



PSFF 2019

FESTIVAL PROPOSAL

BY TLM EVENT

PSFF 2019



In this third consecutive year, the Penang Street Food Festival (PSFF 2019) are captivate to bring back the same old nostalgic taste to everyone around the world. Penangites are lucky, owning the wealth of the most authentic street food, we come home to the best asam laksa while left home carrying the taste that are incomparable with no where else; making us a picky eater out of Penang, the eating culture in Penang are undoubtedly, one of a kind... In the Street Food Festival of 2019, we aimed in extending the norms, spreading the perks of street food in continuity while excavate the unexplored hidden gems and the hawker heroes while eventually made the Festival home to the street food, hawkers, and eaters... and there goes our theme of the year- **EAT LIKE A LOCAL.**

EXPERIENCE PENANG IN A BRAND NEW WAY!

CHAPTER 1

FESTIVAL OVERVIEW

Event:

Penang Street Food Festival

Date:

23 & 24 November

Time:

5pm - 11pm

Venue:

Beach Street, Penang

Target Crowd:

150,000

Objectives

1. To enhance the visibility of tourism in Penang.
2. To raise the growth of street food scenery in Penang.
3. To mushroom the culture of local eating in Penang.
4. Distinctive platform for the role players in street food to showcase their skills and product.
5. To promote Penang as a food paradise.

CHAPTER 2

VENUE COORDINATION



CHAPTER 3

FESTIVAL HIGHLIGHTS



Largest Authentic Street Food Festival in Penang

- The largest authentic street food festival in Penang
- The best of Penang's gastronomic offerings is brought together
- A total of 120 street food stalls, all in one station

CHAPTER 3

FESTIVAL HIGHLIGHTS



Hawker Heroes

- Exploring hidden gems in Penang
- Featuring hawker heroes in Penang's food landscape who are a hardworking breed dedicated to satisfying their diners
- These culinary magicians will display their cooking prowess and deliver mouth-watering delicacies

CHAPTER 3

FESTIVAL HIGHLIGHTS



Food Truck Alley

- Serving up best mobile street food on wheels, both modern and traditional
- A panoply of colourful food choices to tame the visitors' growling tummy
- A stellar entertainment line-up

CHAPTER 3

FESTIVAL HIGHLIGHTS



Curry Lane

- A celebration of all things curry in one street
 - Catering to everyone on the spice scale
 - from fans of the super spicy to the mucho mild
 - A jamboree of sensory experiences
-
- | | |
|-----------------------|------------------|
| • Malay Curry | • Indian Curry |
| • Indian Muslim Curry | • Chinese Curry |
| • Peranakan Curry | • Thai Curry |
| • Japanese Curry | • Nyonya Curry |
| • Vietnamese Curry | • Eurasian Curry |

CHAPTER 3

FESTIVAL HIGHLIGHTS



The Boulevard (Picnic Area)

- Dine amongst the skies of George Town
- Relax and chill while tucking into a wide range of local cuisines
- At one of Penang's ubiquitous lanes

CHAPTER 4

FESTIVAL EATERIES



Mainland Delicacies

- The well sought-after vendors from mainland will crossover to island for two days
- Uncovering the fascinating food landscape of mainland
- Jumping fork into a wide variety of alluring mainland delicacies

CHAPTER 4

FESTIVAL EATERIES



Balik Pulau Eateries

- Delicacies from the west of Penang
- Visitors can find well-known vendors from the rural heartland of Balik Pulau
- Balik Pulau Satay, Laksa Janggus, and Balik Pulau Nutmeg Juice and Passion Fruit Juice

CHAPTER 4

FESTIVAL EATERIES

Participants

Non-halal	35
Muslim Friendly	35
Pop-up Stalls	10
Food Trucks	20
Highlighted (Penang Street Food)	10
Highlighted (Michelin Chef or Bib Gourmand)	3-5
Total	113-115

