

## PRESS RELEASE 新聞稿

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### **The Four-Day CCB (Asia) Hong Kong Wine & Dine Festival Kicks Off Today to Wow Festival-goers with New and Trendy Elements at the Central Harbourfront Event Space**

**Media can download press releases, media factsheet and other materials from the HKTb website:**

- FTP (valid until 31 December 2017): <ftp://WineAndDine2017b:654321@ftpsvr01.hktb.com/>
- Press release: [http://partnet.hktb.com/en/about\\_hktb/news/press\\_releases/index.html](http://partnet.hktb.com/en/about_hktb/news/press_releases/index.html)
- Photos (online registration required): <http://partnet.hktb.com/MediaPLib/en/index.html>

Organised by the Hong Kong Tourism Board (HKTb), with China Construction Bank (Asia) as the title sponsor, the CCB (Asia) Hong Kong Wine & Dine Festival opens today (26 October) and runs through Sunday (29 October) at the Central Harbourfront Event Space. The four-day event is the kick-off event of the Hong Kong Great November Feast and one of the celebration events of the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). This year's event features around 400 wine and food booths with many new and trendy elements, and offers an enriching gastronomic and lifestyle experience for visitors and locals.

Officiating guests of the CCB (Asia) Hong Kong Wine & Dine Festival include: Mr Paul Chan, Financial Secretary of the Government of the HKSAR, Mr Edward Yau, Secretary for Commerce and Economic Development of the Government of the HKSAR, Mr Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) of the Government of the HKSAR, Dr Peter Lam, Chairman of the HKTb, Mr Stephan Delaux, Deputy Mayor of Bordeaux, Mr Allan Sichel, President of the Bordeaux Wine Council and Mr Jiang Xianzhou, Vice-Chairman & Chief Executive Officer of title sponsor China Construction Bank (Asia).

### **Key highlights of the CCB (Asia) Hong Kong Wine and Dine Festival**

#### **New, trendy elements offer a fun-filled dining and lifestyle experience:**

- Five wine zones showcase fine wines from 20 countries & regions.
- “Robert Parker Wine Advocate Pavilion” is a new wine zone featuring premium wine selected by the world-famous authority on wine, Robert Parker Wine Advocate.
- “Bubbly Gala”, another new wine zone, offers trendy sparkling wines, fizz cocktails, champagne, and a wide variety of other drinks.
- The “Country Pavilion” showcases wines from various countries including Bordeaux wines that have never been sold in Hong Kong before.
- The new “Tap & Go” FeedMe Lane houses 10 trendy Hong Kong restaurants, including

three Michelin-starred delicacies.

- Also introduced for the first time at the Festival is “the Concept Store”, which offers a new shopping experience and features creative tableware and other products for people pursuing a fashionable lifestyle.

### **A prestigious food and wine-tasting experience**

- The “Grand Wine Pavilion” showcases high quality wines from different countries and for the first time offers selected choices from world-famous wine critic James Suckling.
- Curtis Duffy, chef and owner of three Michelin-starred restaurant Grace; and André Chiang, chef and owner of restaurant André, which ranked 2nd in this year’s Asia’s 50 Best Restaurants; are coming to Hong Kong from Chicago and Singapore respectively, to collaborate with Janice Wong, the “Asia’s Dessert Queen” and master chefs from the InterContinental Hong Kong in the “Tasting Room”, to jointly create a unique gastronomic experience for participants.

### **Gastronomic delicacies galore at the Hong Kong Great November Feast**

The CCB (Asia) Hong Kong Wine & Dine Festival is the kick-off event for the Hong Kong Great November Feast (the Feast). Throughout November, various local restaurants and key dining districts will roll out a series of culinary events and special offers to tie in with the Feast, including culinary events featuring crabmeat, street carnivals like the “FUNtastic QRE Festival” and “Lan Kwai Fong Carnival”, dining offers such as “Sparkling Sunset@Harbour City” and various wine exhibitions and gourmet walks.

For details of the CCB (Asia) Hong Kong Wine & Dine Festival and the Hong Kong Great November Feast, please refer to HKTB website. ([www.DiscoverHongKong.com/WineDineFestival](http://www.DiscoverHongKong.com/WineDineFestival) and [www.DiscoverHongKong.com/GreatNovemberFeast/](http://www.DiscoverHongKong.com/GreatNovemberFeast/))

The CCB (Asia) Hong Kong Wine & Dine Festival and the Hong Kong Great November Feast are accredited events celebrating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). To share the joy of the 20th Anniversary, the HKSAR Government is joining hands with different sectors to organise a wide variety of activities and events under the theme “Together ● Progress ● Opportunity”. For more details on 20th Anniversary events and activities, please visit: [www.hksar20.gov.hk/eng](http://www.hksar20.gov.hk/eng).

### Photo Caption 1



Mr Paul Chan, Financial Secretary of the Government of the HKSAR (centre), Mr Edward Yau, Secretary for Commerce and Economic Development of the Government of the HKSAR (second right), Mr Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) of the Government of the HKSAR (second left), Dr Peter Lam, Chairman of the HKTB (third right), Mr Stephan Delaux, Deputy Mayor of Bordeaux (first left), Mr Allan Sichel, President of the Bordeaux Wine Council (third left), and Mr Jiang Xianzhou, Vice-Chairman & Chief Executive Officer of China Construction Bank (Asia) (first right) officiate at the opening ceremony of the CCB (Asia) Hong Kong Wine & Dine Festival.

### Photo Caption 2



Officiating guests, and representatives of key sponsors and supporting organisations officiate at the opening ceremony of the CCB (Asia) Hong Kong Wine & Dine Festival.

**Photo Captions 3 to 4**



The four-day CCB (Asia) Hong Kong Wine & Dine Festival kicks off today, bringing fine wine and delicacies as well as trendy lifestyle to locals and visitors.

**Photo Captions 5 to 6**



The newly introduced wine zones - the “Robert Parker Wine Advocate Pavilion” and “Bubbly Gala” feature various selections from the renowned sommeliers and a wide variety of trendy sparkling wines.

**Photo Captions 7 to 9**





The new “Tap & Go” FeedMe Lane houses 10 trendy restaurants in town while the new “Concept Store” showcases creative tableware and other products.

### **Photo Caption 10**



Top chefs around the globe, including André Chiang (left), Janice Wong (centre) and Curtis Duffy (right) showcase their talents at the “Tasting Room” and jointly present spectacular delicacies for the Festival.

– Ends –

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