



THE UPPER HOUSE
HONG KONG



Press Release – FOR IMMEDIATE RELEASE

The Upper House Embraces Homegrown Brands
Presenting Pop-Up and Café Gray Deluxe Afternoon Tea
with Cookie Department

Hong Kong, 4 May 2020 – The Upper House launches its latest collaboration with homegrown brand, Cookie Department, to host its newest pop-up location and deliver an indulgent afternoon tea with Café Gray Deluxe. Serving up their iconic baked goods from now until 30 August, fans can sample the brand’s signature cookies as well as much sought after limited edition flavours.

Founded by Wil Fang in 2018, Cookie Department was born from a yearning for home and family. Wil discovered there was a lack of traditional American baked treats in Hong Kong, and so began his curiosity of American-style cookies that reminded him of his childhood. Originally launched on Instagram, Cookie Department quickly gained a huge following for its generously sized, chewy cookies.

“Working with Cookie Department evokes wonderful feelings of cheer, and childhood delight. Collaborating with this fellow homegrown brand integrates our sense of playfulness while pursuing authenticity, quality and deliciousness.” said Yvonne Cheung, Director of Restaurants of The Upper House.

"As a frequent traveller, I've always admired Swire Hotels. Their service, hospitality, attention to detail, and commitment to customer service have continued to inspire me. Now I have the opportunity to collaborate with The Upper House and work with the Café Gray Deluxe team, it just feels natural." Wil Fang, Founder of Cookie Department.

Cookie Department Pop-Up, Level 6 – from now until 30 August

The brand’s classic creations including Brownie Filled Chocolate Chip, Peanut Butter, Funfetti as well as freshly brewed coffee and lemonade are available daily from 11am – 7pm. Throughout the duration of the pop-up, Cookie Department will also make surprise announcements for a variety of limited edition flavours, including an Earl “Gray” Cookie, designed especially for The Upper House. Guests can



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devour the home-style comfort cookies in the lush surrounds of The Lawn all summer.

The Grand Opening of the Level 6 pop-up on 4 May marks Cookie Department's second anniversary. To celebrate the occasion, which also falls on Star Wars Day, a limited-edition cookie, Baby Yoda, was created.

Café Gray Deluxe x Cookie Department Afternoon Tea – 1 June until 31 July

Cookie and Afternoon Tea lovers will rejoice in the heavenly Afternoon Tea which features three creations from Cookie Department including Earl "Gray" Cookie, Sabatino Black Truffle Cheddar Biscuit, and Mini Red Velvet Cupcake with Cream Cheese Frosting, as well as delicate pastries from Café Gray Deluxe such as Beef and Black Garlic Choux, Yuzu-Coconut Gateaux and Peach Verrine.

The Café Gray Deluxe x Cookie Department Afternoon Tea will be served from 1 June until 31 July from 3:30pm to 5:30pm. Priced at HK\$285 per person and HK\$480 for two, the afternoon tea also includes a choice of Jing tea or illy coffee.

Guests who book the afternoon tea with the promotion code "TUHCookieDPT" will receive a special gift from Cookie Department. Available while stock lasts.

For Café Gray Deluxe reservations, please contact +852 3968 1106, email info@cafegrays.com or visit www.upperhouse.com.

All prices are subject to a 10% service charge.

@UpperHouse_HKG @cookie.dpt
#TUHCookieDPT #CafeGrayDeluxe #ThisView #FoodHeaven
#HousePopUp
#TheUpperHouse #TheHouseCollective #SwireHotels

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



Cookie Department Pop-Up



Cookie Department Pop-Up



Cookie Department's signature cookies



The Lawn



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Café Gray Deluxe x Cookie Department
Afternoon Tea



Café Gray Deluxe x Cookie Department
Afternoon Tea



Café Gray Deluxe x Cookie Department
Afternoon Tea



Café Gray Deluxe



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About Cookie Department

Cookie Department (DPT) was born from a yearning for home and family. Wil Fang, the Founder, moved to Hong Kong in 2009 from New York City and while enamoured by the buzz, culture and diversity of Hong Kong, he discovered there was a lack of traditional baked treats, and so began his curiosity of American-style cookies that reminded him of his childhood. After spending several years in Asia working in fashion, tech and lifestyle industries, in 2017, as part of a lifestyle retail project, Wil opened a quaint cafe called Coffee Department in Taipei; a place where customers could enjoy a cup of coffee and a homestyle cookie while they shopped for the latest fashion trends. It didn't take long before the locals and tourists stopped by just to try these big, insanely decadent cookies. Simultaneously, with his frequent commute from Hong Kong to Taipei, it wasn't long before Cookie DPT Hong Kong was born in the spring of 2018. They proved a big hit, selling out at Wine and Dine, Tong Chong St Market and PMQ markets consecutively. Freshly baked, crisp on the outside while decadently moist and chewy on the inside. Each one of our signature cookies weigh a generous 130g and are made with premium imported ingredients.

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'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



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About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the USA 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. While 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.

www.swirehotels.com

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