

PENANG STREET FOOD FESTIVAL

檳城街頭美食節

112019

பனொங் தரெ உணவ திருவிழா

عراش لاءاذغ لاجره مغانان ب

Event Concept & Proposal by Goche Corporation Sdn Bhd exclusively for Penang Global Tourism.

Attn: Ms Malathi

18 June 2019



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Concept & Objectives

Like all great things in life, the Malaysian food scene has an irrefutable reputation; the **luscious variety in the mixture of spices, flavours and textures that are beyond words** and must be experienced for one to comprehend.

What better place to understand this that the food capital of Malaysia, right smack in the heart of the Pearl of the Orient, Penang from **fragrant the spicy noodle soup that is Laksa, to recipes of Hainanese Chicken Chops made by the Hainanese migrants, the melting pot of Indian, Malay, Chinese and international influences has created a true foodies' paradise.**

Every plate served will dish out either **glimpse into the past, a brief little story** of its coming-to-be or just merely a plethora of sensory engagements.

Either way, food is one thing everyone can enjoy, regardless of race, creed or colour.

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جڙاش نا ۱۱ ذی قعدہ ۱۴۴۱ھ



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Proposed Event Venue



Simplified Map Proposed

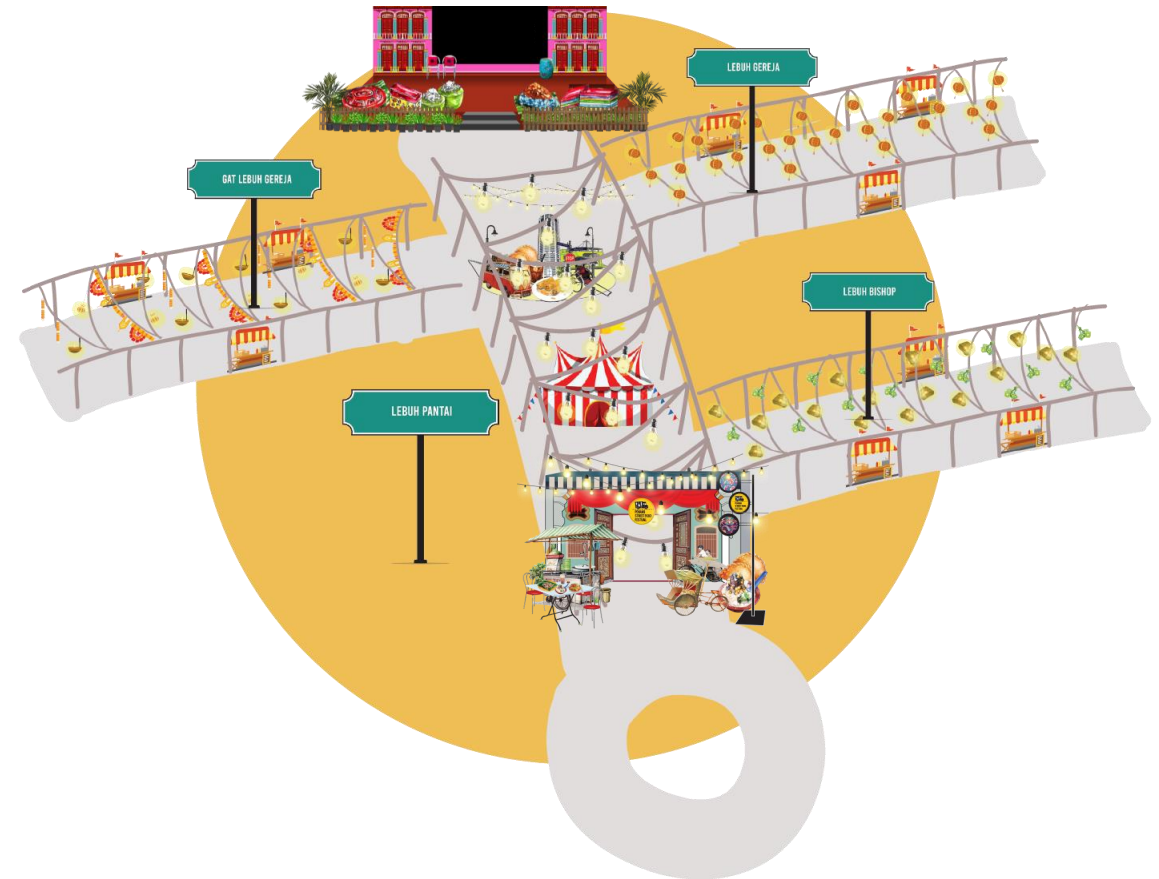


Map

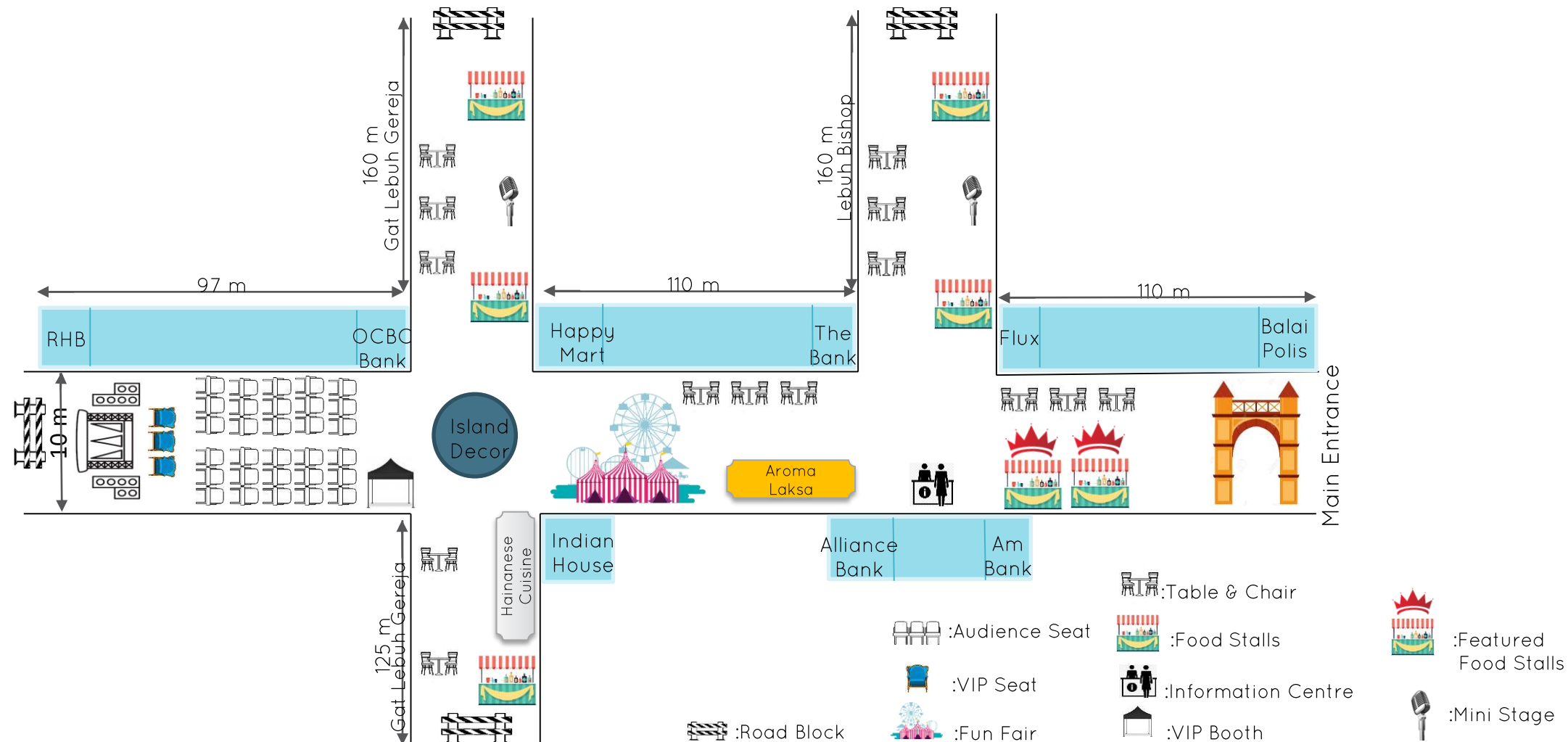
An overall street map of the Penang Street Food Festival 2019, which guides its viewers to explore the fun and tantalising foods and culture that lies in front of their eyes.