CHAPTER 5

PROGRAMME



Cultural Performances

- Soundtracked by a medley of Chinese, Malay and Indian cultural performances
- A celebration of Malaysia's multiculturalism
- Immersing in a smorgasbord of enticing treats served by the hawker heroes

CHAPTER 5

PROGRAMME



Cooking Demo

- The culinary magicians will showcase their cooking prowess
- These excellent chefs have honed their skills throughout the years to ensure only the best is available

CHAPTER 5

PROGRAMME



Live Music Performances

- Live music filling in the space
- Chilling and keeping the visitors entertained during the festival

CHAPTER 6

PHOTOBOOTH

Retro Photo Booth

- Retro photo booths will be set up at the festival
- Visitors can take home wonderful Penang Street Food Festival moments with them
- Taking a break from the eating spree to capture some instagrammable shots



CHAPTER 7

DECO CONCEPT

Main Street

Street Lantern Installation | Old Penang



CHAPTER 7

DECO CONCEPT

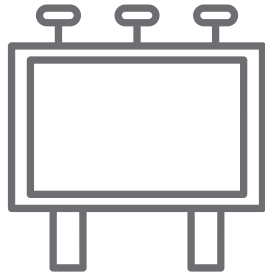
Picnic Area

Wood Pallet | Fairy Lights

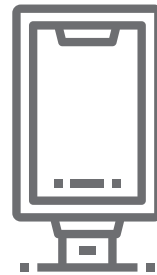


CHAPTER 8

PUBLICITY



Billboard



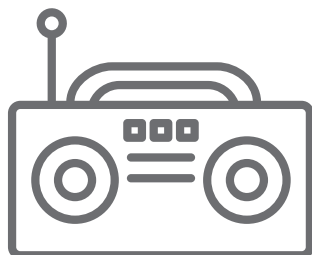
Streamer



Booklet



Leaflet



Radio



Social Media

CHAPTER 9

FESTIVAL BRANDING

Bring Your Own Container Campaign

- In line with the state government's call to promote green initiatives
- Minimizing the usage of plastic and plastic straws
- Visitors are urged to bring their own containers or tiffins



CHAPTER 9

FESTIVAL BRANDING

On Site Branding

- Committed to building Penang Street Food Festival as an iconic top-notch food festival in Penang
- When people think of food-related event, the Penang Street Food Festival comes first to mind.
- On-site branding like backdrop and light ball will build familiarity and positive experiences of visitors on the festival



PSFF X PENANG BRIDGE INTERNATIONAL MARATHON



Introduction

- Penang, the 2nd biggest city in Malaysia is home to the popular Penang Bridge International Marathon (PBIM)
- PBIM is the largest mass-participation sporting event in Penang, bringing tens of thousands of runners from local and international alike out onto the streets every year
- This year, Penang Street Food Festival will be brought out from Penang to a global stage, sharing the passion of the festival with the participants of PBIM



PSFF X PENANG BRIDGE INTERNATIONAL MARATHON

How it Works?

Arrangement of Shuttle Bus

(Beach Street to and fro Queensbay Mall)

- Specially arranged for runners joining the 10-km fun run
- Available from 7pm to 12am on 23rd July 2019
- Runners will get to sink their teeth into a smorgasbord of local street food, experiencing the incredible offerings of Penang

PSFF Merchandise Giving

- Giving away the exclusive merchandise of the festival to the first 1,000 runners of PBIM who cross the finish line at 10-km fun run
- Going in line with the Penang State Government's call to go green
- Enhancing the image of both events positively, drawing more crowd to Penang to boost our tourism sector

Pop-up Food Truck Gathering Party

- A pop-up food truck gathering party will be held on 24th July from 5am - 10am
- Allowing the runners to tame their growling tummy with some bite-sized yummys
- The best local street food will be served on the wheels
- A platform to promote Penang Street Food Festival at night to all of the runners

