

Press Release

For Immediate Release

COCO Unveils Exotic Collection of Multisensory Designer Mooncakes

24 July 2013, Hong Kong: For this Mid-Autumn Festival the stylish cafe-patisserie of The Mira Hong Kong, COCO, unveils a unique collection of multisensory, designer mooncakes inspired with a fragrant selection of exotic spices and ingredients from around the world locked in contemporary shapes of luxurious Valrhona chocolate.

Designed by ever creative Executive Pastry Chef of The Mira Hong Kong, Jean-Marc Gaucher, the contemporary chocolate mooncakes combine playful shape with sophisticated, layered filling of surprising textures sourcing ingredients from organic saffron farms of Quercy in the south of France, aromatic Alphonso mangoes of India, oriental Damascus rose, and exotic pink pepper from Mauritius Island.

Mid-Autumn Festival, one of the most legendary Chinese traditions to celebrate with family and the beloved ones, gains a contemporary dimension with elegant gift boxes reflecting COCO's identity and hiding four seductively exotic mooncake flavor combinations:

- ***JasMan:*** *Coconut liquor white chocolate ganache with fragrant mango-jasmine tea jelly and vanilla biscuit in white chocolate shell*
- ***Dulce de Leche:*** *Toasty blond chocolate ganache, organic French saffron-apricot paste and vanilla biscuit in "blond" chocolate shell*
- ***Pinky Spicy:*** *Lightly sweet white chocolate and bitter dark chocolate flavored with pink peppercorn from Mauritius and vanilla biscuit in 55% dark chocolate shell*
- ***Nutty Rose:*** *Hazelnut-almond filling, Damask rose and orange flavored marshmallow with vanilla biscuit in milk chocolate shell*

For calorie conscious sweets lovers, wishing to satisfy full moon cravings or to surprise with an adorably chic gift, fashionable bite-size **mini mooncakes** are offered in four matching flavors filled with a teasing portion of guilty pleasure that is perfect for sharing.

Individually packaged in designer boxes chocolate mooncakes are HK\$98 each, while a **box of four flavors of choice** is offered at HK\$318. Assorted **box of twelve chocolate mini mooncakes** is this season's most desirable gift priced at HK\$288 whereas single pieces are available for degustation at HK\$28 only.

Enjoy sweet **15% discount for any purchase from 1 August to 8 September 2013** and collect your long-awaited sweet treats from COCO, located in the ground floor lobby of The Mira Hong Kong, from 1 to 19 September 2013 between 7:30am and 8:30pm.

For more information and orders, please contact COCO on 2315 5566 or coco@themirahotel.com or download order brochure from hotel website.

About COCO

COCO, the stylish café-pâtisserie of The Mira Hong Kong, showcases designer cakes, freshly-baked pastries, custom-made cakes and artisan chocolates. Accompanying these couture-like creations are COCO's signature coffees-to-go, brewed to perfection. COCO's sleek, jewel box-like interiors are a unique design collaboration between Hong Kong interior designer Andrew Choy of Atelier C+ and US lifestyle guru Colin Cowie.

Executive Pastry Chef Jean-Marc Gaucher formerly ran his own traditional French bakery in Nice. Following his apprenticeship and bakery business on the French Riviera, he honed his creative flair under internationally renowned pastry chef Didier Berlioz at 'La Panetiere' French fine dining restaurant in New York. For the past decade, he has established his reputation as an award-winning pastry chef at luxury hotels in Bangkok, Langkawi, Dubai and Macau.

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.

From free hi-speed Wi-Fi throughout entire hotel, complimentary mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls, to little details that make a difference, such as in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

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

www.themirahotel.com



COCO's Valrhona chocolate mooncake collection 2013



Individual boxes with designer chocolate mooncakes make an elegant gift



Combining layers of textures, flavors, and subtle aromas of exotic ingredients contemporary chocolate mooncakes from COCO create multisensory indulgence

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