The main street will feature:

1. Main Stage (Launching & Performances)
2. Featured Stalls
3. Aroma Laksa
4. Island Décor for photo opp
5. Fun Fair

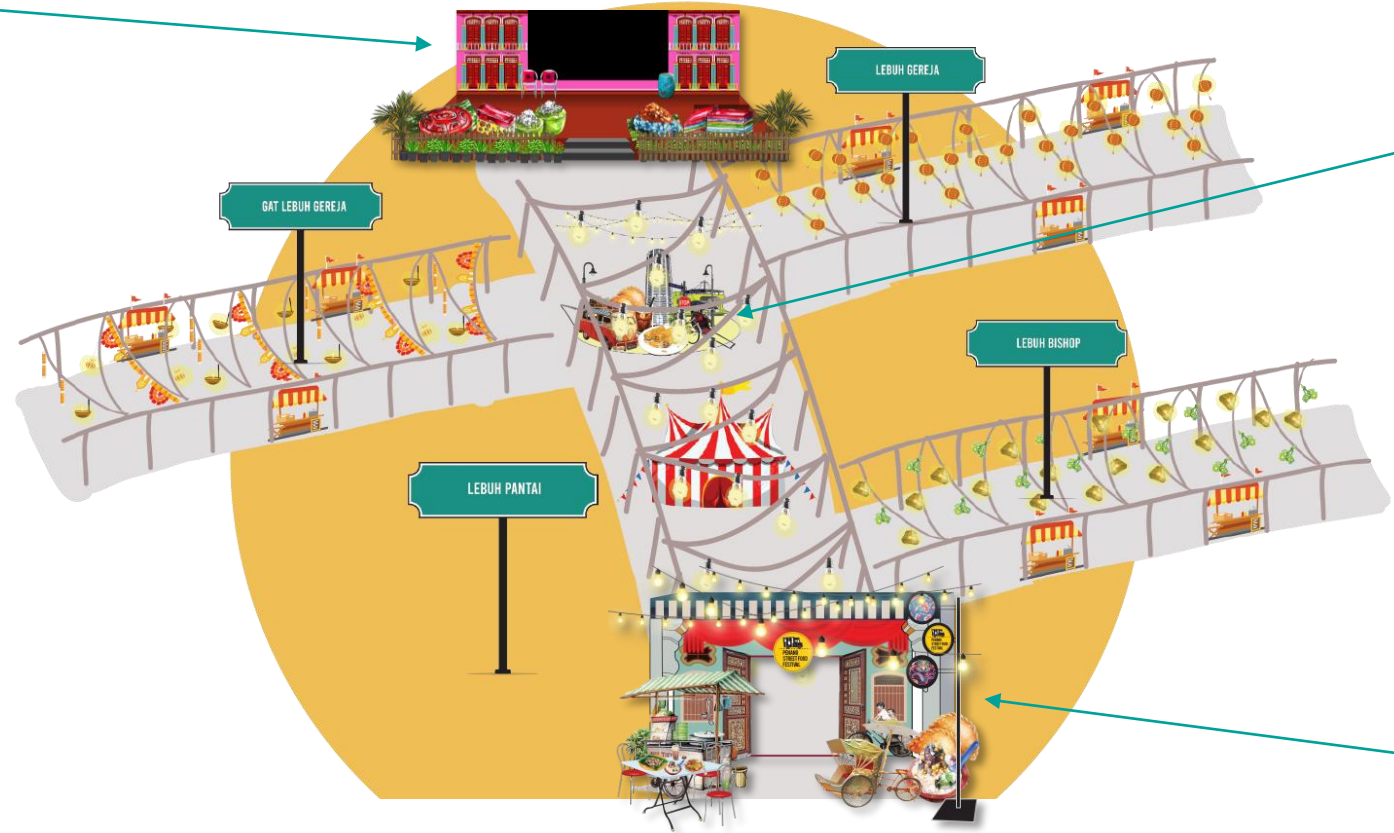


Simplified Map Proposed



Simplified Map Proposed

Main
Stage



Island
Decor

Welcome
Arch

Entrance Arch Proposed

Main Entrance Décor Concept

Featuring the façade of Penang Heritage buildings with the traditional food stalls and giant sized famous local street food.



Logo Appearance Proposed

Sponsors Logo Appearance

At the entrance arch or stage area.



After Entrance Design Proposed

Island Decor

- Dimensions: 15' x 12'
- Quantity: One (1)

Featuring Penangite favourite street food, more towards Hainanese Peranakan and Jawi Peranakan.



