



TAYLOR'S
UNIVERSITY

Wisdom • Integrity • Excellence

Food Promotion Activity - 2016

Bachelor of International Hospitality Management - Batch 12

Semester 3 - Group 7, 8, 9

Theme of Event

Dia De Los Muertos

28th October

Introduction

The Food Promotion event is a distinguished practice implemented at Taylor's University over the years to provide a platform where students work together in factions to plan, execute and bring to life a themed event. By doing so, the University disseminates a comprehensive educational work space which includes fundamental core values instilled in our students. We have banded together to create an unprecedented event with a rare but fascinating theme that is rarely ever practised or witnessed in not only Malaysia but Asia as well. The Taylor's University School of Hospitality, Tourism and Culinary Arts – Bachelor of International Hospitality Management of Batch 12, Group 7, 8 and 9, would like to invite you to join in our efforts to raise awareness for the Maldives Autism Association.

Food Promotion: Dia De Los Muertos

1. The Concept



honoring the dead.

Dia De Los Muertos or Day of the Dead originated centuries ago in Mexico, where it is still widely celebrated to this day. The holiday is a blend of pre-Hispanic indigenous beliefs. Dia de los Muertos is celebrated throughout Mexico. Many other countries around the world celebrate similar (or hybrid) versions of Day of the Dead as well, by having special days for

These celebrations occur in various countries in Central and South America, Europe and Asia, where they celebrate the holiday according to their own local customs. Many people around the world, even if they are not directly connected to Mexican culture, are drawn to the concept and imagery of Mexico's Day of the Dead, so the holiday seems to continually gain in popularity as more people learn about it.

Dia De Los Muertos is a festival that honours the dead with lively celebrations. It is believed that the dead would be offended by mourning or sadness. So, due to this, the lives of the departed are commemorated with activities that they once enjoyed in life like food,

drink and parties. This festival is mainly celebrated in Mexico, which is where the practice originated.

2. Objectives

-  To expose students to the dining concept of our food promotion.
-  To allow students to experience different elements of food and beverages, entertainment and environment of the restaurant.
-  To also provide experience to all students involved in making this event a reality by providing real world experience through providing hands on experience from the pre-planning of the event all the way to the execution of the event on the date that has been set. This can help the students develop to be contributing members of society.
-  To develop team members on entrepreneurship, time management, networking, leadership skills and event management.
-  Serve as a Corporate Social Responsibility program whilst bringing publicity for Taylor's University **School of Hospitality, Tourism and Culinary Arts** as well as the sponsors of the event. The event will bring forth awareness on the importance of charity and to instill the realization of the significance of community service initiatives amongst the campus students, especially for the organizing Bachelor of International Hospitality Management students.
-  Involve students who will then gain invaluable experience in organizing the charity events.

3. Why Was This Theme Chosen?

This theme was chosen for the event because, in the spirit of Halloween, we would like to join in the festivities and at the same time we want to put a twist on the most

commonly practiced Halloween themes by incorporating the Mexican festival called “Dia De Los Muertos” which means Day of the Dead.

Dia De Los Muertos is a festival that honours the dead with lively celebrations. It is believed that the dead would be offended by mourning or sadness. So, due to this, the lives of the departed are celebrated with activities that they once enjoyed in life like food, drink and parties. This festival is mainly celebrated in Mexico, which is where the practice originated.

This festival is safe to say very rarely practiced in Asia making it all the more unique and unprecedented. Our event focuses on bringing to life an ambience and experience that well depicts the original festive celebration of Dia De Los Muertos in Mexico. Guests attending will experience this once in a lifetime event & it will be a festive night to remember.

By attempting such a rare and uncommon theme would be a great platform for our team to portray their individual talents that embody them and to merge creative ideas. Great efforts of meticulous planning, fine-tuning as well as strong teamwork will be our core values during this entire event to ensure a successful and enjoyable event.

