



**UBUD  
FOOD  
FESTIVAL**  
13-15  
APRIL 2018

**UFF18  
PARTNERSHIP  
REPORT**

# GENERASI INOVASI





## JANET DENEFFE

Founder & Director

After three delicious days, the Ubud Food Festival 2018 Presented by ABC has drawn to a close. 12,000 people from across Bali, Indonesia, and the world turned out for this year's event – a 30% increase on last year's attendance. Feeding the thousands of hungry food lovers at Taman Kuliner were 96 vendors – a 28% increase on last year – with an estimated 37,000+ plates of food sold.

In our fourth year, these record numbers attending our 100+ events fortifies the Festival's position as Southeast Asia's leading culinary celebration. Across the Festival's three days, our spotlight on Indonesian food, food industry professionals, and the exciting future of the nation's culinary industry shone brighter than ever.

For the first time we were supported by a Presenting Partner, one of Indonesia's leading food brands, ABC. As they share our mission of popularizing Indonesian

home cooking and introducing Indonesian cuisine to the world, they were a perfect fit for Presenting Partner, and their lively events and ABC Area were big hits.

As a not-for-profit initiative, the Ubud Food Festival would not be possible without the generous support of all our partners – from accommodation to restaurants to media partners. On behalf of the Yayasan Mudra Swari Saraswati, I offer a heartfelt thank you to all partners who helped make UFF18 our most successful yet.

The record attendance, incredible community support and overwhelmingly positive feedback make us feel our efforts in making Indonesia's culinary scene go global are finally being recognized, and this energizes us to deliver an even better festival next year. We hope you can join us for our fifth fantastic year in 2019.

# YAYASAN MUDRA SWARI SARASWATI

The Yayasan Mudra Swari Saraswati is an independent, not-for-profit foundation committed to enriching the lives and livelihoods of Indonesians through a range of community-building arts, cultural, and culinary programs. It was founded in 2003 by Janet DeNeeffe and Ketut Suardana as a healing project in response to the first Bali bombings.

The goal of the Foundation is to give full expression to the creative needs of Indonesia, its individuals, and its communities, while simultaneously showcasing the diversity of rich traditions and contemporary cultures of the

archipelago to the world. Creating a space for cross-cultural exchange and open-minded dialogue and discussion is at the heart of the Foundation.

It achieves this through its core initiatives, the Ubud Food Festival and the Ubud Writers & Readers Festival. Through these major international events, programs, and associated activities, the Foundation promotes Ubud as a center for arts and culture, showcases Indonesian artists, writers, chefs and producers on an international stage, and helps Indonesians reach their potential through educational and capacity-building programs.

## Support Us

The Festivals rely on the support of patrons, donors, partners, and audiences each year. Opportunities are available to reach our broad and diverse Festival audiences across Indonesia and the globe. Your support will play an essential role in ensuring the Foundation succeeds in its goal of enriching the lives and livelihoods of Indonesians, and promoting Indonesian cultures and communities to the world.



**YAYASAN MUDRA SWARI SARASWATI**

Contact our Partnership Team today to explore the opportunities:

**Saraswati Ratnanggana**  
Partnership Manager  
[saras@yayasansaraswati.org](mailto:saras@yayasansaraswati.org)  
+62 361 977 408

# FESTIVAL SUMMARY

Bali's cultural and culinary capital was transformed as the Ubud Food Festival 2018 Presented by ABC came to life from 13–15 April. In its fourth year, the Festival team delivered 100+ events featuring 100+ speakers, spanning high-energy cooking demonstrations, in-depth food forums, dynamic special events, hands-on masterclasses, live music, film screenings, and a vibrant food, beverage and makers' market home to 98 vendors.

For the first time, the Festival was supported by a Presenting Partner, one of Indonesia's leading food brands, ABC. ABC shares the Festival's mission of popularizing Indonesian home cooking and introducing Indonesian cuisine to a global audience, and was a perfect fit for Presenting Partner.

