



Big Bowl excited to welcome Celebrity Chef Phan Ton Tinh Hai as Brand Ambassador

Celebrity chef Phan Ton Tinh Hai joins Big Bowl nationwide as Brand Ambassador.

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HO CHI MINH CITY, July 4th, 2017 – As an icon of the Vietnamese culinary scene, celebrity chef Phan Ton Tinh Hai has officially become the Brand Ambassador of the BIG BOWL brand of Pho based restaurants. BIG BOWL has an impressively evolving presence and can now be found at 15 locations across the five major airports in Vietnam – Noi Bai, Tan Son Nhat, Da Nang, Cam Ranh, and Phu Quoc.

Principal and Lecturer of the Mint Culinary School, Chef Tinh Hai is one of the country's most renowned chefs. Her reputation has gained further notoriety through her involvement with the popular national television programs Master Chef, Master Chef Junior and Iron Chef as well as hosting several of her own cooking programs on television. Celebrity chef Tinh Hai was born in Hue City and picked up her passion for cooking from her mother. She achieved a master's degree in food and nutrition in the U.S. and has demonstrated her skills worldwide.

The association with Chef Tinh Hai sets out to build on the popular Pho based favorites and add a complimentary range of accompaniments, desserts and herbal beverages to the Big Bowl menu. Well known for her use of bold flavors and healthy ingredients, Chef Tinh Hai has utilized all of her culinary flair to represent the best of local ingredients in creating a range of flavorful and healthy options that truly showcase the uniqueness of Vietnamese regional cuisine.

Chef Tinh Hai's natural charm and charisma, as well as an innovative approach to Vietnamese cooking, is clearly evident through the creative new additions to the new Big Bowl menu. Guests will be able to enjoy such delicacies slow cooked boneless beef shank with fresh local herbs and a ginger dipping sauce; spicy beef salad with papaya, lemon and chili; spicy chicken salad with lime leaf; chicken rolls with shrimp and pork; and the soon to be famous braised oxtail with garden fresh root vegetables. Complimenting these creations is an exclusive range of beverages that include lotus herbal tea, dragon rice tea, and hyacinth bean tea.

“This partnership with Big Bowl is an exciting opportunity to expose both local and international travelers to my culinary inspirations through these dishes,” says Chef Tinh Hai. “Together, we are introducing some great local ingredients and working towards creating healthy and unique offerings that we are confident will appeal to guests.”

“The collaboration with Chef Phan Ton Tinh Hai is a wonderful match for us. Her obvious passion for food mirrors our own desire to introduce the world to the very best that Vietnam has to offer,” says Simon Stansfield, Managing Director of food and beverage provider Autogrill VFS F&B. “We are thrilled about this partnership, and we know our customers will enjoy the vivacious flavors that are the hallmark of Chef Tinh Hai's signature dishes.”

Commencing this August, Chef Tinh Hai will make cameo appearances at BIG BOWL restaurants nationwide. She will personally guide the BIG BOWL teams across the country to prepare and present the dishes on the new menu and impart the processes and practices seen at the international level. These activities will culminate through the launch of the new dishes to airport customers who will all be given the opportunity to sample Big Bowl's exciting new range of products.

“Our aim for BIG BOWL is to build its stand-alone reputation and be seen to provide an authentic representation of Vietnam's diverse and unique cuisine,” says Mr. Simon Stansfield. “We want to change the way people perceive airport food and show that through quality and innovation a positive and memorable dining experience is a great reason to visit the airport.”

Since the first BIG BOWL outlet opened in 2012 at Tan Son Nhat International Airport in Ho Chi Minh City, Big Bowl has become a favorite for movers and tasters, especially those looking for genuine local tastes. Whether it be your first or last taste of Vietnam or just part of your daily routine, BIG BOWL is sure to satisfy your need.

For more information, please contact +84 (0) 907 667 294 or email ha.vuhoang@autogrillvfs.com.vn.

About Big Bowl

The ambience, service and cuisine of Big Bowl is focused on introducing the customers about local food and Vietnamese eating culture in an innovative way. The highest quality of ingredients are used, including 100% Australian beef, whilst fresh vegetable all comply with the strict standards of Viet GAP, Global GAP and BRC&HACCP. Big Bowl maintains the traditional cooking methods of slow boiling bones over a 24 hour period before building the stock with an extensive array of herbs and spices all while maintaining the efficient service found in street stalls. Food is also produced “a la minute” ensuring the guests experience only the freshest food at all times.

About Autogrill VFS F&B Co. Ltd

Autogrill VFS F&B Co. Ltd. is a joint-venture between Autogrill, the world's largest provider of food, beverage and retail services for travelers and Vietnam Food & Beverage Services Company. Autogrill VFS F&B Co. Ltd. was founded in 2013 and offers unparalleled dining services at the major international airports throughout Vietnam. Autogrill VFS F&B Co. Ltd are committed to making all travelers “Feel Good On The Move” through providing outstanding customer service, through a wide variety of quality food and beverage in stylish airport outlets that best present local favorites and our many internationally recognized brands.

About Autogrill®

Autogrill® Group is the world's leading provider of food & beverage services for guests on the move. Established in 1977, the Italian group operate mainly in airports, motorways and railway stations but also on high streets and in selected commercial sites and cultural venues. We serve a world on the move, travelers or urban moving in the city. With around 4,000 points of sale managed in 31 different countries, we are the world leader in food & beverage service for travelers.