4. Why Are The Tickets Being Sold At RM80.00?

The ticket prices are constructed around the expenses for our unique festive Mexican cuisine menu which comprises of both traditional and modern takes on long existing Mexican recipes. Guests will indulge in a 7-course meal including an array of mocktails that are designed to suit the theme of the event and crafted to pair with our extraordinary menu which is rich with the flavours of Mexico. The pricing for the ticket is validated further due to the expenses of the setup of the venue which includes facility cost and decorations as well as door gifts.

5. Who Is Our Target Market And Why?

One of our target markets are the friends and families of the students of Bachelor of International Hospitality Management Batch 12, Group 7, 8 and 9. This is due to the fact that the friends and families of the students would be more curious on how the event will be carried out and they will be eager to witness the outcome of all our efforts by attending the event.

Also, another one of our target markets is the students of Taylor's Lakeside Campus. We decided to target the students because the venue, Thyme and Tarragon, will be very easily accessible to them. Not only that, we believe that with us having such a unique and unprecedented theme for our event, the students of Taylor's University Lakeside Campus will surely take notice. Through this, with our combined efforts, we can undoubtedly capture their attention and interest.

Program Structure

DATE

28th October 2016

VENUE

Thyme and Tarragon Restaurant, Taylor's Lakeside Campus

DRESS CODE

Smart Casual

Marketing Strategy

E-Marketing Strategy Draft

We can create a website informing the public about the event, providing event updates, the purpose of the event, giving recognition to sponsors as well as giving hints on what we have in store when they come for the event like special prizes to be won in the lucky draw.

1. Facebook: Invitation Platform

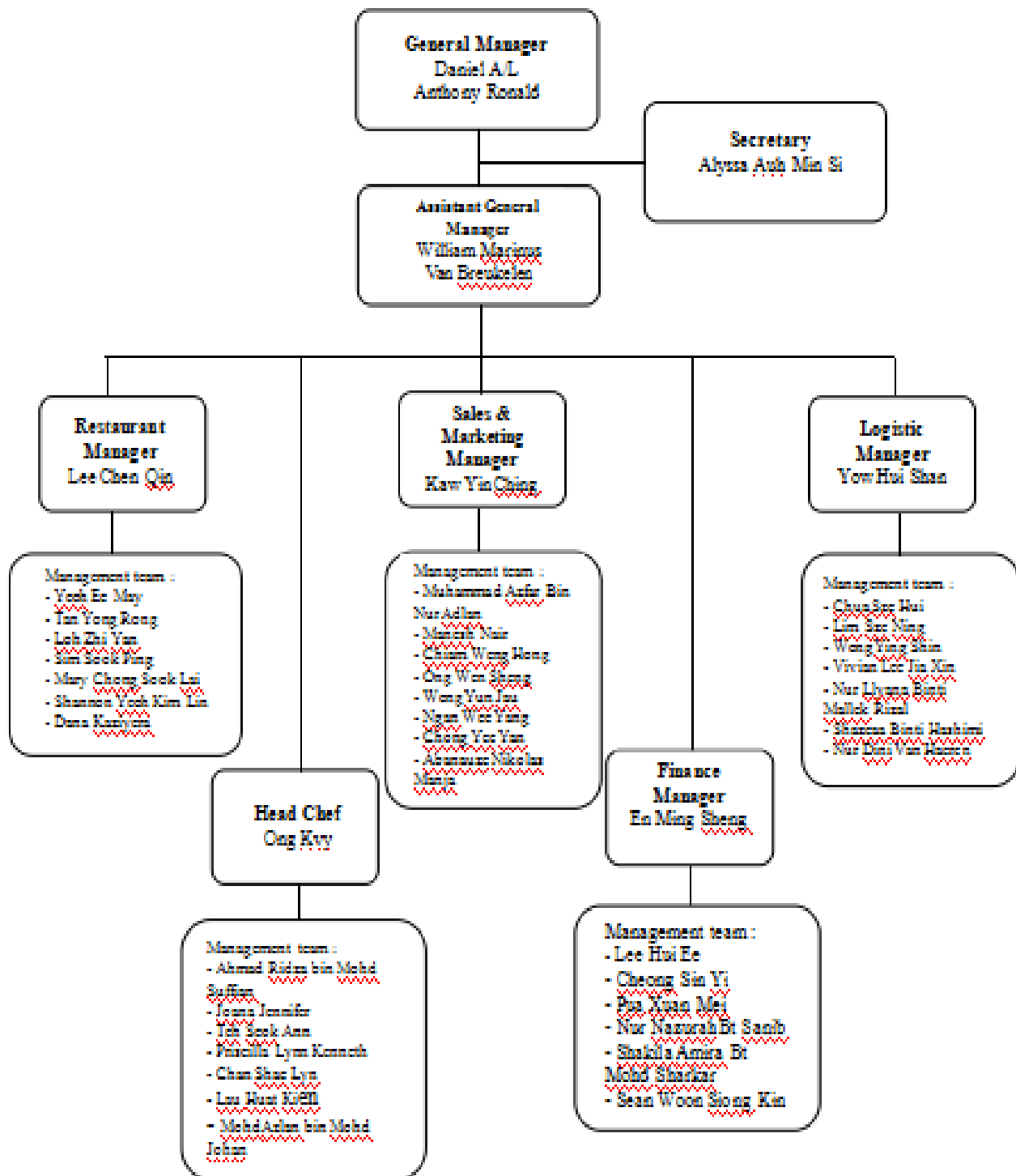
We intend on creating an event page after commencing the selling of tickets and we can take into account and record how many are interested as well as how many are attending so we can estimate how sales will be doing and adjust our strategy accordingly.

