

# east

HONG KONG

## **Slinky Rooftop Bar *Sugar (Bar. Deck. Lounge)* at EAST, Hong Kong has now reopened**

(Hong Kong, 19 September, 2011) – Slinky rooftop bar *Sugar (Bar. Deck. Lounge)*, located on the 32<sup>nd</sup> floor of EAST, Hong Kong has now reopened after enhancements to the outdoor deck area and the addition of new soft furnishings. From the spacious deck, 300 feet above the sea, guests can enjoy the utterly breathtaking views of Hong Kong. New features include a VIP area with built in lounging furniture suitable for private parties and small-scale events. This area can seat up to 30 people, allowing guests to experience the al fresco ambience with the stylish yet causal setting. 'We've really been looking forward to the reopening of *Sugar* and with autumn weather on its way, we hope our guests can enjoy the view from every spot in the bar' said Warren Tam, General Manager of EAST.

In addition to original cocktails, delicious tapas, and music by our DJ, *Sugar* has also introduced some new enticing dishes including Rarebits (goats cheese, oven fried tomatoes, pistachio pesto, herb ciabatta), French Farm House Cheese Board and Grilled Farm House Sausages and Rilette of Braised Beef Shank, which are all perfect plates for sharing.

The original beanbags from *Sugar* have been donated to SPCA (HK), Society for the Prevention of Cruelty to Animals (Hong Kong) for a fundraising auction with a theme – "Give a Beanbag a Home". This online auction will begin on 30 September and all proceeds will go to the SPCA.

### **About EAST**

A lifestyle business hotel by Swire Hotels in Hong Kong, EAST offers 339 rooms and 6 suites with harbour or urban views and state-of-the-art communications technology: 37-inch, high definition LCD TVs with numerous satellite and cable channels, the latest iHome / iPod-touch® technology, simple connectivity for laptops and complimentary broadband / WiFi Internet throughout EAST for savvy business travellers.

EAST also features a 24-hour gym *Beast (Body by EAST)* and an outdoor heated swimming pool.

On the 1<sup>st</sup> floor, the casual all-day dining restaurant *Feast (Food by EAST)* serves international cuisine and authentic specialties of Asia, *Feast's* philosophy is "simple things, done well". Accessed by a distinctive bird's nest-style staircase, it has a takeaway menu including breakfast to go.

On the 32<sup>nd</sup> floor, rooftop lounge bar *Sugar (Bar. Deck. Lounge)* provides an extensive al fresco terrace with views across the harbour. *Sugar* is a place to unwind, chill out on the outside deck, and offers signature and classic cocktails, tapas and nightly DJs. The venue is also available for private bookings during the day for private functions, meetings, team-building, launch events and parties.

The hotel is conveniently adjacent to Tai Koo MTR station and just a short drive from Central, Hong Kong.

EAST 東隅 +

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 SWIRE HOTELS

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## About Swire Hotels

Swire Hotels has been created to manage intriguing urban hotels in Hong Kong, Mainland China and the United Kingdom, providing a characterful experience for travellers who seek individuality, style and personalised service.

The Opposite House, Beijing, opened in 2008 and was followed by The Upper House, above Pacific Place, Hong Kong, in October 2009.

Swire Hotels opened a 345-room lifestyle business hotel called EAST, Hong Kong in Hong Kong's Island East, on 25 January 2010. EAST, Beijing with 369 rooms, located within INDIGO in Jiangtai, will open in 2012.

Swire Hotels has launched a new collection of locally inspired and stylish hotels in the heart of great British towns and cities called Chapter Hotels. The first hotel in the collection, The Montpellier Chapter, opened on the 29th November in Cheltenham. The second Chapter hotel will open in Exeter in 2012.

## About Swire Island East

Swire Island East is Hong Kong's largest privately owned business district, comprising the retail and office centres of Cityplaza and TaiKoo Place. All of this area is managed by Swire Properties. Following the completion of One Island East, the portfolio now offers approximately 9.76 million sq ft of prime commercial space and high-end hotel accommodation for local and multinational corporations. A wide range of cosmopolitan business and leisure amenities are situated within the area, including the approximately 1.11 million sq ft Cityplaza shopping centre, Butterfield's private members club, lifestyle business hotel EAST, multipurpose venue ArtisTree, over 60 restaurants and cafés with parking for over 6,000 cars.

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**Sugar Deck**



**VIP Area**



**Burger Bites**

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