Attracting 12,000 food lovers from countries including the United States, Australia, Singapore, the UK, the Philippines, Thailand and India, the Ubud Food Festival is now Southeast Asia's leading culinary festival, and a must-attend event on the region's events calendar. Bringing together Indonesian foodies from across the nation, the Festival also welcomed an 85% Indonesian audience, including visitors from Jakarta, Bandung, Yogyakarta, Surabaya, Medan and Papua.

Through the theme 'Generasi Inovasi', the Festival championed the exciting future of Indonesia's food industry, and the culinary heroes who paved the way for the current generation. The Indonesian foods

demonstrated at the Kitchen Stage and Teater Kuliner, and dished up by dozens of vendors at Taman Kuliner, introduced international visitors to the extraordinary diversity of the archipelago's cuisine, while supporting the local culinary industry.

Each year the Ubud Food Festival presents its Lifetime Achievement Award to an Indonesian who has made an extraordinary contribution to the nation's culinary industry. The Award honors those who have dedicated their career to nourishing Indonesia's food scene, its culinary heritage, and the health of the nation.

The Festival committee had already decided to present the 2018 Ubud Food Festival Lifetime Achievement Award to Indonesia's most respected culinary expert, Bondan Winarno, before he sadly passed away at the end of 2017. Pak Bondan was the father of Indonesian food writing, a prolific journalist and TV series host, and a speaker at every previous Ubud Food Festival since its inaugural year.

Feedback from Festival audiences was extremely positive, with 86% saying they would attend the Festival again. In the words of Founder and Director Janet DeNeeffe, this energizes us to deliver an even better festival next year.



## FESTIVAL HUB @ TAMAN KULINER

The free entry Festival Hub @ Taman Kuliner is the heart of the Ubud Food Festival. A lush, tropical, multi-area space overlooking Ubud's iconic Campuhan Ridge, it was home to 98 vendors, the Teater Kuliner cooking stage, the Food for Thought food forum stage, kids events, and a nightly After Dark program of live music, dance and film. Taman Kuliner welcomed over 12,000 people, and the vendors dished up an estimated 37,000+ plates of food.

**12,000+** people came through the Taman Kuliner gates

**98** food, beverage, craft, fashion and homewares vendors participated in UFF18

**37,000+** estimated plates of food sold

**89%** of vendors said UFF18 met their objectives

**100%** of vendors intend to return for UFF19





# FESTIVAL PROGRAM

In 2018, the Ubud Food Festival spanned 11 program genres and 102 events. Across the Festival's three days, 52 events were held completely free of charge, representing more than 50% of the total program.

