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Press Release – FOR IMMEDIATE RELEASE

EAST Hong Kong launches its own craft beer ‘Bao Beer’

A sustainable development initiative to transform surplus bread into malty, toasty lager



(Hong Kong, 1 September 2021) – As part of Swire Hotels, EAST Hong Kong is committed to the sustainable development in making existing processes more sustainable without decreasing the quality of service provided and affecting guest experience. The hotel team has continuously shown creativity in various initiatives and projects. Bao Beer is EAST Hong Kong’s most recent sustainable development initiative proposed by the Sugar team, at the rooftop bar and lounge.

Bao Beer is named after the concept behind the craft beer and the word ‘Bao’ is translates to the word ‘bread’ in Cantonese. The idea of brewing a sustainable beer arose when the team found that there was an astonishing amount of nearly 3,337 tons of daily food disposal at the landfill in Hong Kong, which Domain, the part café, part co-working space at EAST Hong Kong, contributes partly to this with its in-house baked bread. They believe there is an opportunity to salvage the surplus bread in a creative way to lessen the impact.

In this journey to implement the idea of converting surplus bread into a consumable product, EAST Hong Kong collaborates with H.K. Lovecraft, one of the breweries focusing on crafted German



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lager in Hong Kong, to achieve in transforming the unsold bread into a lager. Once the surplus bread from Domain is collected and delivered to the brewery, it is blended into crumbs and replace a portion of barley malt, which helps to improve the beer's flavour profile. After a two-month fermentation process, the utilized breadcrumbs and grains are then sent to local farm for animal feeding and as fertiliser to create a recycling chain.

The amber Bao Beer is rich with malty and toasty flavours, complimented by the subtle German hops, whilst balancing with a slight bitterness. Guests will be able to purchase Bao Beer from Domain and MR & MRS FOX, the restaurant on the ground floor of EAST Residences at Taikoo Place or enjoy it on draught at Sugar starting from 1 September, 2021.

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About EAST Hong Kong

EAST Hong Kong is a stylishly designed lifestyle hotel that offers 345 guest rooms, including 6 suites. The hotel boasts a bustling eatery FEAST (Food by EAST) that features international cuisine with fresh flavours; Domain, a café and co-working space which serves freshly baked pastries and handcrafted coffees; an award-winning rooftop bar Sugar, offering signature cocktails; BEAST (Body by EAST), our fitness centre featuring a 24-hour gym and heated swimming pool.

Managed by EAST Hong Kong, EAST Residences is our serviced apartments offering 106 studios, one or two-bedroom suites and penthouses, fully equipped with kitchen, laundry facilities, guest lounge, 24-hour gym and access to the hotel's pool. MR & MRS FOX, the neighbourhood restaurant on the ground floor, offers a variety of surprises to feed guests' senses featuring tantalising European delicacies and hand-crafted cocktails.

Both located in the heart of Hong Kong Island East, EAST Hong Kong and EAST Residences are within a 10-minute walk away from each other and easily accessible from key transport links.

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 travellers who seek originality, style and personalised 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

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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.

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Bao Beer is available at Domain, Sugar and MR & MRS FOX



Bao Beer draught is available exclusively at Sugar