



## PRESS RELEASE 新聞稿

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### **Hong Kong Wine & Dine Festival Opens Tomorrow with Diverse Culinary Experiences on One-stop Website and up to Half-price Offline Dining Offers**

Media can download the press release, photos and videos from the following links:

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

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

Videos: <https://hktb.filecamp.com/s/nQMh6spIm2M4LahK/fo/LwxtfqjNMdu4bXT>

The Hong Kong Wine & Dine Festival will open tomorrow (11 November) with both online and offline experiences to indulge wine lovers and gourmets. The annual culinary bonanza organised by the Hong Kong Tourism Board (HKTb) will run for five weeks this year instead of the usual four days. Starting from 10am tomorrow (11 November), members of the public can visit the Festival website ([winedinefestival.discoverhongkong.com](http://winedinefestival.discoverhongkong.com)) to buy wine and gourmet food, and take part in a variety of activities from masterclasses to auctions. Those who prefer dine-in experiences can choose from the over 500 restaurants participating in the Festival, including Michelin-starred establishments serving menus at up to half price. The Festival will run until 15 December.

#### **Highlights of the Online “Drink, Eat, Play” Programmes**

The new Hong Kong Wine & Dine Festival presents a wide range of experiences, including a smorgasbord of culinary offers and participatory activities on the one-stop website:

**Online wine cellar:** Hundreds of wines and liquors from Hong Kong and the rest of the world are sold by over 100 wine merchants with numerous discounts, such as festival-exclusive promotion code and half-price offers on selected products. Bargain hunters should not miss the 15 weekly selected offers on the website.

**“Gourmet at Home” menus for home delivery / pick-up:** Food lovers can purchase any of the 30 sets / menus created by top-tier hotels and popular restaurants for home delivery or pick-up. Customers of the first 50 orders of each set / menu will receive a complimentary bottle of French wine and a set of six wine glasses, on top of enjoying free delivery (only when the delivery option is available). Order soon to benefit from the extra offers and enjoy a premium dining experience at home with loved ones.

**Online masterclasses:** Every Saturday and Sunday starting from 21 November, 34 “masters” – celebrity chefs, wine critics and sommeliers alike – will take turn giving wine-tasting and cooking classes. All are welcome to view the live classes and replays for free.

For some of the masterclasses, participants can pre-order tasting or cooking kits for home delivery, and taste / cook along while watching the online classes. The kits for the classes held on 21 and 22 November are available for order on the Festival website starting from tomorrow (11 November). Free delivery is available on a first-come, first-served basis. Furthermore, those who purchase the kits have the option of interacting with the “masters” during the classes (quota applies for each class).

**Online auctions:** The Hong Kong General Chamber of Wine & Spirits will organise online auctions for four consecutive weeks (14 November to 11 December). Each week’s auction will carry a theme, starting with “Mature to Perfection” (14-21 November), which features primarily 10-year-old or above Bordeaux wines. This will be followed by the themes “Affordable Pleasures x One bid Wonders”, “Enlighten Your Spirits” and “Treasure Hunt - Hidden Gems”.

### **A Wide Selection of Offline Dining Offers**

Over 500 restaurants, ranging from Michelin-starred titles to street food eateries, are taking part in this year’s Hong Kong Wine & Dine Festival to provide a variety of dining offers. Offers include fixed-price menus, surprises and irresistible discounts on local delicacies. All information will be available on the Festival website starting from tomorrow.

– Ends –

### **Further information is available to the media:**

1. Appendix – Event highlights and offers of Week 1 of the Festival
2. Video – Purchase guide of tasting kits for online masterclasses
3. Video – Showcase of online masterclasses for 21 and 22 November
4. Video – Event highlights

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