Main Stage Proposed – Draft

**with or without LED screen
To be finalised*



Proposed Featured Food Stall Set-up



Featured Food Stall Concept

- **Dimensions:** 20ft x 20ft

Zinc Tent

Wooden texture façade with iconic local street food stall sign and light bulbs

Estimated: 20 stalls



Proposed Dining Area Set-up

Dining Area

Dining tables and chairs will be set-up at the other side of the road (opposite the stalls).

There will be a mixture of round tables and square tables with plastic chairs and stools.

Cocktail tables will also be scattered around the event area.

Total seated capacity: 2000 - 2500

Total standing capacity: 1000



Booth

Proposed-Reference

Standard Stall Décor Concept

- Featuring façade of Penang heritage buildings



Booth Proposed

Standard Food Stall Concept

- **Dimensions:** 10 ft x 10 ft

Portable tents / Arabian Tents

Heritage house façade concept.

May come in different colours to give a vibrant
ambiance.



Street Visual Proposed

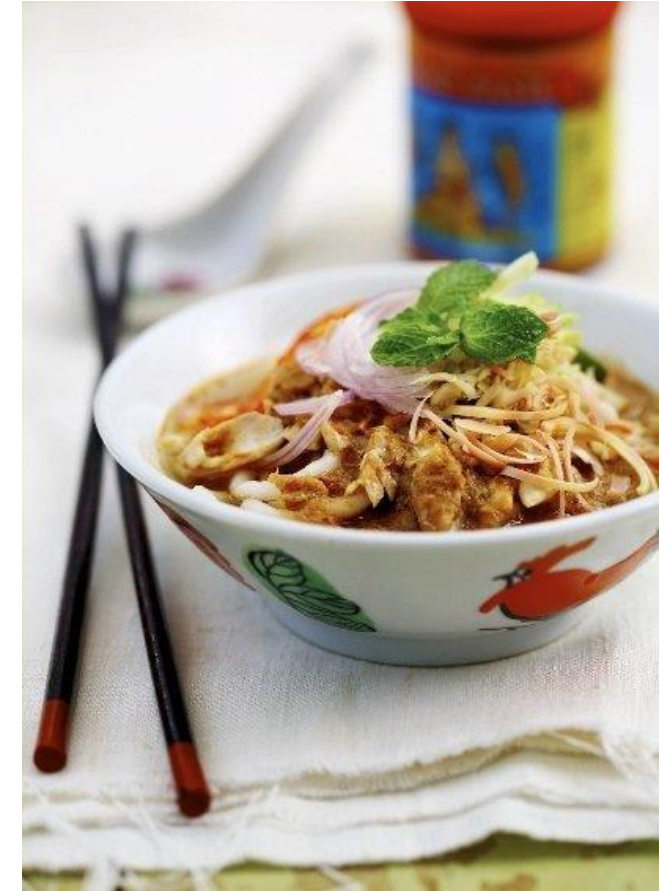


PROPOSED HIGHLIGHT

Aroma Laksa

Why?

- As Penangite, we will definitely agree when someone say that Penang Assam Laksa is the best laksa in the world but there is no harm trying other type of laksa from the surrounding regions.
- Aroma Laksa will gather around different types of laksa stalls, from Penang Assam Laksa to Laksam Kelantan. Each flavour is distinctly aromatic and different. From the sour, red and fiery soups to creamy coconut crème smooth vary, the selection is endless.



PROPOSED HIGHLIGHT

Aroma Laksa

Laksa Janggus, Balik Pulau

- **Stall location:** Kampung Perlis, Balik Pulau, Penang.
- Famous Laksa Janggus. One other difference between the Malay and Chinese Asam Laksa is that the Malays add hard-boiled egg to their Laksa as a side, but which the Chinese never do.

**subject to confirmation / availability*



PROPOSED HIGHLIGHT

Aroma Laksa

Pasar Air Itam Laksa

- Stall location: Ayer Itam, Pulau Pinang.
- The famous Penang sisters who run a 73-year-old business selling curry mee and fried bee hoon prove that age is just a number.

**subject to confirmation / availability*



PROPOSED HIGHLIGHT

Aroma Laksa

Hamid & Habibiba Khan's Mamak Laksa

- Stall location: Batu Lanchang

The mamak laksa is a close cousin of its Malay counterpart: spicier than the Chinese or Nyonya versions, yet, less fishy. Besides the usual garnishes, it also incorporates “cucur” (Tamil fritters) and “popiah goreng” (deep-fried spring rolls) into the dishes. Hard-boiled eggs is also available as an add-on.



