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**HKTB Unveils A Five-Day “Hong Kong Wine & Dine Festival” for the First Time
Over 300 Global Wine and Culinary Booths Await
A Grander & More Spectacular Harbourfront Celebration
Tickets and Tasting Passes on Sale Tomorrow**



Cheers to everyone! Organised by the Hong Kong Tourism Board (HKTB), the highly anticipated annual “Hong Kong Wine & Dine Festival” is set to make a triumphant return to the Central Harbourfront Event Space from **23 October (Wednesday) to 27 October (Sunday)**. This year’s festival promises to be bigger than the previous year, with an expanded array of wine and food booths. For the first time, **the event will span five days and extend its opening hours until 11pm**, allowing locals and visitors alike to fully immerse themselves in this epicurean celebration. **Admission tickets and tasting passes will be available for purchase online starting from 20 September (Friday)**.

This year’s Wine & Dine Festival continues its tradition of showcasing an exquisite selection of classic wines from around the globe, while also introducing a wider spectrum of emerging wine and spirits varieties. With over a hundred food booths and the brand new “Culinary Stars” featuring Michelin-starred restaurants and master chefs’ recommendations, visitors are in for a truly unforgettable gastronomic experience. The event will also feature masterclasses led by renowned chefs, limited-edition Hong Kong-themed cocktails created by award-winning mixologists, and a slate of live performances. The culinary journey does not end there – throughout November, the HKTB will collaborate with over 300 restaurants and bars across Hong Kong, Kowloon, and the New Territories to present “Taste Around Town,” a month-long celebration offering a variety of dining selections and exclusive offers.

Dr. Pang Yiu-Kai, Chairman of the HKTB, states, “The Hong Kong Wine & Dine Festival is a signature annual event, and the scale of the event this year transcends that of last year. The Festival will be held for five consecutive days, with extended opening hours and more food and wine booths than last year, promising a satisfying visit for participants of all tastes. The Hong Kong Wine and Dine Festival attracts visitors from all over the world every year and helps businesses to market their products to the rest of the world, creating more business opportunities. The event not only enhances the city’s vibrant atmosphere, but also stimulates spending. The HKTB has also strengthened its efforts to promote Hong Kong’s allure as a wine and culinary destination across various platforms in our visitor source markets. We have also

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collaborated with trade partners to attract more visitors to Hong Kong, encouraging them to participate in this exceptional event while enriching their overall experience in the city. The HKTB will continue to showcase Hong Kong’ appeal as a city of gastronomy globally”

A One-Stop Destination for Global Wines and Culinary Delights

This year’s Hong Kong Wine & Dine Festival boasts over 300 participating booths, offering visitors an unparalleled selection of more than thousands of diverse global wines and culinary delights. From classic vintages and Chinese Baijiu to whisky, gin, sake, creative cocktails, and craft beer, there is something to satisfy every palate. Foodies will be equally delighted by the array of local snacks, hotel delicacies, and Michelin-starred dishes on offer. Whether you are a seasoned wine connoisseur or simply enjoy a casual drink, whether you are looking to gather with close friends or explore new flavours, the Wine & Dine Festival promises an unforgettable experience.

Hong Kong Wine & Dine Festival: A One-Stop Global Tasting Experience	
<p>Indulge in the World’s Most Popular Fine Wines</p> 	<p><u>1. A Convergence of Fine Wines from 35 Countries and Regions across Five Continents</u></p> <p>Embark on a global wine journey with ease in a single destination:</p> <ul style="list-style-type: none"> - Discover a curated selection of premium wines from 35 countries and regions worldwide, including classic top-tier vintages from France (Bordeaux, Burgundy), Italy, Germany, Spain, China, and more. - Newly launched country pavilions showcasing a range of wines from the UK, Australia, Chile, and Thailand. - Brand new whisky and gin zone, further broadening the fine drink landscape. - A collection of internationally acclaimed award-winning labels and highly rated bottles selected by top wine critics e.g. James Suckling. <p><u>2. The Latest Trends in the World of Wine</u></p> <p>Guiding guests through popular flavours and emerging trends (see <u>Appendix I</u>):</p> <ul style="list-style-type: none"> - Experience the rising allure of English sparkling wines, rivaling champagne and captivating the hearts of wine enthusiasts. - Discover the ascent of Chinese Baijiu, showcasing the rich layers of mellow saucy aroma and complex sensation. - Embrace the return to nature with minimal intervention, zero-additive natural wines. - Ride the wave of Asia’s 50 Best Bars, and sample creative cocktails crafted by mixologists from award-winning establishments. - Venture beyond classic gin regions and explore the new frontiers of Vietnamese gin.
<p>City of Gastronomy at a Glance</p>	<p><u>3. Introducing the New “Culinary Stars”, a Gathering of Michelin Gastronomic Excellence</u></p> <p>With over 110 food booths showcasing culinary delights from around the globe, this year’s newly established “Culinary Stars” presents an unparalleled selection of Michelin-starred and chef-recommended creations, encompassing a slate of flavours from various countries and regions (see <u>Appendix II</u>):</p> <ul style="list-style-type: none"> - Indulge in Michelin and award-winning selections, including South African abalone from the three-Michelin-starred Cantonese restaurant Forum Restaurant, and iconic drinks from The Aubrey, no. 10 of Asia’s 50 Best Bars.



