

Press Release – FOR IMMEDIATE RELEASE

EAST Beijing Launch Its Unique Mooncake Box Set To Celebrate Mid-Autumn Festival



(Beijing, August 2022) - The north and the south of China's traditional mooncake has become an indispensable food during the festival. This year, we will bring you an extraordinary taste experience with our homemade and original chocolate macaroon mooncakes.

Our pastry chef brings her creative ideas into the cooking. It will be different flavours of mousse wrapped in chocolate shell, and the western dessert macaroon crispy shell on the top of it, through the laser printing method of Chinese traditional classical pattern printed on the macaroon. It's a blend of Chinese and Western flavours. Four flavours per box, which includes milk chocolate, matcha chocolate, rose chocolate and mango chocolate. The eco-friendly packaging is made from recycled paper and retains its natural colour, which helps to reduce the amount of waste created.



The chocolate macaroon mooncake box set is now selling in Domain at RMB 288 per box.

Please call +86 10 8414 9830 for reservations or scan below QR code to reserve yours.



**Above price is inclusive of service charge and VAT.*



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About EAST Beijing

EAST Beijing is a lifestyle business hotel located at INDIGO – a retail-led mixed-use project by Swire Properties between the 4th and 5th Ring Roads in Jiangtai, Chaoyang District. The 369-room hotel is designed to provide a refreshing and contemporary approach to the business hotel experience. A high-tech environment featuring a paperless check-in experience and a one-stop front-desk Guest Experience service



team mean that life at EAST is efficient and business ready. Two restaurants and a bar, a fully equipped gym, an indoor swimming pool, plus The Workshop for meetings and events, makes this truly a 'business playground'. The hotel is just 15 minutes from the airport, the CBD and national exhibition venues. Beijing South Railway Station (with fast connections to Tianjin and Shanghai) is 30 minutes by car. EAST Beijing is Swire Hotels' fourth hotel in Asia and the second from the EAST brand, following the successful opening of EAST Hong Kong.

About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, the Chinese mainland and the United States under two brands, The House Collective and EAST, providing unscripted and authentic experiences for travelers who seek originality, style and personalized service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with the opening of The Opposite House in Beijing in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. EAST are lifestyle hotels located in Hong Kong, Beijing and Miami with an emphasis on working playfully and playing productively. Located in key commercial districts, EAST brings these cities' buzzing dynamism right to our guests.

For more information, please contact:

Nicole Wang

Assistant Communications Manager

EAST Beijing

Tel: (+86) 10 8426 0888

Email: NicoleYWang@swirehotels.com



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EASTBeijing_北京东隅



@eastbj



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