Food Vision

for the PyeongChang Olympic and Paralympic Winter Games
“the Taste of Korea through Food and Hospitality“

March 2018
Table of Contents

1. Foreword

2. 2018 PyeongChang Food Vision
   2-1. Sustainability
   2-2. A Variety of Foods and Nutritional Balance
   2-3. Healthy and Safe Food
   2-4. O2 Plus Winter Games, Environmentally Oriented Service
   2-5. Olympic Legacy and Development of Local Economy

3. Client Groups
   3-1. Obligatory Group
       o Athletes and Officials
       o Technical Officials
       o Olympic and Paralympic Family
       o Workforce (POCOG, Volunteer)
   3-2. User Pay Group
       o Rights Holding Broadcasters and Press
       o Spectators
       o Marketing Partners and Corporate Sponsors
       o Workforce (Contractor)

4. Venues with F&B Service
   4-1. PyeongChang Mountain Cluster
   4-2. Gangneung Coastal Cluster
   4-3. Non-Competition Venues

5. Our Commitment for Realization of Food Vision
5-1. Safe Ingredients (Supply Chain Management)
5-2. A Variety of Optional Menu and Daily Cycle Menu Service
   o Western Menu
   o Asian Menu
   o The Taste of K-Food and Local Food
   o Religious and Vegetarian Menu
   o Weekly (Daily) Cycle Menu Operation
   o Giving Fair Opportunity when Selecting Catering Company
5-3. Food Safety and Hygiene
5-4. Environmental Management
5-5. Training and Implementation
5-6. Innovation (Application of Advanced Technology and Equipment for Delivery of Food & Beverage)
5-7. Communication and Provision of Menu Information (Utilization of IT system)

6. Key Commitments of PyeongChang2018 with regard to Food & Sustainability

7. Support for K-Food Globalization and Cultural Events
   7-1. Healthy K-food and K-Food Globalization
   7-2. Support for Olympic Cultural Events
   7-3. Standardized English Orthography of Korean Menu

8. Drinking Water Service

9. Partner Protection
   9-1. Coca Cola
   9-2. McDONALD’s
   9-3. Visa
   9-4. Local Partners

10. Test Events
11. Appendix
1. Foreword

O Meaning of Olympic Food and Beverage
The 2018 PyeongChang Olympic and Paralympic Winter Games, a magnificent sports festival of all mankind, will be hosted in the beautiful city of PyeongChang, Gangwon Province of Korea, the town that boast elegant and clean natural environment inherited from our ancestors, starting from February 9, 2018. Primary events of Winter Olympic Games are, of course, a variety of sports competitions that will be held on the snow and ice. The Olympic food and beverage (F&B) service to be offered to athletes, Olympic staff, and spectators who come from around the world to take part in the festival, will play a role as the catalyst to further boost the festive atmosphere.

O Unprecedentedly Large Scale of Service
During the PyeongChang Olympic and Paralympic Games that will be held for more than a month, five million portions of meals will be served at 13 competition venues, the Olympic Village, Press Center, Olympic Plaza, and other venues. Provision of such a large amount of food and beverage at a specific area for such short period of time is an unprecedented case in the history of Korea, and the scale of necessary workforce and food ingredients for the service will be indeed large, too.

O Korea Meets the World, the World Meets Korea
Korea will greet the world as the world will meet Korea in 2018 PyeongChang Winter Olympics. We will show how healthy K-food is to visitors from abroad to Korea, home to already famous K-pop and K-drama. Not only foreigners but also Koreans living in other regions will visit Gangwon Province and host cities during the Olympics. That will give the Province an optimal opportunity to promote its local food to people from other regions, and POCOG (The PyeongChang Organizing Committee for the 2018 Olympic &
Paralympic Winter Games), the Korean government, Gangwon Province, host cities, and all the relevant experts will exert the best efforts to make the 2018 PyeongChang Games be a significant milestone for globalization of K-food.

*o A Place for Healing with Heaven-sent Natural Beauty, Future Mecca for Tourism*

PyeongChang and Gangneung, the Olympic cities, have unlimited potential for realizing eco-friendly values. These cities’ clean air and nature coming from the ancient times provide a truly excellent environment for healthy life of modern people. When the PyeongChang Olympic Games are finally held in February, 2018, people will finally witness the true value of the two cities. The cities surrounded by precipitous mountains will become accessible in only one or two hours by high-speed train from the Metropolitan area. With better accessibility and significantly improved city infrastructure through the Olympics, PyeongChang and Gangneung will evolve into a new mecca for tourism for all seasons, not only for Koreans but also for people throughout Asia.
Furthermore, Gangwon Province’s eating culture will be modernized and globalized, and the province’s rich resources for food and entertainment will be harmonized with the pure and clean nature in the process of preparation for the 2018 Winter Olympic Games. Then, Gangwon Province will become the best vacation spot in Korea, for the healing of the mind and body of not only Olympic visitors but also all the other visitor from then on.

