

Press Release – FOR IMMEDIATE RELEASE

## **EAST, HONG KONG CELEBRATES THE FESTIVE SEASON IN SUSTAINABLE STYLE**

The Hong Kong hotel unveils reclaimed décor and gourmet indulgences

**Hong Kong, November 2018** – With the festive season fast approaching, EAST, Hong Kong has announced its Christmas lineup to see out 2018 in sustainable style. Encouraging playfulness and individuality, the city-centre hotel is a vibrant destination to spend the holiday with loved ones, and this year they'll be giving and indulging in equal measure with eco-conscious decorations and lively celebrations.

EAST will reintroduce their Christmas Village; a tradition started in 2014, which sees the hotel finding creative ways to recycle resources into previously disused objects. This year, the EAST team have scavenged the city's streets, collecting fallen logs from Typhoon Mangkhut, which will be crafted into chic Christmas decorations. For these creations, the team collaborated with students from Jockey Club Sarah Roe School (JCSRS) – the only school in Hong Kong to deliver an English curriculum to students with additional learning needs. EAST ongoing partnership with JCSRS helps to provide vocational experiences for students to develop and apply skills in real-world settings, and is part of Swire Properties' SD 2030 vision, an initiative to reinforce the company's commitment to sustainable development.

### **Feast (Food by EAST)**

To complement the eco-decorations, EAST's bustling café, *Feast (Food by EAST)*, will be offering festive feasts on 24 and 25 December with sittings from 5:45pm to 8pm and 8:30pm to 11:00pm. Designed to encourage social dining and evoke a celebratory atmosphere, the unlimited menu will be served semi-buffet style, with a variety of antipasti, such as freshly shucked oysters and king crab legs. Main course options include traditional favourites, such as Slow-Roasted Turkey with Sausage, Sage and Chestnut Stuffing and Sautéed Brussels Sprouts with Bacon as well as Roasted grass-fed beef tenderloin with Roasted Bone Marrow, French Beans, Green Peas and Hand-cut Chips and more. The

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*Feast* Christmas menu is priced at HK\$728\* per adult, and HK\$364\* for children under 12, who will all be treated to a surprise gift.

New Year's Eve 2019 is set to be one to remember, with a specially curated menu at *Feast*. Priced at HK\$668\* per person and HK\$334\* for children under 12, the *Feast* NYE indulgence will take place from 6:00pm – 10:30pm on 31 December, with gourmet highlights including Whole Poached Boston Lobster with Truffle Mac n Cheese, Roasted Grass-fed Beef Tenderloin with Roasted Bone Marrow and Hand-cut Chips and more.

***Sugar (Bar.Deck.Lounge)***

Raising the tempo of the evening and carrying guests through to the strike of midnight, the party will continue at *Sugar (Bar.Deck.Lounge)*, EAST's vibrant rooftop bar. Themed 'City of Stars,' the New Year's Eve celebration will draw inspiration from the box office hit movie, *La La Land*, combining fabulous cocktails, jazzy tunes, and sweeping views across the city.

***For reservations:***

*Feast (Food by EAST)*, please email [festiveatfeast@east-hongkong.com](mailto:festiveatfeast@east-hongkong.com) or call +852 3968 3777

*Sugar (Bar.Deck.Lounge)*, please email [festive@sugar-hongkong.com](mailto:festive@sugar-hongkong.com) or call +852 3968 3738

\*Prices are subject to 10% service charge.

**About Swire Hotels and Swire Restaurants**

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well-travelled individually minded travellers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong, EAST, Beijing, The Temple House, Chengdu and EAST, Miami. The Middle House in Shanghai, our latest addition, opened in April 2018.

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A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in 2015, followed by the second Plat du Jour opened in Pacific Place in 2016. Our latest addition, Republic, a sub-brand of Public opened in Taikoo Place in December 2017.

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The EAST Hong Kong team collecting logs for their Christmas decorations



Christmas decorations created by JCSRS students with fallen logs from Typhoon Mangkhut



Slow-Roasted Turkey



Christmas desserts

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