

## Amadeus launches new strEAT Kitchen at the NEC

2 years ago



### The Revolution of strEAT Kitchen: launch of new retail concept at the NEC

The world of gastronomy is constantly evolving, with innovative concepts often taking centre stage. It's with immense excitement that we introduce our latest venture: a brand-new strEAT kitchen retail concept at the iconic NEC Birmingham.

Our newest street kitchen in Hall 3 at the NEC is an ambitious step into amalgamating street and festival cuisines into a comprehensive outlet. The concept allows us to change and adapt our menus to cater to a diverse client and customer attending various shows held in the hall.

The flexibility in its menu and concept ensures a continuous flow of novel offerings, driven by trends and consumer demands.

The rise of street food in contemporary culinary circles cannot be ignored. This is evidenced by the remarkable evolution of our brand at the NEC.

Amadeus has come on a journey deeply rooted in the fusion of consumer insights, inventive concept design, and a flair for food and beverage development.

#### *Street Food Meets Elegance*

For the longest time, street food has been synonymous with authentic flavors and the vibrant energy of bustling streets. We wanted to capture that very essence but present it in a way that complements the

refined ambiance of our venue. The result? A culinary blend where simplicity meets sophistication.

#### *Curated Menus for Discerning Tastes*

Every dish that rolls out of our strEAT kitchen is a story waiting to be told. From the tantalising spices of Asia to the rustic flavors of Mediterranean towns, our menu promises a world tour for your taste buds.

But more than just taste, we focus on curating an experience. The sight of chefs working their magic, the tantalising aroma wafting through the air, and the chatter around shared meals – it's a multisensory delight.

We are so excited to present our newest dish – the Korean homemade favourite 'Bimbimbap'. Take a look at our social media channels to see our chef Carl in action, preparing chicken and pork Bibimbap for our customers.

#### *Sustainability at its Heart*

Our strEAT kitchen isn't just about food; it's a reflection of our commitment to the environment. We've partnered with local farmers and artisans, ensuring fresh, organic, and sustainable produce. Not just that, our packaging solutions are eco-friendly, keeping in line with our promise to offer greener culinary experiences.

#### *Join us on this culinary adventure*

We launched the brand new strEAT kitchen at the Fleet and Mobility Show Live 2023. Katie Gordon-Hill, Event Manager at Fleet and Mobility Live said: *"We're really excited by the new strEAT kitchen concept at the NEC. It's a gorgeously designed, relaxed and informal setting that we think is much better suited to our event visitors. They can grab bowl food on the go and not have to worry about allocating time from their already busy schedules to sit down and eat in a restaurant setting."*

*We love food that is easy for our event visitors with a fork in one hand and bowl in the other – and menus that will excite them much more than any packet sandwich could. The strEAT kitchen is a great move for the team and we look forward to seeing its popularity continue to grow with guests and visitors."*

The heart of any street kitchen lies in its community. We invite all of those that visit the NEC to be part of this gastronomic revolution. Our strEAT Kitchen at the NEC is where memories will be made, stories will be shared, and most importantly, where food will be celebrated.