

**Hong Kong Wine & Dine Festival Returns in November and Presents
Hong Kong’s Hottest Dining Experiences with Local Flavours
50,000 Free E-Coupons Up for Grabs to Invite the Public and Visitors to
“Taste Around Town”**

This November, the Hong Kong Tourism Board (HKTB) is bringing back its signature event – the Hong Kong Wine & Dine Festival. With about 700 participating restaurants and bars, the Festival this year has prepared a smorgasbord of drinks and dining promotions that invite food and wine lovers to “Taste Around Town” with succulent Hong Kong flavours. In addition to exclusive drinks and snacks at a discounted price, to celebrate the 25th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), the HKTB will be, for the first time, offering the public a total of 50,000 free Wine & Dine Festival e-coupons via the e-platform on the Discover Hong Kong website. By surprising the public with delicious offers, the promotion is hoped to enhance the atmosphere of the local dining scene and provide support to the trade.

HKTB Executive Director Mr Dane Cheng said, “The Hong Kong Wine & Dine Festival is one of the most iconic events on the city’s events calendar, loved by both the local public and visitors. This year, the HKTB will continue to celebrate the Festival all over the city. Using Hong Kong’s quintessential flavours and mesmerising harbour views as inspiration, we have invited many well-known restaurants and bars to come up with innovative gourmet experiences for the event, including the thematic “Creative Cocktails Citywide” and “Wine on the Waterfront” programmes. In addition to delighting locals and visitors with unique experiences, we will be showcasing Hong Kong’s gastronomic treasures to the world with a view to encouraging travellers to plan their long-awaited Hong Kong trip to enjoy the tastes they have been missing.”

Mr Cheng continued: “To show support for the two events that will take place in Hong Kong around the same time, namely the Global Financial Leaders’ Investment Summit and the Hong Kong Sevens, the HKTB has reserved a number of Wine & Dine Festival e-coupons as gifts for the participants of the two events, so that they can also have a taste of our city’s culinary offerings during their stay.”

The theme of this year’s Hong Kong Wine & Dine Festival is “Taste Around Town”. In collaboration with the F&B sector, the HKTB will present three surprises to the local public and visitors. Combining Hong Kong’s delectable food and wine selection and breath-taking views, the event invites gourmets to “**Drink Around Town**” and “**Dine Around Town**”.

Three Surprises		
Drink Around Town		Dine Around Town
“Creative Cocktails Citywide” with Hong Kong flavours	“Wine on the Waterfront” paired with delicacies and harbour views from different perspectives	A food journey around town featuring the hottest dining experiences

Surprise 1. “Creative Cocktails Citywide” with Hong Kong flavours

The “Creative Cocktails Citywide” promotion, launched for the first time, provides perfect opportunities for friends to get together. At the invitation of the HKTB, over 210 restaurants and bars, including many that boast international awards or award-winning mixologists, have come up with new cocktails, with many of the new creations incorporating local ingredients or flavours. These creative cocktails are not only full of pleasant surprises, but they also exemplify Hong Kong’s east-meets-west culture. Visitors will be able to sample these new flavours when they visit Hong Kong.

Each with their unique selling points, from photogenic spots to nice views and thematic experiences, the participating restaurants and bars will indulge different interests. Most of the participating outlets will also be rolling out gourmet snacks alongside new cocktails, with majority of these limited items available at the **discount price of HK\$100 each**.

Surprise 2. “Wine on the Waterfront” paired with delicacies and harbour views from different angles

Hong Kong’s beautiful harbour views are world-renowned. In this year’s Wine & Dine Festival, the HKTB has invited about 160 restaurants that offer different views of the harbour to join the “Wine on the Waterfront” promotion and provide exclusive set menus for **only HK\$150 each**, so that the public can relish international cuisines and spectacular views of the Harbour at the same time.

