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Press Release – FOR IMMEDIATE RELEASE

Sugar at EAST Hong Kong presents ‘Take A Shot’, celebrate the stories behind the iconic locations in Hong Kong



32/F



1994

(Hong Kong, 9 July 2021) – Hong Kong is a visually stunning city and it is excellent to take gram-worthy photos. The interesting history of Hong Kong is a goldmine consists of flawless skylines, energetic characters and plenty of bright lights for urban photographers.

Sugar, the rooftop bar and lounge with stunning harbour view at EAST Hong Kong, introduces ‘Take A Shot’ presenting an extensive selection of Hong Kong Instagrammable locations inspired cocktails until December 2021. The menu presents six innovative cocktails priced at HK150*. Guests will be able to ‘check-in’ to these Instagrammable spots by their palate instead of visiting them physically.

1994

This cocktail reminisces the year of demolition of Kowloon Walled City, which is now depicted as a mural on Graham Street in Central and its longstanding history by infusing the refined and rich flavours of Kuei Hua Chen Chiew, Chinese tea blend and homemade preserved plum extract. The sediment of the preserved plum extract is recreated and served as a cocktail garnish along with the cocktail to brighten the flavour of the cocktail.

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Inspired by Choi Hung Estate, one of the most photogenic housing estate in Hong Kong, the cocktail brings back sweetest childhood memories of the locals with a blend of the traditional Hong Kong snacks in the past decades, such as Airplane Olive, Pineapple Frosty, and Ding Ding Candy. Joined by the zesty and smoky notes of Siete Misterios Mezcal with an additional touch of Bacardi Oakheart Rum for an extra depth in flavour, this fruity cocktail will take people back in time.

Ming Pier

Inspired by the beautiful view of Victoria Harbour and named after Ming River Sichuan Baijiu in the glass, this elegant cocktail is a burst of flavours with a hint of oceanic note to compliment the refreshing Thai basil and completed with different kinds of sea salts which pairs perfectly with the stunning harbour view at the Sugar deck.

Sansational

Influenced by the ancient Man Mo Temple, the interplay of the bergamot tea and sandalwood cordial matches well with the dark fruits and sweet vanilla notes from the Johnnie Walker Black Label Whisky. It is served with the sweet smoke of the sacred sandalwood for a multi-dimensional sip-and-sniff experience.

Joker's Black Box

Paying tribute to the iconic neon lights of Hong Kong, this playful and bright cocktail balances the semi-sweet notes from strawberry rose cider reduction, basil and lemon with the harmonious combination of Hennessy VSOP Privilege Cognac and Lillet Blanc White Vermouth for a modern twist on an old fashion remedy.

Twilight Haze

Get away from the urban jungle of Hong Kong to the untamed Sunset Peak, this sophisticated cocktail takes you on a journey in a glass with the natural aromas of herbs, flowers and fruits over the base of the locally distilled Two Moons Signature Dry Gin .

Guests can now enjoy the 'Take A Shot' menu and more with their beloved ones from 3:00pm at the weekend and public holidays.

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Opening hours

Monday – Friday: 5:30pm – midnight

Saturday, Sunday and Public Holidays: 3:00pm – midnight

Sugar welcomes guests aged 18 years old and above from 5:30pm.

*Prices are subject to 10% service Charge.

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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 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

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with an emphasis on working playfully and playing productively. Located in key commercial districts, EAST brings these cities' buzzing dynamism right to our guests.

For more information, please contact:

Frances Mak

Head of Communications

EAST Hong Kong

Tel: (852) 3968 3838

Email: francesmak@swirehotels.com

Selina Tang

Assistant Communications Manager

EAST Hong Kong

Tel: (852) 3968 3839

Email: selinatang@swirehotels.com

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Indoor area of Sugar, the rooftop bar and lounge on 32/F of EAST Hong Kong

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Sunset harbour view at Sugar