

To : MH APPOINTED AGENTS
From : Regional Manager - South Asia, Middle East & Africa
Date : 30 AUG 2023
Ref : MESA/RM/2023/08/016

Dear Trade and Business Partners,

RE : CHANGES IN FOOD & BEVERAGE SERVICES

On behalf of Malaysia Aviation Group ("MAG"), I extend my sincere appreciation for your unwavering support and collaboration. We recognize and value the significant contributions you have made towards our shared goals, which have been instrumental in our success.

We wish to inform you of the conclusion of our longstanding partnership with Brahim's Food Services Sdn Bhd (BFS), the primary in-flight Food & Beverages provider in Kuala Lumpur for Malaysia Airlines Berhad (MAB), effective 31 August 2023. This development triggers the activation of a Business Continuity Plan (BCP), set to take effect from 1 September 2023.

In view of this transition, our course of action necessitates the implementation of a BCP, allowing for alternative in-flight Food & Beverages (F&B) options to ensure seamless operations, while safeguarding customer comfort and experience. As part of this initiative, we are meticulously exploring reputable F&B service providers who share our commitment to delivering a premium in-flight experience efficiently and the possibility of establishing our own in-house F&B services within the MAG subsidiaries in the long term.

Throughout this process, MAG remains resolute in our commitment to providing a premium customer experience through our service providers and suppliers. Rest assured, we are fully dedicated to ensuring the best possible experience for our customers, and we are actively working to minimize any disruptions that may arise.

We greatly appreciate your understanding and continued support during this time of transition. We value the relationship we have built with you as one of our esteemed trade/business partners, and we assure you that our team is working tirelessly to maintain seamless operations and uphold the highest standards of service.

Yours faithfully,

Ahmad Luqman Mohd Azmi
Chief Executive Officer of Airlines, MAG

Inflight Meal Changes and Affected Route

Effective from 01 September 2023, there will be minor modifications to the in-flight meals on selected routes with the focus of ensuring the highest level of quality for inflight catering services.

Pre-packed Meals: For most short-haul flights, pre-packed meals will be provided and will be distributed onboard by the cabin crew. These meals will consist of ambient components such as bakery items, sweets, biscuit & drinks – depending on travel class and flight duration, aiming to deliver a satisfying inflight dining experience.

Flights affected out of Kuala Lumpur: All Domestic, Regional, China (Canton & Xiamen), Hong Kong, Taipei.

Revised Meal Structure on Longer Flights: A revised meal structure has been carefully designed to ensure nourishment during the journey. These meals will consist of:

- For Business Class, meals to be served in disposable equipment (except for Australia and Narita) together with ambient components i.e. bakery items or dessert on a simple tray setup. Meals for Australian sectors and Narita will be served in casserole with satay, appetizer, and dessert on a tray.
- For Economy Class, meals will be served in disposable equipment (Australia, Narita, Korea and South Asia) together with ambient component i.e. cake.

Flights affected out of Kuala Lumpur: Australia, North Asia (Narita, Korea), China (Peking & Pudong) and South Asia.

In addition, Special meals, Chef-on-Call, meal upgrade and pre-booked meals will be temporarily unavailable during this period on the affected routes. Passengers with special dietary or medical requirements are encouraged to bring their own meals onboard subject to liquids, aerosols, and gels (LAGs) requirements at the departing airport.

Mandatory Passenger Contact Detail Update

It is mandatory for travel agents to include updated passenger contact details in their bookings to ensure effective communication throughout the travel during BCP period. Accurate contact information enables passengers to be informed of changes to the inflight meal prior to their flight. Additionally, they will also receive timely notifications and updates regarding flight changes, delays, cancellations, or any other important information that may affect the passengers' journey. This process ensures a seamless travel experience and allows passengers to stay well-informed about any relevant updates or changes related to their itinerary.

For any enquiries or further information regarding this matter, please reach out to your MH sales representative for assistance.