- **Exclusive delicacies crafted specifically for the event**, such as The Royal Garden’s artisanal parma ham and cheese palmiers, Hong Kong Cuisine 1983’s fresh shrimp *siu mai* with braised mushroom and infused with mushroom oil.
- **A global culinary adventure with delicacies from various countries**, including Argentinian chorizo sandwiches, 58-months curation Spanish Iberico ham, French fruit jam crepes, Thai milk tea canelé, Vietnamese egg coffee, black truffle Italian gelato, Mexican burritos, and more.

Exclusive Encounters with Mixology Masters

Immerse yourself in an exclusive experience at the specially curated **Harbour Lounge**, accessible with a separate admission ticket. Here, visitors can savour Hong Kong-themed limited-edition cocktails crafted by award-winning mixologists from around the world while taking in the scenic views of Victoria Harbour. The star-studded lineup features:

- Demie Kim, the virtuoso mixologist behind Zest in Seoul, ranked second in Asia’s 50 Best Bars.
- Tracey Lu, the creative mixologist from Hope & Sesame in Guangzhou, which holds the fourteenth spot in Asia’s 50 Best Bars.
- Leo Ko, a homegrown mixology maestro who has won multiple accolades at the World Cocktail Championship, including the prestigious title of World Bartender of the Year.



Prepare for a surprise as these mixologists make appearances to mingle with guests.

Tasting Theatre – Masterclass Programmes

Guests can enrol in the Tasting Theatre workshops, where they can learn from celebrated masters for a mere HK\$150/ 250 and immerse in the joy of interactive classes while unravelling the secrets behind fine wines and gourmet food.



Highlights of Tasting Theatre	
Flambé Barbecued Pork & Cocktail Pairing	Led by Executive Chef Cheung Hong-man and his team from Hyatt Regency Sha Tin, this masterclass draws inspiration from the Chinese restaurant's signature dish, Flambé Rose Wine Barbecued Pork with Lard Rice. Witness the birth of the groundbreaking Chinese-style cocktail, Flamed Yuk, a must-try for those who crave surprises and innovation.
Easy Rice Cooker Abalone with Jacky Yu	In this 60 minute hands-on cooking workshop with celebrity chef Jacky Yu, the master chef will unveil the secret to the making of stress-free tasty abalone using just a rice cooker and how to pair it with sake – it’s a taste you'll never forget!

Palmiers and Parma Ham: A Tasting and Decorating Experience	Award-winning pastry chef Don Ng, the executive pastry chef of the Fine Foods Shop at The Royal Garden in Hong Kong, will demonstrate and share the secrets of making Hong Kong's favourite flaky and buttery pastry. Participants will have the chance to taste the Festival-exclusive Parma Ham flavour palmier, followed by an interactive hands-on palmier decorating class where you will discover the art of transforming palmiers into stunning treats.
Sabatini's White Truffle Tasting Workshop	Dubbed as the “white Diamond”, white truffle is one of the ingredients with the most exquisite tastes in the world. Marco Antonio Li Voti, Chef de cuisine at the new IFC branch of the traditional Italian restaurant Sabatini, will share his knowledge on white truffles and demonstrate how to make creamy scrambled eggs that pair perfectly with freshly shaved white truffles.

Mesmerising Melodies to Elevate the Celebration



Throughout the five-day Festival, enchanting music will fill the air, adding to the festive vibe. The Main Stage will come alive with nightly musical performances, allowing guests to indulge in the captivating views of the Victoria Harbour while being serenaded by the mesmerising melodies.

Wine & Dine Festival Opening Hours, Tasting Passes, and Admission Ticket

Starting from September 20 (Friday), visitors can buy their Tasting Passes with admission tickets, and Tasting Theatre programmes through the Klook website or on-site, and tickets to the Harbour Lounge at the Wine & Dine Festival venue:

Event Opening Hours (Last admission: 10:30pm)

23 October (Wednesday)	7:30 pm – 11:00 pm
24 October (Thursday)	4:00 pm – 11:00 pm
25 October (Friday)	
26 October (Saturday)	12:00 pm – 11:00 pm
27 October (Sunday)	

Ticketing

1. Online Purchase (Admission ticket included)

Purchase tickets online through the Klook platform, with three types of Tasting Passes (admission ticket included) to choose from.

