



THE LANGHAM

Hong Kong

PRESS RELEASE

Hats Off for Afternoon Tea at The Langham, Hong Kong

Luxury hotel serves authentic afternoon tea at original 1865 price

(Hong Kong, May 2009) – On 10 June, The Langham, Hong Kong, together with The Langham hotels around the world will pay homage to its forebear – The Langham, London – which celebrates a return to its former glory as one of the finest hotels in London following a GBP 80 million renovation. To toast the rebirth of this flagship hotel, The Langham, Hong Kong will “doff” its hat in respect and turn back the clock to 1865 by serving English afternoon tea **for HK\$1**, the equivalent of its original selling price 144 years ago – *if the guest turns up wearing a hat!*

On June 10 (Wednesday), the Palm Court, decorated with shades of blossoming pink flowers, will transform itself into an elegant, enchanting high society venue for guests to indulge themselves in this timeless English ritual. Fancy hats on display will further exude a sense of glitz and glamour, with live music adding to the occasion.

Executive Chef Mark Bannon will delight every guest by giving an impressive new look to the classic afternoon tea sets, which are tailor-made to suit the glamorous atmosphere of this tea party. Mini pastries will be served in a pink dotted chocolate top hat (for the sirs) and a pink chocolate high-heel shoe (for the ladies) surrounded by dante tea sandwiches. With these dainty items, selected premium teas, from renowned tea brand – Ronnefeldt will be served. To perfect the art of taking tea, a tea expert from Ronnefeldt will be present to explain the characteristics of various teas.

To partake in the afternoon tea event on 10 June, guests are required to wear an elegant hat (no casual caps) to enjoy this offer.

more/

8 PEKING ROAD, TSIMSHATSUI, KOWLOON, HONG KONG
T (852) 2375 1133 F (852) 2375 6611
hongkong.langhamhotels.com hkg.resv@langhamhotels.com

AUCKLAND BOSTON HONG KONG LONDON MELBOURNE PASADENA SHANGHAI



THE LANGHAM

Hong Kong

Page 2 of 3

Guests patronising the English afternoon tea on that day will also receive a 20% dining discount voucher for their return visits to the hotel restaurants (including Palm Court, Main St. Deli, The Bostonian and L'Eclipse). A "thank you" offer will be extended to guests who fail to get a table for the 10 June tea party - The Valrhona Chocolate Afternoon Tea at Palm Court, served every weekend and on public holidays, will be offered at an 18.65% discount until end of July 2009.

The luxurious ritual of Afternoon Tea was created in 1840 by Anna, 7th Duchess of Bedford, who served it to ward off hunger pangs in the long hours between lunch and dinner. Soon, her personal indulgence grew into an experience to be shared with her friends. As hostesses started to host afternoon tea events, a timeless luxury institution was born. Today, The Langham, Hong Kong continues to offer this authentic tradition which features a traditional three-tiered selection of light and delicious home made delicacies. Priced at HK\$170* per person or HK\$290* for two, the Langham's "English Afternoon Tea" serves from 3 pm to 5:30 pm, Monday to Friday.

**Price is subject to 10% service charge*

For enquiries or bookings for the afternoon tea party on 10 June, please call 2375 1133.

Reservations will be accepted from 6 June, 2009.

Details for Afternoon Tea Party on 10 June:

- Each afternoon tea set will be priced at HK 1 per person on 10 June, 2009, served from 3pm – 5:30pm (subject to 10% service charge).
- Hats off to the original home of the original afternoon tea – The Langham, London. Guests must wear a hat (no casual cap) to enjoy this special offer.
- Limited seats are available. Advanced reservation is required.
- Reservations will be accepted from **6 June, 2009**, on first-come-first-serve basis.
- Credit card details need to be submitted to secure bookings.
- Cancellations need to be made 24 hours in advance by email - tlhkg.fbsevicecentre@langhamhotels.com. Late cancellation or no-show is subject to a charge of \$170 (plus 10% service charge) per person.

more/

8 PEKING ROAD, TSIMSHATSUI, KOWLOON, HONG KONG
T (852) 2375 1133 F (852) 2375 6611
hongkong.langhamhotels.com hkg.resv@langhamhotels.com

AUCKLAND BOSTON HONG KONG LONDON MELBOURNE PASADENA SHANGHAI



THE LANGHAM

Hong Kong

Page 3 of 3

- A maximum of 4 guests per table at the special price of HK\$1* per person will be accepted. Any additional guests will be charged at the regular price of \$170* per person or HK\$290* for two. *subject to 10% service charge



Afternoon Tea Set in Chocolate Top Hat



Afternoon tea set in chocolate high heel shoe is specially designed for ladies.

For media enquiries, please contact:

Winnie Tang
Director of Marketing Communications
The Langham, Hong Kong
Tel: (852) 2378 9393
Fax: (852) 2375 1772
winnie.tang@langhamhotels.com

Cecilia Lam
Assistant Marketing Communications Manager
The Langham, Hong Kong
Tel: (852) 2378 9308
Fax: (852) 2375 1772
cecilia.lam@langhamhotels.com

Sharon Tong
Marketing Communications Assistant
The Langham, Hong Kong
Tel: (852) 2378 9309
Fax: (852) 2375 1772
sharon.tong@langhamhotels.com

- End-

8 PEKING ROAD, TSIMSHATSUI, KOWLOON, HONG KONG
T (852) 2375 1133 F (852) 2375 6611
hongkong.langhamhotels.com hkg.resv@langhamhotels.com

AUCKLAND BOSTON HONG KONG LONDON MELBOURNE PASADENA SHANGHAI



THE LANGHAM

Hong Kong

Hats Off for Afternoon Tea at The Langham

10 June, 2009

Raspberry chocolate mille-feuille
Berry macaroon
Rose water cupcake
Pinky chocolate mud cake
Beetroot and white chocolate tarts with gold leaf

Mini strawberry scone served with clotted cream and preserves
Honey cured gammon ham with cranberry aioli
Sundried tomato and goats cheese parfait on bagel croute
Smoked trout and horseradish on beetroot blini
Prawn salad on mascarpone polenta

Selection of Ronnefeldt Teas and Coffees

Special Price on 10 June:

HK\$1 per set per person

*Subject to 10% service charge

A maximum of 4 guests per table at the special price of HK\$1 per person will be accepted.
Any thereafter will be charged at the regular price of \$170* per person or HK\$290* for two.

*subject to 10% service charge

8 PEKING ROAD, TSIMSHATSUI, KOWLOON, HONG KONG
T (852) 2375 1133 F (852) 2375 6611
hongkong.langhamhotels.com hkg.resv@langhamhotels.com

AUCKLAND BOSTON HONG KONG LONDON MELBOURNE PASADENA SHANGHAI