2. 2018 PyeongChang Food Vision

For the planning of the F&B service for the PyeongChang Winter Games, we had multiple rounds of discussions and put a lot of thought into how we should fulfill the needs of this large-scale sports event. We have determined that our approach to the Olympic F&B service should be based on the following:

- Understanding of the scope and components of the F&B service that supports the Olympic Games;
- Securing of the space (land and buildings) needed for F&B service in advance;
- Planning of budget for the F&B service; and
- Revenues that can be generated from the F&B service.

We have consulted experts from a wide variety of fields, the central government, local governments, private research institutes, universities, etc., for the establishment of our Food Vision. We have been provided with sufficient data and information from those institutions, and after months-long analysis and discussions, we have finally come up with the following five areas of focus for our Food Vision.

- Sustainability
- A variety of foods and nutritional balance
- Healthy and safe food
- O2 Plus Winter Games, environmentally oriented service
- Olympic legacy and development of the local economy
In order to successfully materialize each one of these five visions, we will establish more detailed and specific operating strategies for each area of our service, and will thoroughly train to-be-selected catering companies and their staff.

2-1. Sustainability

We are expecting to serve more than five million portions of meals during PyeongChang Olympics. For preparation of such large-scale feeding, a large amount of food ingredients including vegetables, fruits, meat, seafood, and others will be needed, which could result in a large volume of food waste if not managed correctly. Considering that, we set our priority on the fact that PyeongChang Olympic should be sustainable and environment-friendly Games. Furthermore, POCOG bears the responsibility of taking the active lead in promoting a culture that prioritizes "sustainability", to not only local people but also to people around the world,

o Definition of Sustainability in Food Service
  * Food ingredients that are cultivated in a way that minimizes damage to the natural environment including soil and streams and a way that preserves biodiversity
  * Cultivation in a way that cares for human health and food safety
  * Cultivation in a way that observes social responsibility and related rules and regulations
  * Consideration of sustainability in the entire process from cultivation, harvesting, storage, transportation, marketing, consumption, to waste disposal

In October 2014, the Biodiversity Summit for Cities & Subnational Governments 2014 was held in PyeongChang. We recognize the fact that the agenda of "biodiversity" is an important element of sustainability. Thus we will make the best efforts to materialize the value in Olympic F&B.
2-2. A Variety of Foods and Nutritional Balance

We will present famous dishes from around the world, which can be enjoyed by a wide range of customers with different nationalities, as well as dishes to fulfill religious, cultural, and health needs. We will also give people who visit PyeongChang Olympics from around the globe an opportunity to enjoy a variety of delicious and hearty Korean foods and local foods of Gangwon Province.

2-3. Healthy and Safe Food

- Establishment of Food Safety Expert and Organization
  Large-scale food service always poses potential threats to food safety. Therefore, there is a solemn duty to apply the strictest management system for mega-sports events such as Olympic Games. POCOG will operate internal food safety management workforce and "Food Safety Expert Committee" whose members are food safety experts from the central government, local governments, universities, and the private sector, for the establishment and implementation of high-quality food safety management system.

  * Operation of Early Analysis Team
    In addition, POCOG will establish an early analysis system, to prevent potentially hazardous food from being serviced to our customers. POCOG will verify the safety of the food produced at each cafeteria before customers actually eat, by taking samples of the food and carrying out microorganism analysis in advance. A food safety inspection check-list will be created, so that our F&B facilities-trained experts can make the daily rounds for food safety inspection

  * Application of HACCP
    A thorough work protocol will be devised and ready for all
catering companies to follow through every step of HACCP (Hazard Analysis and Critical Control Point) in all phases of F&B service in Olympic venues. Training sessions to the staff members of catering companies will be provided in advance.

2-4. O₂ Plus Winter Games, Environmentally Oriented Service

Activities for environmental protection should begin from early stages of planning, from the development of menu and design of kitchens. As statistics indicate that 70% of total waste generated from Olympic Games in the past were from F&B service, POCOG will factor the following environmental elements into our planning and implementation of F&B service. We will:

* Develop a packaging guide for food ingredients and other F&B-related materials, and require contractors to abide by it;
* Improve the preciseness of predicting daily food demand for each cafeteria, so that the amount of food waste caused by over-production can be minimized;
* Use cooking equipment with high energy and water use efficiency;
* Prioritize the use of organic and pesticide-free agricultural products; and
* Put our focus on reduction of carbon emission.