HK\$400 Tasting Pass	HK\$290 Tasting Pass	HK\$240 Tasting Pass
<ul style="list-style-type: none"> • 1 admission ticket (valued at HK\$40) • 14 tokens (worth HK\$350) • 1 Lucaris souvenir wine glass (worth HK\$210) 	<ul style="list-style-type: none"> • 1 admission ticket (valued at HK\$40) • 8 tokens (worth HK\$200) • 1 Lucaris souvenir wine glass (worth HK\$210) 	<ul style="list-style-type: none"> • 1 admission ticket (valued at HK\$40) • 8 tokens (worth HK\$200)

Online Early-Bird Offer: Enjoy a HK\$20 discount with the purchase of each type of Tasting Pass online on or before October 15.

2. On-site Purchase (Admission ticket to be purchased separately)

Participants may choose to purchase tickets and tasting pass on-site, which are sold separately. Two types of Tasting Passes are available.

Admission Ticket	
Regular price (aged 12 and above)	Children aged 3 to 12 and seniors aged 65 or above
HK\$40	HK\$20

Tasting Passes	
HK\$400 Tasting Pass	HK\$200 Tasting Pass
<ul style="list-style-type: none">• 14 tokens (valued at HK\$350)• 1 Lucaris souvenir wine glass (worth HK\$210)	<ul style="list-style-type: none">• 8 tokens (valued at \$200)

No plastic eco cups are provided by HKTB. Guests are encouraged to bring their own stemmed wine glass. Guests who bring their own wine glass will receive a souvenir glass sleeve, while supplies last. Guests can also purchase wine glasses at the venue entrance for HK\$50 each.

Tasting Theatre Tickets
Tasting Theatre tickets are available for purchase via the Klook website or on-site at the venue, depending on the availability. Ticket prices for Tasting Theatre programmes range from HK\$150 – \$250.

Boosting promotions in Mainland and overseas markets to attract visitors

This year, the HKTB partners with the hotel industry to distribute Guest Lite Passes to more than 100 local hotels. Inbound visitors to Hong Kong may also collect one Guest Lite Pass at HKTB’s visitor centre at Hong Kong International Airport or Kowloon (Star Ferry Pier, Tsim Sha Tsui) between 21 and 27 October.

The HKTB also boosts promotion of the Wine & Dine Festival in various Mainland and overseas markets, partnering with their local travel agents and airlines. Special tourism products are jointly launched with the trade partners with a view to attracting visitors to Hong Kong with the gastronomic mega event. A Mainland airline company offers packages with Wine & Dine Festival tickets in 13 Mainland cities. The HKTB also promoted luxury group tour packages “City Pop” with admission to the event in partnership with travel agents in Taiwan to attract high-end visitors. The HKTB also leverage the event to appeal to long-haul visitors with customised, exclusive Wine & Dine Festival tourism products in the Americas.

Moreover, in a bid to solidify the Wine & Dine Festival’s position as an annual signature event, the HKTB has invited a line-up of renowned Asian Michelin-starred chefs, esteemed food critics, and influential food media to visit Hong Kong and participate in the Wine & Dine Festival. This initiative will allow these distinguished guests to experience the unique allure of Hong Kong’s culinary scene, further elevating the festival’s prestige.

“Taste Around Town” in November to Showcase Hong Kong’s Status as a City of Gastronomy

As the curtain falls on the five-day Hong Kong Wine & Dine Festival, the HKTB will join forces with over 300 restaurants and bars across the city in November – including high-end establishments and acclaimed venues featured in the 2024 Asia’s 50 Best Bars – as part of the "Taste Around Town" initiative, a month-long celebration of culinary delights. Throughout this period, food enthusiasts will be treated to a range of dining perks, including discounts of up to 40% and half-price menus. This opportunity allows everyone to embark on a journey to savour the diverse tastes that define Hong Kong’s vibrant food culture.

“Taste Around Town”: Four Highlighted Programmes



Event Website:

<https://www.discoverhongkong.com/eng/what-s-new/events/wine-dine-festival.html>

Photos



Dr. Pang Yiu-kai, Chairman of HKTb (third from right), Mr. Raymond Chan, General Manager, Event and Product Development of HKTb (third from left) and Mr. Ronny Lau, Chairman of Hong Kong Wine & Spirits Writers Association (second left) at the press conference with representatives of various sponsors of the Hong Kong Wine & Dine Festival 2024.



The Hong Kong Wine & Dine Festival this year features more than 300 global wine and food booths to offer a well-round gastronomic feast to participants by the harbour.

