

# ARCHIVE 2009

## CPU Tunisia

WEDNESDAY, 28 JANUARY 2009

Tunisie Catering SA has been assessed and certified as meeting the requirement of ISO 9001:2000 but also of ISO 22000:2005 for the activity of Production of frozen cooked dishes.

The certifications were delivered by the SGS,"Société Générale de Surveillance".

Congratulations, not only to the head of quality and hygiene, Mrs. Fedra Ben Youssef but also to all the staff of the CPU.



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## Newrest picture contest

TUESDAY, 24 FEBRUARY 2009

This year the first Prize is for French Polynesia with a picture by Denis Rillardon - Congratulations



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## The First Newrest Seminar for South and Central America

WEDNESDAY, 25 FEBRUARY 2009

The first South and Central America Seminar 10 to 12 february in Lima

## New Contract in Morocco

WEDNESDAY, 25 FEBRUARY 2009

Mabrouk, as we say in Morocco.

Another Support Services contract has been confirmed to Newrest Maroc for the catering of the Errachidia camp (500 km from Marrakech - Bouannanne - close to Algeria Border ) for Guney Yildizi.

Start up is set for the 15 March 2009.



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## Calling Morocco

FRIDAY, 06 MARCH 2009

Morocco to change number system

To meet the rapid expansion of the country's mobile telephony networks, Morocco will tomorrow require 10 digits for all telephone numbers.

Moroccan numbers, which now comprise nine digits, will use 10, as of March 6th adding in front of each number a 5 for regular lines and 6 for cell phones.



## Total in Madagascar

THURSDAY, 12 MARCH 2009

Newrest is proud to announce a major contract award by the French giant oil company Total in the Bemolanga area, in the Western part of Madagascar.

Newrest will be in charge of camp site preparation, camp erection, and will provide utilities, catering and related services for Total and sub-contractors staff.

The first period of the contract is for 2 years according to the initial appraisal campaign in the Bemolanga area, which is expected to be one of the world largest oil sandstone accumulations.

Newrest is operating in 28 countries and has been present in Madagascar for 3 years, providing a wide range of services for several companies such as Air France, Air Madagascar, Colas, and Madagascar Oil.

This contract award by a major oil company confirms the confidence of key industry players in Newrest expertise and capability to operate as global caterer worldwide.



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## 747 to Madagascar

MONDAY, 27 APRIL 2009

First images from the shipment of equipment to Madagascar Monday 27th of April from Marseilles Airport.



## Launching Canada

SATURDAY, 09 MAY 2009

### First plane catered in Canada

Friday 8th of May the first plane to be catered out of Montreal Newrest Catering



## Sultanate of Oman

THURSDAY, 18 JUNE 2009

### Certification and rewards in Oman

Newrest Wacasco is proud to announce its ISO 9001:2000&HACCP (#42901 & 42902).

Also have been awarded the "Ministry of Manpower Price", in appreciation of the efforts made in term of national manpower recruitment and Omani labour laws compliance



## Total in Morrocco

MONDAY, 22 JUNE 2009

Newrest Morrocco have been selected for running the restaurants and/or cafeterias in 10 Total Petrol stations

Another reason for stopping in these stations as their french advertising was mentioning

"Vous ne viendrez plus chez nous par hasard"



## Tunis and PMF

THURSDAY, 09 JULY 2009

### Back to school

Newrest Catering Tunisia won the tender for the catering service to the prestigious "lycée Pierre-Mendès-France" in Tunis. That school also known as PMF or Mutu - nickname that the student have given to the well-known establishment is teaching to no less than 2000 students every year from the "Sixieme" till "Terminale"

Congratulations to the "Newrest Catering Tunisie"team . They will have busy holidays as everything have to be ready for the start of the operation beginning September 2009



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## Congratulations Croatia

MONDAY, 20 JULY 2009

Financial agency organizes one of the most important economy events in Croatia - Golden balance that took place last 15th of June, 2009.

We are very proud to inform you that Newrest Dubrovnik d.o.o. is the winner of the award:

Golden Balance for the "Most Succesfull Company"According to the financial results in 2008.year in activity of the providing accommodation and food preparation and food serving.



## Audit in Damman

TUESDAY, 21 JULY 2009

### Amazing news from Middle East!

The result of the recent surprised audit conducted by KLM in Damman:

DMMHF achieved a perfect overall score of 100%.

