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東隅 HONG KONG

Press Release – FOR IMMEDIATE RELEASE

**EAST Hong Kong Welcomes the Festive Season
with its Elevated Dining Spaces and Rooftop Deck**



(Hong Kong, 8 December 2020) It is that of the year again when EAST Hong Kong is getting into the festive season with an extensive array of Christmas and New Year celebrations. As in previous years, EAST will continue to commit itself in supporting the environment by using recycled wine boxes to decorate the hotel lobby with a sustainable traditional Christmas Village filled with twinkly and neon lights.

FEAST (Food by EAST)

With FEAST's renovation, the bustling eatery will put forth a refreshed concept of festive dining with enticing food options. Festive brunch will be served on 25 December and dinner on 24 and 25 December with 3 sittings available for dinner (5:45pm – 8:00pm, 7:00pm – 10:00pm & 8:15pm to 10:00pm). The buffet will be recharged with Christmas classics like Roasted Turkey, Raclette with Trimmings, Country Duck & Pork Pate with Black Truffle, Slow Poached Turkey & Apple Salad, Uni Nigiri Sushi, Spiced Fig Cake, Christmas Trifle, Cherry Clafoutis and more. To start the celebration, guests will be able to enjoy half Boston Lobster Thermidor at the table and mulled sake, FEAST's most celebrated Christmas drink, will also be available during dinner buffet. An array of antipasti such as sashimi, sushi, freshly shucked oysters and king crab legs will be available for guests' enjoyment too. The Christmas menu is priced at HK\$558 (brunch) or HK\$728 (dinner) per person.

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*Prices are subject to 10% service charge

**Children under 12 will enjoy a 50% discount on dinner

Festive Takeaway Order

FEAST has also prepared a collection of traditional festive flavours for guests to takeaway to celebrate Christmas with beloved family and friends. The menu features a wide range of food from mains to desserts, such as Ranch Raised Whole Roasted Turkey with Chestnut & Sage Stuffing, Giblet Gravy and Cranberry Sauce, Whole Basted Gammon Ham with Honey Mustard Sauce, Roasted Canadian Beef Rib Eye with Horseradish Jus, Christmas Croissant Bread & Butter Pudding with Brandy Custard, Homemade Stollen with Candied Fruits, Nuts & Spices and Classic Panettone.

Order should be placed 48 hours in advance. Free delivery service to Taikoo Shing area is available for orders with HK\$700 or above, other locations are subject to additional transportation cost.

Please visit [here](#) for detailed menu and pricing.

Domain

Domain, the creative and collaborative space alongside FEAST, is celebrating its first Christmas by introducing coffee with winter flavours - Apple Crumble Latte, Butterscotch Mocha and Christmas Spiced Espresso Tonic, made from premium coffee beans by Allpress Espresso, stirring up the festive vibes with innovative, yet familiar flavours, each priced at HK\$65.

Indulge in the traditional holiday flavours of stollen and panettone freshly baked from the glass bakery of Domain. These delightful treats are the best companion for any celebration.

Sugar

Sugar, the spacious outdoor deck with some of the Hong Kong's best views will be bringing the joy of travelling on New Year's Eve. This year's theme is 'Around the World', the space is prepared to bring guests around the world with a selection of themed packages inspired by different countries, such as Italy (a bottle of prosecco and Aperol), Portugal (a bottle of Portuguese red wine and port wine) and Japan (a bottle of sake and Awamori), starting from HK\$1,200, as well as dedicated cocktails such as Arctic Ocean, Ring of Fire, Balloon Fiesta and Jungle Safari to take things up a notch. Since every great party calls for scrumptious food, the team has also created special snacks inspired by different cultures. Join us for a world of wonders on New Year's Eve to welcome 2021!

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* Prices are subject to 10% service charge

**Minimum charge of HK\$600 per person

***Guests aged under 18 are not allowed in Sugar

Festive staycation “Stay Above the Cloud”

Celebrate the festive season above the clouds and indulge in a truly ‘elevated’ stay comprised of panoramic view and luscious dining experience with your loved ones. Check into one of the cosy rooms at EAST Hong Kong and isolate from the city’s hustle and bustle starting from HK\$1,480+10% per night and enjoy welcome drinks at Sugar, the rooftop bar, lounge and deck with some best views in town; while feeling peckish, head over to Domain, the new café and co-working space and FEAST (Food by EAST), the bustling eatery on 1/F to enjoy HK\$1,000 dining credit.

- Booking period: 1 – 18 Dec 2020
- Stay period: 1 Dec 2020 till 3 Jan 2021
- One night accommodation in Urban View room
- 50% discount on second night stay
- HK\$1,000+10% dining credit at FEAST / Domain
- Welcome drinks for two persons at Sugar
- 50% discount on regular-priced movie tickets at MOVIE MOVIE Cityplaza
- Complimentary Diamond VIP membership across Marathon Sports, GigaSports & Catalog stores and enjoy immediate VIP discounts
- Complimentary WiFi access
- Complimentary use of outdoor swimming pool & 24-hour gym
- Complimentary selection of teas, infusions and espresso maker

More details and full terms & conditions, please visit [here](#).

For reservations and festive takeaway orders:

FEAST (Food by EAST), please email feastreservations@east-hongkong.com or call (852) 3968 3777

Festive takeaway orders, please email feastaway@east-hongkong.com or call (852) 3968 3777, 48 hours in advance to place order.

Sugar, please email reservations@sugar-hongkong.com or call (852) 3968 3738

Room reservations, please email reservations@east-hongkong.com or call (852) 3968 3808

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About EAST Hong Kong

A stylishly designed lifestyle hotel by Swire Hotels, EAST Hong Kong offers 339 rooms and 6 suites with harbour or urban views and state-of-the-art communications technology: 37-inch, high definition LCD TVs with numerous satellite and cable channels, simple connectivity for laptops and complimentary broadband / WiFi Internet throughout EAST for savvy business travellers.

EAST Hong Kong also features a 24-hour gym BEAST (Body by EAST) and an outdoor heated swimming pool.

Accessed by a distinctive bird's nest-style staircase that leads up to the 1st floor, Domain is the new café and co-working space designed for guests to work playfully and play productively. At the other end of the 1st floor is the newly revamped dining concept, FEAST (Food by EAST) that serves international cuisine and authentic specialties of Asia, all whilst fostering a healthful and sustainable lifestyle.

On the 32nd floor, rooftop lounge bar Sugar provides an extensive alfresco terrace with views across the harbour. Sugar is a place to unwind and chill out on the outside deck while sipping on signature and classic cocktails and nibbling on sharing platters of international fare. Chill and lively beats are also provided by resident DJs. The venue is also available for private bookings during the day for private functions, meetings, teambuilding, launch events and parties.

The hotel is conveniently adjacent to Tai Koo MTR station and just a short drive from Central, Hong Kong.

About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the United States under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded 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 Opposite House in Beijing, which opened 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.

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FEAST Festive Salad



Domain Festive Coffees

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FEAST Festive Dessert



EAST Christmas Village



FEAST (Food by EAST)



Domain



Sugar