



Press Release – FOR IMMEDIATE RELEASE

The Upper House Launches C'est Cheese – The House Cheeserie Artisanal Cheese and Wine Pop-By

Hong Kong, 14 September 2020 – The Upper House launches C'est Cheese – The House Cheeserie, an artisanal cheese and wine pop-by. The concept is all about a casual service style and high-quality produce, sourced from responsible and devoted farming families and enjoyed with a bottle of wine or two in the lush surroundings of The Lawn.

“We’ve seen the way cheese lovers light up when they see a beautiful board adorned with flavourful artisanal cheeses. We are also these people. We hope to recreate these bursts of joy with our guests, to offer another reason to wile away an evening in the delicious company of cheese, wine and friends,” said Yvonne Cheung, Director of Restaurant and Bar, The Upper House.

Refreshed weekly, the cheese menu features varieties from France, Italy, Switzerland, and the Netherlands. Handpicked by award-winning chef sommelier, Leo Au, the wine list also alternates regularly with punchy wines and a few surprises that are the perfect accompaniment to the gourmet cheeses.

The Vacherin Fribougeois, a firm aged Swiss Cheese from Les Frères Marchand, requires ancient traditional methods of repeated washings and turnings, producing a wonderfully textured palate that melts quickly into robust, creamy nuttiness balanced by its natural acidity. Au recommends pairing it with something different – a sparkling sake from Yamanshi made by Shichiken. It is unfiltered, therefore a touch cloudy, and offers its own effervescent texture to decompress the complex layers of denser cheeses. The Italian ripe taleggio from the Bergamo region of Lombardia is aged for 100 days, nearly three times the minimum requirements, to allow for a much more developed aroma, a pudding like consistency, and waves of complexities that most definitely trigger another scoop. Au recommends pairing the rich, sensual cheese with Poulsard from Domaine du Pelican in the Jura – a wine with beautiful lifted complexity of its own.

Cheese boards are priced from HK\$275 for a selection of three, HK\$475 for five or HK\$675 for seven. Enjoy a 50% discount on selected bottles of wine from 5pm to 7pm daily.

C'est Cheese – The House Cheeserie

Tuesday – Sunday, 5pm – 11pm (subject to Government regulations)

Level 6, The Upper House, Pacific Place, 88 Queensway



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For more information, please contact +852 3968 1106, email info@cafegrayhk.com or visit www.upperhouse.com.

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#CafeGrayDeluxe #CestCheese #TheHouseCheeserie #HousePopUp

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For high-resolution images, please [click here](#).



About The Upper House

Designed by award-winning architect Andre Fu, The Upper House, Hong Kong, is highly individualised and provides a sense of understated luxury. The House offers 117 rooms, all featuring scenic harbour or island views, including 21 suites and 2 penthouses, and begin at 730 sqft – the largest in Hong Kong. Named to symbolise an 'upward journey' to a retreat above the bustling city, natural materials, original sculpture installations and seamlessly proportioned spaces are integrated to create a sophisticated and modern "Asian influenced" residence. The lush green surrounds of The Lawn offer guests a respite with relaxing cocktails or complimentary group wellness classes. A warm and inviting Sky Lounge, featuring a central fireplace, welcomes guests day and night and plays host to

THE HOUSE COLLECTIVE



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the House's globally renowned signature talk series, Up Close. Café Gray Deluxe, a 21st century 'grand café' located on level 49 overlooking Victoria Harbour, creates modern European dishes favouring organic seasonal ingredients. The House sits above Pacific Place, Hong Kong's premier integrated commercial, retail and hospitality complex, conveniently located in the heart of Hong Kong's business district. One of four Houses in The House Collective, The Upper House celebrated its 10th Anniversary in 2019.
www.upperhouse.com

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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