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**Press Release – FOR IMMEDIATE RELEASE**

## **International Oyster Festival and Shucking Competition “Shuck Off China World Cup” lands at XIAN Bar at EAST, Beijing**

(Beijing, 27 April 2018) - EAST, Beijing is thrilled to announce it has partnered with Oysterlicious to host the 2018 Shuck Off China World Cup, Saturday May 26. A day filled with professional oyster shucking competitions, freshly shucked oysters, the best in Beijing’s craft beer and fine food, wine and cocktails from EAST, Beijing.

Shuck Off China World Cup, established in 2016 as China’s premier oyster culture event, is a celebration of all things oyster aimed at recognizing and inspiring oyster lovers and shuckers from around China to be counted among the world’s best.

Shuck Off is dedicated to creating meaningful gastronomic experiences in one of the most dynamic culinary scenes in the world, China. By connecting local people with shellfish experts, oyster farmers, suppliers as well as passionate culinary artisans from around the world, Shuck Off provides a unique platform in which to share knowledge, educate new comers to the world of oysters and inspire a new generation of oyster lovers.

Hosted in Xian, the dynamic bar and lounge at EAST, Beijing, attendees will enjoy a full day of indoor and outdoor programming making full use of Xian’s multi-concept layout. From the main stage located outside on the Xian patio attendees can watch all the action while enjoying the best in Beijing’s craft beer from The Craft Container. An all-new outside craft beer bar by Xian at EAST, Beijing, launched in 2017, The Craft Container combines the best of Beijing’s craft beer scene with Xian’s contemporary style. Made from a re-purposed shipping container, the bar’s design is inspired by Xian’s modern industrial look.

On Saturday, May 26<sup>th</sup> from 12pm, EAST, Beijing and Oysterlicious are pleased to invite oyster novices and connoisseurs alike to join in this exciting event. The full schedule will include three rounds of oyster shucking competitions where professionals from around China and the world will face off to compete for the titles of North China Regional Champion, All China Champion and World Champion.

Apart from the shucking events, attendees can expect live musical performances from RIVALDS, Xian’s dynamic house band, as well as live DJ sets, a cocktail shake off contests and delicious food and drink from EAST, Beijing.

“We are very excited to be partnering with Oysterlicious for the 2018 Shuck Off China World Cup,” says Simon McHendry, General Manager of EAST, Beijing, “Xian in spring is the perfect location for enjoying freshly shucked oysters and amazing craft beer, we look forward to seeing everyone at EAST, Beijing this May”

Tickets for the 2018 Shuck Off China World Cup may be reserved through the official ‘Shuck Off’ WeChat account (ID: oystershuckfest). Presale admission tickets are available for RMB 120, including



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6 oysters and one drink, RMB 200, including 12 oysters and two drinks, RMB 320, including 24 oysters and four drinks.\*

\* All prices are inclusive of service charge and VAT.



The Craft Container at XIAN



Craft beers from The Craft Container



The outdoor patio at XIAN



Shuckers sharing their skills

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## About EAST, Beijing

EAST, Beijing is a lifestyle business hotel located at INDIGO – a new retail-led mixed-use project by Swire Properties between the 4th and 5th Ring Roads in Jianguo, Chaoyang District. The 369-room hotel is designed to provide a refreshing and contemporary approach to the business hotel

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experience. A high-tech environment featuring a paperless check-in and out experience and a one-stop front-desk Guest Experience service team mean that life at EAST is efficient and business ready. With 2 restaurants and a bar, a fully equipped gym, an indoor swimming pool, plus The Workshop for meetings and events, makes this truly a 'business hotel with a life'. 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.

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## 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.

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, follow 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.

## About INDIGO

INDIGO, situated south of Jiangtai Road and east of Jiuxianqiao Road in Chaoyang District, Beijing, is a retail-led mixed-use project with a total site area of approximately 59,000 sqm (approximately 631,000 sq ft), and a total gross floor area of approximately 176,000 sqm (over 1,890,000 sq ft), excluding car park. It consists of a trendsetting shopping mall, a 25-storey Grade A office tower - ONE INDIGO, a lifestyle business hotel with 369 rooms and suites - EAST, Beijing, and an over 17-hectare open park. INDIGO mall and ONE INDIGO have been awarded Leadership in Energy and Environmental Design (LEED) Gold and Platinum pre-certified ratings from the U.S. Green Building Council respectively.

ONE INDIGO and INDIGO mall have started operation.

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INDIGO is a joint venture between Swire Properties and Sino-Ocean Land. For more information, please visit [www.indigobeijing.com](http://www.indigobeijing.com).

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