

Press Release

For Immediate Release

It's "A Merry Mira Christmas" as The City's Hottest New Hotel Approaches The Festive Season with a Dazzling Contemporary Twist

9 November 2009, Hong Kong: This festive season, The Mira Hong Kong rings in the winter festivities and ushers 2010 in with a bang – wishing guests and their loved ones "A Merry Mira Christmas." Commissioning local artisans to create a series of lit-from-within contemporary art pieces, the hotel has created a stunning display of silver, purple and green reindeer, cherubs, and candelabras, decorated in festive green ribbon and positioned in key public areas to reflect The Mira Hong Kong's signature colours and design direction. Guests are invited to indulge in a comprehensive program of Christmas and New Year's Eve activities at the hotel's five bars and restaurants, including jazzy Christmas carols in the lobby and at Room One, the lobby lounge bar, on Christmas Eve and Christmas Day, in addition to partylicious New Year's Eve celebrations complete with all the trimmings, live music and visiting DJs*.

"A Merry Mira Christmas" showcases the following options for guests:

- **Festive Indulgence Room Package** – escape for a night of festive fun this Christmas and New Year from December 15, 2009 to January 5, 2010.

Check into a City Room at \$2,360 per night (+ 10% service charge, per nights' stay), and receive a complimentary upgrade to a Parkview Room with Complimentary Daily Breakfast at Yamm; enjoy a Mira Signature Massage for two at soon-to-open MiraSpa; a late 3pm check-out; complimentary WiFi in-room and around the hotel; complimentary use of use of the swimming pool, wet rooms and state-of-the-art fitness facilities at MiraSpa; your choice of the *SCMP*, *Sing Tao Daily* or *Asahi Shimbun* newspapers; complimentary local calls; festive goodies at turndown; and two bottles of complimentary water, replenished daily.

Priced from \$288 to \$1,738 per adult, gourmet dining, party and gift options include:

- **International Festive Lunch and Dinner Buffets at Yamm from Christmas Eve through to New Year's Eve**, priced from \$288 to \$838 for adults and \$248 to \$498 for children on Christmas Eve and Christmas Day, with a **Lunch Buffet on Boxing Day** complete with free-flowing Champagne, wine and more, and a **Dinner Buffet on**

New Year's Eve, complete with free-flowing festive drinks and complimentary festive goodies.

- At **Cuisine Cuisine at The Mira**, guests can enjoy a **Cantonese Christmas Set Dinner on Christmas Eve, Christmas Day and New Year's Eve**, priced at \$1,188 for two; \$2,188 for parties of four; and \$3,188 for parties of six, including a bottle of wine and complimentary Christmas treat.
- At **WHISK**, Chef Justin Quek unveils a delectable 4-course gourmet **Christmas Eve and Christmas Day Set Lunch** priced at \$688 with wine pairing; a six-course **Christmas Eve and Christmas Day Set Dinner** priced at \$888 with festive drinks; and \$1,288 with wine pairing,. On Boxing Day, guests can indulge in a 4-course **Boxing Day Set Lunch** at \$388 with soft drinks or \$688 with wine pairing, with a heavenly six-course **New Year's Eve Set Dinner** priced at \$988 with a festive drink and party gift, and at \$1,738 with wine pairing, a festive WHISK Champagne Cocktail and a complimentary party gift.
- For a truly vibrant festive season, exclusive private parties are reserved for the trio of private rooms at WHISK, where the **Deluxe Chef's Table** overlooking lush Kowloon Park can accommodate parties of up to 12 for a stylish Christmas banquet. Chef Justin Quek creates personalised menus for both corporate and private guests alike, to suit a variety of tastes and budgets.
- At **Room One** on Christmas Eve, jazzy Christmas carols amp up the festive fun, with spicy **Mulled Wine** at \$98 and the seasonal **Mighty Spark Champagne Cocktail** at \$168. Sassy DJ sets ring in the New Year with flair at the **Room One New Year's Eve Countdown Party**, priced at \$488 per person, with **VIP Tables** for 4 at \$2800, including 2 bottles of *Louis Roederer Brut Champagne* and festive drinks. The **VIP Room at Room One**, which is a perfect venue for parties of up to 20 at \$14,000, inclusive of 10 bottles of premium *Louis Roederer Brut Champagne*.
- COCO is transformed into a **Christmas Haven**, laden with festive confections and edible stocking fillers created by The Mira Hong Kong's Chief Executive Pastry Chef, Thomas Lui. Homemade delights on sale from December 1 include **Christmas Puddings; Chef Thomas' Original Christmas Stollen** in assorted sizes ranging from \$98 to \$250; unctuous **Chocolate Logs; Spiced Gingerbread Cookies** sold in decorative glass jars and boxes from \$388; **Christmas Chocolate Houses** – complete with marzipan Santa and snow figurines – from \$280, stocking fillers including festive **Candy Canes** and **Miniature Gingerbread Men** from \$80; gift-wrapped **Christmas Panettone** at \$180; a **Fantasy Chocolate Christmas Tree**; as well as the **Chocolate Polar Express**, from \$380. Chef Thomas' skills as an accomplished chocolatier reach new heights with the **Chinese Chocolate Chessboard**; a premium gift at \$3,888, for those with a sweet tooth, as well as an eye for luxury.
- For truly decadent festive gifting, **Christmas Hampers at The Mira Hong Kong** take the guesswork out of buying presents for your loved ones. Priced at \$1,688, **The Mira-culous Hamper** contains all the essentials for a gourmet Christmas,

