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HKTB Launches “Wine & Dine Festival: Taste Around Town” with about 400 Restaurants and Bars

“Hong Kong Night Treats” Visitor Dining Coupons and Night Bus Tour Also Introduced for Tourists

Let's celebrate Hong Kong's non-stop wine and dine experiences! Following the “Hong Kong Wine & Dine Festival”, the Hong Kong Tourism Board (HKTB) joins hand with about 400 restaurants and bars across the city to present the “Taste Around Town” promotions throughout the month of November, extending the great feast to the whole city. The outlet line-up includes “Asia's 50 Best Bars” winners and other uniquely themed pubs which offer 60 Hong Kong-themed cocktails for mixology lovers. Equally tantalising are the specially curated Chinese menus by master chefs of Michelin star-rated restaurants. Together with city-wide dining offers, the programme invites everyone in the city to dive into the city's day-to-night gastronomic adventure!

Bar hopping for local tastes | Master chefs showcasing new trends in Chinese cuisine

Joining hand with about 400 restaurants and bars, HKTB offers amusing gastronomic surprises by presenting “Hong Kong Wine & Dine – Taste Around Town” this year. One of the programme's highlight, the “Hong Kong Bar Show” features 60 uniquely themed bars, including “Asia's 50 Best Bars”, namely Argo, The Aubrey and Mostly Harmless.

Members of the public and visitors can enjoy 60 limited-edition “Cocktails with Hong Kong Inspiration” with authentically local tastes such as red bean fleece, mango pomelo sago and other Hong Kong-style sweet soups. The public can also get their Hopping Pass at HK\$280 for 8 tokens. Pass holders can enjoy the signature cocktails of the participating bars with a discounted price. Explore the tastes in Central, Wan Chai, Causeway Bay, Tsim Sha Tsui, West Kowloon, Mong Kok and Sham Shui Po!

“Hong Kong Bar Show”: Highlights of “Cocktails with Hong Kong Inspiration”

 <p>Childhood memory – Red bean fleece</p> <p>Classic “cha chaan teng” drink blended with gin and chestnut liquor to recreate the sweetness</p>	 <p>Local delicacy –Mango pomelo sago</p> <p>The sweet soup inspired cocktail pampers tasters with a smooth and rich texture</p>	 <p>Tradition reinvented – Goeng P</p> <p>Homemade pickled ginger and locally distilled gin tingles your taste buds with a novel</p>	 <p>Perfect balance –Two Bishop</p> <p>Seven-year-old aged wine mixed with refreshing matcha and yuzu offering a balanced</p>
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of childhood		taste combo	taste for your palate.
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The well received Chinese Master Chefs' Curation returns with even better offers! 24 high-end diners including Michelin 2-star restaurant are showing off their ingenuity of both tradition and innovation through modern Chinese cuisines which stand in their own league and reintroducing Chinese cookery in whole new perspectives, tempting foodies to have it all!

Chinese Master Chefs' Curation: Highlights			
Curating a Holistic Dining Experience	Cutting-edge Chinese Cuisine	Nourishing Delicacies	Curating Flavours for a Better Future
Diners can enjoy a modern take on Chinese cuisine e.g. black caviar with crispy fish maw and stir-fried rice-shaped pasta in Chinese style, combining traditional concepts with creative delights.	Michelin recognised or award-winning chefs recreated luxurious classic dishes e.g. chilled chicken jelly and two-way premium bird's nest which put the chefs' culinary technique to acid test.	Catching up with current trends of healthy eating, chefs source seasonal ingredients to create nutritious dishes in Chinese style e.g. five grain abalone rice with yam.	With ingredients such as sustainable seafood and meat with Green Food Grade A certification, the feasts will live up to green philosophies while satisfying your cravings.

Popular restaurants across town offers discount up to 30% off

In addition to Hong Kong-style cocktails and Chinese specialties, the HKTb is also introducing Chill E.A.T. with over 250 popular restaurants, offering up to 30% off selected set menus to visitors, including Michelin-starred restaurants, ranging from local delicacies to global delicacies and new-style sustainable dining to get the public and visitors involved in Hong Kong's colourful dining culture from day to night.

Various Lan Kwai Fong restaurants and bars are also offering a 15% discount on selected menu items, as well as up to half-price on selected dishes, fine wines and meticulously crafted cocktails. Feel free to embark on a delicious journey!

“Taste Around Town” campaign website:

<https://www.discoverhongkong.com/eng/what-s-new/events/taste-around-town.html>

1 Million sets of “Hong Kong Night Treats” for visitors available from today



In addition, to extend the vibrant night life, the HKTb is handing out 1 million sets of new “Hong Kong Night Treats” visitor dining coupons, each with a HK\$100 value, starting from today to encourage visitors to

go out and enjoy the city's night-time offerings and experience the wine & dine culture. After collecting the Night Treat for free, visitors can redeem it for a HK\$100 discount after 6pm at more than 60 bars and over 1,100 restaurants accredited by “Quality Tourism Services Scheme” across the city in phase.

Upon their arrival to Hong Kong, visitors can collect the Hong Kong Night Treats at the following locations:

- Visitor centre at Hong Kong International Airport
- Redemption counter at Hong Kong West Kowloon Station
- Redemption counter at Star Ferry Pier, Tsim Sha Tsui
- Redemption counter at wwwtc mall, Causeway Bay

The HKTb will also hand out “Hong Kong Night Treats” visitor dining coupons to visitors booking travel products to Hong Kong through various travel websites.

“Hong Kong Night Treats” campaign website: [Discoverhongkong.com/HKNightTreats](https://discoverhongkong.com/HKNightTreats)

Hop onto the Hong Kong Night Bus Tours at HK\$20



Starting from tomorrow (2 November) to January 2024, visitors may enjoy a tour on 1 of the 3 night bus routes for HK\$20 after 6:30 pm, exploring various attractions and landmarks in Hong Kong Island and Kowloon and immersing yourselves in the city's evening charm.

Routes	Big Bus Hong Kong Island Night Tour	Big Bus Kowloon Night Tour	Rickshaw Bus H2K Night Tour
Duration	About 60 minutes	About 60 minutes	About 75 minutes
Stops	Central Piers, Man Mo Temple at Sheung Wan, Lee Tung Street at Wan Chai, Causeway Bay and others	Avenue of Stars and Park Lane at Tsim Sha Tsui, Mong Kok, Hong Kong Palace Museum and others	Central Ferry Piers, Wan Chai Waterfront Promenade, West Kowloon Cultural District, Clock Tower at Tsim Sha Tsui
Daily hours	6:30 pm, 7:30 pm & 8:30 pm	6:30 pm & 8:30pm	7:00 pm, 8:00pm, 8:30 pm, 9:00 pm, 9:30pm & 10:00pm
Ticketing office	1. Big Bus Tours Information Centre (Central) 2. Big Bus Tours Information Centre (Tsim Sha Tsui) 3. Hong Kong Tourism Board Kowloon Visitor Centre (Star Ferry Pier, Tsim Sha Tsui)		1. Rickshaw Sightseeing Bus Terminus at Central Piers 2. Hong Kong Tourism Board Kowloon Visitor Centre (Star Ferry Pier, Tsim Sha Tsui)

“Hong Kong Night Bus Tour”: [Discoverhongkong.com/HKNightBusTour](https://discoverhongkong.com/HKNightBusTour)

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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 : <https://assetlibrary.hktb.com/assetbank->

[hktb/action/browseItems?categoryId=1234&categoryTypeId=2&cachedCriteria=1](https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1234&categoryTypeId=2&cachedCriteria=1)

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