

Press Release

For Immediate Release

The Rhug Estate Wild Game Seasonal Menu at WHISK

19 September 2014, Hong Kong: The hunt has begun. For a limited time in October, the contemporary European restaurant of The Mira Hong Kong, WHISK, gives a taste of this season's authentic, ethical and sustainable wild game from the organic Rhug Estate farm in the United Kingdom.

Pristine landscapes and untouched vegetation gives the wild game its unique taste that is complemented by distinct plants and wild herbs grown in their natural habitats that are creatively incorporated into the dishes by Chef Bjoern Alexander famous for his passion for hunting unique edible botanicals.

"Picked from uncultivated hedgerows, meadows and woodlands, as well as coastal areas owned by the estate, freshest herbs are a game-changer when it comes to preparation of lean meats that can have a strong flavor. Uncommon botanicals from The Rhug Estate are foraged, packed and dispatched on the same day giving us the best quality product to work with," says Chef de Cuisine at WHISK, Bjoern Alexander. "We are also in great support of the vision of the estate."

The Rhug Estate Farm located on the shores of Wales and famed for seasonal edible coastal and inland plants – a forager's heaven - achieved its organic certification in 2000, heralding a fresh and innovative approach to farming and ensuring that the foraging activities do nothing to harm the natural environment. All meat is traditionally hung and dry aged on the bone to ensure excellent flavor and tenderness.

"The real passion and vision for me is the need to not only preserve the land I farm ethically so that future generations can enjoy it, but to produce high quality meat that is good for you and tastes as I remember good food tasting," says Lord Newborough, owner of The Rhug Estate in Denbighshire, UK.

Served at dinner time only, as an addition to the highly-popular degustation menu Voyage and short signature selection, a composition of four dishes includes three types of tender wild deer, as well as whole wild pigeon. Menu choices are available for sampling individually and start from HK\$260.

Seasonal Rhug Estate Wild Game Menu runs for a limited time from 1 – 31 October 2014, Tuesday to Saturday, from 6:30pm till 10pm.

The Rhug Estate Wild Game Menu

Wild Fellow Deer Tartare	Black Currant & Wild Herbs	HK\$260
Wild Red Deer Ham	Wild Herbs, Cranberries & Pickled Onions	HK\$280
Wild Roe Deer Saddle (For 2 persons)	Black Potato, Cranberries, Red Cabbage & Green Apple	HK\$1040
Wild Whole Pigeon On Hay	Green Winter Cabbage & Sweet Corn	HK\$380

For reservations, visit www.themirahotel.com, or contact dining@themirahotel.com or (852) 2315 5999. All prices listed are subject to 10% service charge.



Famous for his passion for edible botanicals Chef de Cuisine at WHISK, Bjoern Alexander, is a One Michelin Star chef from Berlin and an apprentice of Thomas Keller



WHISK after dark turns into an enlightened wine destination with most affordable luxury wine collection among Hong Kong's five star hotel restaurants

– Ends –

About WHISK

WHISK, one of the six unique dining concepts at The Mira Hong Kong, showcases the finest contemporary European cuisine served in a relaxed, ambient environment flickering with hundreds of candle lights in the evenings. From main restaurant to private dining rooms and reaching stellar heights at the famous Chef's Table, the menu of freshest delicacies enhanced by finest seasonal ingredients can be paired with a cellared collection of carefully selected, premium wines at most affordable prices when comparing to any other five star hotel gourmet restaurant in Hong Kong and across the region. WHISK transitions to Vibes, the exclusive open-air lounge bar in the fifth floor courtyard with comfortable seating and lush scenery, which also serves as al fresco dining alternative for WHISK's lauded Sunday Brunch with live DJ.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, designer hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis being a short walk from MTR stations and the Star Ferry.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, and Kiwi Collection.
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