**51%** Free **49%** Ticketed

**102** Events in total

**50**  
PAID  
EVENTS

**52**  
FREE  
EVENTS

# FESTIVAL PROGRAM

**18**  
SPECIAL  
EVENTS

**18**  
KITCHEN  
STAGE @  
INDUS

**18**  
TEATER  
KULINER

**15**  
MASTER  
CLASSES

**2**  
FOOD  
TOURS

**18**  
FOOD FOR  
THOUGHT

**2**  
MORNING  
YOGA

**4**  
FILM  
SCREENINGS

**4**  
KIDS  
EVENTS

**1**  
BOOK  
LAUNCH

**4**  
NIGHTS OF  
LIVE MUSIC

# 2018 HIGHLIGHTS



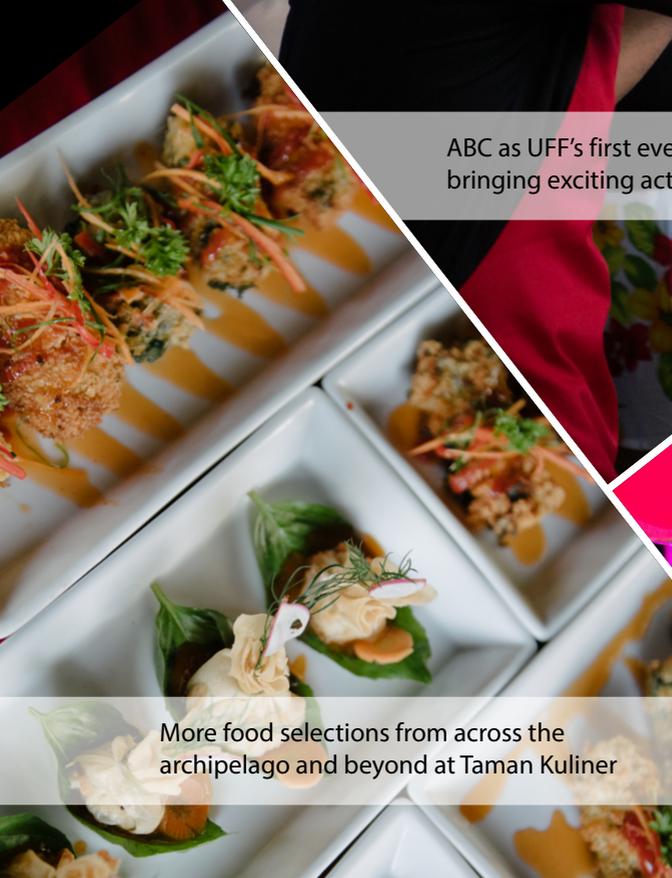
ABC as UFF's first ever Presenting Partner, bringing exciting activities



Four Press Events held in Jakarta and Bali prior to the UFF18 resulted in higher media coverage



More Indonesian chefs featuring in Festival programs



More food selections from across the archipelago and beyond at Taman Kuliner



The Festival's Lifetime Achievement Award was presented to the family of the late Pak Bondan Winarno



Bigger music stage with lively night entertainment resulted in a significant increase in Indonesian audience

# PROGRAM GENRES

## TOP 3 MOST POPULAR PROGRAMS

KITCHEN STAGE

MUSIC & FILM

FOOD FOR THOUGHT



### KITCHEN STAGE @ INDUS

Where the magic happens, the Kitchen Stage is the audience's chance to get up close and personal with their culinary heroes. Featuring Michelin-starred chefs and Indonesia's best, the Kitchen Stage was home to a daily program of exciting demonstrations, dynamic culinary collaborations, and lively competitions.

### TEATER KULINER

The Teater Kuliner kitchen stage is nestled in the heart of the Festival Hub @ Taman Kuliner. Celebrating the deliciousness and diversity of Indonesian cuisine, it featured the archipelago's most talented chefs and culinary heroes both emerging and established.

### FOOD FOR THOUGHT

The Ubud Food Festival is an opportunity for producers and consumers to come together to share stories, swap ideas and unite in supporting the vibrant future of the culinary industry. From Indonesia's food security to the agricultural smartphone apps empowering farmers, the in-depth forums offered plenty of food for thought.

### MASTER CLASSES

For those looking to sharpen their skills, the Masterclasses were led by the industry's best. From traditional Balinese dishes to the fine art of food writing, the intimate sessions were designed to turn passions into professions.

### SPECIAL EVENTS

From decadent dinners overlooking the valleys, jungles and rice paddies of Ubud, to enthralling culinary collaborations between Southeast Asia's top chefs, the Festival's Special Events put the best of Bali on the table. Held across Ubud's top-rated resorts, restaurants and bars, they were the ultimate foodies' guide to town.

### FREE EVENTS

From kids workshops to food illustration masterclasses, cooking demos to live music performances, the Festival caters for every taste and budget by offering a huge range of free events. Taman Kuliner, home to three stages, is free entry, creating a welcoming environment for all.



# OUR SPEAKERS

Bringing together 100+ chefs, farmers, restaurateurs, scientists, entrepreneurs, social enterprise founders, food writers, and outstanding innovators, the UFF18 program represented the entire spectrum of Indonesia's culinary industry.

