

COP28 CASE STUDY



**F&B MASTER PLANNERS & LEAD
CONSULTANTS FOR THE BIGGEST-
EVER COP SUMMIT, ELEVATING
FOOD & BEVERAGE TO NEW GLOBAL
STANDARDS FOR QUALITY AND
SUSTAINABILITY**



TGP INTERNATIONAL

INTRODUCTION

Managing the strategy and implementation of food and beverage operations at an event as vast—and important—as COP28 was a rare opportunity we took to showcase what is truly possible when sustainability is high on the agenda.

In our role, we catered to over **600,000 attendees** at the recent UN Climate Change Conference, delivering menus that were **two-thirds vegan and vegetarian** across **136 F&B locations** and curating an incredible collection of local and socially responsible food and beverage providers.

Serving over **1 million meals** throughout a diverse mix of outlets, including restaurants, food halls, carts, kiosks, and the **world's first vegan food truck park**, we were privileged to offer both support and guidance to all our partners in adherence with Expo City Dubai's (ECD) high sustainability standards and a low **1.5°C degrees** carbon footprint threshold across all menus.

Underpinning our strategy was our commitment to TGP's **Inclusive Hospitality** initiative, with the event's momentum and calibre providing the perfect opportunity to bring together distinguished industry leaders and create a platform for using F&B and Hospitality as vehicle for making tangible progress on many of the **UN's Sustainable Development Goals (SDGs)**.



COP28 PRESS HIGHLIGHTS

“...CHECK OUT COP28 YOU
WILL BE IN FOR A TREAT WITH
THE FOOD AVAILABLE AT THE
EVENT”

- TIMEOUT DUBAI

“DUBAI’S GILDED
COP28 SUMMIT...
...LAVISH HOSPITALITY”
AT ‘PEAK COP’”

- BLOOMBERG

“...SAMPLE FIRST-HAND THE
UAE’S MELTING POT OF
CULTURES THROUGH
ITS CULINARY DIVERSITY”

- THE NATIONAL UAE

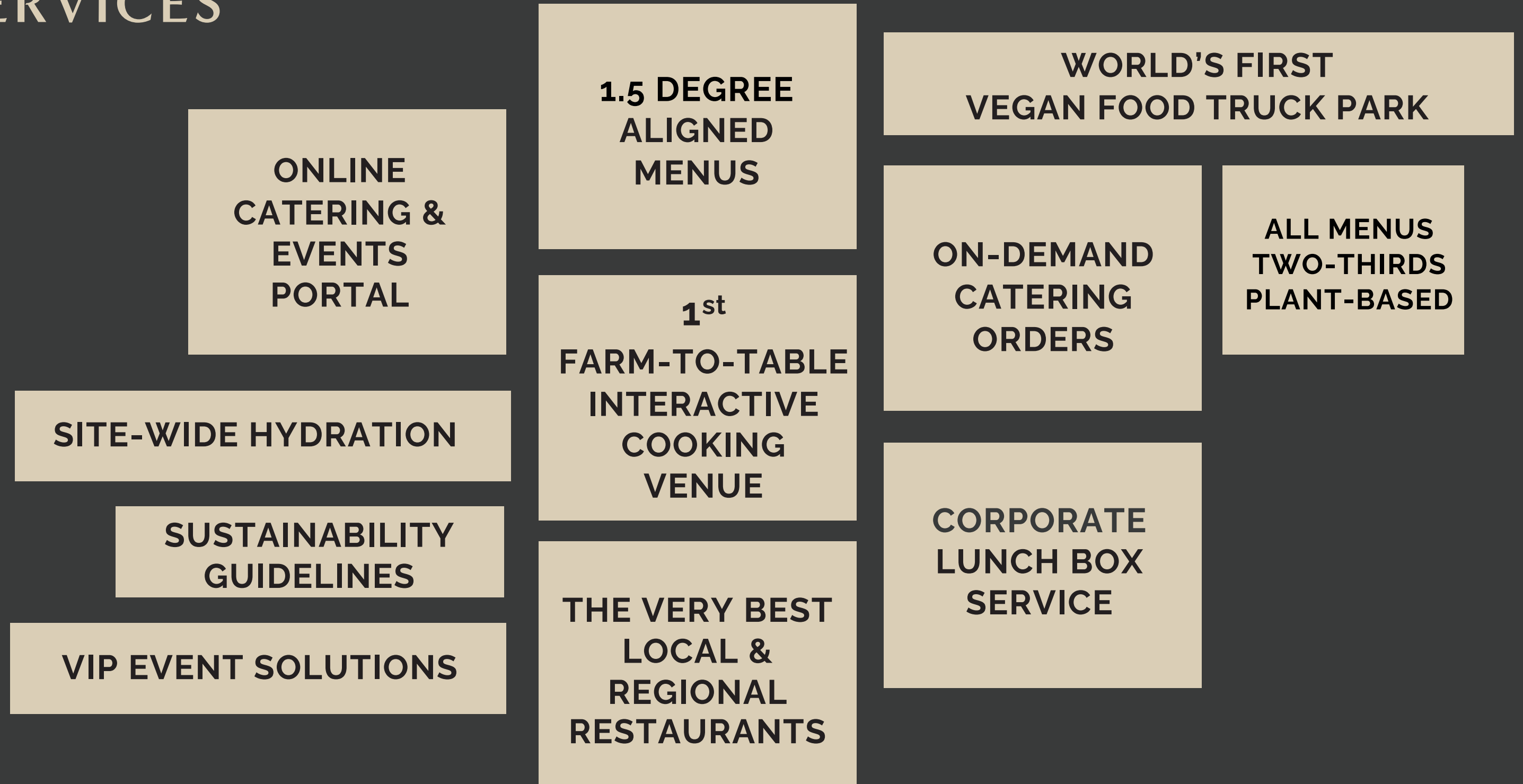
“...A HISTORIC MOMENT
FOR FOOD SYSTEMS
WHICH LIE AT THE
NEXUS OF NUTRITION,
IMPROVING LIVELIHOODS
AND CLIMATE CHANGE”

