



PIFF 2019

FESTIVAL PROPOSAL



PIFF 2019

Beyond Extraordinary



Two consecutive years of sophisticating taste, descended the best of our food & beverage industry, by forging Penang culinary scenes to the forefront, the Penang International Food Fest 2019 will be back with more perks while captivating the saying of Penang as a truly food paradise.

Once again, the festival aimed to celebrate the diversity of food, from the nearest street food neighbourhood to the dazzling display of dishes in the city centre, it'll all be unfolded wave after wave in a fortnight. What being different this time is the collision of old & new, showcasing the abundances of what a plate has to offer regardless of the cuisines & culinary styles yet stressing up on the landmark of the island/mainland. Each event to be held in that particular location that has a story to tell, reflecting bites that overwhelmed with nostalgic memories exclusively belong to oneself.

MAJOR EVENT



13-14 April 2019
Lebuh Pantai



20-21 April 2019
Jalan Kelawai



27-28 April 2019
Design Village

POCKET EVENT



WEEK 1

- **KOPI 'O'**
15 April 2019
- **MINI CURRY FESTIVAL**
16 April 2019
- **RM 2 MINI FOOD FESTIVAL**
17 April 2019
- **GERTAK SANGGUL
FOOD TRUCK RALLY**
18 April 2019
- **MINI BARBECUE FEAST**
19 April 2019
- **PIFF LATTE ART THROWDOWN**
20 April 2019



WEEK 2

- **PENANG ISLAND
FOOD WALK**
22 April 2019
- **PENANG MAINLAND
FOOD WALK**
23 April 2019
- **RHYTHMIC DINING**
24 April 2019
- **FERRY FEASTING**
25 April 2019
- **A WINE RETREAT**
26 April 2019
- **PIFF PROFESSIONAL CHEF
COOKING COMPETITION**
28 April 2019