The participating restaurants are located in eight harbourfront districts and food hubs, namely Tseung Kwan O, Kwun Tong, Tsim Sha Tsui, Stanley, Kennedy Town, Island East, Central and Wan Chai. The convenient locations mean foodies can easily meet up with their friends and families to appreciate the Harbour from different perspectives over a drink and hearty meal.

Surprise 3. “Dine Around Town” featuring the hottest dining experiences

The HKTB is also teaming up with over 300 popular restaurants on the “Dine Around Town” promotion to provide foodies with special dining experiences – from omakase with traditional Chinese cuisines to green tasting experiences, and from breakfast to dinner. Together with exciting city-wide happenings like “Sip and Savour in LKF” and “Argentina Wine & Dine Tour 2022”, the HKTB calls on everyone to wine and dine all day, all around town.

50,000 free e-coupons for the public to support the trade

To celebrate the 25th anniversary of the establishment of the HKSAR, the HKTB will be giving out 50,000 “Drink Around Town” e-coupons via the Discover Hong Kong website e-platform. Locals and visitors can use the e-coupons to redeem for a free treat from the “**Creative Cocktails Citywide**” and “**Wine on the Waterfront**” promotions. Distributing free Wine & Dine Festival e-coupons for the first time, the HKTB invites gourmet lovers to raise their glass to Hong Kong’s culinary excellence, boosting the dining ambience across town with a view to driving patronage to the F&B sector.

The free e-coupons will be distributed at 10am on 3 and 17 November 2022. After logging on to the Discover Hong Kong e-platform, registered user can choose one of the two available coupons and save it to the e-wallet. The saved coupon can be used directly at one of the participating restaurants and bars. After the coupon is used, users can obtain a new e-coupon (please refer to Appendix II for details).

Strengthening promotions in different markets to attract visitors back to Hong Kong

Hong Kong's diverse, east-meets-west dining experiences hold strong appeal to travellers. During the Wine & Dine Festival, the HKTB will produce a series of video contents for dissemination on social media and organise a variety of themed promotions in selected visitor source markets to sustain exposure for Hong Kong. By promoting the ever-vibrant dining scene of Hong Kong, the HKTB strives to encourage travellers to make plans for a trip to the culinary capital in the near future.

In particular, the HKTB will run the "New Delights, Shared Tastes" promotion in the Mainland market in cooperation with media based in the Greater Bay Area. Under the promotion, Hong Kong influencers will explore the latest happenings in the city's dining scene with Mainland visitors. Meanwhile, catering to the taste of Mainland consumers, creative short videos on dining and wining will be produced and distributed on various social media platforms.

– Ends –

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

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

Photos & videos: <https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=897&categoryTypeId=2>

For media inquiries, please contact:

Ms Carina Lee

Tel: 2807 6221

Email: carina.lee@hktb.com

Ms Connie Kok



Tel: 2807 6436

Email: connie.kok@hktb.com

During non-office hours, please call 8200 7860.

“Hong Kong Wine & Dine Festival 2022” Details	
Event period	1-30 November 2022
Participants	About 700 restaurants and pubs across the city
Website	www.discoverHongKong.com/WineDineFestival/hk-eng

Taste Around Town with Three Surprises			
Creative Cocktails Citywide – infused with the tastes of Hong Kong (a cocktail or snack at a discounted price of \$100)			
 <p>Hong Kong Fizz (Stunning Harbour) Refresh yourselves with the remade sweet and sour taste of salted lime soda – in a booze filled version!</p>	 <p>Black Glutinous Rice (Must-go Photo Stops) Integrating local sweet soup with mixology skills to create a unique taste</p>	 <p>HK Summer Fizz (The Winners) Popular hot pot soup base of coriander and preserved egg turned into creative cocktail</p>	 <p>Summer Margarita (The Winners) Created by an award-winning bartender with inspiration from refreshing chrysanthemum tea</p>
 <p>Yuen Yeung Martini (Creative Cocktails) An alcoholic twist on the authentically local beverage “Yuen Yeung”, a milk tea-coffee fusion</p>	 <p>Tong Yuen (New in Town) A taste combo of ginger, muscovado sugar and sesame reminds drinkers of local sweet soup “tong yuen”</p>	 <p>10-Year Tangerine Peel Tea (Creative Cocktails) The medicinal ingredient is imbued in cocktail to spark chemistry between the East and the West</p>	 <p>Mezcal Negroni (Must-go Photo Stops) A double enjoyment of smoky aroma and misty presentation</p>