**subject to confirmation / availability*

PROPOSED HIGHLIGHT

Peranakan Hainan – 海南风情

Why?

- Malaysian Hainanese is a hodgepodge cuisine, a product of the country's history as colony (the British controlled much of what is now Malaysia and Singapore from the mid-19th century until 1946) and adopted home of waves of immigrants from Asia and beyond.
- Hainanese cuisine has always had a place in the hearts – and stomachs – of Malaysians, from the staple chicken rice (with Malaysians and Singaporeans hotly debating its origins), to the potato gravy-based chicken chop with roti bakar on the side, hailam char (yellow noodles in white gravy), chicken pot pie, kopi with steamed bread and soft boiled egg.



PROPOSED HIGHLIGHT

Peranakan Hainan – 海南风情

747 Restaurant

- **Address:** 2, Peel Hwy, Georgetown, 10350 George Town, Penang.
- **History :** The restaurant serves both Chinese and Western style cuisine, but they are more specialized in serving Chinese cuisine. Their signature dishes include Inche Kabin, Chicken Pie etc....but there were not on my order list this time, but I would definitely love to return and try these dishes out in the future. Prices are considered to be fair and reasonable



PROPOSED HIGHLIGHT

Peranakan Hainan – 海南风情

218 Hainan Lor Mee

- **Address:** 218, Jalan Burma | Opposite Wisma Perkeso, Penang, George Town, Penang Island 10350, Malaysia.
- **History :** 218 is a third- generation business that serves Hainanese Lor Mee. Locally known as Hai Beng Hainan Lor Mee also known as Kuan Yim Theng Lor Mee with a history dated back to 1957.



PROPOSED HIGHLIGHT

Peranakan Hainan – 海南风情

Hai Nan Town @ Weld Quay

- **Address:** Tanjung City Marina, 8A, Pengkalan Weld, 10300, Georgetown, Penang.
- **History :** The Peranakan specialties are of acquired taste and only those with trained palate would know how to appreciate them. One may still find a handful of decent restaurants that serve Nyonya food in Penang but it would not be easy to find that cuts through the novelties and get down to the solid perennial favorites that would not go out of fashion. Hai Nan Town that sits in between the bustling Ferry Terminal and Port Swettenham.



PROPOSED HIGHLIGHT

Featured Stalls



Liao Fan Hawker Chan Chicken Rice

World's cheapest Michelin-starred meal



**subject to confirmation / availability*
**no pork no lard*



PROPOSED HIGHLIGHT

Featured Stalls

Dancing Rojak Man

- Stall location: Gurney Drive.
- It all starts with a customer picking out from an array of more than twenty mostly cooked ingredients including cucur udang, potatoes, tauhu, keropok, crab meat, cuttlefish, etc. Then Ayub Khan (or 'Ayub Disko Rojak') begins his dance routine as he prepares the pasembur dish by rhythmically cutting up the ingredients. He will even 'sing' Rojak! Rojak! as he does so. Lastly he tops up the dish with cucumber and sengkuan (turnip) shreds, then whirls about as he drizzles spicy peanut sauce over the plateful, ready for the amused waiting customer.

**subject to confirmation / availability*



PROPOSED HIGHLIGHT

Featured Stalls



Song River Chicken Wing

- **Stall location:** Gurney Drive.
- The chicken wings at Song River is well marinated for one night with the owner's secret recipe. Then, being roasted using charcoal wood to get the crispy textured and golden brown in colour.



**subject to confirmation / availability*

PROPOSED HIGHLIGHT

Featured Stalls



Hameediyah Nasi Kandar

- Hameediyah restaurant first opened its doors to customers in 1907 at lot number 164-A, Campbell street, Penang. The small restaurant, over the years, grew and now has found its way to bigger cities.
- Although the restaurant has been established for more than 100 years ago, Hameediyah still holds true to its colourful and wholesome flavors.



**subject to confirmation / availability*

PROPOSED HIGHLIGHT

Opening Gimmick

Cooking of Penang Laksa / Curry

- VIP gather together and cook big wok of Penang laksa / curry.
 - harmonious mixture of different ingredients that able to capture people's taste buds from all over the world.

Potential Sponsor: MyKuali (Penang White Curry Mee)

**subject to confirmation / availability*



HIGHLIGHT PERFORMANCE

Opening Performance - Rebana Ubi

Rebana ubi is very large cone shaped drum, at least 1 meter high and 70 centimeters in diameter. Rebana ubi ensembles compete with one another in post rice harvest festivals, playing interlocking rhythmic patterns.