2-5. Olympic Legacy and Development of Local Economy

a New Discovery of Local Food

Gangwon Province is rich in clean and pollution-free agro-fishery products, making it all the more possible to develop a wide variety of quality foods with those fresh ingredients. Gangwon Province will take the opportunity of Olympics, to develop new menu that can appeal to the global palate, with its clean food ingredients including indigenous potato and corn. To this end, the province is making diverse efforts not only in the Olympic venues.
but also outside the venues, holding relevant cultural events and supporting restaurant districts.

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**A City to Revisit after Olympics, Promoting Local Development**

A significant budget is required for successful hosting of winter Olympic Games, and we cannot just ignore concerns over post-Olympics management costs. Therefore, for Olympics to be sustained, it is very important to convince people that Olympic brings economic prosperity. As F&B is a field that can be utilized as one of the best tools for development of the local economy during and after the Olympic Games, 2018 PyeongChang’s Food Vision will put a bigger focus on the local economic development than any other past Olympic Games.

PyeongChang, the host city for 2018 Olympic and Paralympic Winter Games, is located 700 meters above the sea level, the optimal altitude which is also called “Happy 700” that provides the most pleasant living environment for a human being. Hosting a global festival enjoyed by the entire world is synonymous with the development of the hosting city: modern infrastructure; more convenient transportation system for easier access to the region; delicious food captivating people from around the globe; clean, natural environment Gangwon Province boasts will all come together to help the hosting city and other areas around it evolve into a new tourist destination in Asia for all seasons, and we will capture every opportunity to realize such a vision.
3. Client Groups

3-1. Obligatory Group

o Athletes and Officials
F&B service will be provided to approximately 6,000 athletes and officials during Olympics, and to about 1,700 athletes and officials during Paralympics. Athletes' performance is highly affected by whether they are able to consume nutritionally well-balanced food containing five essential nutrients and the availability of comfort food from their own cultures. As athletes from more than 100 countries will compete in the PyeongChang Games, our F&B service will consider regional or national eating customs, as well as special diet for athletes.

* F&B service for athletes will be operated 24 hours a day, offering breakfast, lunch, dinner, and late-night meals. Refreshment Station will be operated in Cafes and rest areas where athletes can spend their free time and beverages including coffee and snacks will be made available to them at any time.
* Light food and beverages will be offered at Athletes’ Lounge in each competition and training venue.
* Food information including recipe, nutritional facts and allergy alerts will be made available when providing food and beverages to Olympic athletes and officials. We will consult NOC/NPCs (National Olympic Committee/National Paralympic Committee) well in advance on what information should be available.

o IFs and Technical Officials
Approximately 1,000 technical officials and IF (International Federation) officials will take part in the Olympic and Paralympic Games for fair execution of the games. Providing quality food for those who work hard to make the games fair and memorable is
our duty. Light food and beverages will be offered not only at the Olympic Village but also at Judges’ Lounge in every competition venue.

**Olympic and Paralympic Family**
More than 4,000 Olympic Family members will visit the PyeongChang Games, and they are a very important client group that consists of IOC and IPC officials, domestic and international dignitaries, NOC and NPC officials, and others. We will prepare high-quality food and beverages to meet this group’s high expectations.

At Olympic Family Lounge located in each competition venue, hot and cold buffet menu will be offered, and a variety of meals including breakfast, lunch, and dinner will be provided in accordance with competition schedule. An assortment of beverages and snacks will also be always available for them to enjoy conveniently, any time.

**Workforce (POCOG, Volunteer)**
More than 30,000 people will take part in the PyeongChang Olympic and Paralympic Winter Games as operating workforce and among them, 1,500 POCOG staff and temporary employees and 23,000 volunteers. These people are the ones who virtually operate our Games in the freezing-cold weather in the host cities, so we will reward their hard work by providing quality food and beverage service to them. Notably, as volunteers work with no financial compensation, food and beverage service is a very important tool to boost their morale.

Breakfast, lunch, dinner, and late-night meals will be provided near each competition venue, and beverages and refreshments will be offered at rest areas around the clock. In addition, a bottle of mineral water will be given per person each day and drinking fountains will be installed at convenient locations.
3-2. User Pay Group

o Rights Holding Broadcasters and Press
About 12,000 media staff will come to the PyeongChang Games to air Olympic competitions taking place at 13 competition venues to the world. We will provide quality food and beverages to this group, as diversely and economically as possible.

Dining Hall located in the IBC and MPC will be operated 24 hours a day, and one Restaurant along with food court will be operated, as well. The food court will offer various kinds of food to choose from representing different cultures around the world.

A place where this group can buy light snacks and beverages like coffee will be also operated, and a Cafe will be operated at the MPC that will be located in Alpensia Convention Center.

