



Major enhancements for

Being the Hong Kong flag carrier, Cathay Pacific considers strengthening its ties with Chinese Community as one of its high priorities. This is also important internationally, as the first contact with the flavor of Asia for many foreigners will be their flights on Cathay Pacific. Thus, Cathay Pacific always ensures it provides the best quality experience for its customers.

A major move to accomplish this goal is featuring authentic Chinese food on many of their flights. Cathay Pacific will bring you the 'Best Chinese Food in the Air' by launching a series of enhancements to Cathay Pacific's Chinese in-flight menus. It will be accomplished by serving the best in-flight Chinese cuisine possible through the association with internationally reputable and upscale

Hong Kong restaurants like the Yung Kee Restaurant.

By bringing the famous Yung Kee dishes to the air, Cathay Pacific demonstrates its continuous efforts in serving the best food to the Hong Kong people. At the same time, it will promote a positive Chinese flavor for those foreigners who may not have extensive experience of Asian cuisine before.

Yung Kee recipes will be incorporated

into in-flight menus for all classes during October 2000 to March 2001. An additional enhancement includes specially selected award-winning wines and champagnes to complement the recipes.

Yung Kee Restaurant was selected because it is well known as serving high quality, original and delicious Chinese cuisine. This reputation is well known worldwide, especially because its



founder, Mr. Kam Shui Fai, became famous over half a century ago for his Roast Goose. Over the years, Yung Kee has continued to maintain this international reputation and has won many many awards.

Cathay Pacific selected 34 dishes from the Yung Kee Menu for Cathay Pacific's 'Best Chinese Food in the Air'. Among the 34 dishes 7 are chosen as the signature dishes, ranging from Braised Chicken and Roasted Goose in First Class to Sauteed Prawn and Braised Goose in Business Class with Pan-fried Beef Fillet and Braised Cod Fillet among the dishes for Economy Class.

This promotion represents the ongoing enhancements that Cathay Pacific has been implementing since last year, especially for First Class. It started last year with the new ultra-comfortable seat, which can be converted into what one of the widest sleeper seats in the sky. In addition there was introduced personal cinema, freshly prepared à la carte cuisine and a host of other features giving First Class passengers more choice and greater ability to control their own travel experience.

Earlier this year was the introduction of new First Class equipment. It begins with simple, modern chinaware from Japanese designer Noritake, called

"Cosmic Splash" as it carries a white and silver motif echoing Cathay Pacific's cabin interiors. Also included is top quality stainless steel hollowware and cutlery from Swedish manufacturer DeSter.ACS, lead-free crystal glassware from Germany's Schott Zwiesel and all white linen designed by Ewart Liddell of Ireland. Finally, there was introduced new First Class travel kits for both male and female passengers created by internationally renowned skin care company Erno Laszlo.

It is obvious that Cathay Pacific is not only strengthening its position with the Chinese community but also putting forth extensive efforts to become the most admired airline in the world.



Cathay Pacific