2. Instagram and Twitter: Countdown and Update Platform

We will have a countdown to the date of the event and keep our patrons updated on the progress of the event, decorations being used as well as hints on prizes being given away during the lucky draw.

We will also use this medium to show ticket sales and updates. This is important as we can garner the interest of the public. For example, announcing that tickets are selling fast will capture the attention of the public and they will be interested in buying a ticket before they are sold out. Also, we can get people to join or like our pages through a booth that we will hold before the event where we will conduct activities to promote the event.

Organization Structure



Kitchen and Restaurant Teams

	F&B	KITCHEN
1	Daniel A/L Anthony Ronald	Ong Kvy
2	William Marinus Van Breukelen	Teh Seok Ann
3	Alyssa Auh Min Si	Muhamad Azlan Bin Mohd Johan
4	Kaw Yin Ching	Joana Jennifer Jahja
5	Lee Chen Qin	Nur Nazurah Binti Sanib
6	En Ming Sheng	Priscilla Lynn Kenneth
7	Yow Hui Shan	Pua Xuan Mei
8	Manesh Nair	Chan Shae Lyn
9	Lee Hui Ee	Shakila Amira Binti Mohd Sharkar
10	Nur Dini Van Haeran	Chan Jia Wei
11	Abanauze Nikolas Manja	Cheong Sin Yi
12	Sean Woon Siong Kin	Tan Yong Rong
13	Lim Sze Ning	Shannon Yeoh Kim Lin
14	Chua Sze Hui	Mary Chong Sook Lai
15	Muhammad Azfar Bin Nur Adlan	Wong Ying Shin
16	Debbie Ong Wen Sheng	Ahmad Ridza bin Mohd Suffian
17	Wong Yun Jau	Vivian Lee Jia Xin
18	Abdul Satar Yaaesh	Shazeaa Binti Hashimi
19	Chiam Weng Hong	Nur Ilyana Binti Mallek Rizal
20	Chong Yee Yan	Kuak Jiun Ying
21	Sim Sook Ping	Kim Min Su
22	Loh Zhi Yan	Choung Yoonsik
23	Dana Kaziyeva	Stefano Tjahjadi
24	Ngan Wee Yang	Su Yue Ning
25	Yeoh Ee May	

Event Details

Date: October 28th 2016

Time: 6.30pm-10:30pm

Venue: Thyme and Tarragon Restaurant at Taylors University Lakeside Campus

Targeted Number of Guests: 120 Guests (Tickets are sold to the general public)

Title of the Event: 'Dia De Los Muertos'

Theme: 'Festival of the Dead'

Our event focuses on bringing to life an ambience and experience that well depicts the original festive celebration of Dia De Los Muertos in Mexico.