NEW CHAPTER



X



The Michelin Guide Starred Chef Appearance

MAJOR EVENT

13-14 APRIL

STREET FOOD FESTIVAL

THE PEOPLE'S FAVOURITE

20-21 APRIL

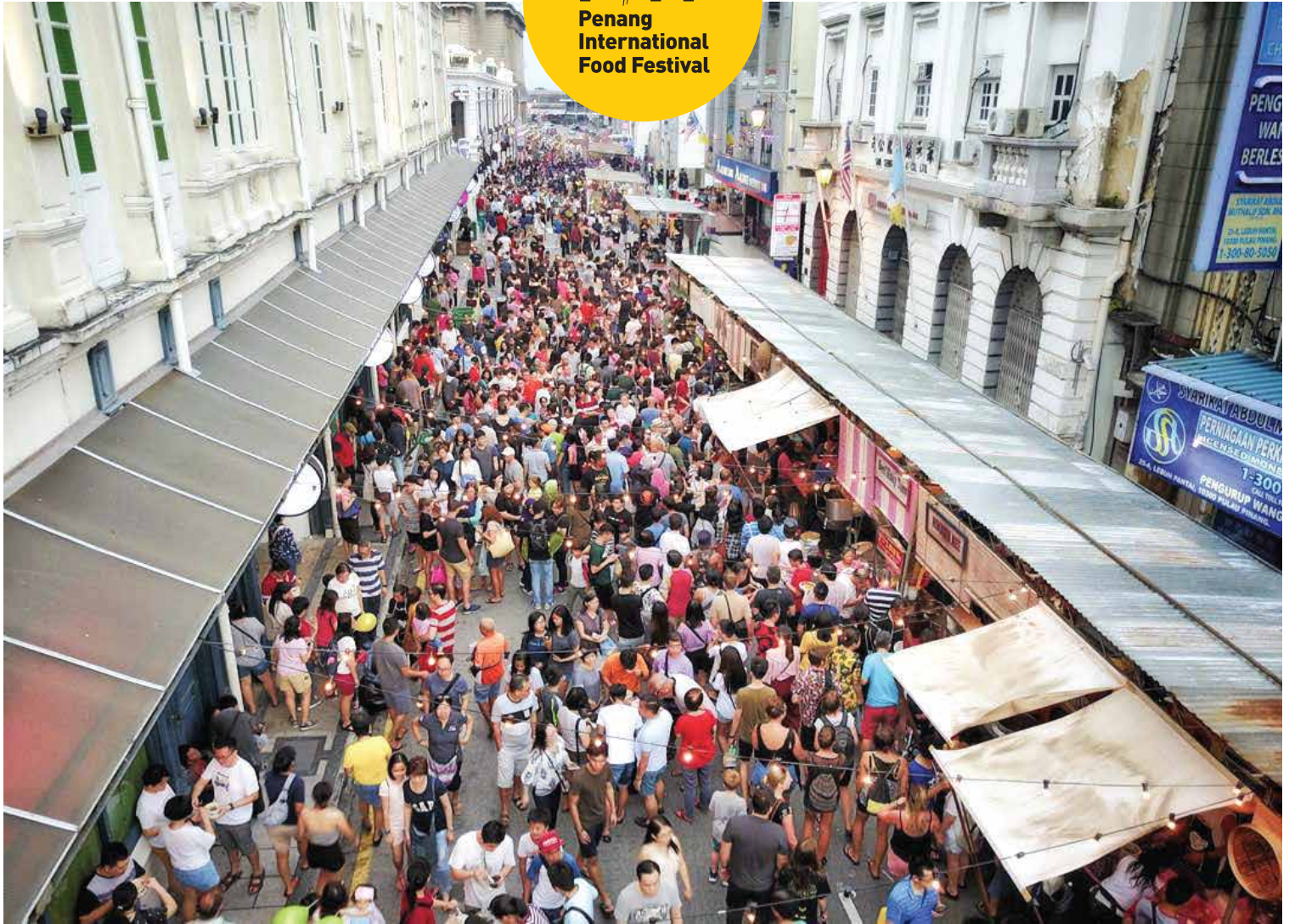
TASTE OF PENANG

WORLD STAGE OF CULINARY GASTRONOMY

27-28 APRIL

PENANG SEAFOOD GALORE

OCEAN DELIGHTS



THE PEOPLE'S FAVOURITE

PIFF BEST STREET FOOD EXPERIENCE

Street Food Festival (SFF)

Date:	13 - 14 April 2019
Time:	5pm - 11pm
Venue:	Lebuh Pantai
Theme:	Retro
Target Crowd:	200,000

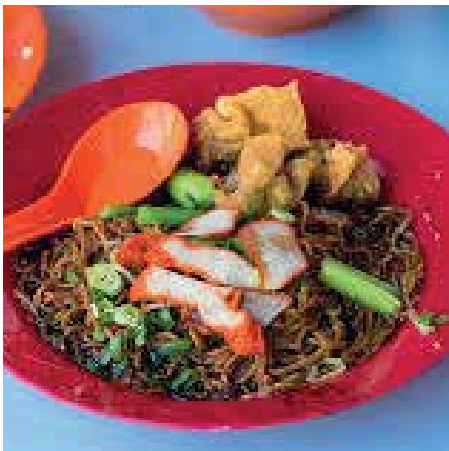
What's Inside

- Penang Authentic Street Food
- Seafood Corner
- Hawker Heroes
- Cooking Demo
- Cultural Performances
- Fun Fair
- Retro Photo Booth
- Opening Ceremony

SERVING:

PENANG AUTHENTIC STREET FOOD

120 stalls, the Largest Authentic Street Food Festival in Penang



HAWKER HEROES

Explore the hidden gems of Penang



COOKING DEMO

Recipes from the pros



CULTURAL PERFORMANCE



Retro performances from our very own local ethnicity and races. Portraying the cultural values and norms of the city with not only food, yet adding an extraordinary point to entertain the audiences.

FUN FAIR

Game Stalls | Mini Ferris Wheel



FUN FAIR

Game Stalls | Mini Ferris Wheel



RETRO PHOTO BOOTH

Kombi and Vintage Car



The photobooth acts as one of the main attraction towards the Street Food Festival, other than street food, visitors are able to snap insta-worthy photos to publish on their social media which acts as a huge part towards our culture. A free advertising earned.

