



## PRESS RELEASE

26 February 2015

For Immediate Release

# KL RESTAURANT RATING PROGRAM TO ESTABLISH KUALA LUMPUR AS THE GASTRONOMIC DESTINATION

**KUALA LUMPUR, 26 February 2015:** The Mayor of Kuala Lumpur, YBhg. Datuk Seri Ahmad Phesal today hosted the KL Chinese New Year Food & Cultural Festival for the tourists, at KL City Gallery, Dataran Merdeka. *“This annual event is organized by Tourism Unit @ Kuala Lumpur City Hall, in line with the Kuala Lumpur Tourism Master Plan 2015-2025 under ‘Initiative 1.4 – Develop vibrant cultural events’ by showcasing the diverse and exciting range of culture that KL has to offer to the tourists”*, said the Mayor, Datuk Seri Ahmad Phesal.

About 14 hotels and other tourism players supported this festival. *“As for today’s celebration I would like to extend my sincere appreciation to our festival partner sponsors namely JW Marriot Hotel, Melia Hotel, The Federal Hotel, Hotel Royel, Quality Hotel, Dorsett Hotel KL, KL Convention Centre, Putra World Trade Centre, Arch Gallery, Bird Park, KL Hop On Hop Off, Ablemen Communication, Dataran Underground and Felda D’Saji Dataran for their support and generosity in providing sponsorship of food”*, said the Mayor. Besides Chinese New Year, this year Kuala Lumpur City Hall is scheduled to organize other cultural festivities including Hari Raya, Deevapali and Christmas Open celebrations this year.

Keeping with the 'food' theme of the day, YBhg. Datuk Seri Hj. Ahmad Phesal bin Hj. Talib, Mayor of Kuala Lumpur, launched the Kuala Lumpur Food & Beverage Quality Assurance, also known as KLFAB, at the Kuala Lumpur Library.

Building on earlier efforts to position Kuala Lumpur as a gastronomic hub, such as the development of Kuala Lumpur Food Trails and the appointment of Chef Norman Musa as the KL Food Ambassador for European markets last year, Kuala Lumpur City Hall is taking another step to create a high quality baseline for food variety, quality and hygiene through the introduction of the KLFAB.

YBhg Datuk Seri Ahmad Phesal, the Mayor of Kuala Lumpur said, *“KLFAB, aims to uphold high quality standards for F&B products, services by implementing a quality assurance framework for the F&B industry targeting dine-in establishments such as fine dining, café, restaurant, bistro and fast food chain. This is needed as to build confidence among tourists to recognize Kuala Lumpur as the international gastronomic destination. KLFAB is a ‘call for action’ of the KL Tourism Master Plan 2015-2025 under Initiative 1.1: Position KL as Gastronomic Haven and Initiative 10.2: Develop Comprehensive Standards Framework’.*

To ensure the effectiveness, practicality and comprehensiveness of the set criteria, the Tourism Unit of Kuala Lumpur City Hall worked closely alongside industry experts and built upon the standards used by the global industry and the Kuala Lumpur Mayor's Tourism Awards judging criteria. The criteria covers with multiple spectrums of the operations of the establishment, including hygiene, cleanliness, facilities & amenities, customer service, food variety & presentation, safety & security, promotion & marketing, site accessibility and physical layout.

The applicant F&B establishments will be assessed and issued an assessment report by an independent assessor, who are highly experienced food experts appointed by Kuala Lumpur City Hall. Those who have met the expectations will be rewarded with recognition and strong marketing coverage, while those that have not yet met the minimum standards required will be provided with a report identifying areas of improvement in order for them to upgrade themselves to reach the minimum score for accreditation.

There are two categories under the KLFAB: 'Fine Dining' and 'Restaurant & Café', with two levels of certification awarded: Platinum (assessment score of 90% and above) and Gold (assessment score of 70% - 90%). F&B outlets will need to achieve a minimum score of 70% to become KLFAB members. All KLFAB members will be given permission to display the KLFAB logo (Platinum or Gold) by the Kuala Lumpur City Hall Tourism Unit as a form of recognition, including a plaque to be displayed at the premises. The accreditation is valid for two years, after which the business will be formally reassessed prior to renewal.

KLFAB members will benefit directly from their compliance with these high quality standards. KLFAB aims to help its members to:

- Ensure implementation of world class quality standards throughout their premises through continuous business improvement
- Expand their reach by attracting a wider range of ever more demanding travellers, by gaining greater trust from customers, and addressing new customer segments
- Gain access to a new certification tool to integrate in communication / marketing strategy, via greater international exposure through Visit KL marketing collateral and events, unlimited use of the KLFAB logo and priority listing on the Visit KL website

As the program is currently operating on a voluntary basis, the Mayor strongly encouraged F&B business owners to take part in this program to heighten the standards of offering of the F&B establishments in the Kuala Lumpur market. *"I would like to take this opportunity to encourage all those in the F&B business to walk the masterplan with us and become members of the KLFAB. Or you can apply to become KLFAB's assessors. By being part of this initiative, you will help to develop Kuala Lumpur as the leading Gastronomic destination in this region"* said the Mayor in his ending remarks.

For more information, and to apply to be a member or an assessor, kindly visit [www.visitkl.gov.my/klfab](http://www.visitkl.gov.my/klfab). For more information on the Kuala Lumpur Tourism Master Plan 2015-2025, kindly visit [www.kltourismmasterplan.com](http://www.kltourismmasterplan.com). Or contact Puan Noraza Yusof Head of Tourism, Kuala Lumpur City Hall, email:norazayusof@gmail.com or call mobile 013-3399915.

Issued by:

Tourism Unit @ Kuala Lumpur City Hall