

Press Release – FOR IMMEDIATE RELEASE

Celebrate Father's Day at Feast

Hong Kong, 19 May 2016 – Following its successful collaboration with fashion label PYE in 2015, *Feast (Food by EAST)*, the big bustling café at EAST, Hong Kong, is teaming up with PYE once again to bring a joyous Father's Day to all Dads this year.

Executive Chef David Parkin has prepared a scrumptious semi-buffet menu for this special occasion. Dads will also be spoiled with an exclusive gift set* including a PYE T-shirt* and a gift card* for the occasion.

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.

The main course features a choice of five dishes – Grass-fed Chargrilled T-Bone Steak (650 g) or Moules-frites (1 kg) for two or above to share, Slow-roasted Lamb Loin, Grilled Sea Bream Fillet and Wagyu Beef Burger.

To make this special day sweeter, there will be a variety of delicious Father's Day desserts at the buffet counter.

This special menu is available for brunch on 19 June (Sunday) priced at HK\$488** and dinner on 18 and 19 June (Saturday and Sunday) with two seatings – 5:45pm to 8pm and 8:30pm to 11pm, priced at HK\$508**. Children aged 12 or under will enjoy 50% discount.

*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 welltravelled individually minded travellers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

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PYE派

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 PYE

Since 1984, PYE has been on a quest for the perfect dress shirt. With a team that ranges from cotton growers to engineers, every step of the fabric and shirt-making process receives rigorous attention to detail so as to engineer the ultimate product. PYE prides itself on designing the perfect shirt by using only the highest-quality Extra Long Staple cotton from the Xinjiang region of China. To guarantee a look of sophistication, PYE offers refined fits and cuts with different fabrics and styles, polished with patented and time-tested making methods and contemporary styling details. A combination of the Chinese word “派” and the Greek letter “π,” PYE is conceptualised in the Contemporary Chinese context, with an inspirational and impactful vision of the future delivered through its superior and thoughtful products.

PYE, like π, is a never-ending path. For more information, please visit www.pye.com.hk.

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Wagyu Beef Burger



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