

Neil Perry, Rockpool Consulting.

Sam Hurst,  
Calendar Cheese.

# Qantas leads the way in world-class **Cuisine**

The investment in cuisine is paying off. However, maintaining excellence is an ongoing evolution of inspiration, innovation and cooperation. Here's how we make sure we stay ahead of the rest.

**I**nflight dining has undergone a revolution in recent years, keeping pace with increasingly sophisticated consumer palates and expectations. Qantas has been at the forefront of this change, working closely with Australia's most respected providores and winemakers, to enhance the customer's dining experience. It's a consistent philosophy across the premium domestic and international dining experience, in which Neil Perry and his team at Rockpool Consulting have played a key role.

The Rockpool team has been creating seasonal menus for Qantas since 1997. This excellence-focused team have had a proactive role in the menu development process since, from designing the dishes, to writing and reviewing the recipes and training chefs in ports all over the world. The Rockpool

contribution to our menus, along with the input of the Qantas team, means customers now expect quality ingredients on every flight, in every class – every time they choose Qantas.

Innovation is key to ensure the ever evolving menu is truly exceptional and at the forefront of current dining trends, despite the challenges of preparation and delivery that comes with an inflight service offering. Innovation has delivered a unique restaurant dining experience and an opportunity to choose an eight-course tasting menu in First. Now that's dedication to excellence!

## Enhancing the customer experience

To ensure Qantas maintains a reputation for world-class cuisine, key elements such as passion, co-operation and shared understanding are integral to our success. So in support of our continual pursuit for excellence, a recent forum was arranged bringing together Inflight Services, Q Catering and Rockpool. It was an inspiring day with passion and commitment evident from participants and suppliers alike.

Eric Jelinek, Head of Inflight Services welcomed the participants and spoke about the importance of days like this for the business going forward. "It's vitally important to understand each other's roles to ensure the best decisions are made on product and delivery. We are a premium service provider and everything we all do must ensure the customer experience is exceptional.

When Neil Perry addressed the group, he highlighted the success of the last 13 years with Qantas and how we have continued to be innovative and industry leaders ... not only with the suppliers, but also with the delivery of our food, wine and service through Cabin Crew. Neil also explained the role Rockpool Consulting plays with Qantas. Unlike other airlines that have a guest chef feature specific dishes, Rockpool Consulting is involved at an integral level, developing the entire First and Business international menu, working with Catering centres around the world to educate, audit and ensure consistent product quality and service.

Selection of products and ingredients is a key component shared between Product and Service, Inflight Services, Rockpool and Q Catering. The morning session brought participants together with some of the suppliers of these items, like Eduardo Espada from Los Importadores. Eduardo's passion was clear in his pursuit to bring great Spanish product to the Australian public and praised Qantas' commitment to premium quality in inflight catering. The group tasted the two prized Jamon – Serano and Iberico as well as wood roasted red pimientos whose sweetness and subtle smokiness took many by surprise.

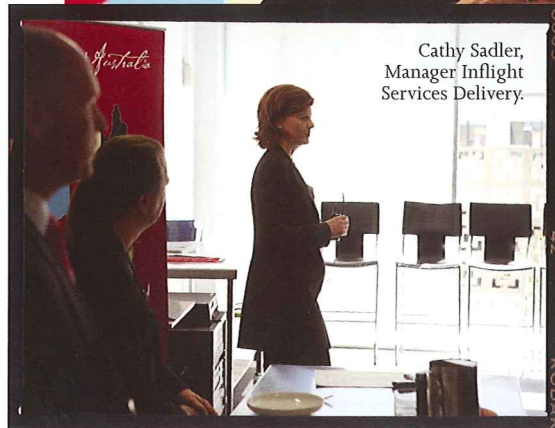
Another supplier with passion is Brasserie Bread owner Michael Klausen who spoke about sourdough bread making and his uncompromising commitment to ensuring our customers enjoy the finest bread in the sky.

Sam Hurst, of Calendar Cheese provided a fascinating insight into the history and selection process of cheese for

Michael Klausen,  
Brasserie Bread.



Cathy Sadler,  
Manager Inflight  
Services Delivery.



Qantas inflight ensuring that each cheese is carefully selected at the right state of maturity to peak onboard in front of our customers. His mantras, "Quality, quality, quality" and "Price is not a dirty word" are the pillars of his success.

Skycrest's Felicity Roff illustrated how a successful partnership evolves between a small 'can-do' innovative supplier and the support and development Qantas provides in developing world-class quality products ... despite a range of logistic and food safety challenges that need to be overcome

By this stage the participants were feeling inspired and privileged; evidence that the opportunity to sample current Qantas offerings from each supplier and hear their passion for excellence successfully reinforced the 'value' of premium.

Having aligned participant understanding around the style of products that support Qantas as the 'world's best premium airline', the afternoon session, facilitated by Cathy Sadler from Inflight Services, encouraged and challenged the group to focus on how to work better and smarter. Animated discussions centred around timelines and targets, quality versus costs, handling and logistics, how to manage change and the commitment to establish collaborative working groups to create simpler, more effective workflows.

The outcome was resoundingly positive with Inflight services, Q Catering and Rockpool Consulting energised to review key components of the supply chain and ways of working. With renewed commitment to each other and enhancing the customer experience – it looks like the Qantas inflight dining experience will continue to get even better!