The Menu

Canapé

Chicken Tostadas

Salsa with Chips

Bread

Kings' Wreath

Amuse Bouche

Rice Fritters with Sesame Caramel

Appetizer

Classic Fish Tacos

Soup

Tortilla Soup

Main Course

Chipotle Chicken served with Roasted Zucchini and Herbs Mash Potatoes with Salsa

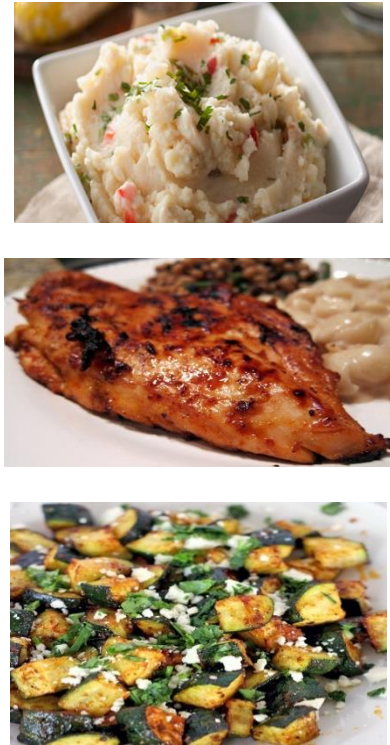
Palate Cleanser

Sangrita Granita

Dessert

Caramel Mille-Feuille Napoleon, Pina Colada Cake, Mango and Lime Mousse

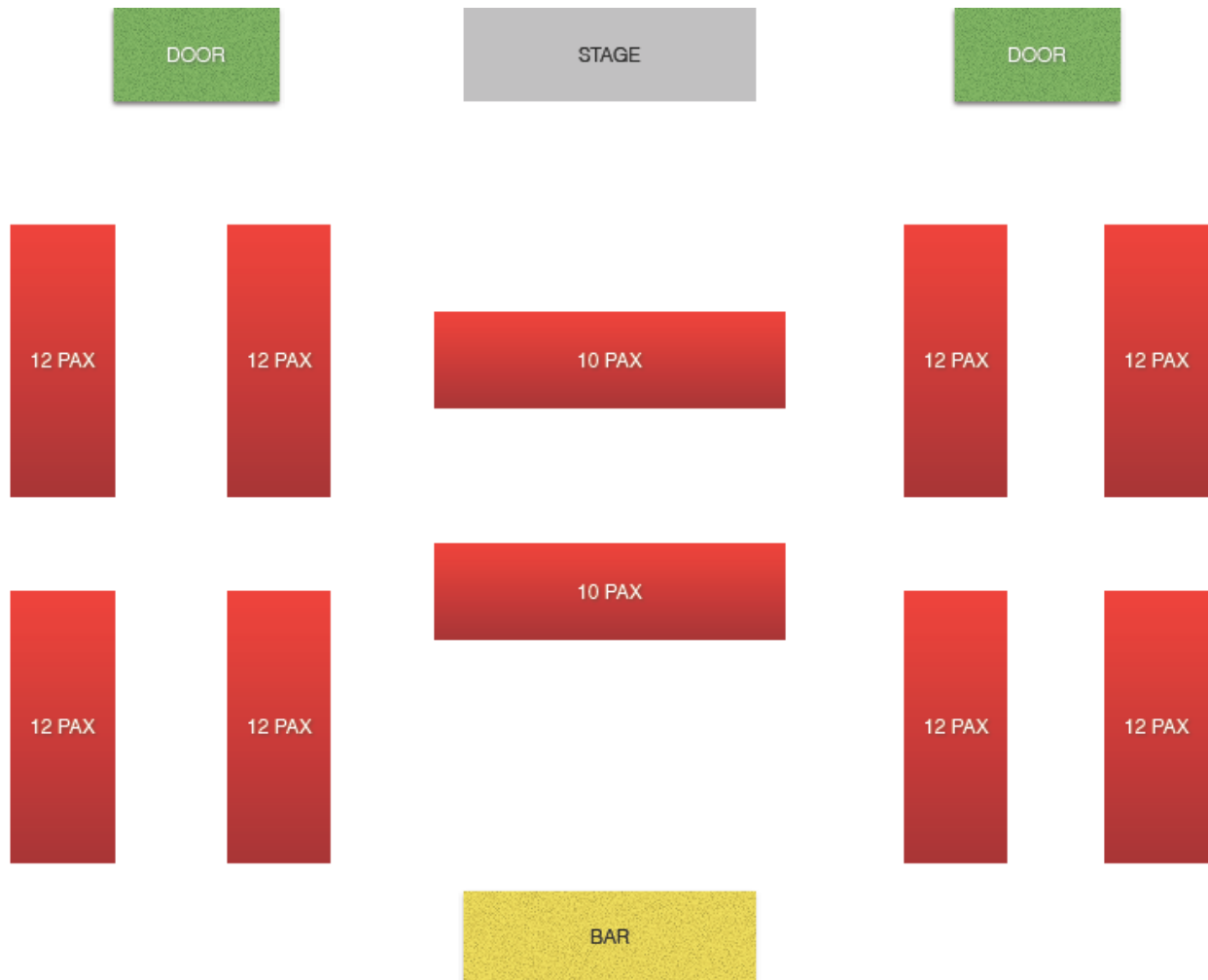
Course	Food	Description
<i>Canapé</i>	 Chicken Tostadas	Crunchy tortillas with shredded chicken and mix veg with pinto beans and salsa.
	 Salsa with Chips	Fried Crispy triangular tortillas chips with veg salsa.
<i>Bread</i>	 Rosca De Reyes (King's Wreath)	The Rosca De Reyes is a festive Mexican sweet bread ring filled with dried cherries and almonds.
<i>Amuse Bouche</i>	 Rice Fritters with Sesame Caramel	A sweet savoury made of rice as an opener before appetizer. Made from blended rice as a base, and it is formed into small balls and fried. It is then topped up with sesame caramel sauce.

