

Press Release – FOR IMMEDIATE RELEASE

Celebrate Mother's Day at *Feast*

Hong Kong, 18 April 2016 – The team from *Feast (Food by EAST)*, the big bustling café at EAST, Hong Kong, brings a special semi-buffet menu on 7 and 8 May for families to celebrate Mother's Day.

This Mother's Day, children will get a chance to present a flower bouquet to their mother over brunch or dinner, as well as a unique DIY card with Polaroid photo taken with mum, as a way to show their love. Mothers who come for the semi-buffet will receive an exclusive gift* from Evie Beauté, a life-inspired and affordable luxury skincare brand, including a cash voucher* to enjoy shopping privileges at their shops in Harvey Nichols and Beauty Bazaar.

Guests will be able to enjoy a freshly cooked half Boston lobster, followed by cold cuts, fresh salad and many other healthy appetisers. An array of seafood items, including freshly shucked seasonal oysters and crustaceans will also be served at the antipasti counter.

Main course features a choice of five dishes – Grain-Fed Australian Fillet (12oz) or Whole Lemon Sole (500 g minimum) for sharing, Home-Smoked Lamb Rack, Oven-Roasted Black Cod or Salmon En Papillote.

Guests can finish their meal at the dessert counter with a selection of sweet treats, specially designed for the day.

The menu is available for brunch on 8 May (Sunday) and dinner on 7 and 8 May (Saturday and Sunday), with two seatings available from 5:45pm to 8pm and 8:30pm to 11pm. Both menus are priced at HK\$528**. Children aged 12 or under can enjoy a 50% discount.

More for Mothers!

Diners who enjoyed the special menu at *Feast* can enter the EAST, Hong Kong x Evie Beauté giveaway. Simply upload photo of their unique DIY Mother's Day card with the exclusive gift from Evie to Instagram, follow @easthk and @eviebeaute as well as hashtag #easthk #eviebeaute #mothersday. The best five



lovable photos will be announced on 10 May to win a prize, featuring a *Feast* HK\$500 dining voucher for dinner and Evie Signature Perfect 10 Makeup Remover 100ml twin set (valued at HK\$576).

* All gifts are on a first-come, first-served basis.

**Prices are subject to 10% service charge.

For reservations, please email feastreservations@east-hongkong.com, or call the restaurant at (852) 3968 3777.

About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well travelled individually minded travellers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong and EAST, Beijing. The Temple House in Chengdu is opened in July 2015 and EAST, Miami will open in 2016.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in Taikoo Place in 2015. Our latest addition, the second Plat du Jour opened in Pacific Place in January 2016.

About Evie Beauté

Natalie Evie, Founder of Evie Beauté, is a Chinese-Canadian, was first inspired by the beauty secrets of women in Japan and Korea, where she studied as a young girl. Her path eventually led her to create her own business of beauty that reflects her abiding passion for life and wellness, a life-inspired, affordable luxury to fulfil the needs of the modern woman.

Evie is a comprehensive collection – a simple yet complete skincare wardrobe – each piece is the little black dress of skincare, playing a timeless and essential role in a streamlined regimen that just never goes out of style. These treasures are a true labour of love. They are the result of Natalie's work with leading laboratories from around the globe, a commitment to purposeful, highly nutritive active formulations, patented revolutionary technologies and an unending resource of the finest, inspired ingredients that simply work wonders.

For more information, please contact:

Ms Frances Mak
Area Communications Manager, Hong Kong
Swire Hotels
Tel: (852) 3968 3838
Email: francesmak@swirehotels.com

Ms Selina Tang
Assistant Communications Manager
EAST, Hong Kong
Tel: (852) 3968 3839
Email: selinatang@swirehotels.com



Home-Smoked Lamb Rack



Feast (Food by EAST)



Evie Beauté exclusive gift set for mothers