PSFF X THE MICHELIN GUIDE



Introduction

- Offering a wonderful opportunity for gourmands to savour delicious treasures prepared by MICHELIN star chefs who are on MICHELIN Guide or MICHELIN's Bib Gourmand Guide in the Asia Pacific region
- All under one roof on a simple and easy seating, without having to travel to different corners of the Asia or join the long waiting lists and queues
- Bringing out the best of Penang's street food scene which is widely known for its simpler style of cooking that is recognisable, easy-to-eat, and being served at a modest price
- Aspiring to clinch the coveted award of MICHELIN's Bib Gourmand for the friendly street food establishments in town
- Building Penang as the 9th top-notch city in the Asia Pacific region which is listed on the MICHELIN Guide

PSFF X THE MICHELIN GUIDE

Objectives

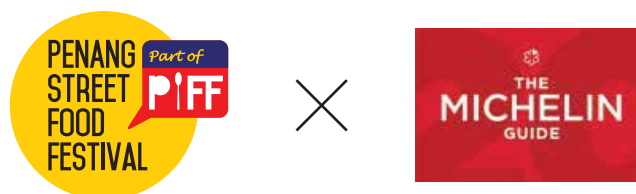
- To boost the tourism sector of Penang to remain competitive in the global travel market
- To increase visibility of the festival in the international media world
- To showcase Penang's iconic culinary landscape imbued with rich history and traditions
- To build Penang as the 9th city in the Asia Pacific region which is listed on the MICHELIN Guide
- To promote Penang as a food haven, locally and internationally



PSFF X THE MICHELIN GUIDE

How it Works?

- Look for esteemed MICHELIN star chefs in the Asia Pacific region who are interested to be part of Penang MICHELIN Street Food Festival
- Three (3) to five (5) MICHELIN star chefs will be shortlisted within three (3) months
- Shortlisted MICHELIN star chefs will be given some time to prepare a brand new recipe which incorporates local favourites into the dish
- Their authentic creations will be sold on the spot



PSFF X THE MICHELIN GUIDE

Other Programme Highlights



- **Cooking Demonstration**
 - Michelin star chefs display their cooking prowess
 - They slice, dice and chop their way to deliver the best rendition of their high quality dishes



- **‘Unfold the Stars’ Sharing Session**
 - Get to know the stories of these successful and prominent elites in the culinary industry
 - They will share some insightful experiences and thoughts throughout the years

PSFF X THE MICHELIN GUIDE

The Michelin Guide Street Food Festival in Other Countries



- Singapore
- Macau
- Hong Kong
- Shanghai
- Korea
- Japan

PSFF X THE MICHELIN GUIDE

Michelin / Bib Gourmand Chef Appearance Fees (USD 10, 000 x 5 Chefs)	USD 50, 000
Accommodation & Transportation	USD 8, 000
Cooking Equipment & Materials	USD 2, 000
Administration Fee to Michelin Group	USD 10, 000
Total	USD 70, 000

BUDGET

Main Set Up & Equipment:	RM 80,000
- Main Stage & Backdrop	
- Sound System, Lighting & Wiring	
- Generator Set, DB Box & Power Point	
- Canopy, Tables & Chairs	
Decoration:	RM 80,000
- Entrance Arch	
- Photo Booth	
- Backdrop & Signage	
- Information Counter	
- Stall Decoration	
- Street Lighting	
Publicity:	RM 30,000
- Street Bunting	
- Poster & Leaflet	
- Facebook Advertisement	
Documentation:	RM 10,000
- Copy writer	
- Videographer & Photographer	
Production:	RM 20,000
- Graphic Designer	
- Event Coordinator & manager	
- Event Crew & Event Host/Emcee	
- Cleaner, Relat & First Aid	
Other:	RM 30,000
- Transportation	
- Licensing	
- Insurance	
- Program & Stage Event	
PSFF X The Michelin Guide Street Food Festival:	RM280,000
- Administration Fee for The Michelin Guide	
- Chef Allowance	
- Transportation & Accommodation	
Administration	RM 50,000
Total	RM580,000