As Southeast Asia's leading culinary event, it was an opportunity for speakers and audiences to connect, be inspired, and collaborate. It also enabled Indonesian industry professionals to engage with the broader culinary community, and promote Indonesian food to the world.

**76**  
Indonesian

**11**  
International

**28**  
Bali Based Expats

## INDONESIAN SPEAKERS



Andrian Ishak



Ragil Imam W.



Rinrin Marinka



Kim Pangestu



Charles Toto



Gloria Susindra



Rydo Anton



Rishi Naleendra



Sun Kim



Daniel Chavez



Jun Lee



Petrina Loh

## INTERNATIONAL SPEAKERS

## BALI-BASED SPEAKERS



Crystal Chiu



Kieran Morland



Ayu Gayatri Kresna



Eelke Plasmeijer



Tri Sutrisna



Putu Dodik



Ray Adriansyah

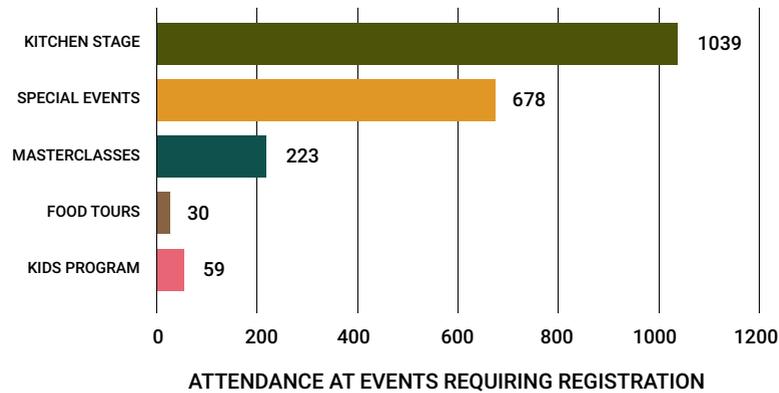


Henry Alexie Bloem

# EVENT REGISTRATIONS

To ensure accessibility to all Festival audiences, a tiered pricing structure was offered on all Kitchen Stage sessions, as well as on certain Masterclasses and Food Tours.

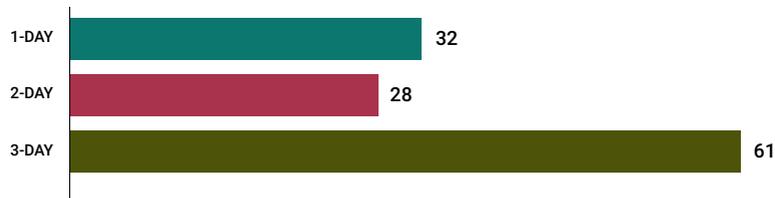
Of the Festival's 100+ events, 51% of the program was completely free of charge.



## FOODLOVER PASSES

The Festival's FoodLover Pass offers complete access to the Kitchen Stage @ Indus Restaurant. Available for 1, 2 and

3-Day Festival experiences, a total of 141 FoodLover Passes was sold.

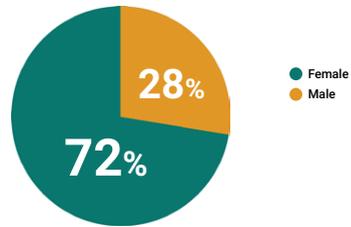


# OUR AUDIENCES

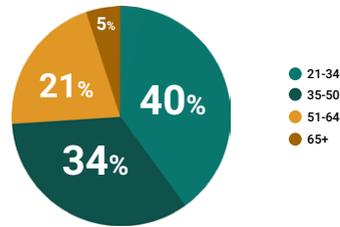
In 2018, the Ubud Food Festival attracted 12,000+ people, an increase of 30% on 2017. Among this total, 85% identified

as Indonesian nationals, solidifying the Festival's role as Indonesia's premier culinary event.

