

Press Release – FOR IMMEDIATE RELEASE

**Sugar at EAST Hong Kong Presents ‘Flavours of Hong Kong’
Collective Memories on the City’s Unique Food Culture**



(Hong Kong, 24 September 2020) – Sugar, the rooftop bar, lounge and deck with stunning harbour view at EAST Hong Kong, introduces ‘Flavours of Hong Kong’ presenting an extensive selection of Hong Kong inspired cocktails complemented with a taste of nostalgia from October 2020 until March 2021.

Hong Kong has always been regarded as a melting pot of cultures thanks to its rich and interesting history. Started off as a cluster of several small fishing villages, the city has developed into a hub for both the West and the East with its own unique flair, it is common to find local herbal tea shops and French patisseries on the same street.

By blending the taste of local delicacies and foreign flavours, the dedicated cocktail selection recalls the memory of people who grew up in Hong Kong and pays homage to the city’s irreplicable cultural heritage.

The menu presents 10 sophisticated cocktails priced from HK\$150* to HK\$160*, including Haam Yu, Daan Taat, Yuen Yeung, Sai Yeung Choi, Milk Rabbit, Yeung Ji Gum Lo, Chui Yuk Gon, Jaa Sei Mei, Yum Cha and Suet Ko Tse. Guests will be able to enjoy the refreshing craft cocktails and tempting tapas amidst the easy breezy vibes on Sugar’s spacious deck.

*Prices are subject to 10% service Charge.

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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, the casual all-day dining restaurant FEAST (Food by EAST) serves international cuisine and authentic specialties of Asia, always staying true to its philosophy of "simple things, done well".

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, team-building, 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, designed for today's go-getters, takes personal life balance to a whole new level and includes EAST Hong Kong, EAST Beijing and EAST Miami.

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Jaa Sei Mei



Yum Cha



Yuen Yeung



Salt and Pepper Chicken Wings