For broadcasters, a small dining hall will be set up in a separate space in the Broadcasting Compound, and a catering company will be selected to operate F&B service there. In this case, POCOG will provide necessary space, and broadcasters will have to install kitchen equipment at the facility at their expense.

o Spectators
Millions of spectators including ticket holders and tourists are expected to visit host cities and nearby areas during the PyeongChang Olympic/Paralympic Games. The amount of food sold to this groups will be innumerable, and these people will visit the host cities in the high hopes of having once-in-a-lifetime experience. Not only will they be interested in Olympic competition, but they will most certainly be excited about new and different foods they will taste. Spectators will enjoy a wide variety of foods of different places around the world, as well as special K-food and Gangwon Province’s local food developed for the PyeongChang
Games, at Food Concession to be installed at each competition venue and Olympic Plaza.

A restaurant that serves traditional Korea food and Western food will be operated at Olympic Plaza for Olympic Family and Corporate Sponsors, and they will be able to enjoy the essence of K-food there.

Spectators may choose food to "seat and spend enough time to eat", or they may opt to enjoy packed affordable "take-out" street food at Kiosks to be installed in places in Olympic venues.

**o Marketing Partners and Corporate Sponsors**
Marketing Partners and Corporate Sponsors taking part in PyeongChang Olympics & Paralympics will be provided with the same food and beverage service with general spectators, but high-end premium F&B service may also be provided additionally, for their clients invited for PR and sales promotion purposes. Such special F&B service should be ordered in advance as a package, and it will be provided at a designated time and space.

**o Workforce(Contractor)**
30,000 contractor staff will be major customers for our F&B service. They will be provided with one or two meals a day in accordance with their work schedules and meals through the Contractor Meal Voucher System, at the cost of the contractors.

4. Venues with F&B Service

The 2018 PyeongChang Olympic Games will be held at eight snow competition venues and five ice competitions venues. Our principle for operation of each cafeteria is in principle to have one main cafeteria and one auxiliary lounge at every competition venue. An exception to this principle would be building a joint main cafeteria
where two competition venues are located nearby as in the case of Bokwang Snow Park’s (P) and (C) venues and Alpensia Ski Jumping Centre and Cross-Country Centre, to reduce overlapping investment and for efficient execution of budget.

### 4-1. PyeongChang Mountain cluster

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<tr>
<th>Cluster</th>
<th>Precinct</th>
<th>Venue</th>
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<tbody>
<tr>
<td>PyeongChang Mountain Cluster</td>
<td>PyeongChang Olympic Plaza</td>
<td>PyeongChang Olympic Stadium</td>
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<td>Alpensia Sports Park</td>
<td>Alpensia Ski Jumping Centre</td>
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<td>Alpensia Biathlon Centre</td>
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<td>Alpensia Cross-Country skiing Centre</td>
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<td>Yongpyong Alpine Centre</td>
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<td>Alpensia Sliding Centre</td>
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<td></td>
<td>Bokwang Snow Park</td>
<td>Bokwang Snow Park (P)</td>
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<td>Bokwang Snow Park (C)</td>
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<td>Jeongseon Alpine Centre</td>
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### 4-2. Gangneung Coastal Zone

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<tr>
<th>Cluster</th>
<th>Precinct</th>
<th>Venue</th>
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<tbody>
<tr>
<td>Gangneung Coastal Cluster</td>
<td>Gangneung Olympic Park</td>
<td>Gangneung Hockey Centre</td>
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<td>Gangneung Oval</td>
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<td>Gangneung Ice Arena</td>
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<td>Gangneung Curling Centre</td>
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<td>Kwandong Hockey Centre</td>
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4-3. Non-Competition Venues

○ Olympic Village (PyeongChang, Gangneung)
Olympic village is one of the most important venues at Olympic Games. 24/7 catering services will be provided at the main dining hall in the villages. We will also operate a café and refreshment stations at the villages and snacks and beverage will be offered at the Chef de mission hall and Welcome center.

○ IBC (PyeongChang)
IBC is located at the northwest part of Alpensia cluster and it will be operated separately from MPC. IBC will have food court at common-service area.

○ MPC (PyeongChang)
We will use existing Convention Center at Alpensia as MPC. Press will enjoy their meals at the restaurant of Convention Center and nearby incumbent commercial restaurants of which operation concept will be finalized later on.

○ CBC (Gangneung)
We will have a small catering compound near the Coastal Broadcasting Center in Gangneung, CBC is located within the Common Domain Area.

○ Olympic Plaza (PyeongChang)
* Opening/Closing Ceremony
The Opening/Closing Ceremony of Olympics are live-broadcasted throughout the world and are one of the most important events of Olympics. The ceremonies are very important for F&B as well, as a huge-scale catering should be prepared and implemented for 40,000 spectators, 4,000 participants of pre/post-ceremony events, and marching athletes and officials. Light meal, alcoholic beverages, and other beverages will be provided to 4,000 Olympic Family members, and snacks will be provided to
other participants, too.

