

Air New Zealand

Food Principles and Personality

Food Principles

- **Mana-aki-tanga**
 - Hospitality, kindness, support - the process of showing respect, generosity and care for others
- **New Zealand to the fore**
 - We are passionate about championing New Zealand, but we also embrace the world of cuisine opportunities. Because we are an international business, we need our thinking and actions to be both local & global.
- **Quality is Key**
 - The commitment to consistently doing things well can inform every part of our food & beverage offer.
- **Commit to what matters most**
 - Prioritize and communicate what matters most to us across the life cycle of our food & beverage. Having stories to tell is important, but it's our commitment to what we say that will make the real difference.
- **Keep it Real**
 - Balance what's ideal, with what's viable. Ideas that are actually workable are the most valuable.
- **The beginning, not the end**
 - Principles can set the direction for future endeavour. It is staying true to them over time that will define success.

2020 key objective

- **Quality is key**
 - Every item should evoke a positive emotion of **"I want to eat that"**
 - Mana-aki-tanga - put care in, feels **'homemade'**

Air NZ Personality Statement

- Relaxed Seasonal dining featuring a range of premium New Zealand brands presented in the spirit of Mana-aki-tanga. Something for everyone, from the flair of the theatre kitchen to our curated buffet counter.
 - Our food principles, along with our food personality statement assist in creating:
 - An excitement with a visually appealing fresh buffet
 - A perceived quality and value – should feel abundant with variety
 - A "New Zealand Experience"
 - Celebrated "hero items" – signature dishes that make us famous