- FORBES

“...AN EXCITING
RANGE OF
VEGAN FOOD”

- WHAT’S ON

360 DEGREE EVENT F&B SERVICES



COP28 IN NUMBERS

1 MILLION+ MEALS SERVED

275,000 TRANSACTIONS

136
F&B OUTLETS

27 RESTAURANTS & CAFES
+
33 FOOD TRUCKS
+
2 FOODHALLS
+
6 FOOD PARKS
+
39 CARTS
+
29 KIOSKS

2,500+
CATERING ORDERS

5,000+ VIP'S HOSTED AT EVENTS

120
DAILY AVERAGE ON-DEMAND CATERING ORDERS
(BLUE. ZONE)

50
DAILY AVERAGE ON-DEMAND CATERING ORDERS
(GREEN. ZONE)

STRATEGIC REVIEW & MASTER PLANNING

TGP were appointed as Strategy providers for COP28 at Expo City Dubai (ECD), overseeing the planning and delivery of F&B across the entire event.

This involved comprehensive Gap analysis and Master Planning to ensure F&B offerings aligned with the event's diverse program and strict sustainability standards.

As well as handling concept development, license agreements, interior design, and full F&B marketing planning and activation, our strategy also included the curation of 136 unique F&B outlets, including 56 concession agreements, 33 food trucks, 39 food carts and several restaurants, as well as bespoke event catering for high profile events and COP28 activities.



BRAND REPRESENTATION & CURATION

TGP Curated over 136 F&B venues at COP28, celebrating a vibrant collection of homegrown and regional brands.

Part of the curation programme included the ongoing support and guidance in meeting strict sustainability standards covering criteria relating to the carbon impact of food menus and on-site processes for food waste and packaging.

The body of F&B vendors collectively met the appetites and preferences of a diverse audience of attendees from across the globe.





CONCEPT & BRAND DEVELOPMENT

PXB VEGAN FOOD TRUCK PARK

TGP developed the world's first vegan food truck park for COP28, bringing together 6 of the world's leading vegan chefs and processing a total of 30,000 transactions.