* Medals Ceremony Plaza
Medal ceremony plaza will be located at the vicinity of main stadium and the participants of athletes and Olympic families will be able to enjoy snacks and beverages.

* Sponsors and Corporate Hospitality at Show Casing Area
International sponsors and domestic sponsors will run their own show casing at the Olympic Plaza in PyeongChang. We will also assign a contractor to provide catering services for this venue.

  o Media Village (Gangneung, PyeongChang)
Breakfast will be offered at Media Village, and the cost will be included in room rate. Media Village’s dining hall will be open 24 hours a day, and lunch and dinner will be available at any time.

  o Common Domain Area (Gangneung)
We plan to deliver food service at the Common Domain area where Live Site and various Cultural Events will take place. General plan will be developed and further finalized in the near future.

  o Training Venue (Youngdong College, Gangneung)
Snacks and beverages will be offered to athletes at the short track training center at Gangneung Yeongdong college. Lunch box will also be available for those who ordered in advance.

F&B service plan will be established for other support facilities not mentioned above, including Transport Hub, Transport Fleet, UDAC (Uniform Distribution and Accreditation Center), etc. Thus, we need to cooperate with the FAs of those facilities.
5. Our Commitment for Realization of Food Vision

5-1. Safe Ingredients (Supply Chain Management)

- Traceability
The Agricultural Product History Traceability System (Traceability System) is an institution created to manage information about agricultural products in each stage from their production, distribution to sale, for the purpose of taking necessary action such as finding of the cause should a safety issue occurs. The Traceability System enables tracking of the entire production process of the product in question. POCOG will demand catering companies for our Games to apply this system so that all the food materials they use can be traceable.

Beef and pork in Korea including imported ones are mandatory products to implement this traceability procedures, while agricultural and fishery products are still at recommendable stage though new law to govern agricultural and fishery products has been effective as of January. 01, 2015.

- Use of Qualified Food Materials
The general public’s interest toward the safety of agricultural products and food has grown significantly, as living standards
improve, the use of harmful substances for food increases, and the import of agricultural products and food expands. As a result, starting from the 1990’s, the Korean government introduced certificate system guaranteeing food safety with various policies such as Environment-Friendly Certification, GAP (Good Agricultural Practices), HACCP, etc. Food materials to be used for the PyeongChang Games will be safety-certified ones, and when certification for certain food items is unavailable, only the ingredients that are applied with the Traceability System will be used.

To check if the quality certification and traceability system are properly applied to the food materials used for the PyeongChang Games, POCOG’s staff in charge and officials from the central and provincial governments will cooperate with one another, to carry out on-site inspections as well as check documents on a regular basis.

The use of locally grown and produced food materials is our top priority, but when that is not feasible, we will source such materials within Korea. However, if that is also impossible, we may have to use foreign products. In that case, we will check the quality certification of the product in its originating country without fail.
### Certification Criteria for Each Group of Food Materials

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<th>Group</th>
<th>Supply Criteria</th>
<th>Note</th>
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| Agricultural products (Vegetables, fruits, etc.) | • Agricultural products that acquired Korea’s Environment-Friendly Agricultural Product Certification  
• Agricultural products that acquired Korea’s GAP certification  
• Agricultural products whose quality is guaranteed by the governor of Gangwon Province | • Food ingredients qualified to be supplied for the PyeongChang Games should be traceable.  
• Products that cannot be sourced in Korea or that are impossible to obtain quality certification must be:  
  - Hygienic and safe;  
  - Traceable and;  
  - Subject to standards and laws most similar to the ones applied to the ingredients qualified for PyeongChang Olympics.  
• The supply criteria is subject to partial change, in accordance with F&B budget.  
• Products must be procured in an ethical way.  
• Applicable laws of Korea  
  - Food Sanitation Act  
  - Agricultural Products Quality Control Act  
  - Act on the Fostering of Environment-Friendly Agriculture and Fisheries and the Management and Support of Organic Foods  
  - Livestock Products Sanitary Control Act  
  - Gangwon Province Ordinance on Quality Control of Agricultural, Fishery, and Indigenous Product |
| Livestock products (Beef, chicken, pork, etc.) | • Livestock products that acquired Korea’s Environment-Friendly Certification  
• Livestock products that acquired Korea Livestock HACCP Accreditation  
• Certified livestock products whose quality is guaranteed by the governor of Gangwon Province | |
| Marine products (Fish, other types of seafood) | • Marine products that acquired Korea’s Environment-Friendly Marine Product Certification  
• Marine products that acquired HACCP Certification  
• Marine products whose quality is guaranteed by the governor of Gangwon Province | |
| Processed agricultural products (Oil, kimchi, etc.) | • Processed agricultural products that acquired HACCP  
• Processed agricultural products whose quality is guaranteed by the governor of Gangwon Province | |
| Processed livestock products (Milk, ham, sausage, etc.) | • Processed livestock products that acquired HACCP  
• Processed livestock products whose quality is guaranteed by the governor of Gangwon Province | |
| Processed marine products (fish, other types of seafood) | • Processed marine products that acquired HACCP  
• Processed marine products whose quality is guaranteed by the governor of Gangwon Province | |
5-2. A Variety of Optional Menu and Daily Cycle Menu Service

