

美麗華集團
THE MIRAMAR GROUP

Press Release
For Immediate Release
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The Miramar Group to take global expansion of F&B business a step further with new establishment in Beijing by mid-2011

The Miramar Group has announced plans for the first Cuisine Cuisine outside Hong Kong. With a reputation for fine Cantonese dining, the highly anticipated opening is slated for mid-2011 in Beijing and echoes the Group's commitment to becoming one of the foremost F&B brands in Asia.

The latest Cuisine Cuisine will be nested with the iconic Beijing World Financial Centre (WFC) and enjoys the unrivaled location near the prestigious embassy area and the bustling Chaoyang Central Business District. It sits at the junction of East Third-Ring Road and Chaoyang Road and is only a 24-minute drive from the airport. It will serve as a prestigious destination to welcome government officials and business members from local community and abroad to meet and celebrate.

Commanding a total gross floor area of 2800 sq. m, Cuisine Cuisine at WFC will feature 24 private dining rooms with a total seating capacity of 342 people, offering unparalleled spaciousness with elegant interior design. The Miramar Group has appointed the distinguished architect and design firm Hassell to come up with a design approach that reflects the capital's rich tradition of being the home to state officials and tremendous cultural wealth. The traditional courtyard layout will see a contemporary interpretation, with modern art pieces to draw on the city's imperial past. The investment is estimated at HK\$30m and will confirm Miramar Group's determination in establishing Cuisine Cuisine as the premier Cantonese cuisine brand for the Group.

"Beijing is the political and cultural centre of great historical significance and we are excited to announce our first opening in Beijing at a time of huge metamorphosis for the capital." shared Mr Romain Chan, Group General Manager. "We look forward to cater to an ever-increasing appetite for fine Cantonese cuisine and a growing appreciation of both Old World and New World wines, through creating a distinctive and pristine dining ambience that is fitting for a great ancient capital.

The announcement comes amidst a series of launches from the Miramar Group and is set to become a momentous milestone towards expanding its F&B business outside of Hong Kong. Miramar Group's accomplishments in the F&B sector epitomize its passion for achieving excellence. Firmly committed to innovation and quality in promoting fine cuisines, the Group has successfully developed exclusive F&B brands including on-line cellar WineLoft, due to launch by end of 2010; and recently announced the joint venture to bring in Japan's famous Saboten tonkatsu, due to open in Hong Kong and China in 2011.

About Cuisine Cuisine

In operation since 2005, Cuisine Cuisine is situated at the heart of Central at ifc and offers authentic contemporary Cantonese cuisine and a stunning panoramic view of the Victoria Harbour. A second Cuisine Cuisine opened its doors at The Mira Hong Kong in the bustling

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Tsim Sha Tsui in 2009. The fine dining establishment features a combination of traditional and nouvelle Cantonese cooking by award-winning master chefs, through the skilful execution of the 36 traditional Chinese preparation techniques, the freshest catch of the day and an outstanding wine list.

The signature dishes of Cuisine and Cuisine include Sautéed Assorted Seafood on the Fish Boat, braised Whole Abalone on Fresh Mushroom and Vegetables, Honey-glazed Barbecued Pork, Sautéed Crystal King Prawns, Pan-fried Crispy Noodles with Shredded Chicken.

Since its inception, it has been widely applauded and was featured in the “Dining with Stars” series presented by the Hong Kong Tourism Board and Hong Kong Tatler; and is listed among the 50-finest restaurants in Hong Kong. It is also featured in ‘Michelin Guide to Hong Kong & Macau’ for 2009 and 2010, and in ‘WOM Guide 2010.

About Miramar Group

Based in Hong Kong, Miramar Hotel and Investment Company, Limited (Miramar Group) was established in 1957. Listed on the Hong Kong Stock Exchange since 1970 (HKSE:71), Miramar Group is a member of Henderson Land Group, with a diversified business portfolio covering hotels and serviced apartments, property investment, food & beverage, travel services and retail in Hong Kong, mainland China and the United States.

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