

HONG KONG WINE AND DINE MONTH
27 October to 30 November 2011
Fact Sheet

Organiser

- Hong Kong Tourism Board

Presenting Sponsor

- American Express International, Inc

Major Elements

1. American Express Selects® Dining Promotion and “Out of the Blue Friday” (1 October to 30 November 2011)
2. Hong Kong Wine and Dine Festival (27 to 30 October 2011)
3. Lan Kwai Fong Carnival 2011 (12 to 13 November 2011)
4. The World of Food and Music at Stanley (26 to 27 November 2011)
5. Festival of Restaurants (7 to 13 November 2011)
6. Wine Promotions (24 October to 8 November 2011)
7. Food and Wine Themed Tours and Classes
8. Hotel Food and Wine Offers (27 October to 30 November 2011)

Programme Details

1. **American Express Selects® Dining Promotion and “Out of the Blue Friday”** (1 October to 30 November 2011) (for local residents and visitors)

Highlights	<ul style="list-style-type: none">• American Express (AMEX) cardmembers can enjoy up to 20% discount on exclusive dining offers, free snacks and free drinks in over 80 top restaurants in the city, some of which are Michelin-starred restaurants. For details, please refer to www.amexnetwork.com/selects/hk• Every Friday in November, AMEX Ambassadors will visit the participating restaurants in Lan Kwai Fong (November 4 and 11) and Stanley (November 18 and 25) from 8pm to 10pm, and look for AMEX cardmembers dressing or wearing accessories in blue, who will be awarded a complimentary glass of wine.• AMEX Ambassadors will also be giving out \$100 dining vouchers when they spot those who use their AMEX Card to settle the bills. The number of vouchers the cardmember receives will be equivalent to his / her years of card tenure with AMEX. For example, a cardmember will be given 10 dining vouchers if he/she has been an AMEX cardmember since 2001 (for 10 years).
-------------------	--

2. **Hong Kong Wine and Dine Festival (27 to 30 October 2011)** (for local residents and visitors)

Please refer to the fact sheet on the Hong Kong Wine and Dine Festival.

3. **Lan Kwai Fong Carnival 2011** (for local residents and visitors)

Date & Time	Saturday 12 November: 1pm to 1am Sunday 13 November: 1pm to 10pm
Highlights	More than 80 booths selling food and wines and an assortment of handicrafts, as well as an interactive game zone, parades and live performances.
Organised by	Lan Kwai Fong Association
Enquiries	E-mail: marketing@lankwaifong.com

4. The World of Food and Music at Stanley (for local residents and visitors)

Date	Saturday 26 to Sunday 27 November 2011
Time	11am to 10pm
Highlights	The festival is an extravaganza of quality food, fine wines and unique entertainment. Visitors can not only enjoy gourmet dining and fine wines at the seafront piazza, but also take part in the experiential workshops and classes, and meet world-renowned chefs, a true Master of Wine, local wine experts and top musicians from the global “World Music” scene.
Organised by	The Link Management Limited
Presented by	Stanley Plaza
Enquiries	Tel: 2813 4623/ enquiry@stanleyplaza.com.hk
Website	www.stanleyplaza.com.hk

5. Festival of Restaurants (for local residents and visitors)

Date	Monday 7 to Sunday 13 November 2011
Highlights	<ul style="list-style-type: none"> • The Festival of Restaurants is a special culinary promotion, in which more than 50 of the city’s restaurants, some of which are Michelin-starred, will provide special set menus at attractive prices. The first 300 customers who make reservations via the official website will receive a free bottle of white wine or red wine. • Fine dining restaurants: \$250 for lunch and \$428 for dinner • Casual dining restaurants: \$88 for lunch and \$168 for dinner
List of Restaurants	www.festivalofrestaurants.hk
Organised by	Evolve Enterprises
Reservation	Online booking (www.festivalofrestaurants.hk) begins on 24 October 2011. Limited places available on a first-come, first-served basis.