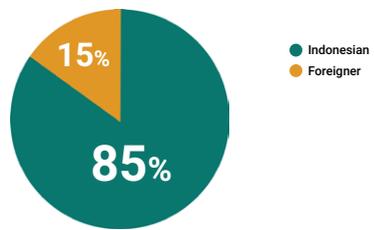
## GENDER



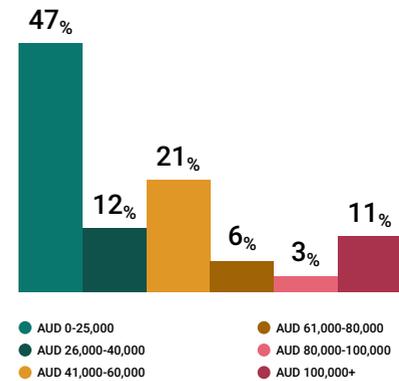
## AGE



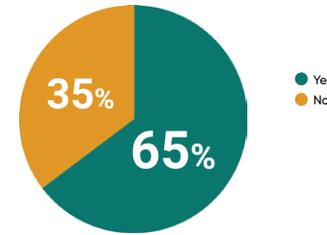
## NATIONALITY



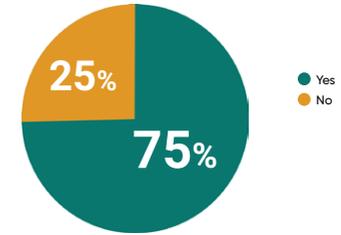
## ANNUAL INCOME BRACKET



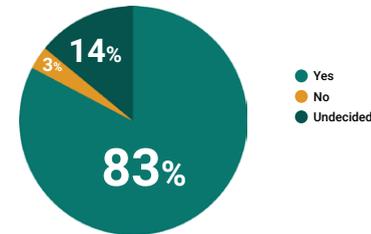
## HAVE YOU ATTENDED THE UBUD FOOD FESTIVAL BEFORE?



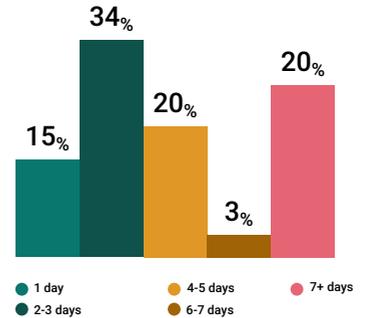
## DID YOU SPECIFICALLY COME TO UBUD FOR THE UBUD FOOD FESTIVAL?



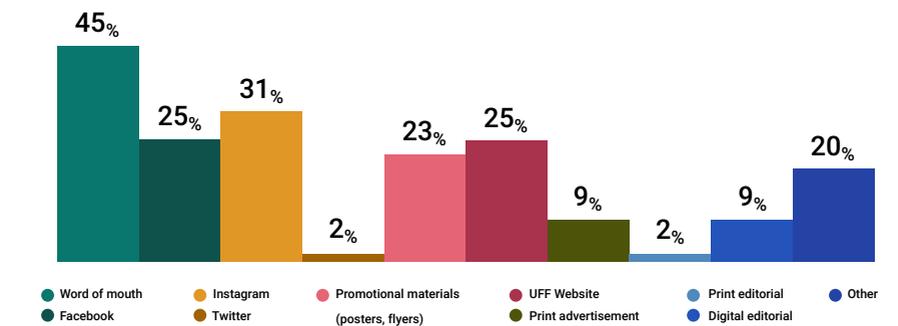
## WOULD YOU ATTEND THE UBUD FOOD FESTIVAL AGAIN?



## HOW LONG DID YOU STAY IN UBUD FOR THE FESTIVAL?



## HOW DID YOU FIND OUT ABOUT UBUD FOOD FESTIVAL?





# SPONSORS & PARTNERS

The Festival wouldn't be possible each year without the generous support of our partners across all sponsorship and program categories.

