

The 140,000 square metre Bawadi Mall, with a gross leasable area of 110,000 square metres, has been positioned as Al Ain's ultimate shopping, dining and leisure destination.

Bawadi Mall, developed by Nael & Bin Harmal Inv. Co. L.L.C., houses a mix of international as well as regional retail brands of fashion, food, jewellery and much more, all in a bright, spacious, and inviting environment, distinguished by a wide curved vaulted skylight that soars above the main corridor and its main three spacious courts.



EAN LAUNCHES WINGS IN-FLIGHT, THE ONLY DEDICATED EXECUTIVE IN-FLIGHT CATERING SERVICE AT LAGOS' MURTALA MOHAMMED INTERNATIONAL AIRPORT

Lagos-based Evergreen Apple Nigeria, EAN, has launched the first and only dedicated executive in-flight catering service at Lagos' Murtala Mohammed International Airport. EAN Catering Limited, a subsidiary of EAN, already manages Wings restaurant on the penthouse floor of its FBO at Lagos. The new product will be operated under the same brand and called Wings In-Flight. The service has been developed in response to the increased business jet activity at the airport and the growing demand from the private jet community for good quality in-flight catering. In just two months the business has already developed a growing international customer base with 14 different private jets already ordering regularly, and others beginning to make requests. Clients include leading aviation names such as Vistajet, Avjet Corporation, Hangar 8 and Elit'Avia.

Until the launch the majority of private jet catering had to be sourced from local business hotels. The new dedicated service enables aircraft crew to place orders for fresh, top quality cuisine 24 hours a day, 7 days a week, directly at the airport. The dishes, which ideally should be ordered 24 hours in advance, are prepared onsite in the Wings facility at the parent company's FBO, the EAN Hangar Jet Centre. The team has been fully airside trained consequently food can be delivered directly from the Wings kitchen to the aircraft galley in a matter of minutes so conserving taste, freshness and presentation. For last minute orders, as long as the restaurant is open, which it is from 08.00 to 22.00, food from the existing Wings restaurant menu can be provided.

The in-flight catering menu has been created by renowned chef Bilal Jamal

Eddine who is Executive Chef of Wings Restaurant. Chef Bilal's heritage includes heading kitchen teams in leading restaurants in Romania, South Africa and in Kazakhstan where he worked for the Kazakhstan Catering Company providing catering services for the demanding oil industry both on and off shore. He joined EAN Catering following three years working as Executive Chef and Manager at one of the top restaurants in Lagos, Nigeria.

Wings restaurant itself offers four dining concepts - Continental, Sushi, Coffee shop and Bar and the in-flight menu mirrors these choices by providing everything from light breakfasts through to three course meals. The cosmopolitan selection features a range of international cuisine from grilled meats and fish through to Thai flavours, Italian dishes and Wings' specialty, Sushi. Chef Bilal's international team will also create bespoke menus for passenger's specific tastes, requirements and dietary restrictions.

"The Nigerian business jet market has seen considerable growth over the last few years and with the increased number of flights the demand is greater for premium services. There was a lack of choice for inflight catering as whilst business hotels produce great food, they don't necessarily have the experience of the airside logistics that EAN can offer. Consequently we decided to make a considerable investment into Wings restaurant and have used that as the launch platform for Wings in-flight catering," says Chef Bilal about the new service. "We are aiming to provide superior food at competitive pricing as we recognise that superior catering makes such a difference to a passenger's in-flight experience," Bilal concludes.



BAWADI MALL LAUNCHES 16-DAY SUMMER CARNIVAL

Daily Raffle draws to give away Apple tech gadgets

Dubai, UAE, 4th July 2012: The largest mall in Al Ain city, Bawadi Mall, is hosting a 16-day Summer Carnival that will conclude on July 13, to coincide with the "Win & Go High Tech" campaign, which will allow visitors to enter daily raffle draws to win Apple products, including iPhones, iPads, iPods and MacBook until August 30.

The Summer Carnival is also hosting four daily entertaining shows, including Marching Musicians, Giant Stilt Walkers, Acrobat Clowns, Juggling Acts, Monocycle Jumpers, Chair Show, Comedy Show, Club Show, Rola bola and Acrobatic trampoline.

Commenting on the joint campaigns, Khalid Shraim, Senior Marketing Manager Bawadi Mall said: "This is extremely unique at Bawadi Mall during this part of the year, especially when big festivals are taking place in the region. We have carefully studied this period and arranged a campaign that integrates entertainment with shopping."

"We have lined up a series of entertainment shows during the 16-day campaign, presented in 4 sessions, timed to cater to the largest number of shoppers," added Shraim.