Specs: Rebana Ubi Drum (6 pax with 3 drums)

Duration: 10-15 Mins



HIGHLIGHT PERFORMANCE

Opening Performance – Taste of Penang

Contemporary dance performance that tells the story of Taste of Penang, different type of food that serves as a foundation of different types of food that serves as a foundation of the harmonious diversity that exists in Penang.

Culture and recipes handed down from generation to generation and shared with everyone regardless of race, colour or creed.

Specs: Penang Euphoria (14 dancers)

Duration: 10-15 Mins



HIGHLIGHT PERFORMANCE

Fireworks Display

Fireworks display that marks the Official Opening of Penang Street Food Festival.

Duration: 3mins



PROPOSED Emcee

Carolyn Ooi

Why?

A natural on stage, with her down to earth personality, she is able to communicate with people of all age and background.

She is able to host events, launchings, government events, dinner, roadshows, carnivals, forums, symposiums and sports events.

- **Duration:** Full Duration of Event
- **Language Proficiency:** English, Bahasa Malaysia



PROPOSED Emcee

Sebastian Kwan

Why?

Young and emerging professional emcee. Sebastian, who based in Penang, is now emceeing for corporate and private events all around Malaysia.

He is experienced in handling all sort of corporate and government (state) events.

- **Duration:** Full Duration of Event
- **Language Proficiency:** English, Bahasa Malaysia, Mandarin



Proposed Street Performance

Penang Buskers

Specs: Using recycle item like basket and tin to create music



Proposed Street Performance

Fire Eater

Fire eating is the act of putting a flaming object into the mouth and extinguishing it. This excellent show can catches the eyes of visitors.



Proposed Mini Stage

Mini Stage

Simple, small stage will be set up to fill the street with live music and street performance.

To be placed at:

1. Jalan Gereja
2. Bishop Street



Proposed Street Performance

Live Street Performance

Local band (street / folks) performing live throughout the night at mini stage with simple AV system.



Proposed Street Performance



Coconut nut dance street performance.



Noodle Performance

Proposed Street Performance

Magic Show



Proposed Street Performance

Teh Tarik Art Performance / Competition



Proposed Street Performance

Roti Canai Flipping Performance



PROPOSED STREET FOOD

Just to name a few....



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Proposed Street Food

Penang Road Famous Teochew Cendol

- **Address:** Lebuh Keng Kwee (at Penang Rd)
10000 George Town, Pulau Pinang Malaysia.
- **History :** Penang Road Famous Teochew Chendul boast of a history dating back to 1936, when founder Mr Tan started the business of selling the simple dessert to support his family. The taste of his freshly made chendol not only found and remains in favor with the local palates, but slowly gained recognition from overseas fans as well, leading to its continued expansion of a few outlets, no doubt banking on the incredible reputation it has built up over the years. The business is still in the hands of the family, now managed by the third generation.



Proposed Street Food

Jalan Kuantan Curry Mee

- **Address:** 58, Jalan Kuantan, George Town, 10150 George Town, Pulau Pinang.
- **History :** Tan Teong Ban aka Ah Ban, 47, is the second-generation of the family which sells their Penang-style white curry noodles in Kuantan Road and Terengganu Road in Penang, and OUG in Kuala Lumpur. This stall at Kuantan Road is their most famous outlet and only opens in the morning Tue-Sun.



Proposed Street Food

Air Itam Sister Curry Mee

- **Address:** 612 T, Jalan Air Itam, Pekan Ayer Itam, 11500 Ayer Itam, Pulau Pinang.
- **History :** The famous Penang sisters who run a 73-year-old business selling curry mee and fried bee hoon prove that age is just a number.



Proposed Street Food

888 Hokkien Mee

- **Address:** 67-A, Lebuh Presgrave, George Town, 10300 George Town, Pulau Pinang.
- **History :** 888 Hokkien Mee crowned as one of the 'The Best Hokkien Mee' in Penang in a competition a few years back and gains fame and popularity for its trusty bowl of Hokkien Mee.



Proposed Street Food

Fried Oyster - Lebuh Carnarvon, Penang

- **Address:** 4, Jelutong Highway, Taman Jelutong, 11600 George Town, Penang.
- **History :** The fried oyster is the best in town. The omelette itself was so good even the oysters kinda became a bit of a second thought. The texture had a nice blend of crispiness with the familiar consistency of egg, and none of those sticky gooey half cooked starch that you sometimes find in less superior oh chien.