For the first time, we are proud to have had a Presenting Partner, one of Indonesia's leading food brands, ABC. Together, we championed Indonesian cooking and showcased the many culinary delights the archipelago offers to the world.

The Festival was thrilled to partner with 100+ businesses over the course of the campaign, who were a key part of bringing the Festival to life. Partner support is critical on offsetting the significant costs of running a not-for-profit organization. It ameliorates production overheads, provides venue use, supports community-focused free events, promotes the Festival, enables the attendance of leading chefs, and many other types of essential in-kind support.

Greatest thanks to our 2018 Ubud Food Festival sponsors and partners.

**1** PRESENTING PARTNER

**106** SPONSORS & PARTNERS

**95%** OF PARTNERS SURVEYED SAID UFF18 MET THEIR OBJECTIVES

**95%** INTEND TO PARTNER WITH UFF AGAIN NEXT YEAR

## PRESENTING PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS



## BRONZE PARTNERS



## MEDIA PARTNERS



## COMMUNITY PARTNERS



## MEDIA SUPPORTERS



## FESTIVAL FRIENDS



## RESTAURANT PARTNERS





# FESTIVAL COMMUNICATIONS

## BRANDING

This year was the first time Ubud Food Festival commissioned an artist to create its branding. Reevo Saulus, an Ubud-based artist from Jakarta, interpreted the theme 'Generasi Inovasi' as an illustration of ingredients well-known in Bali, such as sweet potato, turmeric, coconut, rice paddies, and moringa leaves.

The branding used a pastel color scheme, incorporating 'millennial' colors to align with the theme. A striking feature of the

poster was the female hands which, according to the artist, represented Dewi Sri, the Hindu goddess of fertility. The youthful hands also symbolized the creativity of 'Generasi Inovasi'.

The branding successfully represented the UFF18 theme and received great feedback from audiences, speakers and partners. The playful colors were eye-catching and intriguing, attracting attention prior to the Festival and on the ground at the events.

## OUTREACH

**2500** Program Books, delivered to 500+ venues across Bali and Jakarta

**3000** Postcards, distributed to 60+ venues across Ubud and Bali

**5000** English and Indonesian-language flyers, distributed to 60+ venues across Ubud and Bali

**600** Posters, distributed to 300+ venues across Ubud and Bali

**44** Advertisements, appearing in national and international print and digital Media Partner publications

**67** Editorial placements, appearing in

national and international print and digital Media Partner publications

**6** Digital Video Advertisements

**5** Baliho, placed in Ubud, Sanur and Seminyak

**1** Booth, at Level21 Mall Denpasar

**1** Advertising Box, Level21 Mall Denpasar

**100** Umbul-Umbul, placed at the Festival Hub and participating venues

**170** X-Banners, placed at the Festival Hub and participating venues

# MERCHANDISE



1000



50

1500



1000



350

# DIGITAL AUDIENCES

2659

E-NEWS SUBSCRIBERS

Released monthly throughout the year and with increasing regularity throughout the Festival's campaign period from December 2017 to April 2018, the Ubud Food Festival enews grew its subscribers to 2659 in 2018.

22,828

WEBSITE USERS

Between the Festival's campaign period, the Ubud Food Festival website attracted a record 22,828 users and 129,910 page views. 80.7% of them were new visitors.

600,000,000

FACEBOOK REACH

In 2018, the Ubud Food Festival's Facebook audience expanded to 7,054 followers, representing a 10% increase on 2017. Through a social media strategy employing paid and organic outreach, the Ubud Food Festival reached an audience of more than 600 million people.

11,208

FOLLOWERS

Between the Festival's campaign period, the Ubud Food Festival's Instagram audience grew by 37.5%, from 8,150 to 11,208 followers. The account housed a range of nationally and internationally-focused content, and was identified by audiences as the Festival's most influential outreach tool.

100,000

TWEET REACH

The Ubud Food Festival Twitter account had a tweet reach of more than 100,000 people over the campaign period.