Food Processing Quality - 100%

Food Processing Safety - 100%

Congratulation to all the ones involved at Saudia Catering



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## Morocco and Algeria

WEDNESDAY, 09 SEPTEMBER 2009

### 3 more contracts for Newrest - 2 in Morocco and 1 in Algeria

#### In Morocco

- The headquarter of the OCP (Office Chérifienne des Phosphates) in Casablanca
- The DGI (Direction Général des Impots) in Rabat

#### In Algeria

- The SIDEM in Bouzareah

Congratulations two both countries

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## Arequipa Peru

WEDNESDAY, 09 SEPTEMBER 2009

From the 14 of September till the 18 Newrest will attend the most comprehensive mining-related exhibition in Latin America: Extemin.

Extemin is an international tradeshow organized in Peru for the Mining Industry. It will take place in the city of Arequipa

Newrest boots number is IE 1507 and is located on the French Pavilion



## Greece

FRIDAY, 18 SEPTEMBER 2009

### New contract for Newrest Greece in Thessaloniki

But also a New Customer: Newrest Catering will start from the first of October delivering the catering to Euromdica Hospital . As a start for that new collaboration the Hospital of Thessaloniki has been selected and that only a beginning as the Group have 9 more hospitals that will be catered - next step by Christmas

Newrest already have a wide experience in hospital catering in various countries as in Morocco, Tunisia, Peru, French Polynesia...



## South America

THURSDAY, 24 SEPTEMBER 2009



Newrest Peru after winning the tender for catering the Embassy of the United States of America started successfully its operations early this week.

In order to smooth the launching operations, Mr. Enrique Lopez Ibanez, sales manager for Newrest in Greece but also American citizen, joined the Peruvian Team to prepare that operation.

This new contract will be added to the prestigious list of Customers already catered by Newrest Peru; Scotia Bank , Interbank, 3M, IBM, Inca Kola, Procter & Gamble...

Newrest Peru is also successful in Support Services on Remote Sites.

## Saudi Arabia - Interview of Christophe Parent

FRIDAY, 25 SEPTEMBER 2009

Christophe Parent  
CEO Saudia Catering  
Managing Director  
Middle East Newrest



## **Christophe, you have been CEO of Saudia Catering since January 2008. How have things progressed since your arrival?**

After spending some time taking stock of the company, I turned towards building the business through diversification, with the objective of developing business activities in new sectors rather than simply focusing on Inflight.

In 2007, the percentage breakdown of our various business units was as follows:

Inflight: 85%, B&I + Lounge 3% and Sky Sales: 12%

In 2008, Inflight: 79%, B&I + Lounge 3%, Sky Sales: 11% + 3% other activities = new sectors

In 2009, Inflight: 77%, Lounge 3%, B&I 5%, Sky Sales: 10% + 5% other activities = new sectors

### **What are these new sectors?**

Mainly services and audits

Are Inflight and Sky Sales experiencing a downfall?

In terms of activity, yes, but not in terms of sales.

My objective for 2010 is to ensure that sales for Inflight only represent 70% of our global sales.

Sales increased from \$172M in 2005 to \$188M in 2006, then to \$237M in 2007 and \$270M in 2008. We should close 2009 at \$286M. [saudialogo.com](http://saudialogo.com)

### **How do you plan on driving growth in the company?**

- By continuing to develop the Inflight business while offering a variety of other services.

We can help lessen the burden on airlines by offering integrated services, which in turn allows them to concentrate on their core business.

Our service offering is growing and we can provide key support in terms of referencing, audits, inspections, etc.

- By developing support services for business travel and VIP flights - a new offer adapted to a new generation of VIP travelers.

- By creating customer loyalty programs, with access to pre-departure lounges.

- With regard to B&I, by promoting catering for banks, schools and universities and increasing the number of cafeterias and restaurants. The most recent successes in this field are the three agreements signed with the British School of Jeddah, the Islamic Bank of Jeddah and the Savola factory, also in Jeddah. Other contracts should be announced in the near future.



الخطوط الجوية العربية السعودية

التامين

SAUDI ARABIAN AIRLINES

CATERING

### **Did you encounter difficulties or obstacles when you arrived?**

No obstacles, but difficulties, yes, of course, for the most part due to the change in our activities. In our Inflight sector, only the ground personnel maintain relations with the customer, but indirectly, as the flight crew is their main contact. In B&I, like in new service sectors, the customer is our direct contact. We have to adapt our philosophy and improve our marketing so that, in addition to being experts in production, we can become experts in sales.

Another difficulty: the high cost of labor inherited from Saudi Airlines, especially for very competitive markets like B&I.

### **Do you have any plans in other areas?**

Yes! We have finalized an agreement with the owners of five hotels located in the sacred area of Mecca. We deliver meals to them that we prepare in an industrial kitchen located in the suburbs. The hotels take over zones for the preparation of food, which they turn into sales areas. The services provided to the hotels will comply with all the same quality standards as airlines, as well as HACCP standards.





