

Elevating The Experience Of Dining

Resorts World Genting's transformation offers treats, eats and ground-breaking dining experiences.

Genting Highlands, 11 January 2017: Genting Highlands has been an iconic part of Malaysia's travel and leisure scene since its founding 50 years ago. Resolving to remain relevant for at least the next five decades, it embarked on a RM10.38-billion expansion and transformation exercise which will offer a whole new world of experiences to its visitors.

The centre of this exciting development is the all-new SkyAvenue which has been designed as a lifestyle and dining space with experiential appeal. The concept mall was conceived to be many things to many people, taking into consideration the diverse demographic and varied cultural backgrounds of the visitors to Resort World Genting. SkyAvenue fuses the convenience of everything under one lofty roof, with special niches for specific age or market segments.

“Designing SkyAvenue was not at all like designing a mall. A shopping centre is designed with a certain demographic in mind, and that target market will influence the kind of stores found at those malls. Genting sees a very diverse visitor profile – our guests come from all over the world, and from all over Malaysia. They are very young, as well as elderly; traditional and Millennial, hipster and Gen X. That was why so much thought was put into ensuring that SkyAvenue gave each market segment something that would interest and excite them,” shared Dato' Edward Arthur Holloway, Senior Vice President, Hotel Operations.

While food is a unifying factor, much thought was put into the availability of as many food offerings as possible. “We are a Malaysian brand, so of course we have to feature the best of Malaysian cuisine. After all, Resorts World Genting chefs have been winning and setting food records in Malaysia and beyond for a long time. We have some dishes that are part of Genting's history, like the Hainanese chicken rice. You will find that dish and many other local favourites at Malaysian Food Street. But for the guests whose cameras eat before they do, and who make it a point to document every meal they have, SkyAvenue offers a lot of Instagram-able dining experiences, including a few that have not been available in Malaysia before,” expounds Dato' Holloway.

These brand spanking new entrants include UK-chain Burger & Lobster which specializes in a limited menu done exceedingly well. “Burger & Lobster specializes in burgers and Nova Scotian lobsters at Resorts World Genting is the first in Asia. The lobsters are flown in weekly from Canada. I believe Burger & Lobster will make a very big attraction at the SkyAvenue, seeing how

Malaysians and our tourists from neighboring countries enjoy new food experiences,” said Dato’ Holloway.

The burgers at Burger & Lobster are made purely with 100 percent Australian beef, with no fillers. The patties are served in a custom baked sesame seed brioche bun, and topped with beef bacon, cheese, lettuce, tomatoes, onions, the restaurant’s own, in-house pickles, and Burger & Lobster’s secret sauce. Lobsters are steamed or grilled with clarified butter or the restaurant’s famed lemon and garlic butter. Served with chips and salad, the lobsters are available in three signature styles. The 150-people capacity restaurant will offer a view of the new Twentieth Century Fox World theme park when the attraction opens.

One of Resorts World Genting’s most lavish F&B investments is Motorino. This Brooklyn and East Village pizza place has *New York Times* food writers hailing it as the best pizza restaurant in New York, and come December, Malaysians will get to savour it for the first time at SkyAvenue. “The Motorino at Sky Avenue will be a 4,000 sq ft space. Compared to the Hong Kong and Singapore restaurants, this will be the biggest Motorino yet. We imported two pizza ovens from Naples for this restaurant, and diners will be able to watch the entire pizza-making process while enjoying their pizzas,” Dato’ Holloway enthused.

When dining at Motorino, patrons can take their pick from ten pizzas ranging from the stripped (marinara, margherita and pepperoni) to the supremely Italian (stracchitella with basil, Gaeta olives, sea salt and extra virgin olive oil; cremini mushrooms, and colatura di alici featuring cow’s milk mozzarella, red onions, grape tomatoes, white anchovies, Gaeta olives and sea salt). Also on offer is a Brussel sprout pizza with fior de latte, garlic, pecorino and smoked turkey bacon; cherry stone clam pizza and an egg, turkey chili variation.

“What a person will find at SkyAvenue is a distinct sense of place. When dining at Burger & Lobster, the idea is to transport guests to locations of other established Burger & Lobster, like the one in Hampstead. When guests go to Motorino, we want them to feel transported to 1920s New York, with its bold brashness and colour. These experiences allow a person to travel beyond Genting. In a sense we act as a doorway to new experiences. We are many places within one destination,” said Dato’ Holloway.

Other out-of-country experiences include the Cafes Richard experience of a Parisian sidewalk café, complete with artisanally roasted coffee beans and dainty sugar-coated almonds; and coming soon, the vibrant warmth of a Spanish bodega at specialty restaurants like Tapas & Wine.

Excellence in all its deliverables has been one of the mountain-top destination’s most enduring endeavors. It is set to succeed again with the new, multi-sensory food hall that is Malaysian



Food Street. “Malaysian Food Street is handpicked from the best of hawker stalls in Malaysia. It is a version of a really cool glutton’s square or *medan selera*. Not only will it serve the best representations of some very popular foods, it will also introduce visitors to the many kinds of cuisine Malaysia offers. So not only will people get to try *char kuey teow*, they will also be able to explore the intricacies of Malaccan Portuguese cuisine, and learn about what has influenced that method of food preparation,” said the Senior Vice President, who has been with Resorts World for over a decade.

Far from being an industrial mass feeding zone, Malaysian Food Street was conceptualized by a London-based Malaysian interior designer who brought to life elements of a bygone era of Malaysiana. “Malaysian Food Street is not a restaurant, but a food hall type of avenue with five distinct zones: Little India, Malacca, Teluk Intan, Kuching and Chinatown. Each zone is distinguished by replicas of things or places pertinent to the location, hence colourful arches, the Stadthuys, the Leaning Tower of Teluk Intan, Kuching’s iconic cat roundabout and Chinatown’s red lanterns. It is full of nooks and corners with Facebook-worthy settings, including sinks made to look like a traditional Indian barber shop and tray-collecting trolleys painted to look like old mini buses. The goal was to immerse guests in a cultural and history lesson without boring lectures,” enthused Dato’ Holloway.

Resorts World Genting welcomes approximately 20 million visitors annually. SkyAvenue is only a part of the Genting Integrated Tourism Plan that will include the coming soon world’s first Twentieth Century Fox World Theme Park, 16,000 parking bays, resort-wide connectivity by bus and skyway services and refurbished and new hotels and rooms.

For more information, call +603 2718 1118 or visit www.rwgenting.com

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