– 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: <https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1666&categoryTypeId=2&cachedCriteria=1>

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HONG KONG TOURISM BOARD 香港旅遊發展局

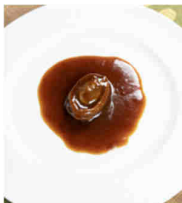
Hong Kong Wine & Dine Festival 2024: Highlights
Wines and fine brews from 35 countries and regions

 <p>Charles de Cazanove Stradivarius 2007, France</p> <p>A well-aged vintage champagne with a fine and subtle citrus nose and well-structured palate with honey and brioche notes. An harmonious and fruity finish.</p>	 <p>Marchesi Di Barolo Coste Di Rose Barolo DOCG 2007, Italy</p> <p>A lovely wine delivering loads of dark fruit, moist earth, Spanish cedar and white truffle. Thanks to the tight tannins, this wine is known as one of the best Italian wines.</p>	 <p>Seña 2019 (25th Anniversary), Chile</p> <p>The King of Chilean wines, this bottle scored 98 points by famous critics Robert Parker and James Suckling. Its floral aromas, notes of orange peel, a touch of creamy sweet spices promise a fresh glass.</p>	 <p>Hakuryu, Japan</p> <p>Made with 100% “Yamada Nishiki” rice, the sake delivers a mellow mouthfeel with rich body on top of a fruity note. The balanced and elegant taste can be served either warm or chilled.</p>
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New trends

<p><u>English sparkling wine stomping over the wine scene</u></p>  <p>Rathfinny Rosé Brut 2018, UK</p> <p>A sublime nose of Seville orange cream and flat peach, a vibrant palate of wild strawberry coulis and candied mandarin zest with a white pepper and satsuma sherbet finish.</p>	<p><u>Trendsetter of Chinese distilled spirit</u></p>  <p>50 years Huashanlunjian Baijiu, Mainland China</p> <p>An exemplary brew of classic Chinese <i>baijiu</i>, the white distilled spirit impresses drinkers with a soothing aftertaste and sweet glide. The aging offered additional aroma to the nose.</p>	<p><u>Natural wine with zero additives</u></p>  <p>Teo Blanco Maceracion, Spain</p> <p>A zero-additive bottle brewed with organic viognier grapes from two different vineyards through a 25-day skin maceration process in tank. No added sulfur.</p>
<p><u>Innovative cocktail</u></p>  <p>Fen-flavour Mojito, Mainland China</p> <p>It is blended with Fen-flavor Chinese liquor as the base liquor, adding lime, mint leaves and lychee to offer a tantalizing freshness.</p>	<p><u>New terroir for gin</u></p>  <p>Saigon Baigur Premium Dry Gin, Vietnam</p> <p>First high-quality gin produced from Ho Chi-Minh City made with 12 local produces such as lotus, bergamot, star anise, cinnamon and juniper berries. Mild sweetness with complexity.</p>	

Gourmet Gallery including Michelin and award-winning high-end selections



**Braised South African
Abalone,
Forum Restaurant**

A renowned dish by three-Michelin-starred Chinese restaurant, the Braised Abalone is known for its tender and unforgettable taste.



**Thai Shrimp Paste
Fishotto with Shrimp
Crackers, Fisholic**

A festival-exclusive creation from the restaurant's Michelin-recommended "Fishotto" made in a bold and aromatic Thai-style shrimp paste with crispy shrimp crackers that provide a satisfying crunch and a delightful contrasting texture.



**Parma Ham and Cheese
Palmier with Cheese
Dip, Hong Kong Royal
Garden Hotel**

The hotel's best seller made with a twist exclusively designed for the Wine & Dine Festival. The savoury combination offers a surprising sensory experience to dessert lovers.



**Dan Dan Burrata,
Renaissance
Harbourview Hotel**

Award winner of the "TOP 30 LINE Legacy 2023 handed down dishes", the dish offers an amazing fusion of Sichuan style dan dan sauce and Italian Burrata for an out-of-the-world taste.



**Thai style Canelé
(Pandan, Thai Milk
Tea, Durian), Asura**

Traditional French desserts are presented in Thai flavors, with a crispy surface and moist and chewy fillings – triple the joy in one bite.



**Deep fried Matsuba
crab leg, Crowne Plaza
Hong Kong Kowloon
East**

Wrapped in a crispy golden brown outer layer, the tender and juicy crab legs are, perfectly made for drinks.



**Roasted Lobster Tail
with Black Truffle,
ifood Limited**

Grilled lobster with black truffle sauce is a novelty in the BBQ world. The lobster is coated with an Italian black truffle sauce, which gives off the distinctive aroma of black truffle while grilling, filling the room with a tantalizing fragrance.



**Spanish Iberico Ham
Acorn-fed, 58-months
curation,
Diverxu Limited**

58-month Spanish iberico ham acorn fed, very rich in fat hence to bring out the meat flavor. The aftertaste has the nutty aroma of acorns. Rich in layers and lingering in your mouth, it is endlessly memorable!