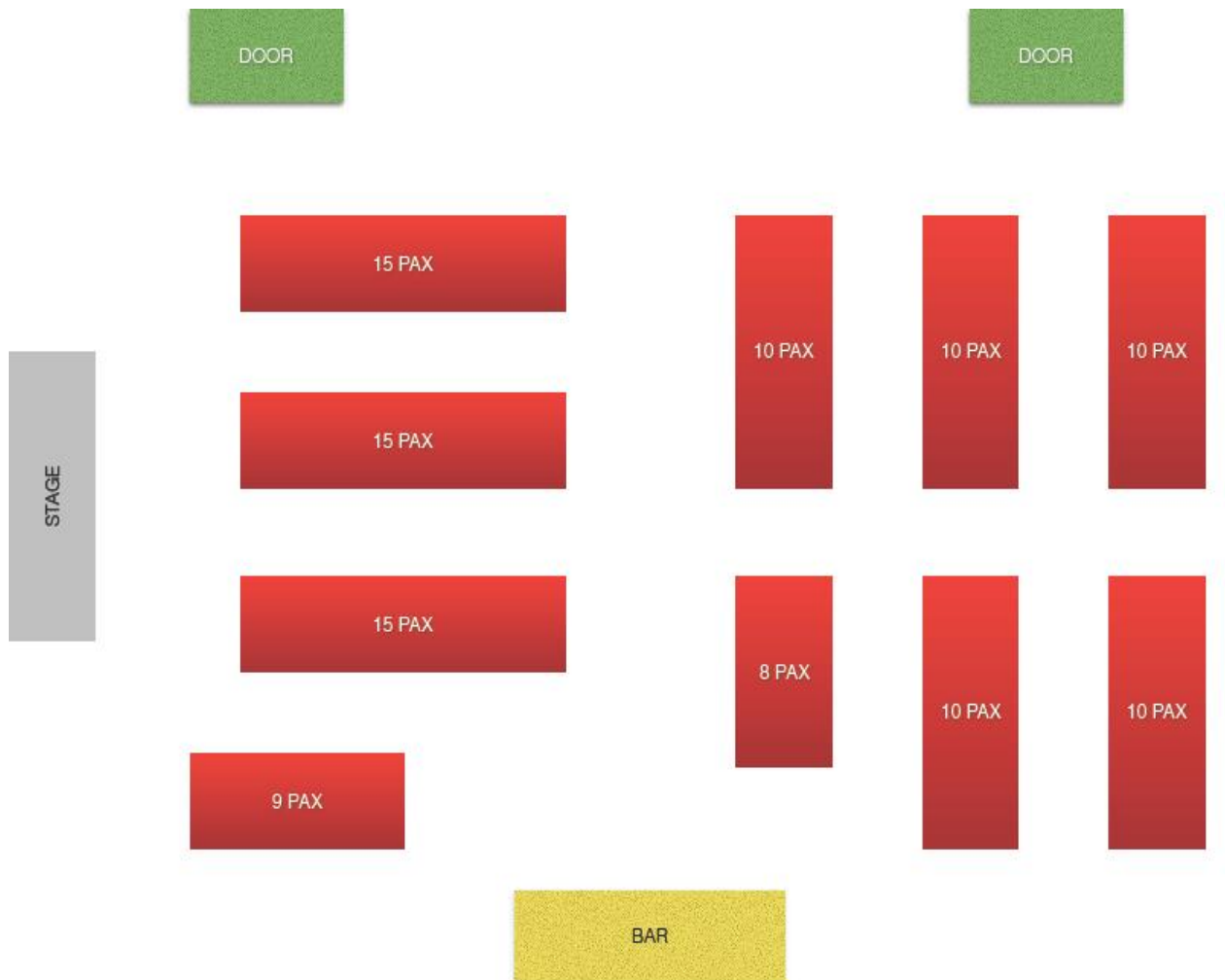
<i>Appetizer</i>	 Tacos De Pescado (Classic Fish Tacos)	Quick and easy to prepare, these tacos are a classic example of modern Mexican food made with a tempura-style batter.
<i>Soup</i>	 Sopa Azteca (Tortilla Soup)	Though the name of this soup implies an Aztec origin, it owes much more of its origin to the Tarascan people from the Michoacán area. Dozens of variations of this soup exist, often featuring a spicy tomato broth with different chillies as the garnish.
<i>Main Course</i>	 Chipotle Chicken served with Roasted Zucchini and Herbs Mash Potatoes with Salsa	A fragrant, spicy roasted chicken served with salsa, roasted zucchini, and herbs mashed potatoes with chipotle lime sauce.

