

Hong Kong Food and Wine Year

Presented by the Hong Kong Tourism Board



An Overview

With an established reputation as the Culinary Capital of Asia, Hong Kong offers the most exotic variety of global and local culinary delights. Building on Hong Kong's culinary strength and the exemption of wine duty, as well as the introduction of Michelin Guide on Hong Kong, the Hong Kong Tourism Board (HKTB) will adopt "Hong Kong Food and Wine Year" as the new marketing theme for this year to further highlight Hong Kong's position as one of the culinary capitals in the world.

Throughout 2009, the HKTB will present a sumptuous feast of food and wine promotions, special events as well as exclusive value offers to heighten visitors' gastronomic experience in Hong Kong.

Other than featuring food and wine as a core element during major promotional periods like summer, Christmas and Chinese New Year, the HKTB will produce a series of food guides to highlight seasonal cuisines for travellers.

The anchor event of the year will be an exciting "World of Food and Wine Festival" which spans across two weekends from 30 October - 8 November. The Festival will feature a 3-day outdoor Wine Carnival, followed by a major food and wine street party with festivity staging at famous food districts in the city.

The HKTB invites you to experience the tantalising journey to Hong Kong by visiting its dedicated website HKFoodandWineYear.com, live from mid-April 2009.

More about Hong Kong Food and Wine Year Promotion

1. Year-round Dining Offers

- Featuring hundreds of value-added offers at restaurateurs and food outlets for visitors
- To be introduced in phases to guarantee varieties and the best seasonal offers

2. Dedicated “Hong Kong Food & Wine Year” Website

- HKFoodandWineYear.com to be launched in mid-April
- Comprehensive contents on food and wine culture in Hong Kong, recommendations from celebrity gourmets, reviews on Chinese dishes and wine pairings, wine and dine tips, seasonal value benefits for visitors, etc.
- Interactive features include downloadable guidebooks, food and dine itinerary planner with integration of Google Map (enabler for pre-trip itinerary planning)

3. Dining Guidebooks

- Produce special dining guides for frequent independent travellers (FIT), e.g. guidebooks to feature local eateries, delicacies and snacks, cooking, as well as dining places along the tramway/ food districts/ wine and entertainment clusters

4. World of Food and Wine Festival (30 Oct - 8 Nov 2009)

4.1 Wine Carnival (30 Oct – 1 Nov 2009)

- The first outdoor Wine Carnival at the West Kowloon Waterfront Promenade – the best vintage point for the world renowned Victoria Harbour and the nightly multi-media light show “A Symphony of Lights”
- Activities include wine tasting, food sampling, wine appreciation classes, live entertainment and promotions presented by the top winery promoters from around the world

4.2 Food District Promotions (31 Oct – 8 Nov 2009)

- Anchoring on the famous dining clusters, such as Lan Kwai Fong and SoHo in Central, street parties will be staged featuring live entertainment, festivity and most importantly, the best international cuisine and fine wine from different parts of the world.

4.3 Other Food & Wine Promotions

- Hong Kong International Wine & Spirits Fair 2009 (4-6 Nov 2009)
- Wine Tasting Certified Classes (during Wine Carnival and Hong Kong International Wine & Spirits Fair)
- Weekend Wine Tour
- Wine Walk

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