**Western Menu**
Approximately 50% of the athletes and officials to participate in the 2018 PyeongChang Winter Games are expected to come from Europe, and when including those from North and South America, most of the people coming to PyeongChang will be Westerners. Already recognizing that devising menu for this population is important, some ingredients such as pasta will be imported from European countries. We will also stipulate in the criteria for the selection of catering companies, that they must be able to assign a cook from Europe to the Olympic Village’s cafeteria.

**Asian Menu**
Being considerate of athletes and officials from many Asian countries, different kinds of Asian food will be offered daily such as Japanese and Chinese among many others. We will maintain the balance in our food selection so that not one type of food is being prepared more often over others.

**The Taste of K-Food and Local Food**
In addition to K-Food options that will be displayed at cafeteria regularly, fresh-cooked K-Food menu will also be available, so that foreign athletes and officials are provided with opportunities to enjoy K-Food and local cuisines of Gangwon Province.
o Religious and Vegetarian Menu
No matter how small the amount of food for religious and cultural needs is requested, we will reflect such demands in our service, when the requests are made in advance, to provide the religious and cultural food appropriately.

o Weekly Cycle Menu Operation
Essentially, we will provide different menu for every day, which will be rotating on a weekly basis. Meanwhile, we will analyze daily consumption of each item on the menu and offer our service more flexibly, providing larger amount of the dishes that are most popular.

o Giving Fair Opportunity when Selecting Catering Company
When selecting catering companies, we will grant fair opportunities in the process of bidding, so that truly capable companies can be selected regardless of their nationality and market recognition.

5-3. Food Safety and Hygiene

o Security and Food Safety
Food safety is foremost mission when it comes to serving food in the Olympic F&B service. Therefore, we at the Olympic F&B service, will cooperate with POCOG Security FA for matters related with food security. All vehicles that transport food and beverages will have to get accredited by relevant institutions, and only the pre-accredited drivers will be able to access security zones. Even if a vehicle is accredited in advance, it must be screened for the loaded materials when passing the security checkpoint, and then the vehicle will be sealed until it arrives at its destination.

o Food Hygiene
Food is offered by going through different processes including production, processing, distribution, cooking, and serving on the
table. When it comes to food, there exist physical, chemical, and biological hazard factors. POCOG will analyze hazard factors. POCOG will analyze hazard factors throughout entire process of food service (farm to table), and carry out proper management. Along with that, POCOG will utilize Korea’s food hygiene institutions (HACCP, GAP, Environment-Friendly Certification, Traceability System, etc.), and implement regular laboratory and expert tests, to ensure food safety.

In addition, we will roll out a campaign for hygiene improvement for local restaurants nearby competition venues in Gangwon Province, in efforts to ensure that tourists will be served with safe food no matter where they eat.

- **Food Safety Advisory Committee and Preventive activities**
  Food Safety Expert Committee will be established under POCOG F&B FA, and the committee meeting will be convened on a regular basis, to give consultancy for every detail about potential food safety risk. The instructions of the Expert Committee will be strictly followed and the result of the implementation will be reported back to the committee, so that the committee’s activities can practically contribute to improved hygiene of our F&B service. We will also closely cooperate with the central and Gangwon provincial governments, to guarantee the provision of safe food and beverages at each competition venue, Olympic Village, and tourist catering facilities during the Games.

- **The separation of cashier and food service persons**
  Cashiers, wherever they works, will be trained not to handle food stuffs and dedicated service persons will handle and deliver food and beverage to clients.