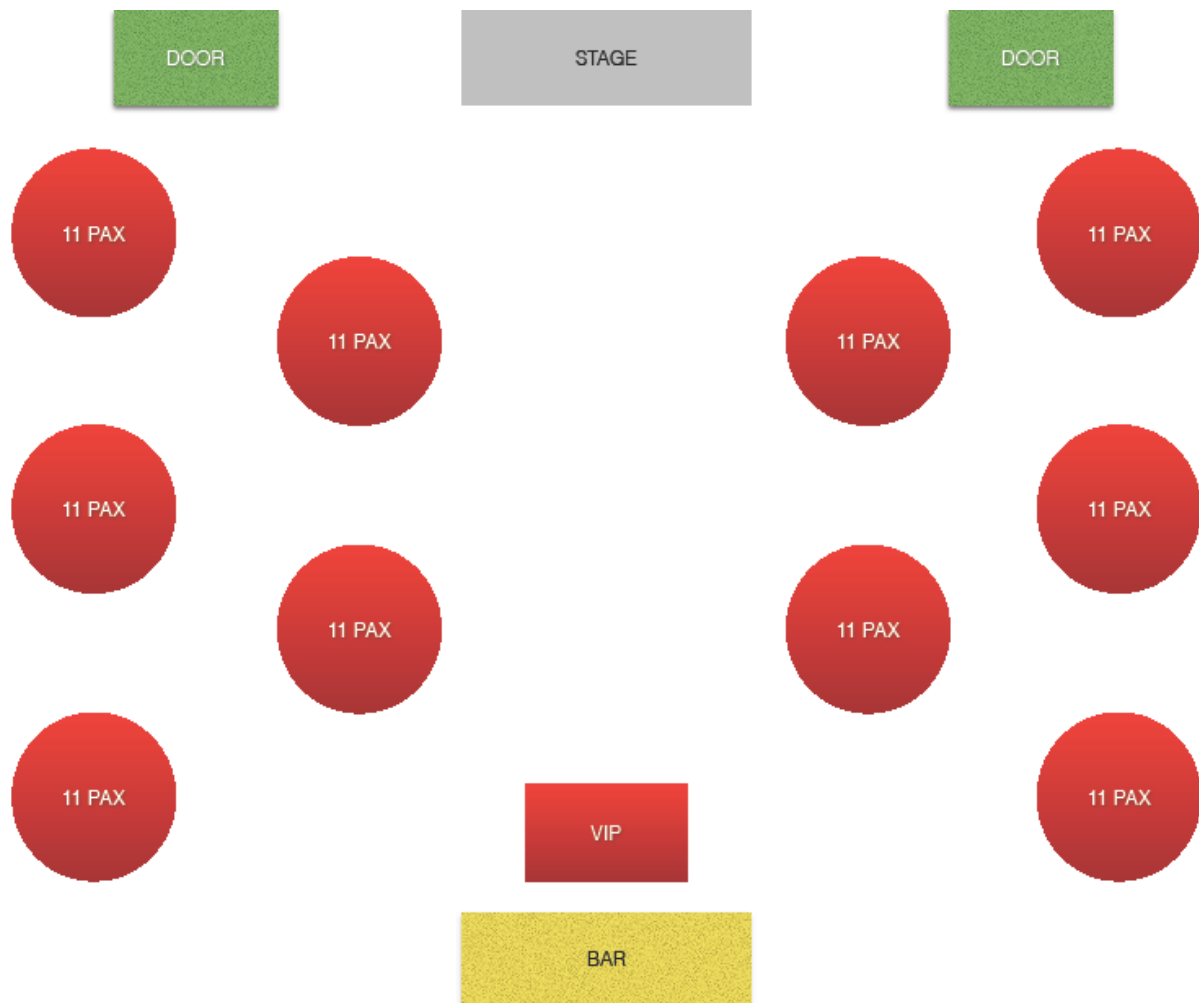
<i>Palate Cleanser</i>	 Sangrita	Granita is a semi-frozen dessert made from sugar, water and various flavorings. Originally from Sicily, it is available all over Italy in somewhat different forms.
<i>Dessert</i>		Flaky layers of golden puff pastry are layered with pastry cream and Dulche De Leche.
		A Mexican Mango and Lime Mousse, a fresh and tasty way to end your meals.
	 Dulce De Leche Napoleon and Mexican Mango and Lime Mousse	Coconut flavoured layers of cake and lime curd.

Restaurant Layout Plans

Plan 1



Plan 2

Plan 3

Print Media

1. Ticket Design

Front



Back



2. Poster Design