## Canada

TUESDAY, 06 OCTOBER 2009

### Excellent News from Canada!



The Newrest team in Montreal is proud to announce that they won the tender for providing Catering on-board the Trains with Via Rail Canada. They will start their cooperation by the 1st of December. The Catering will be served onboard the line between Montreal and Halifax ( 21hours)



Previously, on the 25th of October, Newrest Canada will be catering their first Flight for Royal Air Maroc out of Montreal.

Royal Air Maroc is operating a daily flight From Casablanca with a B767 300



## Morocco

FRIDAY, 09 OCTOBER 2009

### Harvesting contracts in Morocco

Newrest Maroc's B&I department has just signed three new contracts.

- With the group OCP (Office Chérifien des Phosphates) for its head office of Casablanca: Newrest Maroc is now responsible for a self-service restaurant, the executives' restaurant, seminars rooms, cafeteria, kiosk and finally the Club's management and catering.

- In Rabat: Newrest Maroc is in charge of the HACA (the Audio-visual Communication High Authority) head office restaurant.

- Also in Rabat, Newrest Maroc will manage the Self service Restaurant as well as the room for executives and the guests of the Direction Générale des Impôts (Tax Office General Direction).

There will be more than 1,000 meals more per day, added to the 55,000 meals already catered daily in many prestigious establishments all around Morocco.



## Angola

MONDAY, 12 OCTOBER 2009

### New contract in Support Services



Spie Capag has been selected by Angola LNG to carry out the onshore pipeline network intended to feed the factory of Soyo. Operation will start on October 15 and will last 13 month.

Newrest offer of service relates to the management of the camp where will be hosted the personnel expatriate of Spie Capag . Newrest Angola will then ensure the services of catering, laundry and housekeeping.

## Orly, Mexico and Montreal

MONDAY, 07 DECEMBER 2009

IFMS and Corsairfly did congratulate the three first catering centres of this year's ranking in which Newrest in Orly arrives third.

They also did congratulate all the catering centres which have been ranked in the seasonal ranking. The three first catering centres are Newrest Cancun in Mexico, Catering Tel-Aviv in Israel and Newrest Montréal in Canada.

This month is the new starting point of the "QDS Corsairfly - IFMS" ranking for 2009 / 2010 and we encourage all of you to reach their objectives and to supply the best Service Quality for Corsairfly

Congratulations to all of you and good luck for this new edition.



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## ¡Enhorabuena!

MONDAY, 07 DECEMBER 2009

New customer in Montréal: Cubana de Aviacion will start today 1st of December its cooperation with Newrest.

Newrest Montreal out of Pierre Elliot Trudeau airport will cater 9 flights per weeks, regular and charters, to La Habana.

After Madrid that is our second collaboration with Cubana de Aviacion and once again for a long term contract; 3 years

¡Enhorabuena!



## Support Services in Peru

MONDAY, 07 DECEMBER 2009

Newrest Peru has the pleasure to announce the signature of a new remote site contract for various camps in the Amazonian Loreto region, for the Franco-British petrol company Perenco.

This contract, for a principal camp and three satellite camps, has been signed for 2 years.

The services should begin in February 2010 for about 250 persons distributed on the four camps.

Newrest will provide Perenco with all the services necessary for life on the camp, as for example catering, housekeeping, camp and utilities maintenance, power generators, water treatment.



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## Press release from Axa Private Equity

TUESDAY, 15 DECEMBER 2009

We are very pleased to send you here attached a press release ([http://www.newrest.eu/images/ARTICLE\\_IMAGES/NEWS/Newrest\\_release\\_-\\_English-\\_15\\_12\\_2009.pdf](http://www.newrest.eu/images/ARTICLE_IMAGES/NEWS/Newrest_release_-_English-_15_12_2009.pdf)) from Axa Private Equity, dated Tuesday, December 15, 2009.



*"Newrest Group and all its teams are very proud to welcome Axa Private Equity and BNP Paribas amongst their new Financial Partners.*

*In the coming years, we are sure they will be able to support us in our will of a strong and controlled growth. This transaction has allowed the management of Newrest to increase its stake in Newrest Group from 61.3% to 67.6% and thus confirm our confidence in our future."*

Olivier Sadran.

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## Emirates renews its trust in Newrest

FRIDAY, 18 DECEMBER 2009



We are pleased to announce the extension of the contract between the Newrest Group air catering division and the Emirates Company.

By renewing its catering contract with Newrest Inflight in Paris Charles de Gaulle and Athens Eleftherios Venizelos until 2013, the Emirates Company reiterate us its trust.

A few days before the arrival of the first Airbus A380 in CDG (on next December 29th), that confirmation shows the capacity of Newrest to serve and satisfy one of the most prestigious air company.