CONCEPT & BRAND DEVELOPMENT

INTERACTIVE COOKING AT EXPO CITY FARM BY PXB

TGP provided the concept, program and talent for the first **interactive live cooking** station at COP, offering food talks and educational workshops, using produce directly sourced on-site from the acclaimed **Expo City Farm** – an innovative urban farming concept developed for COP28.

- 9 Demos
- 10 Guest Chefs
- 27 Cooking Classes
- 427 Paid Participants



CONCEPT & BRAND DEVELOPMENT



GHAFF FOOD TRUCK PARK

The region's best F&B concepts curated to showcase local diversity and quality with grab and go convenience.



SKY FOOD PARK

Bringing live DJs and higher energy entertainment to COP28.



GUP & SHUP

Launch of the local concept created by Michelin star chef Rohit Ghai.



PXB LIFESTYLE ROOFTOP

A new sustainable café and multipurpose events space atop of Expo City's Dubai's Sustainability Pavilion.



LILLY'S CAFE



AL WASL PLAZA CAFE



GUP & SHUP



ALKEBULAN AFRICAN DINING HALL



GHOSTBURGER BY PHILLY JAWN



CAFÉ LIFESTYLE



Q COFFEE



GHAF FOOD PARK



ASSEMBLY

OPERATIONAL PROJECT MANAGEMENT

TGP oversaw the operation of 136 F&B venues and managed all the onsite catering and events during COP28.

- Strategy Development
- Financial Modelling
- Curation & Programming
- Tenant Relations
- Recruitment
- Team Development
- Sales & Marketing
- Event Planning
- Asset Protection



EVENTS & CATERING

TGP delivered world-class catering services across a range of diverse venues to support all of COP28's catering requests, **VIP** and **bespoke events** with their sister company Mons Catering, including for:

- HSBC
- Bloomberg
- Bill & Melinda Gates Foundation
- Emirates NBD
- Ministry of Education
- Portugal Pavilion
- UAE pavilion
- KSA Pavilion
- Finland pavilion.
- Expo Media Centre





INCLUSIVE HOSPITALITY

TGP International's drive behind **Sustainable Hospitality** convened industry leaders amidst the backdrop of COP28 to discuss and develop strategies and actions with a focus on:

- **Identifying the barriers** to and challenges of executing sustainable business development goals for the industry.
- **Positioning and promoting hospitality** as a sustainable career choice and make the industry accessible for all, to enable greater advancement of the UN's SDGs.
- **Providing life changing opportunities** in hospitality to people of all walks of life



SUSTAINABLE F&B PRACTICES

TGP worked with all F&B partners and harnessed pioneering carbon tracking technology to deliver **COP's most sustainable menu offering to date.**

- Adherence to the **COP sustainability** and **RISE guidelines** and delivery of **1.5°c aligned menus** across COP28
- Two thirds plant-based food menus throughout
- A program to minimise waste with tracking, management and **food rescue programs**
- Usage of NUTRITICS to **track carbon impact of meals** and ingredients
- Provision of sustainable and affordable packaging options
- At least 50% of food served within sustainable limits for water intensity and nutrients
- Alignment with **UAE National guidelines** on macronutrients (protein, carbs, fats)
- Ongoing **education and training** for all caterers



1,783KG ORGANIC WASTE COLLECTED

3,218KG FOOD RESCUED

6.7 Million CO₂ DIVERTED

6,435 MEALS SERVED

1.5°C ALIGNED MENUS ACROSS COP28



COP28 PRESS HIGHLIGHTS

“...THE FIRST
1.5° C-ALIGNED MENU”

- GULF BUSINESS

“...SUSTAINABLE, SOCIALLY
RESPONSIBLE, DELICIOUS, AND
NUTRITIOUS FOOD AND
BEVERAGE”

- LOVIN DUBAI

“...DELECTABLE,
NUTRITIOUS AND
CLIMATE FRIENDLY
FOOD”

- ESG BROADCAST

“...COP28 SETS
THE TABLE FOR
SUSTAINABLE
FOOD”

- ZAWYA

“...FOOD
FINALLY ON
RADAR”

- JUST FOOD

YOUR INTERNATIONAL EVENT F&B PARTNER

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