



THE LANGHAM

Hong Kong

PRESS RELEASE

Main St. Deli Combats Summer Heat with Super-cool

“Beat the Thermometer” Promotion

Savour signature burgers by paying what the thermometer reads!

(Hong Kong, June 2009) From 22 June till 31 August, all burger lovers in Hong Kong will be hoping for a frigid summer! Main St. Deli is kicking off the hot summer by launching the super-cool “Beat the Thermometer” promotion during this designated period to stimulate your appetite for scrumptious burgers at special discounts.

On every Monday and Tuesday, four selected burgers, including the *Blue Ribbon Beef Burger*, *Monster Beef Burger*, *Barbeque Bacon Burger* and *Veggie Prairie Burger*, at Main St. Deli will be priced according to the temperature (in Fahrenheit) recorded by the Hong Kong Observatory at 11am.

The four selected burgers are originally priced from HK\$128 to \$138. With average temperature between June and August ranging from 26°C to 31°C (i.e. 79°F to 88°F), there is room for plenty of savings!

Get ready for the tastiest flame-grilled burgers in town! The Blue Ribbon Beef Burger is highly recommended for those who have a craving for the distinctive aroma and flavour of melted blue cheese; while the Monster Beef Burger will strike you with its mega-size portion, juicy beef patty and crunchy bites of hand-cut tomatoes, romaine lettuce, crispy onion rings and homemade pickle relish. Other offerings include the Barbeque Bacon Burger served with sautéed mushrooms, crispy lettuce, melted Swiss cheese and hickory barbeque sauce, as well as the Veggie Prairie Burger coated with matzoh meal, sweet tomatoes, pickles and spicy mango chutney - a refreshing and tasty non-meat alternative.

Keep an eye on the weather forecast for a special discount every Monday and Tuesday. The cooler the weather, the bigger the savings!

For reservations or enquiries, please call 2375 1133.

more/

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Terms and Conditions for “Beat the Thermometer” Promotion:

- Only the burgers listed above are applicable for the discount programme
- The discount programme is only applicable from 12:00 noon to 8:00pm on every Monday and Tuesday.
- This offer cannot be used in conjunction of other promotions or offers (e.g. Langham Advantage Club, Langham Supper Club, Asia Miles, credit card promotions etc).
- This offer is not applicable for delivery service. Only applicable for dine-in and take away order.
- 10% service charge is added on the gross amount before discount applies.
- The Langham, Hong Kong reserves the right on final decision in any dispute.



Monster Beef Burger (8 oz)



Barbecue bacon burger (8 oz)

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