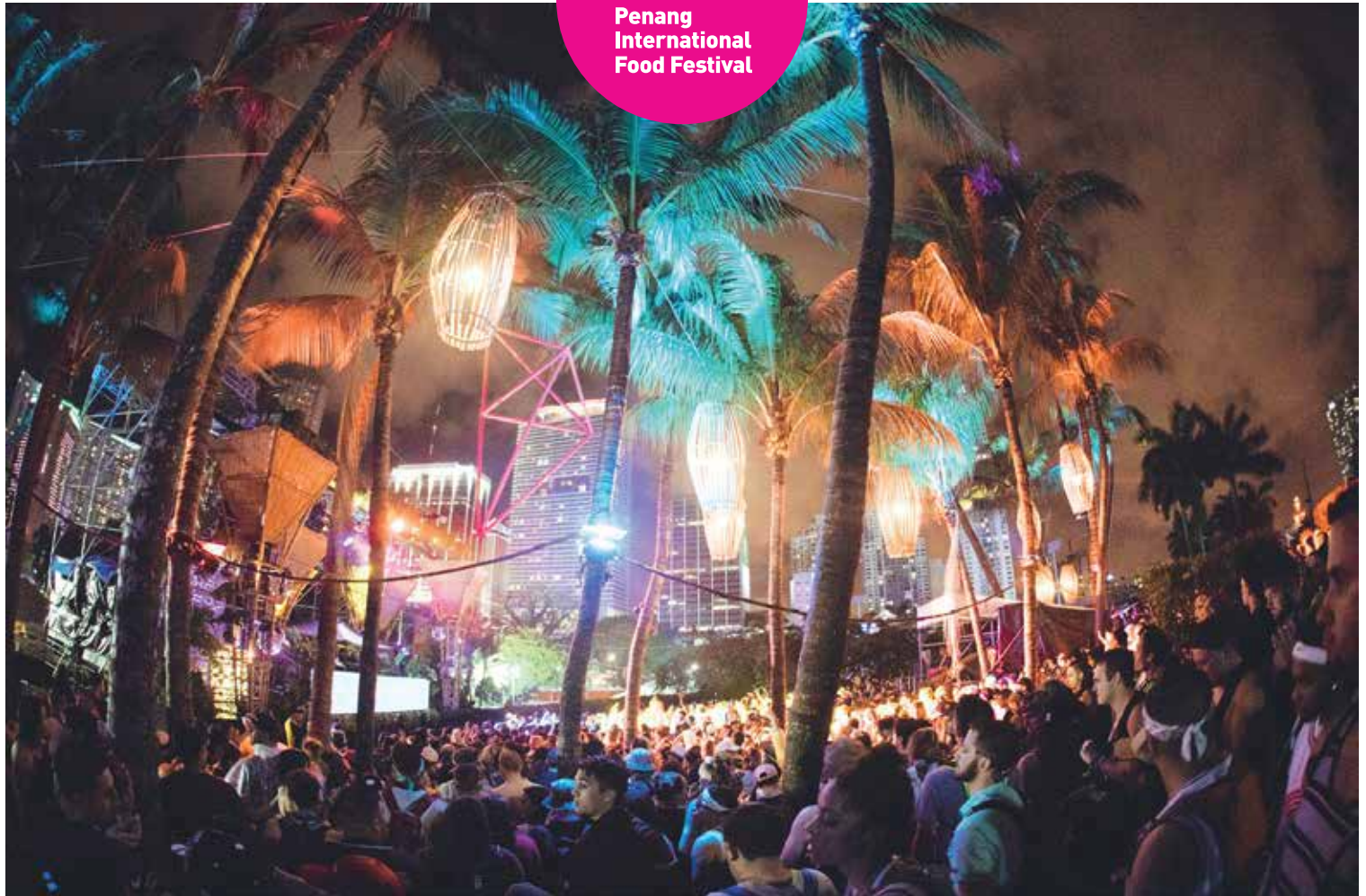
DECO CONCEPT

Street Lantern Installation | Old Penang





OPENING CEREMONY



WORLD STAGE OF CULINARY GASTRONOMY

EAT LIKE A PENANGITE

Taste of Penang (TOP)

Date:	20 - 21 April 2019
Time:	5pm - 11pm
Venue:	Jalan Kelawai
Theme:	Contemporary
Target Crowd:	200,000

What's Inside

- Cuisines from Local Cafe, Hotel & Restaurant
- Penang's Hotel/Cafe/Restaurant Showcase
- Best Hotel/Cafe/Restaurant Deco Award
- Michelin Chef X PIFF 2019
- Food Art & Chefs Demonstration
- Unplugged Music & Jazz Performance
- PIFF Latte Art Throwdown

SERVING:

CUISINES FROM LOCAL CAFE, RESTAURANT & HOTEL

More than 120 stalls, showcasing the modernity and transformation of gastronomies



HOTEL, CAFE, RESTAURANT SHOWCASES



Once in every year, hotels, restaurants and cafes from the industry are able to gather in one place to showcase their expertations and services to the public. Bringing consumers the excitements not only from food but also from their in house entertainments and decorations that hype up the festival to the max.