614

DOWNLOADS

In partnership with Buzzinga Apps, 2018 marked the first year UFF launched a smartphone app. Since its launch on 30 March until the Festival dates, it received 614 downloads by iOS and Android users.

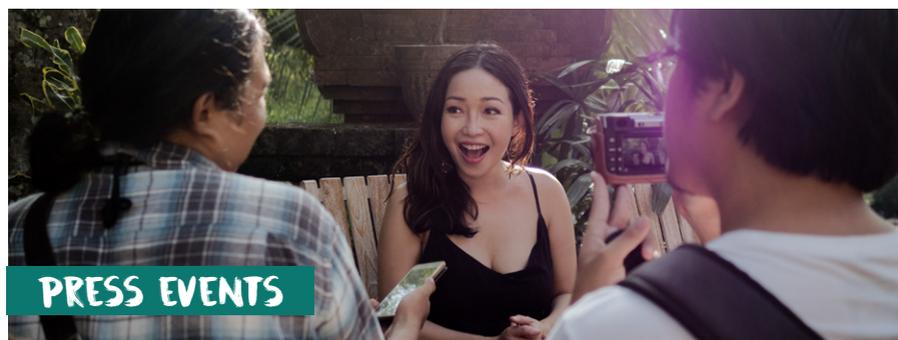
# MEDIA

## PRE-FESTIVAL COVERAGE

From January 2018, the Ubud Food Festival received extensive coverage across food, lifestyle, travel, and news media. International highlights include **Travel + Leisure Southeast Asia, Michelin Guide Singapore, Escape, The Australian, Travel Wire Asia, the Straits Times, the Australian Financial Review Magazine, Malay Mail Online**, and in-flight magazines including **travel 3Sixty° (Air Asia), Silkwinds (Singapore Airlines)**, and **Mabuhay (Philippines Airlines)**.

English-language coverage spanned **Indonesia, Australia, Singapore, the Philippines, Malaysia, Korea, Japan, India, the UK, Germany, Spain**, and many other countries.

Across national media, the Ubud Food Festival was promoted in high-profile publications including **Tempo, Detik.com, Liputan6, Kompas.com, Antara News, Tribun News, CNN Indonesia, DestinAsian Indonesia**, and **Harian Kompas**.



For the first time, four Press Events were conducted prior to the Festival. On 2 March, a Press Event in Jakarta supported by NUSA Gastronomy was **attended by 87 guests** comprising media, food bloggers, and Jakarta-based UFF speakers, resulting in coverage from **Tempo, L'Officiel, Kompas.com**, and various blogs. On 23 March, as Presenting Partner ABC held a Press Event in Jakarta, resulting in coverage from **Detik.com, Liputan6.com**, and **Jakarta-based TV channels**.

On 5 April, the second Press Event was held at Kubu Kopi Denpasar and focused on Bali-based, Indonesian-language media. It was covered by **Radar Bali, Tribun Bali, Bali Pos, Berita Bali**, and **Kompas TV Denpasar**. On 12 April, the official UFF18 Press Call was held at Plataran Ubud, with attendance of almost **50 media representatives**, resulting in coverage from **Detik.com, Kompas.com, Nusa Bali**, and various digital media.

## ON-THE-GROUND COVERAGE

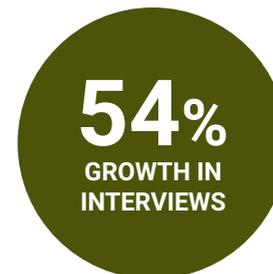
Over the course of the Festival, **117 Accredited Media** conducted **104 interviews**. Some of the outlets represented at the Festival include the **BBC, the New York Times, Travel + Leisure**

**Southeast Asia, Epicure Indonesia, Asia Times, NET TV, Metro TV, CNN TV, Sedap Magazine, Kompas TV, Harian Kompas, Kompas.com**, and **RRI PRO2 FM**.