Proposed Street Food

Moh Teng Pheow Nyonya Kuih

- **Address:** Jalan Masjid (Off Chulia Street), 10200, Georgetown, Penang.
- **History :** The place is famous for dishing out fresh home-made Nyonya Kuih. The 60 year old- Kuih Factory had a minor refurbishment recently, turning a corner of the place into a cozy, presentable "canteen". Step in the place and you will be welcomed by a warm, homely atmosphere with retro bric-a-brac. The entrance may seem unappealing, walk in and you will find yourself in a living museum, demonstrating the entire kuih-making process using utensils from the past. The retro vibes of the cafe, are boosted by the mismatched bits of antiques and vintage pieces. Moh Teng Pheow offers a small menu, but the team is dedicated to offer their best.



Proposed Street Food

Macallum Street Hock Seng Rojak

- **Address:** Cecil Street Ghaut, Georgetown, Penang.
- **History :** This 30-year-old rojak stall is regarded by many of its fans as the No. 1 rojak stall in Penang! Started by Mr Khor Hock Seng in 1986 after a carpenter shop he worked at closed down, he concocted the thick, caramelly rojak sauce which is thicker (and MUCH, much sweeter) than any I'd ever encountered either in Penang or anywhere in the world!



Proposed Street Food

Ali Nasi Lemak Daun Pisang

- **Address:** Sri Weld Food Court, Beach St, George Town, 10300 George Town, Pulau Pinang.
- **History :** Known to be the best nasi lemak in Penang, Ali Nasi Lemak truly lives up to its name. The crowd never stops since the beginning of their operation. You can see how they prepare your favourite nasi lemak from scratch. Rows of fragrant steamy rice waiting for the sambal to be poured over. you'll get an eyegasm just by looking at it. They have different flavours to choose from, but we suggest you to stick with the classic.



Proposed Street Food

Ravi's Apom Manis

- **Address:** Kedai Kopi Swee Kong, Solok Moulmein, Pulau Tikus , 10350 , Georgetown, Penang.
- **History :** Finding an apom seller in Penang with an eighty-year-old history is a great joy, but how about an apom seller also that uses charcoal flame instead of gas and makes his fluffy apoms in a claypot? This is definitely priceless. Ravi inherited an apom manis (sweet crepes) business from his father and now runs it with his brother (shown in the picture) from a little corner in a kopitiam called Swee Kong located at the junction of Jalan Burma with Solok Moulmein.



FUN FAIR



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Proposed Fun Fair

Old Penang Amusement Park Revived

- Fun Game Stalls x 10 stalls
- Magic and balloon clown shows
- Live Screening
- Popcorns & Candyfloss Cart
- Ais Kepal Stall
- Ice-cream Potong Stall



Proposed Fun Fair



Crew Costume



#PENANGSTREETFOOD

Advertising & Promotions



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Advertising & Promotion



Roadshow

Why?

On ground activation / promotion to the local folks in events around town.

- i. Penang Bridge International Marathon
- ii. Occupy Beach Street



Advertising & Promotion

Free Shuttle

Why?

Penang Street Food Festival will be held on the same weekend as Penang Bridge International Marathon 2019 and George Town Literary Festival.

Free shuttle from Queensbay Mall or hotels to event venue will reduce vehicles at the event venue, save hassle to look for car parks and economical as well.

**to look for sponsors (hotels or transportation company) to host*



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 عرس الشوارع الغذائية في بنكولاي

If quota is available from the Penang State Government.



Advertising & Promotion

Road Side Streamers

About 100pcs (will increase to 150 to 200 if possible).
Covering the event area and its close proximity, high desity town area in both island and mainland.



Advertising & Promotion

Billboard

If quota is available from the Penang State Government.



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#NOSINGLEUSEPLASTIC



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Green Initiative

Go Green

Participating stalls will be encouraged to use paper bags, straws, plates, bowl or banana leaf.

No single use plastic.

Visitors will be encouraged to bring their own tumblers.



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عراش لاءاذغلا ناجرهم غنانىب

Thank you!

Event Concept & Proposal by Goche Corporation Sdn Bhd exclusively for Penang Global Tourism.
For more info, please contact Ms Yvonne Toh (yvonne@gochecorp.com)



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