6. Wine Promotions

(i) Burgundy Week	
Date	Monday 24 to Saturday 29 October 2011
Highlights	Burgundy brings together a full week of leading vineyards and wine makers, fine products and delicacies, allowing wine lovers to experience and experiment with exquisite aromas and flavours. The week will be organised around a variety of events, including wine-pairing dinners, wine classes and wine tastings.
Organised by	CCI International Bourgogne

Supported by	French Chamber of Commerce and Industry
Enquiries	Tel: 2294 7710 (French Chamber of Commerce and Industry)
Website	www.fccihk.com/fccihk/en/business_services/burgundy/burgundy_and_wine.html

(ii) HKTDC Hong Kong International Wine and Spirits Fair 2011 (for local residents and visitors)	
Date & Time	Thursday 3 to Friday 4 November: 10:30am to 7:30pm (For trade buyers aged 18 or above)
	Saturday 5 November: 10:30am to 5pm (Open to trade buyers and public visitors aged 18 or above. Tickets are required for admission.)
Venue	Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong (Harbour Road Entrance)
Highlights	Organised by the Hong Kong Trade Development Council, the HKTDC Hong Kong International Wine and Spirits Fair, now in its fourth year, will feature wines and spirits from all over the world. Special highlights include the Cathay Pacific Hong Kong International Wine & Spirit Competition, forums, seminars, tasting sessions and master classes.
Price	\$200
Organised by	Hong Kong Trade Development Council
Enquiries	Tel: 1830 668
Website	www.hktdc.com/hkwinefair

(iii) Winefuture Hong Kong' 11 (for local residents and visitors)	
Date & Time	Sunday 6 November 2011: 11am to 7:30pm
	Monday 7 November 2011: 8:30am to 7:30pm
	Tuesday 8 November 2011: 8:30am to 7pm
Venue	AsiaWorld-Expo
Highlights	The 2009 Winefuture in Rioja has been considered as one of the largest and most important conferences in the history of the wine industry. This year, the event will bring together 50 renowned wine gurus from all over the world under one roof to debate the future of the wine business, touching such topics as economics and investments, market trends, doing business and selling wines in Asia and new marketing strategies. There will be three Grand Tasting sessions hosted by Robert Parker Jr., Jancis Robinson MW and Pancho Campo MW.
Organised by	The Wine Academy of Spain
Supported by	Madwine and the Asia Wine Service & Education Centre (AWSEC)
Enquiries	winefuture@awsec.com.hk
Website & Enrolment	www.winefuture.hk

7. Food and Wine Themed Tours and Classes

(i) Cooking-with-Wine at Towngas Avenue (for local residents and visitors)	
Date & Time	Causeway Bay: 3pm to 6pm (Mondays to Fridays) Duration: 2 hours (Maximum capacity: 6)
	Tsim Sha Tsui: 3pm to 6pm (Mondays to Fridays) Duration: 2 hours (Maximum capacity: 12)

Venue	Causeway Bay Towngas Avenue: G/F, 59-65 Paterson Street Tsim Sha Tsui Towngas Avenue: Shop No 1, Promenade Level, Tower 1, China Hong Kong City
Highlights	In this class, participants will learn the art of cooking with wine from a professional chef and get hands-on cooking experience.
Price	HK\$350 per person (including all cooking ingredients)
Enquiries & Enrolment*	Causeway Bay – Tel: 2367 2710 Tsim Sha Tsui – Tel: 2367 2713 *Minimum of 4 participants *Advance booking is required
Website	www.towngasavenue.com