5-4. **Environmental Management**

- **Minimization of Environmental Impact through Efficient Use of Resources**
* Installing environment-friendly equipment including dishwashers, which use less water and energy
* Designing facilities that can be reused or recycled, in consideration of removal of cooking facilities after the Games

**Establishment of Resource Circulation System for Zero-Landfill**
* Minimizing the use of disposable goods. When the use of disposable goods are inevitable, waste collection system will be in place that will allow easier sorting of garbage.
* Establishing food and beverage consumption forecast system, for minimization of food waste
* Spreading the catch phrase of “No Food Waste” and promoting active participation
* Recycling used frying oil and cooking oil: Making and distributing eco-friendly soaps made from used oil
* Recycling all the food waste generated (making compost and stock feed), achieving zero-landfill
* Operating Food Bank

**Minimization of Greenhouse Gas Emission for Low-Carbon Olympic**
* In principle, using local and seasonal food materials for reduced greenhouse gas emission
* Prioritizing the use of carbon-neutral products
* There is total 585 products that has obtained carbon-neutral certificate as of December 31, 2014 and 150 products among them are food products. If POCOG encourage caterers at Olympic venues to use more products with carbon-neutral certificate, this will motivate more manufacturing companies to show their interests and to accelerate the number of carbon-neutral products in the future.
Catering equipment
Preparing and serving five million portions of meals in a mere one month period will require unimaginably large number of kitchen equipment, accessory cooking equipment, and beverage-serving machines to meet the scale of F&B service in such enormous event. There will be approximately 17 large catering centers that operate large-scale kitchens in PyeongChang Games’ competition and non-competition venues. Considering the fact, purchasing new equipment is a waste of budget and post-Games disposal will be also difficult.

There is an equipment rental market in Korea, but the size is rather small, not enough to fulfill POCOG’s huge demand. We may import the equipment from overseas, but the shipping cost will be too high to import all the necessary amount of equipment.

Based on the result of our market research and consultancy from experts, we have decided to procure necessary equipment in the following way:

* Olympic Village cafeteria: Rental or Purchasing if resale is possible.
* Catering centers outside the Village: Contractors procure, install, and remove equipment, the equipment procurement cost will be a separate proposal item in bidding. We will also use existing equipment wherever possible.

5-5. Training and Implementation

Systematic Advance Training
Training of F&B staff comes first to achieve what is described in this Food Vision and to fulfill our commitment. The process of the training begins from development of teaching materials for different areas, then goes on to selection of trainees, establishment of schedule, and actual implementation of training.
Management of Commuting and Minimization of Turnover

Because of cold weather and difficulty in local accommodation and commuting, hiring and minimization of turnover may be a big challenge for us. We will review a plan for installation of temporary tent accommodation near catering centers, to supplement accommodation that is now absolutely lacking.

5-6. Innovation (Application of Advanced Technology and Equipment for Delivery of Food & Beverage)

At each competition venue, Olympic Lounge, Olympic Family Lounge, Press Lounge, and other lounges will be operated, where F&B service should be prepared and provided. However, kitchen for cooking will not be installed in all lounges. We will use refrigerating and heating delivery devices to deliver food cooked at the main kitchen installed within the vicinity of competition venue to the lounges located within competition venues. Notably, a new type of heating delivery device will be used, to better maintain the original freshness and taste of delivered foods.

5-7. Communication and Provision of Menu Information (Utilization of IT system)

- Provision of Basic Service Information to F&B Clients and Spectators. For catering in Olympic Village, detailed menu information and caloric and allergy information of each item on the menu will be provided. Such information for breakfast, lunch, dinner, and late-night meals of each day will be offered on an Internet-based system.

Basic information about available foods and different menu at each venue will be offered to spectators, so that they can check food availability in Olympic sites even at home. This way,
PyeongChang Olympics will be able to communicate all visitors from home and abroad.

6. Key Commitments of PyeongChang2018 with regard to Food & Sustainability

Though we described various parts of sustainability in food and beverage service in the above, our important commitments can be summarized as follows.

* All waste that is recyclable product will be 100 % recycled.
  - Mandatory segregation of recycle waste will be described in the RFP of caterer tender, that is common practice in Korea.

* Zero land-fill will be achieved through recycling and the composting of food waste.
  - There are resource recovery plants in the host cities and POCOG will ask waste disposal contractors to use such facilities.

* Any product that is not traceable will not be used for the dining of athlete village.
  - The result of food logistics research in Gangwon Province will guide where and how to buy traceable food materials.
  - Caterer will be required to include their plan on how to secure traceable products in their tender proposals and to submit implementation plan before the Games.

* The majority of raw food materials will be procured from the local market of Gangwon province to reduce Carbon emission by minimizing food milage in transportation.
- POCOG will ask the contractor of research to provide comprehensive information on food supply chain of producers and distributors in Gangwon Province.