Wine on the Waterfront (A wine and snack combo at a discounted price of \$150)	
 	<p>Amidst the hustle and bustle of the busy Kwun Tong area, this seaside bistro showcases the panoramic Victoria Harbour. Take a sip of the delicious white wine with the umami of mussels in herbs under the spacious surroundings and relax!</p>

	<p>Looking over the scenic harbour from the very top of a coastal hotel at North Point, this restaurant-lounge is suited with floor-to-ceiling glass walls on three sides with outdoor dining spaces. How tempting it is to immerse yourselves in the unique sights across the Harbour while savouring the satisfying snack plates!</p>
	<p>With Tseung Kwan O being an uprising seaside gourmet neighbourhood, this semi-alfresco diners in the neighbourhood offers exotic world cuisines paired with selected red wines to present a unique tasting experience.</p>
	<p>This vibrant coastal diner in Kennedy Town brims with a leisure aura. Enjoy the vibes with a combo of Mexican appetizer and rose wine – and the social media-worthy craft beer taps!</p>
	<p>Immerse yourself in the holiday mood in this Stanley bistro where you can own the scenic beach view from the balcony seats. Perfect the night with an innovative wine and snack pairing to complete your holiday vibe!</p>
	<p>At this 5,500-square feet outdoor café along the Tsim Sha Tsui harbourfront, you can take a sip of the beer and the breeze – with finger-licking good dishes!</p>
	<p>Tucked away in the artistic vibes in Tsim Sha Tsui, this hidden fine diner offers a mesmerizing harbour view with its large-pane windows. Enjoy a perfect combo of foie gras and duck terrine and Southern Australian red – with the unique Hong Kong skyline!</p>
	<p>Behold the Central Harbourfront and the iconic Observation Wheel from this modern Chinese restaurant and enjoy the Festival-limited East-meets-West dim sum and white wine assortment. A must-have of the Festival!</p>



A humble Wan Chai baker in the day, this little outlet will surprise you as it transform into a classy bar with exceptional food. Try the Scotch egg and their house red which is available only during the Festival.

Dine Around Town – Trendiest selections from Hong Kong’s latest dining scene

1. Good Morning Hong Kong! – A collection of breakfast specials from around town

- Super value breakfast grab and go set from \$30
- Special breakfast delights including dim sum lunch and weekend brunch

2. Chill Eats – Value-for-money offers at popular diners

- 200 popular diners around town offering time-limited fixed-price menus with discount of up to 30% off
- Lunch from \$128 and dinner from \$288

3. Chinese Omakase 2.0 – Reinvented trend of authentic Chinese fine dining

- Master chefs and their apprentice are invited to jointly present a luxurious menu of “tradition and heritage”
- A new take on a classic dish that offers a surprising experience for diners



Theresa Mak x Wong Wing-keung jointly redesign a traditional Chinese dish with Japanese matsutake mushrooms to give a vegetarian twist to a common recipe.



