

# The Mercurys Winners 2008

The winners of the 2008 Mercurys were presented in Barcelona in February at the ultra-modern CCIB Centre. Congratulations to all those who walked away with these prestigious awards.



Judges for this year's Mercurys were faced with the greatest number of entries for many years following a revamp in the awards introduced last year.

Some 46 entries were received, compared with 26 in 2007, and Mercurys chairman **Stephen White** said: "I sincerely hoped the changes we made last year in Nice would ensure a reversal of the decline in entries and I am chuffed and extremely pleased with the number we received this year. I hope that now the Mercurys will go from strength to strength."

The new format split the awards into six categories recognising Onboard Service; Food and Beverage; Equipment; Skills Development, System and Process Development; and Inspirations within the onboard catering industry.

Each of the 32 finalists was required to give a presentation to the judging panel over a two day period. The judges included **Kevin Cox**, managing director Blinkers; **Antony Edwards**, catering manager Europe and the Middle East for Cathay Pacific; **Caroline Thompson**, sales and marketing director Europe for AMI In-Flight; **Mike Pooley**, group vice president innovation and culinary excellence for the Gate Group; **Michelle Green**, head of operations and performance for LSG The House; and **James McIntyre**, procurement and logistics manager for Emirates.



Said White: "The calibre of entries was superb and in some cases we could easily have given two Mercurys in the same category. But as the saying goes: 'Someone has to win' and the level of experience held by the judges in many different fields made the process much easier."

In addition to the final winners, White also made special mention of two companies which did not win but deserved special commendation. Saudi Arabian Airlines was praised for its presentation which visibly moved the judges with an entry which focused on its frequent flyer programme designed for disabled passengers. Korean Airlines was also singled out for its flying Art Ambassadors programme which trains selected cabin crew members to become culturally aware about the best galleries to visit in key destinations such as London, Paris and Rome. The airline has been recently recognised for this programme by the *Design Magazine* which awarded the carrier its Best Cultural Ambassadors Award.



## And the winners are...

### CATEGORY: Onboard Service

Hawaiian Airlines



#### Hawaiian Airlines SkyBuy Program

Hawaiian Airlines customers can now book holiday activities, hotels and transport in-flight.

The airline has partnered with SkyBuy by Arinc using Expedia. And with the easy to use SkyBuy electronic point of sale (ePOS) device the passengers can make reservations and pay for the event with cash or credit card.

### CATEGORY: Food & Beverage

Brand Stand



#### The Healthy Olive Snack

Olives are a new, healthy addition to the snacking market. Each foil fresh pouch of liquid-free Spanish pitted olives opens out to create a small bowl for easy use.

Available in 30g packs with a two-year shelf life they don't have to be kept in a fridge and contain only 50 calories per pack.

### CATEGORY: Equipment

MGS



#### MGS Functional Inserts

MSG's new 'Functional Inserts' work with their Multi Functional Induction Heating Units for heating ready meals, steaming and cooking. The MGS toaster, top-heater, steam exhauster and steamer all fit into the oven and trolleys as well as into standard units. No electrical connector is required due to the slide-in style.

### CATEGORY: Skills Development

Thai International Airlines



#### GAP - Good Agricultural Practice

The airline developed an education and cooperation programme with farmers in Northern Thailand to ensure they deliver safe, reliable, quality products for on-board catering, as well as eliminating waste and ensuring better pay for farmers. The scheme is linked to the local university's agricultural programme.

### CATEGORY: Systems & Process Development

Air Meals



#### On-line Meal Ordering Software

The Air-Meals R1 software platform allows passengers to purchase meals on-line at time of booking through their carrier's website.

The platform allows customers more choice and has been shown to increase profits for airlines and caterers. It can also be built to sell other airline amenities, like entertainment.

### CATEGORY: Inspirations

B & W Engineering



#### A-LogEqu Aviation Logistic Equipment

A-LogEqu is an innovative, maintenance free and eco-friendly system of galley inserts.

It uses cutting-edge thermal insulation technology to store hot and cold goods for up to 20 hours in modular units without any energy consumption aboard.