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Hong Kong Wine & Dine Festival Adopts an “Online + Offline” Format to Beat the Pandemic and Boost the City’s Economy

The Hong Kong Wine & Dine Festival, organised by the Hong Kong Tourism Board (HKTB), will go ahead with an “online + offline” format for the first time to allow the event to continue despite the COVID-19 pandemic.

The Festival, which will run for five weeks from 11 November until 15 December, will feature a wealth of exciting online experiences, including an Online Wine Cellar, Gourmet at Home Menus, and live-streamed cookery and wine-tasting masterclasses on a new one-stop online platform. Offline experiences include special deals and gastronomic events offered by hundreds of dining outlets across the city for consumers to enjoy.

HKTB Chairman Dr YK Pang said: “Although the HKTB’s mega events have been suspended for some time, we are drawing on our ingenuity and resources to optimise and adapt promotions against the backdrop of a pandemic that will be with us for some time.

“That’s why we have decided to resume the staging of mega events, and adopt a new ‘online + offline’ format for the Hong Kong Wine & Dine Festival 2020. It is a new venture designed for the new normal in which we find ourselves. The HKTB is doing this to ensure people can join this annual event in spite of the pandemic, and to help our hard-hit businesses to promote their products and open up new business opportunities in these challenging times.”

Dr Pang added: “Our objective is to continue giving the Hong Kong economy a boost and to send out a positive message to the world that Hong Kong’s can-do spirit and love of life have not been dampened in any way by the pandemic, and that we can use our innovation to stage our signature events while we prepare to welcome visitors back to our city.”

“Online + Offline” format offers a broad range of experiences to suit all tastes

The “online + offline” format allows Festival participants to enjoy an undiminished gastronomic experience from the comfort of their homes through the convenience of online shopping and delivery, if the pandemic situation worsens. They may opt to dine at the participating restaurants to enjoy the offers when the pandemic becomes relatively stable.

In addition, the Festival period has been extended from a few days in the past to five weeks (11 November – 15 December). Highlights of the Festival include:

- 1) An Online Wine Cellar with listings from over 100 wine merchants;
- 2) Offers and special Gourmet at Home Menus from more than 530 dining outlets; and
- 3) 34 themed live-streamed cookery and wine-tasting masterclasses.

Hong Kong’s Global Wine Critic James Suckling will introduce three bottles of affordable new wine from Bordeaux in his online masterclass. He said: “Hong Kong is one of the best wine cities in the world, ranking at the same level as London and New York. Hong Kong also remains the number one export market for Bordeaux wines. This year’s Festival is going to reach more people around the world, and I’m really looking forward to it.”

A selection of the “online + offline” experiences available at the Hong Kong Wine & Dine Festival 2020 are summarised below:

“Online” Gastronomic Experiences	
Event website	winedinefestival.discoverhongkong.com
Online Wine Cellar	<ul style="list-style-type: none">• More than 100 wine merchants will participate in the Online Wine Cellar, with wines from France, Italy, South America, Australia, and Japan as well as local brands• Lesser-known wines from Lebanon and Turkey will debut at the Hong Kong Wine & Dine Festival• Various offers from merchants will include an exclusive discount code with up to 25% off most products, 50% off selected products. All purchases delivered to buyers’ doorsteps
Gourmet at Home Menus	<ul style="list-style-type: none">• 30 special Gourmet at Home Menus from top-tier hotels and popular restaurants• The menus feature Chinese, Western and Korean cuisines. A highlight is the limited-edition afternoon tea set by the Grand Hyatt Hong Kong offering at 15% off discount.• The first 50 customers at each dining outlet are entitled to free

	delivery (if applicable) and will be gifted a Bordeaux wine and a set of wine glasses
Live-streamed Masterclasses	<ul style="list-style-type: none"> • Date: Three consecutive weekends starting from 21 November, with a total of 34 masterclasses • Highlights: Cookery and wine-tasting classes from world-renowned wine critic James Suckling, respected Hong Kong chef Dai Lung, and Michelin-starred chef Vicky Cheng, among others • Fees: Live streaming and recordings are available on the event website for free. Participants can pre-order cookery or tasting kits (starting from HK\$150) online and have them delivered before each masterclass • Enrolment: Through the event website from 11 November
Offers from restaurants	
Dine-in Celebrations	<ul style="list-style-type: none"> • A curated collection of mouth-watering offers from over 500 Hong Kong restaurants ranging from street bites to Michelin-starred diners, including: <ul style="list-style-type: none"> ○ 30-50% off selected menus from 200 popular outlets; ○ \$20 off \$60/ \$40 off \$120 and Friday Flash Deals from over 160 snack and street bite outlets.

Photo Caption 1



Mr Edward Yau, Secretary for Commerce and Economic Development of the HKSAR Government (centre), Dr YK Pang, Chairman of the HKTB (second left), Mr Dane Cheng, Executive Director of the HKTB (right), global wine critic Mr James Suckling (second right), and renowned chef Mr Dai Lung (left) gathered for a photo opportunity.

Photo Caption 2



Chef Dai Lung shared tips and tricks for making his famous creation *Sorrowful Rice* in a live cooking demonstration.

Photo Caption 3



Top-tier hotels and popular restaurants will offer special Gourmet at Home Menus. Highlights include an exclusive, limited-edition afternoon tea set by the Grand Hyatt Hong Kong (left), a Deluxe Omakase Box by Di King Heen of Royal Plaza Hotel (centre), and a Perfect Roast Set by The Ritz-Carlton, Hong Kong (right).

Photo Caption 4



This year's event will debut a series of online masterclasses, which include a diverse line-up of 34 live-streamed cookery and wine-tasting masterclasses. Celebrity hosts include Vicky Cheng of Michelin-starred restaurant VEA Restaurant & Lounge (left) and winemaker Bernice Liu (right).

Photo Caption 5



Offline experiences include special deals offered by over 500 dining outlets, ranging from Michelin-starred restaurants to street food eateries. A highlight is Yan Toh Heen's limited-edition menus.

– Ends –

Members of the media can download the press release and photos from the links below:

Press release: <https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

Photos: <https://hktb.filecamp.com/s/nQMh6spIm2M4LahK/fo>

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