Baked chicken liver in pork roll is remade in healthy ingredients while preserving the classic tastes



Sea Cucumber tempura stuffed with shrimp maw in Chinese-styled sauce

4. Tasty New Frontiers – new experiences on green gourmet trends

- Enjoy the farm-to-table experiences and locally grown ingredients with chefs at a selection of wave-making green gourmet outlets across the city, while introducing rising starts in the city’s gourmet scene



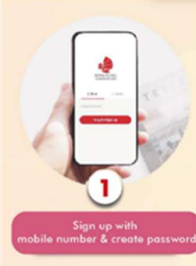
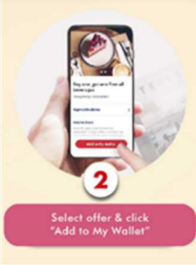
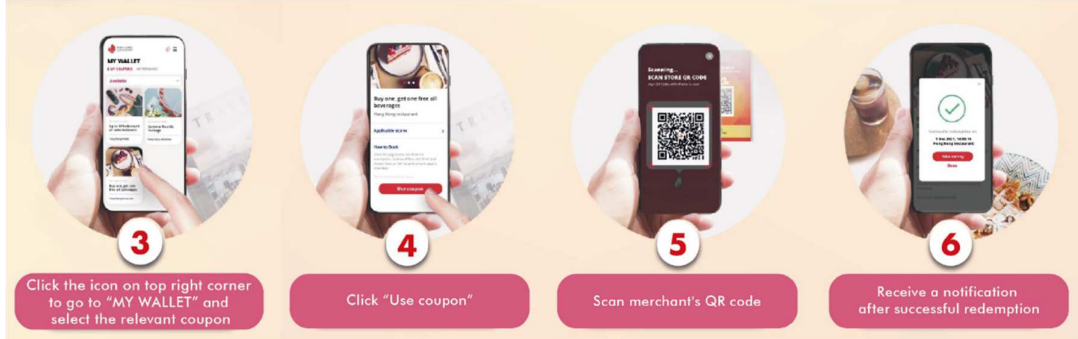
5. More happenings in town

- Sip and Savour in LKF
- Hong Kong Cocktail Weeks x SAGA BAR
- Argentina Wine & Dine Tour
- Italian Wine x Traditional Chinese Cuisine Dinner – Chuan Cuisine

Free e-Coupons: how to collect and use

“Hong Kong Wine & Dine Festival 2022” e-Coupons

Hand out dates	<ol style="list-style-type: none"> 10am, 3 November 2022 (Thursday) 10am, 17 November 2022 (Thursday)
e-Coupon details	<p>Two kinds of offers:</p> <ul style="list-style-type: none"> Creative Cocktails Citywide: a Creative Cocktails Citywide e-coupon for a \$100 drink or snack at any of the 210 participating restaurants or bars Wine on the Waterfront: a Wine on the Waterfront e-coupon for a \$150 drink and snack set at any of the 160 participating restaurants or bars

<p>Register</p>	 <p>1 Sign up with mobile number & create password</p>	<ul style="list-style-type: none"> User are required to log into their DiscoverHongKong.com account. New users can collect the coupons upon completing a simple registration with their mobile phone number.
<p>Acquire</p>	 <p>2 Select offer & click "Add to My Wallet"</p>	<ul style="list-style-type: none"> Choose your preferred e-Coupon on the event website. Click “Get a free limited e-coupon” to access the acquisition page Click “Add to my wallet” to store the e-coupon Each account can only retain one e-coupon at a time. The e-Coupon cannot be deleted unless redeemed. User can collect another e-coupon upon using the existing one. Free e-Coupons are limited in number and are available on a first-come, first-served basis
<p>Redeem</p>	 <p>3 Click the icon on top right corner to go to “MY WALLET” and select the relevant coupon</p> <p>4 Click “Use coupon”</p> <p>5 Scan merchant’s QR code</p> <p>6 Receive a notification after successful redemption</p> <ul style="list-style-type: none"> Visit the participating restaurant or bar of your choice after collecting the coupon Log into your DiscoverHongKong.com account and click “My Wallet” to choose the coupon Click “Use coupon” in “My Wallet”. Scan the code offered by the staff of the outlet and enjoy your treat! Free offers are valid until 30 November. All e-coupons are non-transferrable and not for sale. 	