including a bottle of Chilean *Puento Niño Chardonnay Reserva 2007*, a bottle of Argentinian *Trapiche Oak Cask Cabernet Sauvignon 2007*, gift-wrapped COCO Spiced Christmas Cookies, a COCO Valrhona Chocolate Block, a bag of COCO Ground Coffee, a packet of WHISK Gingerbread, a jar of Mrs Bridges Strawberry Preserve with Champagne, a 340g tin of Williamson Earl Grey Loose Tea, a bottle of *Gocce de Tartuffo White Truffle Oil*, a *Bloc de Foie Gras D'Oie Feyel*, and a WHISK Christmas Pudding, all packaged in a covetable leatherette and faux suede hamper fashioned in The Mira Hong Kong's signature purple and green colours.

- **The Mira Deluxe Hamper** appeals to the connoisseur at \$2,488. It showcases a bottle of French *Muscadet de Sèvres et Maine La Grande Réserve du Moulin 2006*, in addition to a bottle of *Château Mas Neuf Compostelle Costières de Nîmes 2006*, and a bottle of *Champagne Dehours Brut NV*. The hamper includes gift-wrapped COCO Spiced Christmas Cookies, a COCO Valrhona Chocolate Block, a bag of COCO Ground Coffee, a packet of WHISK Gingerbread, a jar of Mrs Bridges Strawberry Preserve with Champagne, a 340g tin of Williamson Earl Grey Loose Tea, a bottle of *Gocce de Tartuffo White Truffle Oil*, with a 320g can of *Mousse de Foie D'Oie Feyel*, Candied Orange and Lemon Slices, a WHISK Christmas Pudding, and a jar of warming Mrs Bridges Country Honey, all encased in a signature hamper.
- **The Mira Indulgence Hamper**, priced at \$3,688, offers a broad selection of fabulous festive goodies, including a bottle of French *Alsace Domain Paul Blanck Gewurztraminer 2007*, a magnificent *St-Emilion Grand Cru Cadran de Frombrauge 2005*, and a bottle of *Champagne Dehours Brut NV*, gift-wrapped COCO Spiced Christmas Cookies, a COCO Valrhona Chocolate Block, a bag of COCO Ground Coffee, a packet of WHISK Gingerbread, a jar of Mrs Bridges Strawberry Preserve with Champagne, a 340g tin of Williamson Earl Grey Loose Tea, a *Bloc de Foie Gras D'Oie Feyel*, a WHISK Christmas Stollen, a 200g jar of Cuisine Cuisine's Signature X.O. Sauce, a 200g jar of Mrs Bridges Fruit Marbles, The Mira Candle, and a COCO 1lb Cake Voucher.
- Introducing soon-to-launch MiraSpa, **The Pamper Hamper** affords ultimate indulgence for the spa and beauty buff in the privacy of one's own home. Priced at \$2,700, this unique hamper showcases the beauty brands that will be featured for the first time in Hong Kong at MiraSpa, including cult UK house Elemental Herbology, and luxury French apothecary skincare pioneer Anne Semonin. The hamper includes a \$1,000 MiraSpa Voucher to spoil the gifted with treatments of their choice as well as complimentary use of the swimming pool, wet rooms and state-of-the-art fitness facilities at MiraSpa. Also featured is a divinely soft Kashwere bathrobe, an Elemental Herbology Ultimate Detox Kit featuring Detox Bath Oil, SOS Circulation Serum, and an Exfoliating Body Mitt, Anne Semonin Express Radiance Serum Ice Cubes, and an irresistibly delicious COCO Valrhona Chocolate Block.
- Crowning the gourmand's Christmas is **The Luxuriant Hamper** created by Chef Justin Quek and priced at \$7,880, including an array of the finest chilled ingredients for a luxurious Christmas morning cook-off. The epicurean journey begins with a bottle of *Louis Roederer Brut Champagne*, followed by a 30g tin of Iranian Golden Oscietra Caviar, a 25g Perigord Black Truffle, a Truffle Shaver, 200g of the finest