7. Support for K-Food Globalization and Cultural Events

7-1. Healthy K-food and K-Food Globalization

We will promote the excellence and values of K-Food as "well-being food" by servicing healthy Korean food to foreigners with different backgrounds who participate in the mega-event of our Olympics. To this end, we will develop K-Food with interesting stories and present it to foreign visitors, so that they can "taste" the lives of the Korean people.
o Major Considerations for Selection of K-Food Menu
* Use of local food ingredients
* K-Food proven to be preferred by foreigners based on years of analysis
* Menu that can show Korea’s original traditional culture and culinary culture
* Menu whose original taste can be maintained even when mass-produced
* Menu customized for each group of F&B service clients
o Medicinal food (based on an oriental philosophy that good food is like medicine.)
o K-Food menu that appeared in K-pop and K-drama
o Signature Offering
o Operation of K-Food tasting pavilion (inviting famous chefs)
o Holding “Food Competition” for selection of K-Food menu to be provided at Olympic Village, etc.

7-2. Support for Olympic Cultural Events

We expect numerous events to be held during the Olympics. These events may pursue boosting the atmosphere of Olympic events and bringing out the excitements of the general public while others may be held to promote the development of local economy or materializing Cultural Olympiad. As such, we will cooperate not only with POCOG’s Cultural Events FA, but also with external
agencies that host those events, and spare no indirect support from our end to help them successfully hold such events by providing our F&B support on some conditions such as requiring hosting agencies to abide by our brand-protection rules.

- Cultural events by local governments and private organizations
- Cultural events for Olympic Torch Relay
- Promotional events for host cities’ local food

7-3. Standardized English Orthography of Korean Menu
We will collaborate with relevant institutions including the central and local governments, for the use of standardized English names for Korean menu, not only within Olympic venues but also in private restaurants in host cities. Even though the English orthography for Korean food menu has been in place, restaurants have not been making full use of it because of lack of awareness. However, we will take the opportunity of the PyeongChang Games to more actively promote the use of standardized English names of Korean dishes, to make them be used for all K-Food more widely. The standardized English orthography for K-Food will be one of the most important legacies of the PyeongChang Games.

8. Drinking Water Service

Desire to drink water is the most basic need for human survival, so we must properly fulfill the need in our Olympic/Paralympic Games. Therefore, we will install free drinking fountains for Games-operation workforce and spectators. Since we expect freezing of the fountains due to cold weather, we will install anti-freezing machine for the drinking fountains located in competition and non-competition venues in the Mountain Cluster.
9. Partners Rights and Opportunity

Marketing Partners’ role is very important for Olympics, since they financially support the Games, and have significant knowledge of the F&B sector as market leaders who provide high-end service and quality products. Their Games-operation know-how accumulated for a very long time also significantly contributes to smooth preparation and operation of the Olympic Games.

If any menu to be provided by a catering company is similar to or the same with a marketing partner’s product, the catering company must use the sponsor’s product without fail. Not all food should necessarily be chosen from the list of sponsors’ products, but any food other than offered by a sponsor must not show any brand, according to the IOC guidelines.

9-1. Coca-Cola
Coca-Cola has been participating in Olympics since 1928. Approximately two thirds of all beverages used during the Games are water and juice, and Coca-Cola has exclusive contractual right to supply of non-alcoholic beverages including soft drinks, juice, water, sports drinks, functional beverages, etc.

9-2. McDONALD’s
The exact number and location of McDONALD’s restaurants to be operated during the PyeongChang Games have not been confirmed yet, but McDONALD’s has usually operated two restaurants for the past Olympic Games. McDONALD’s has been participating in Olympic since 1968, and it is operating more than 34,000 outlets
in 199 countries around the world, which makes it the foremost leader in the F&B retail sector.

9-3. Visa
Visa is the official payment system for the Olympic Games and the only card accepted for Olympic products or services. Visa International has been a world-wise Olympic Partner since 1986, when the company joined the TOP Programme as a charter member.

9-4. Local Partners
We will select local sponsor in food services sector and necessary measures are currently being taken and the result will be announced in months to come.

10. Test Events

Test events for each venue will be hosted from February 2016 to March 2017. Test events will be led by IF of each sport in the form of world cup and others, and F&B service will be provided to these events as part of Olympic preparation. We will test the procurement of food materials, installation of facilities and equipment, and operation of menu in advance by offering service to test events.
11. Appendix

- Institutions and Organizations who Supported the Development of the 2018 PyeongChang Food Vision include:

* Ministry of Agriculture, Food and Rural Affairs;
* Ministry of Environment;
* Korea Food & Drug Administration;
* Gangwon Provincial Government;
* Korean Food Foundation
* Private research institutes and others.
Thank You!

Olympic Winter Games
PyeongChang 2018

THE WORLDWIDE OLYMPIC PARTNERS

THE OFFICIAL PARTNER OF PYEONGCHANG 2018

THE OFFICIAL SPONSOR OF PYEONGCHANG 2018

THE OFFICIAL SUPPLIER OF PYEONGCHANG 2018