(ii) Wine Tasting in the Dark at Dialogue in the Dark (for local residents and visitors)		
Date	English	Cantonese
	29 October 2011 (Saturday)	5 November 2011 (Saturday)
	12 November 2011 (Saturday)	19 November 2011 (Saturday)
Time	7pm to 9pm	
Venue	Dialogue in the Dark Exhibition Centre Address: Shop 215, 2/F, The Household Centre, Nob Hill, 8 King Lai Path, Mei Foo, Kowloon, Hong Kong	
Highlights	Guided by experienced wine educators, participants can learn about the real taste of wines through experiential tasting in complete darkness.	
Price	HK\$550 per person (including all wines and materials)	
Enquiries	Tel: 2891 0438	
Enrolment	Website: www.dialogue-in-the-dark.hk/html/en/wine.html <ul style="list-style-type: none"> • Minimum of 18 and maximum of 24 participants • Bookings need to be made at least three days prior to the event date 	

(iii) Wine Cellar Tour (for visitors only)	
Date	Every Thursday and Saturday in November 2011
Time	11am to 12 noon
Venue	Crown Wine Cellars, 18 Deep Water Bay Drive, Shouson Hill, Hong Kong Island
Highlights	This is a guided tour of a wine cellar located in Shouson Hill on the south side of Hong Kong Island. The wine cellar was constructed more than 70 years ago by the British Military originally as an ammunition- and weapons-storage depot in preparation for World War II. Participants can enjoy food and wine in the cellar after the tour on their own expenses.
Price	The one-hour guided tour is free. Guests may stay for a three-course Western lunch at a cost of HK\$350, including a glass of sparkling wine.
Enquiries & Enrolment*	Tel: 2580 6287 *Minimum two persons per tour *Advance reservation is required
Website	www.crownwinecellars.com

(iv) Pre-Dinner Sunset Cruise (for local residents and visitors)	
Date, Time & Pick-up	Pier 9, Central: every night at 6pm Duration: 1.5 hours

Point	Kowloon Public Pier No. 3, Kowloon: every night at 6:15pm Duration: 1.5 hours
Highlights	Participants can sail leisurely on Victoria Harbour and enjoy unlimited pouring of beverages onboard a tour boat.
Price	HK\$300 per adult and HK\$210 per child aged 2 to 12
Organised by	Watertours of Hong Kong Ltd
Enquiries & Enrolment	Tel: 2926 3868
Website	www.watertours.com.hk

(v) 'Come Horseracing' Tour (for visitors only)	
Date	Day or night races (mostly on Wednesday evenings, and Saturday or Sunday afternoons from September 2011 to early July 2012). Duration: 7 hours for day races, 5 hours for night races
Highlights	<ul style="list-style-type: none"> Hong Kong Jockey Club hosts will explain the betting system and take visitors to see the horses at the Parade Ring and the Winning Post. Participants can also enjoy the privilege of watching the action from a racing box in the Members' Enclosure and a buffet meal with unlimited beverages (including table wines) throughout the races.
Price	HK\$770 to HK\$1,350 per person (depending on the race day)
Enquiries & Enrolment*	Gray Line Tours of Hong Kong Ltd Tel: 2368 7111 / Website: www.grayline.com.hk Splendid Tours & Travel Ltd Tel: 2316 2151 / Website: www.splendid.hk * Only open to bona fide visitors aged 18 or above. *Advance booking is required

8. Hotel Food and Wine Offers (for local residents and visitors)

Highlights	<ul style="list-style-type: none"> Free Corkage <ul style="list-style-type: none"> ➤ Over 30 hotel restaurants will waive their corkage fees from 27 October to 5 November 2011 in celebration of the Hong Kong Wine and Dine Festival and the Hong Kong International Wine and Spirits Fair. Signature Dishes and Wine Tasting Menu <ul style="list-style-type: none"> ➤ Over 15 hotel restaurants will serve their "Signature Dishes and Wine Tasting Menu" during the Hong Kong Wine and Dine Month (27 October to 30 November 2011). AMEX cardmembers can enjoy a 15%-discount on sumptuous tasting menus at selected hotel restaurants.
------------	--

Hong Kong Tourism Board
26 October 2011