



HKTB e-News - Hong Kong Food & Wine Year Promotional Initiatives

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A Taste of Hong Kong for Global Travel Trade and Media



Preparations are heating up for the Hong Kong Food and Wine Year Spotlights Events! By the end of this month, Hong Kong will be rolling out the red carpet to welcome the most diverse media and travel trade group on familiarisation tour to Hong Kong. The over 200-strong group will be in town for the spectacular Spotlight Events. The sheer size once again confirms the appeal of Hong Kong as the Culinary Capital of Asia. Notable media groups include such household names as CNBC from the US, *Time Out* Magazine from the UK, NHK Radio from Japan, Asian Food Channel from the Philippines and *Betty's Kitchen* from the Mainland, as well as other media representatives from Australia, New Zealand, Canada, France, Russia, Italy, Germany, Taiwan and Southeast Asia. Their presence will turn the spotlight onto Hong Kong and enhance the city's international exposure.

Trivia

WINE & CHINESE CUISINE
THE PERFECT MATCH

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Wine Suggestions

- 1. Steamed Hairy Crab
- 2. Vintage Brat

Duck Stuffed with Eight Treasures

- 1. Pinot Noir, Cabernet Sauvignon, Merlot

Shrimp Stuffed with Longing Tea

- 1. Sauvignon Blanc

Roasted Fish with Pine Nuts

The Perfect Match: Food and Wine Pairing Menu

Submerge in the ultimate pleasure of pairing great wine and cuisines at affordable prices. From October to November, 38 dining outlets in over two dozens of hotels across the city will offer exclusive food and wine pairing menus. And better still, gourmets can now learn from experts on the best wine accompaniment to a range of sumptuous Chinese provincial dishes, all at the [dedicated website](#) for the Hong Kong Food and Wine Year. Happy

A Foodie's Bible: Food Critics Guide



This October, a brand new food guide will be up for visitors' grabs. This ultimate foodies' bible by HKTB will feature 60 not-to-be-missed dining outlets recommended by 22 celebrated chefs and gourmets in town. It will also cover tips of food and wine pairing on a range of cuisines, including Chinese provincial and western ones. As part of its effort to showcase Hong Kong's diverse culinary offerings during the Hong Kong Food and Wine Year, the HKTB has already published a series of guidebooks, including the popular *Hong Kong Local Delicacies Guide* and the *Ding Ding Hong Kong Tram Guide*. Available in English, Simplified and Traditional Chinese, the latest Food Critics Guide can be picked up at ports of entry and HKTB Visitor Centres, as well as HKTB's worldwide offices.

Wine Year. Happy
browsing!

(Source: Hong Kong Tourism Board)

"Demon Chef" Helps Spread the Word in Australia



Hong Kong's diversified gourmet scene continues to hold an endearing appeal to the Australia market. Riding on Australians' love for dining, the HKTB devised a series of PR activities to promote the Hong Kong Food and Wine Year in the market. Back in June, the HKTB collaborated with the famous Australian reality TV show *MasterChef*, which week-long broadcast attracted about 6.5 million viewers. As a sequel, a luncheon was recently hosted for the media in Sydney, with the help of celebrity chef Alvin Leung. This is the third time the HKTB brought in self-styled "Demon Chef" and owner of the Michelin-starred restaurant Bo Innovation to help promote Hong Kong's superb culinary offers, leveraging the appeal and influence of the celebrity chef.

If you would like to know more about the above activities or produce stories on them , please feel free to contact us.

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