

NEWS RELEASE

14 September 2016

**NEW WORLD MILLENNIUM HONG KONG HOTEL PRESENTS
SAKE FESTIVAL 2016**

[New World Millennium Hong Kong Hotel](#) will stage its first Sake Festival 2016 from 1 to 9 p.m. on 1 October 2016, co-organised with *Wine Luxe* magazine, to celebrate Japanese *Nihonshu no Hi* (“National Sake Day”), at the hotel’s Grand Ballroom. There will be over 25 booths presenting more than 200 varieties of sake directly imported from Japan as well as freshly prepared Japanese snacks for patrons to sip and savour.

According to the Japan Sake and Shochu Makers Association, 1 October was designated *Nihonshu no Hi* in 1978. In the Chinese zodiac, the 10th symbol, the *tori*, was assigned with the written character 酉, which was originally made to resemble a jar and was also used to indicate the word “sake.” Moreover, October is the month when rice is harvested and when sake brewing begins. Nowadays, National Sake Day is a special occasion celebrated around the world.

Sake aficionados will be able to savour award winning and limited edition sake among the 200 varieties, and join the sake guided tours organised by Sake Fever. Moreover, speakers from Sake Service Institute (SSI) International will host a premium sake master class; the participation fee is HKD250 per person, with a maximum capacity of 20 persons. Preregistration is open now.

Sake festival participants can also immerse themselves in a wide range of live entertainment, such as sake cask breaking and Japanese *mochi*-pounding ceremonies, Japanese traditional dance performance and kimono photo booth. There will also be a lucky draw.

The entry ticket to Sake Festival 2016 costs HKD198 per person, and it is now for sale on [cityline.com](#). The ticket comes along with three sake tokens, one snack token and a Lucaris tasting glass, while extra tokens for sake or food priced at HKD20 will be available for sale at the festival.

Aside from sake and food tasting at the Grand Ballroom, a seven-course premier sake *kaiseki* follows at Japanese restaurant Sagano for patrons to enjoy authentic Kyoto cuisine crafted by Chef Masahiko Noka and complemented with 12 kinds of premier sake. The sake *kaiseki* is priced at HKD1,800 per person, and patrons can enjoy an exclusive discounted price at HKD1,000 per person upon presentation of a Sake Festival entry ticket. For reservations, please call +852 2313 4215.

– more –

New World Millennium Hong Kong Hotel Presents Sake Festival 2016

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For enquiries on the Sake Festival 2016, please call +852 2313 4268 or email info@newworldmillenniumhotel.com.

Located on Mody Road in Tsim Sha Tsui East, [New World Millennium Hong Kong Hotel](#) features 464 well-appointed guestrooms and suites. Dining options include Chinese restaurant [Tao Li](#), Japanese restaurants [Sagano](#) and [RANZAN](#), all-day dining at [Café East](#), French cuisine at [La Table](#), and libations and snacks at [Bar on 15](#) and [The Lounge](#). [Meeting space](#) includes a grand ballroom and 9 meeting rooms. [Recreational facilities](#) include a health club and a rooftop pool. Exclusive privileges are offered on the [Residence Club](#) executive floors and Living Room. For more information and reservations, please contact your travel professional, the hotel directly at telephone +852 2739 1111, email reservations@newworldmillenniumhotel.com, or visit newworldmillenniumhotel.com.

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Please refer to the attachments for Premier Sake *Kaiseki* menu and detailed Sake Festival rundown.

Media Contact:

Chris So

Director of Communications

New World Millennium Hong Kong Hotel

Telephone: +852 2313 4007

Email: chris.so@newworldmillenniumhotel.com

Karen Ma

Assistant Communications Manager

New World Millennium Hong Kong Hotel

Telephone: +852 2313 4022

Email: karen.ma@newworldmillenniumhotel.com

Carmen Chow

Communications Officer

New World Millennium Hong Kong Hotel

Telephone: +852 2313 4512

Email: communications@newworldmillenniumhotel.com

Appendix I

Premier Sake *Kaiseki*

7 p.m., Saturday 1 October 2016

Starter

Silver Cod Roe in Vinegar Sauce, Sea Bream Sushi
Stewed Saury with Egg, Grilled Chestnut, Grilled Ginkgo and Rice Stalk
Miyasaka Junmai Ginjo, Masumi Type-1 yawaraka Junmai Ginjo
So Homare Gohyakuman Goku Junmai Daiginjo
So Homare Kimoto Tokubetsu Honjozo

Sashimi

Fatty Tuna, Striped Jack and Flounder
Masumi Sanka Junmai Daiginjo, Masumi Namazake Junmai
So Homare Haga no Kaori Ginjo

Stewed Dish

Poached Sliced Wagyu with Sesame Vinegar Sauce
Masumi Nanago [No. 7] Junmai Daiginjo

Grilled Dish

Grilled Spanish Mackerel with Yuzu
So Homare Kimoto Junmai Daiginjo

Deep-Fried Dish

Deep-Fried Small Shrimp and Vegetable Cake
Masumi Kippu Kinjyu Junmai Ginjo.
So Homare Kimoto Tokubetsu Junmai

Sushi

Assorted Sashimi on Rice (Sea Urchin, Salmon and Zuwai Crabmeat)

Red Miso Soup

Dessert

Japanese Kyoho Grape and Mango Pudding
Masumi Yuzu Liquor

HKD1,800 per person

HKD1,000 per person upon presentation of a Sake Festival entry ticket

All prices are subject to 10 percent service charge.

These promotional prices cannot be used with other discounts or promotions.

Appendix II

Sake Festival 2016 Rundown

1 to 1:30 p.m.	Opening Ceremony <ul style="list-style-type: none">• Welcome Speech• Sake Cask Breaking Ceremony
1 to 9 p.m.	Japanese Kimono Dress-up Experience and Photo Booth
2 to 2:30 p.m.	Sake Guided Tour by Sake Fever
2:30 to 3 p.m.	Japanese Mochi-pounding Ceremony by Chef Masahiko Noka
3 to 4:30 p.m.	Premium Sake Master Class by Sake Service Institute (SSI) International Speaker at Garden Room <ul style="list-style-type: none">• HKD250 per person, with a maximum capacity of 20 persons; preregistration required
3:30 to 4:30 p.m.	Sake Challenge by <i>Wine Luxe</i> Magazine
4 to 4:30 p.m.	Sake Guided Tour by Sake Fever
4:30 p.m.	Japanese Traditional Dance Performance by “Wakayagi Ryu Konokai”
5 p.m.	Lucky Draw
5:30 to 6 p.m.	Japanese Mochi-pounding Ceremony by Chef Masahiko Noka
6 to 6:30 p.m.	Sake Guided Tour by Sake Fever
7 p.m.	Premier Sake <i>Kaiseki</i> at Japanese restaurant Sagano <ul style="list-style-type: none">• Seven-course set dinner paired with 12 kinds of premier sake• Selling price: HKD1,800 per person; discounted price of HKD1,000 per person upon presentation of Sake Festival entry ticket
8 p.m.	Lucky Draw
9 p.m.	End of Event