

## PRESS RELEASE 新聞稿

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### CCB (Asia) Hong Kong Wine & Dine Festival with some 400 booths to wow festival-goers with new and trendy elements

#### **Media can download media factsheet and related press materials from the following HKTB web links**

- FTP (valid until 31 December, 2017): <ftp://WineAndDine2017b:654321@ftpsvr01.hktb.com/>
- Press releases: [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>

#### **Key Messages**

- **New wine and dine elements and trendy offers present a better-than-ever enriching and stylish experience**
- **Five wine zones are in place, including the new “Robert Parker Wine Advocate Pavilion”, “Bubbly Gala”, and “Country Pavilion”, which showcases wines from various countries, including Bordeaux wine that has never before been sold in Hong Kong**
- **The new “Tap & Go” FeedMe Lane houses 10 trendy restaurants in town**
- **The “Tasting Room” has a strong lineup, featuring five top international and local chefs**
- **The newly introduced “The Concept Store” showcases creative and distinctive tableware and products in town and offers a new shopping experience**

Organised by the Hong Kong Tourism Board (HKTB), with China Construction Bank (Asia) as the title sponsor for the fourth consecutive year, the CCB (Asia) Hong Kong Wine & Dine Festival will be held at the Central Harbourfront Event Space from 26 to 29 October (Thursday to Sunday). The Festival is the launch event for the Hong Kong Great November Feast and one of the celebrating 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.

HKTB Chairman Dr Peter Lam said, ‘This year, we are hosting new wine zones, including “Robert Parker Wine Advocate Pavilion” and “Bubbly Gala”. “The Concept

Store”, which is also new this year, showcases various creative and distinct lifestyle tableware and products. To enhance the gastronomic offerings, the Festival brings together many local trendy restaurants, as well as world-famous master chefs, who will concoct and present an unforgettable dining experience for participants. To dovetail with this major annual event and the Hong Kong Great November Feast, which immediately follows it, the HKTB is actively promoting the events in various source markets, and introducing food and wine themed tourism products in 13 source markets in collaboration with the overseas trade and airlines, in order to draw more overnight visitors to the city and strengthen Hong Kong’s image as “the Paradise of Food and Wine”.’

Vice Chairman & Chief Executive Officer of China Construction Bank (Asia) Mr Jiang Xianzhou said, ‘China Construction Bank (Asia) is honoured to be the title sponsor of the “Hong Kong Wine and Dine Festival” for the fourth consecutive year and to join hands with the HKTB to host the biggest outdoor wine and culinary event in Asia, promoting fine wine and exquisite food across the globe to local residents and tourists. This year marks the 20th anniversary of the establishment of the HKSAR, and we are celebrating our 105th anniversary at the same time. We wish this year’s CCB (Asia) Hong Kong Wine and Dine Festival great success and hope all the participants enjoy the fine wine and wonderful food at the Festival.’

### **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 21 countries & regions.
  - “Robert Parker Wine Advocate Pavilion” is a new wine zone featuring premium wine carefully 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 and includes Bordeaux wine that has never been sold in in Hong Kong.
  - The new “Tap & Go” FeedMe Lane houses 10 trendy restaurants in town, covering three Michelin-starred delicacies.
  - In addition to the mouth-watering food offerings, this year’s Festival offers a new shopping experience, with the introduction of “The Concept Store”, featuring creative tableware and other products for people pursuing a fashionable lifestyle.
  
- **A prestigious food and wine experience**
  - The “Grand Wine Pavilion” showcases high quality wines from different countries and for the first time offers select choices from world-famous sommelier James Suckling.

- Curtis Duffy, chef and owner of three Michelin-starred Chicago restaurant Grace, and André Chiang, chef and owner of Singapore's 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 "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 four-day 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 2017", and dining offers, such as "Sparkling Sunset@Harbour City", aimed at encouraging visitors and local residents to experience the endless delicacies Hong Kong offers.

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 20<sup>th</sup> Anniversary events and activities, please visit: [www.hksar20.gov.hk/eng](http://www.hksar20.gov.hk/eng).

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

## Photo caption 1



HKTB Chairman Dr Peter Lam (centre), Vice Chairman & Chief Executive Officer of title sponsor China Construction Bank (Asia) Mr Jiang Xianzhou (left), and Communication Director of the Bordeaux Wine Council Mr Christophe Chateau (right) perform a toast at the press conference of the CCB (Asia) Hong Kong Wine & Dine Festival.

## Photo caption 2



HKTB Chairman Dr Peter Lam (sixth right) with representatives from the supporting and sponsoring organisations.

### Photo caption 3 (Photomontage)



The CCB (Asia) Hong Kong Wine & Dine Festival will be held at the Central Harbourfront Event Space from 26 to 29 October. There are two entrances for easy access: one in Admiralty and one in Central.

### Photo caption 4 to 5 (Photomontage)



This year's Festival features many new elements, including the new “Robert Parker Wine Advocate Pavilion” (left) and “Tap & Go” FeedMe Lane (right), providing participants with a rich wine-and-dine experience.

### Photo caption 6 to 8 (Photomontage)



The HKTB will set up “The Concept Store” for the first time in Tamar Park in Admiralty, featuring creative lifestyle tableware and products to enrich the participants' experience.

**Photo caption 9 to 11**



The new wine zone “Bubbly Gala” showcases trendy sparkling wines, fizz cocktails, and a wide variety of other drinks from Japan and Korea.

**Photo caption 12 to 16**



Top chefs from Hong Kong and around the world will combine their talents in the “Tasting Room” to jointly prepare spectacular delicacies for the participants: (from left to right) André Chiang, chef and owner of Restaurant André, which ranked 2nd in this year’s Asia’s 50 Best Restaurants; Curtis Duffy, chef and owner of three Michelin-starred Chicago restaurant Grace; Janice Wong, the “Dessert Queen”; and Maxime Luvara and Lau Yiu Fai, master chefs from the InterContinental Hong Kong. Fine wine carefully selected by wine masters will also be available for tasting. Members of the public can purchase tickets in advance to enjoy the gourmet events in the “Tasting Room”.

**Photo caption 17 to 19**



The “Tasting Room” will host “A Taste of Culinary Stars” on 29 October (Sunday), offering savoury masterpieces concocted by master chefs from four InterContinental Hong Kong restaurants, with accompanying champagne and red wine.

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