The campaign under the slogan "Win & Go High Tech" allows visitors to enter a daily raffle draws to win an iPhone, iPad, iPod or Mac book in collaboration with Jacky's Electronics and will be held concurrently with the Summer Carnival ending on July 13.

"This campaign is like none other, in terms of offers, and we are expecting a huge increase in footfall at Bawadi Mall during the period," said Shraim.

"This carnival is a welcome addition to the long list of attractive campaigns that have enabled Bawadi Mall to increase footfall, helping position Al Ain city as a leading shopping and entertainment destination in the region."

AFRAID OF FLYING? FINALLY THERE'S AN APP FOR THAT

A new tool is now available to help the millions of people who are afraid to fly. At JFK International Airport New York, the VALK Foundation, a Dutch research organization, launched the first scientifically-developed, web-based treatment for people who suffer from mild to moderate fear of flying. Already in use in Europe the 'Flight App VALK', a mobile tool for iPhone, iPad, and Android users, will be available for the first time in English.

The 'Flight App VALK' was developed as a result of 23 years of scientific research and treatments by the Dutch VALK Foundation and the University of Leiden. Last week the app was launched in Italian and Portuguese. Soon, the fear of flying application will also be available in Chinese and French.

PANIC BUTTON

The Flight App is designed to help relax passengers before and during flights. It informs users about aerodynamics, flight safety and turbulence, sounds and sensations during departure, flight and landing. Practical audio exercises help lower flight stress. When the passenger's flight stress reaches a panic level, users of the application can access the special panic button, which provides audio and written aid to decrease the stress level immediately. The Flight App can be used during the flight in the airplane mode. Once downloaded, the program does not require Internet connection in the air.

DIFFERENT CAUSES

"Many airlines recognize the value of the program and are committed to converting fearful flyers, up to 30 percent of mature western World population, into tranquil passengers," said Dr. Lucas van Gerwen, Director of the VALK Foundation. Fear of flying can have many causes, including a bad experience with turbulence, vertigo, a compulsion to remain in control, and claustrophobia. Consequently, the fear expresses itself differently for each person. "The fear of flying application we have created, aims to transfer all of the knowledge we have developed through our therapy program over the last two decades into a mobile application that will help ease travellers' fears," added Mr. van Gerwen. The VALK Foundation is one of the first centers for research and fear-of-flying-treatment worldwide.

INTERCULTURAL STUDY

The launch will also be the kick-off of a worldwide intercultural study about the prevalence and differences in passengers afraid to fly and the potential impact of the fear of flying application. According to Dr. van Gerwen, who is an aviation psychologist, clinical psychologist and professional pilot with more than 30 years in the field, intercultural prevalence research is extremely difficult because some cultures will never admit fear in public. In the near future, the Fear of Flying App will make it possible to fill in questionnaires on an anonymous basis. The number of downloads in different countries will be monitored. Dr. van Gerwen and his team have developed and validated the scientific questionnaires to diagnose the fear of flying. They are translated in 12 languages.



BARK FURNITURE SELECTED FOR BEST OF BRITISH CREATIVITY SHOWCASE DURING OLYMPICS

Bark Furniture, the Cornwall based furniture designer-makers, has been selected by UK Trade & Investment to contribute to a showcase of the best of modern British art and design at The British Business Embassy. Held at Lancaster House, Central London, and taking place for six weeks during London 2012, this ambitious exhibition will introduce some of the most globally influential business leaders to British or British trained designers and manufacturers during the Olympic and Paralympic Games.

Spotted at Clerkenwell Design Week in May, where they launched their new Kustom Collection, Bark Furniture will present the Kustom coffee table in the State Dining Room, one of 18 specially curated rooms at Lancaster House. Hand-made in black walnut with a toughened glass top, the Kustom coffee table complements the collection's armchair and two-seater sofa while working equally as a standalone piece. Kustom is the third collection from their North Cornwall workshops. Its strong, dramatic lines are inspired by fifties Americana and the classic automobiles of the time while using British sustainably produced and sourced wood, standard in all of Bark Furniture's handcrafted timeless designs.

At the unique 19th century venue of Lancaster House, Bark Furniture will show alongside both new and established designers and makers, sculptors and photographers all of whom are committed to Britain and its heritage through their work.

Bark Furniture have been praised for their fresh approach to design and commitment to sustainability and British materials. Their inclusion at Lancaster House is testament to this and is an unprecedented opportunity for them to introduce their work to a wider international audience in London.

Lakshmi Bhaskaran of Bark Furniture comments, "We are thrilled to be part of British Business Embassy showcase. Bark Furniture have always maintained the belief that British manufacturing and, in particular, the skills held by British craftsmen and women are some of the best in the world."