## MEDIA PARTNERS & SUPPORTERS

Contributing to national and international awareness of the Festival was a network of **22 Media Partners and Supporters**, including **Cosmopolitan Magazine, herworld Magazine, Opini.id, TravelETC, Foody.id, Womantalk.com, Liputan6.com**,

**Berita Bali, NOW! Bali, NOW! Jakarta, FoodieS, hellobali, Honeycombers, The Yak, Bali Advertiser, and Exquisite Media**. The combined value of partnerships was **IDR 4,097,800,000 (AUD 410,000)**, an increase of **9%** from last year.



# FEEDBACK

## AUDIENCES

"Overall I loved the UFF. So vibrant, an overwhelming number of choices, informative and good fun. Not to mention the wonderful food! Thank you all for creating an exciting festival."

"At the Food for Thought stage, the Waste discussion was enthralling as was the Bali Startups. The Michelin Effect was interesting and Behind the Pass was great too. It's too hard to choose!"

"UFF18 is one of the best experiences in Ubud, I will not miss UFF19!"

## CHEFS

"People should be coming to Ubud Food Festival, because it has food, fun and culture."

- Andrian Ishak (Namaaz Dining)

"Honored to be included as one of the speakers at Ubud Food Festival, I hoped to inspire people there as much as I was inspired myself throughout the whole event."

- Hans Christian (View Restaurant Fairmont Jakarta)

## PARTNERS

"Thanks for the organization team, it was very professional as usual."

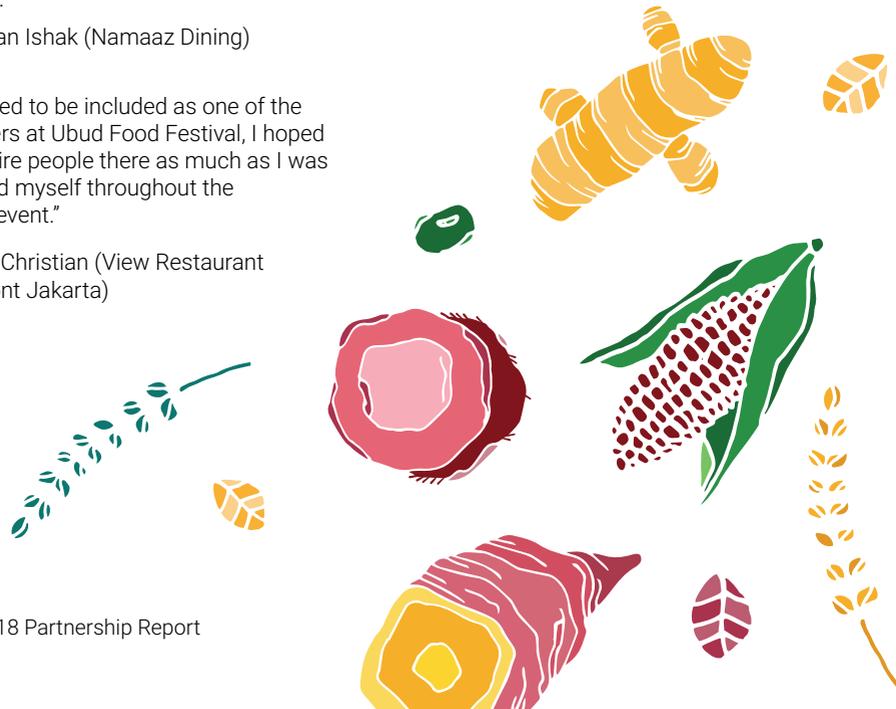
- Daily Baguette

"Thanks everyone for making the festival happen, special thanks for the assistance and warm hospitality before and during the festival."

- Coffeenatics

"The team were a delight to work with. Thoroughly enjoyed the experience."

- Buzzinga Apps



UBUD  
WRITERS  
& READERS  
FESTIVAL



24-28 OCT  
2018

# Jagadhita

The World We Create

