

## Press Release

### ***WHISK's "Crazy About Caviar"***

#### Exclusive Product Launch "En-K de caviar" by *Kaviari* at The Mira

**14 September 2011, Hong Kong:** The Mira Hong Kong has been appointed to be the exclusive venue for the Hong Kong and Macau product launch of the exquisite "En-K de caviar" by *Kaviari* – the Paris-based reputable sturgeon caviar importer and producer, renown for supplying the world's most famous chefs.

At this one of a kind event, connoisseurs will be treated with the most luxurious caviar and introduced to the expert standing behind the highly-acclaimed brand, Mr. Raphaël Bouchez, CEO of *Kaviari*.

"En-K de caviar", or "En-K", is a slick, original concept of 15 grams of most precious sturgeon caviar enclosed in a chic tin that comes with a special caviar spoon allowing for ultimate indulgence with this dainty delight on the go. Its sliding lid delicately opens to reveal an alluring arrangement of glistening grains for which *Kaviari* has selected two exceptional caviars: Osetra with fine, strong flavours and Kristal with the smooth flavour of delicate hazelnut. Adding a whimsical touch to the traditional world of caviar, En-K collection is available in six hypnotizing colours: elegant and classic black, gold, and silver or bright and fashionable indigo blue, fuchsia pink, and apple green, making it a sinful feast for both the eyes and the taste buds. With the new approach, "En-K" allows for adding some glamorous shine at virtually any occasion, location and at any time of day or night, if you please.

Raphaël Bouchez, previously involved with luxury brands such as Sonia Rykiel, began his prestigious business experience with caviar as a commercial manager and later general manager of Hediard Group. During that time, the real know-how and the necessary connections were handed over to him by Mr Jacques Nebot, a food and caviar specialist, allowing for establishing strong commercial links with the closed Iranian market. In 2001, the accumulation of this precious experience led to foundation of *Kaviari*, which nowadays supplies world's most elite chefs, such as Alain Ducasse, Yannick Alleno, Joël Robuchon, Guy Martin.

*Kaviari*, present in some of the most prestigious luxury hotels in the world (Burj Al Arab in Dubai, Raffles in Singapore, The Wynn Resort in Las Vegas, and The Okura in Tokyo) is now also – proudly – available at The Mira Hong Kong's WHISK, which from 3 – 9 October 2011 will be all crazy about caviar with a special menu of exquisite caviars, finest French oysters and smoked fish, to name a few.

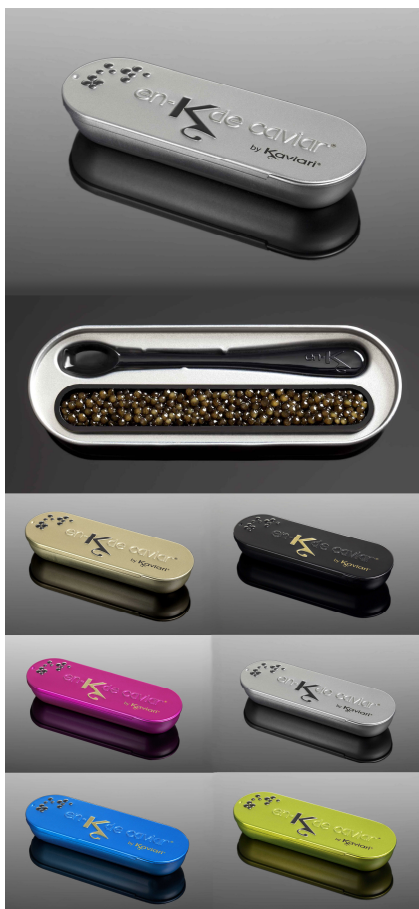
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#### **About The Mira Hong Kong**

The Mira Hong Kong is a smoke-free hotel with a total of 492 guest rooms, including 56 suites and specialty suites, that is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping,

dining and entertainment district. A close walk to the local underground, railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to the hotel are shopping malls, boutiques and eateries as well as the famous Kowloon Park.



***Dainty delight enclosed in a chic tin***  
*En-K de caviar® is available in six eye-catching colours*

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