BEST HOTEL/CAFE/RESTAURANT DECO AWARD



A significant award for all the hotels in Penang to pitch for the best decoration on site. Hotels invited to the festival will be missioned to decorate their own booth(s), dining area as well as the exhibitors of their significancies will be an added advantage to the competition.

MICHELIN CHEF X PIFF 2019

New Chapter & Highlight of PIFF 2019



A sophisticated level of food exhibition by none other than the starred Michelin Chefs. In conjunction with the Taste of Penang, 4-8 chefs will be invited to join the festival and what's more excited is that they cook to serve! This particular event will be conducted by the Michelin Guide, bringing another milestone to the Penang International Food Festival.



MICHELIN CHEF X PIFF 2019

New Chapter & Highlight of PIFF 2019



FOOD ART & CHEFS DEMONSTRATIONS

Showcase of art in food with local elements



UNPLUGGED MUSIC & JAZZ PERFORMANCE

The Symphonies of Nature



PIFF LATTE ART THROWDOWN



DECO CONCEPT

Nature | Colorful Parasol | Hanging Fairy Lights | Light Bulbs





OCEAN DELIGHTS

EVERY SEAFOOD MADE IMAGINABLE

Penang Seafood Galore (PSG)

Date:	27 - 28 April 2019
Time:	5pm - 11pm
Venue:	Design Village
Theme:	Comtemporany, Fish Village
Target Crowd:	200,000

What's Inside

- Grill Corner
- Street Feast
- Oceans Delights by Hotels, Cafe, Restaurants
- Hands-on Dining Experience
- Food Truck
- Cooking Competition
- Outdoor Theatre
- Busker Performance
- Photo Booth
- Closing Ceremony

SERVING:

GRILL CORNER

Local Seafood | Tropical Taste



STREET FEAST



OCEANS DELIGHTS BY HOTELS, CAFE, RESTAURANTS



HANDS-ON DINING EXPERIENCE



FOOD TRUCK

Penang's popular mobile culinary artisans



PIFF PROFESSIONAL CHEF COOKING COMPETITION



OUTDOOR THEATRE

Movies Alfresco



Big screen at the outdoor, projecting the public's favourite movies. Genres of film will be chosen to display, enjoy movies under the stars accompanied by the cool breeze in addition with good food.

BUSKER PERFORMANCE

Entertainment of the night



Notable buskers performance to top up the atmosphere. A fun yet interactive showcase to lighten up the visitors night.