Spanish Jamón Ibérico de Bellota, 150g of aged Philippe Olivier AOC Comté Cheese, a jar of homemade Foie Gras Paté with Port Wine Jelly, a 200g packet of Hazelnut Chocolates from Piedmont, Italy, French Marrons Glacés, as well as two uniquely indulgent winter warming body products by Anne Semonin: Mountain Oil Energising Bath Oil and Black Sand Body Scrub.

Terms and Conditions: *Festive activities are applicable to each individual outlet. Prices quoted are subject to change without prior notice. A booking is only valid following pre-payment in full, for all festive events and meals taken on December 24th, 25th and 31st 2009.

About The Mira Hong Kong

“Mira” signifies a giant, red star in the constellation of Cetus. It means “foresight” in Spanish and “perfection, peaceful and prosperous” in Latin. With such a directional name, The Mira Hong Kong is fulfilling its destiny to “soar, prosper and shine” as Hong Kong’s hottest new address.

Centrally located on Nathan Road in Tsimshatsui, The Mira Hong Kong is positioned in the heart of Hong Kong’s commercial, shopping, dining and entertainment district. Situated close to the local Mass Transit Railway (MTR), railway stations and the Star Ferry, the hotel connects easily to all of Hong Kong. Adjacent to The Mira Hong Kong are a retail promenade of branded boutiques, large-scale shopping malls, bargain outlets and upscale eateries.

Opening soon, MiraSpa is set to be a new, 21st century spa concept managed by the hotel. Complemented by the indoor infinity-edge pool and fitness centre, MiraSpa will encompass 18,000 square-feet of total wellness, fitness as well as cutting-edge hair and beauty facilities.

www.themirahotel.com

Summit Hotels and Resorts

The Mira Hong Kong is a member of Summit Hotels and Resorts™, discover the local luxury experience with Preferred Hotel Group™.

- ends -

For media enquiries please contact:

Olivia Toth

Director of Communications | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5329 (direct) | Fax +852 2369 0972
olivia.toth@themirahotel.com

Peggy Cheng

Assistant Public Relations Manager | The Mira Hong Kong
118 Nathan Road | Tsimshatsui | Kowloon | Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5456 (direct) | Fax +852 2369 0972
peggy.cheng@themirahotel.com



The WHISK Champagne Cocktail



WHISK Christmas Pudding



COCO Valrhona Chocolate Log