PHOTO BOOTH

Modern Edgy Kombi Photo Booths



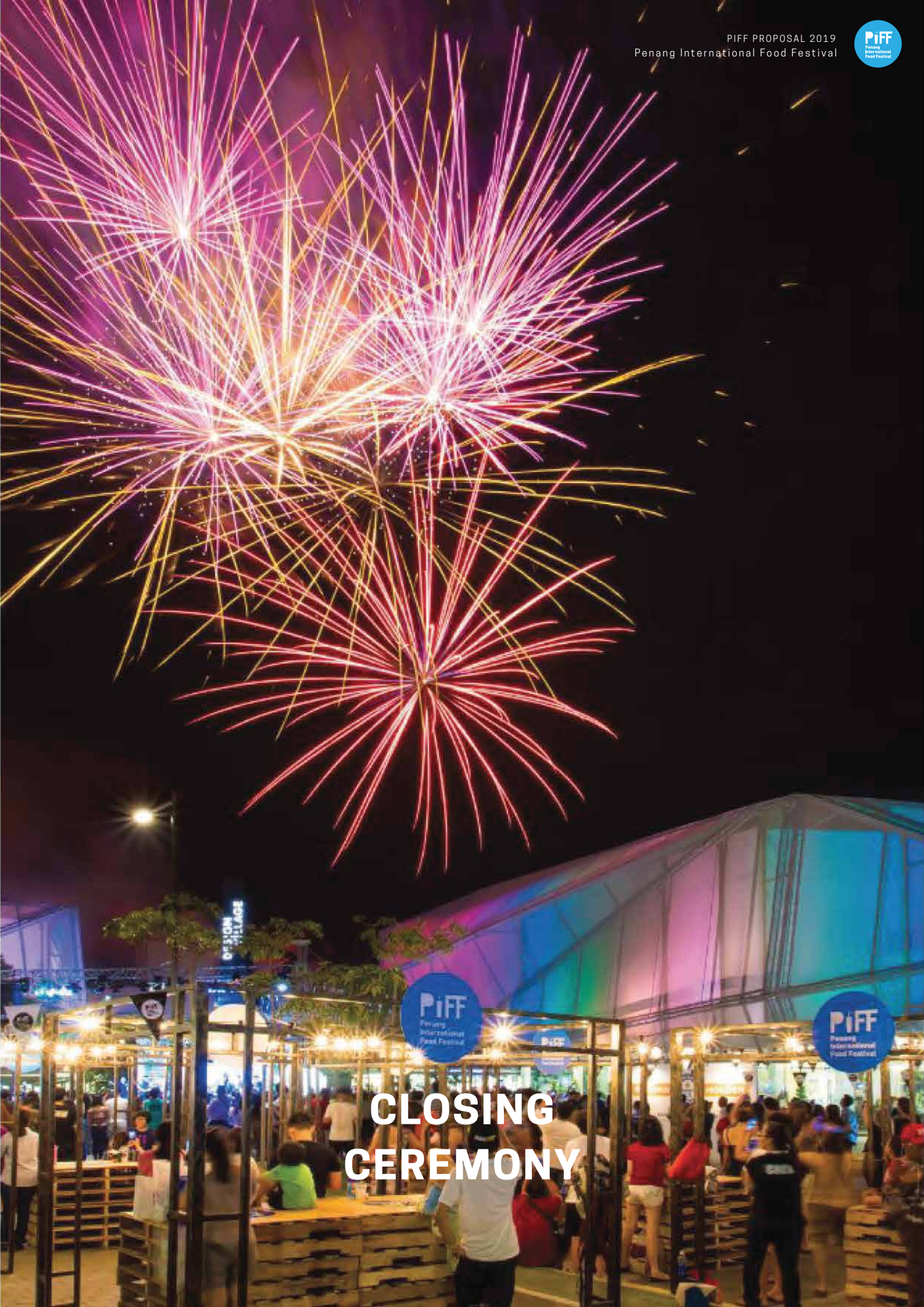
Konmbi Photobooth offers the 'original' and seriously hilarious instantly print photots. The photobooth acts as one of the main attraction towards the Penang Seafood Galore, other than chilling and eating, visitors are able to snap insta-worthy photos to publish on their social media, keep them as one of the memory taken from the landmark of Penang.

DECO CONCEPT

Fish Village



Transformation of Design Village into a virtual fish village



CLOSING CEREMONY

POCKET EVENTS

Small events, huge impacts.
Exhibitions of the most authentic taste in Penang



Kopi 'O'

15 April 2019



Mini Curry Festival

16 April 2019



Butterworth RM2 Mini Food Festival

17 April 2019



Gertak Sanggul Food Truck Rally

18 April 2019



MINI BARBECUE FEAST

19 April 2019



PIFF Latte Art Throwdown

20 April 2019



Penang Island Food Walk

22 April 2019



Penang Mainland Food Walk

23 April 2019



Rhythmic Dining

24 April 2019



Ferry Feasting

25 April 2019



A Wine Retreat

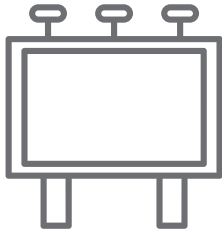
26 April 2019



PIFF Professional Chef Cooking Competition

28 April 2019

PIFF 2019 PUBLICITY



Billboard



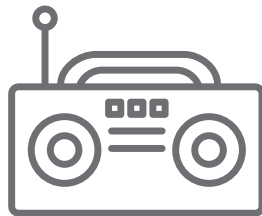
Streamer



Leaflet



Booklet



Radio



Social Media

BYOC PENANG

Reduce waste & the usage of plastic containers.



As part of the Penang International Food Festival's ongoing efforts in caring for our environment, we encourage foodies to bring their own containers no matter 'takeaway' or 'makan sini'!

PIFF POP UPS

Pre Event Roadshows & Showcase



Pre Event Roadshows will be a publicity for the Penang International Food Festival, inclusive of event's booklet distribution, busker performances, information gathering platform, emcees announcement as well as interactive activities.

PIFF MERCHANT

Recycle Bag & Reusable Containers



PHOTOGRAPHY CONTEST & PHOTO EXHIBITION

An exhibition to portray the beauty of Penang's culinary scene & a pre-event publicity to the Penang International Food Festival 2019

Contest Starts: 12 February 2019

Contest Title: Penang, Food Paradise of Asia

1 - 30 April 2019 | Queensbay Mall, Penang



