

Press Release

For Immediate Release

Zen Organic Farm Products Bloom on WHISK's Spring Menu

8 April 2013, Hong Kong – WHISK, the contemporary European dining concept of now ISO 14001 certified design hotel The Mira Hong Kong, and a recommendation of the Michelin Guide Hong Kong and Macau for three consecutive years, transitions into springtime in a sustainable fashion with a new vibrant menu of ultra-light compositions in cooperation with local organic farm Zen.

The **4-course Organic ZEN Menu** available dinner time only from **April 9 until end of May** is a showcase highlighting pure taste of herbs and vegetables of highest quality Hong Kong has to offer. In support of local producers, WHISK's Chef de Cuisine Bjoern Alexander personally ventures out to the organic Zen farm nested deep in the New Territories on a weekly basis to harvest the freshest, naturally grown ingredients.

Creatively incorporated in the menu, greens and vegetables that are harvested at the peak of their nutritional value become the focal point of each of the four dishes. **Zen Plants & Herbs** combine Salad Leaves with Poached Egg, Pine Nuts and Lime; **Zen Tomatoes** are a colorful composition of pure Heirloom Tomatoes with Salt, Jalapeno and Coriander. Delicate Consommé, Wagyu Beef and exotic Tearicy Roots – cross-over of horseradish and wasabi - are just a supplement to Watercress in **Zen Watercress**. **Zen Sweet Rainbow Carrots** with Ginger, Lemon and Honeycress are a stunning sweet finale with a zesty and spicy tang to it.

“Back in Europe sourcing locally grown products has never been an issue and most of ingredients used are delivered to restaurants directly by the farmers, without middlemen, ensuring finest quality and allowing for building a stronger bond with the community. Partnering with Joey Ng, co-founder of Zen Organic Farm, we have the opportunity of hand-picking locally grown and organic ingredients to create fantastic culinary re-interpretations using what might seem at first as basic products from Hong Kong's backyard gardens,” reveals Chef Bjoern. “Prepare to be amazed by the inimitable flavour and character of each of the dishes boosted by the natural energy accumulated inside.”

Discover a wide variety of colours and flavours in inspiring compositions on a set 4-course dinner menu using sustainably grown, organic ingredients at HK\$740 (+10% service charge).

Book online at www.themirahotel.com or call **2315 5999**.

About Zen Organic Farm

Co-founded by Joey Ng, former fashion executive, and her brother, Zen Organic Farm located in the greenest area of Ta Kwu Ling in the northern New Territories is at the leading edge of Hong Kong's burgeoning organic movement. Technically highly advanced with the largest greenhouse and controlled environment structures in the SAR its consultants include leading international and local academics, organic experts from the Hong Kong AFCD, and bio-manufacturers. Modern, eco-friendly and sustainable farming practices ensure that vegetables at Zen are totally healthy while holistic approach to agriculture benefits the environment at large. All produce is harvested at the peak of perfection by allowing it to ripen naturally in the ground or on the plant in full sunshine. This means incomparable

flavour and a full quota of antioxidants and vitamins, satisfying Hong Kong's discerning and increasingly health-conscious gourmets.

About WHISK

WHISK, one of the six unique dining concepts at The Mira Hong Kong, showcases the finest contemporary European cuisine served in a relaxed, ambient environment, from main restaurant to private dining rooms reaching stellar heights at the famous Chef's Table. The menu of freshest delicacies enhanced by finest seasonal ingredients is paired with a cellared collection of carefully selected, reasonably priced wines. WHISK transitions from the restaurant through to Vibes, the exclusive open-air lounge bar on the 5/F.



"Zen Tomatoes"
Pure and ripe flavor accented by jalapeno



"Zen Plants & Herbs"
Light entrée where greens are the highlight



WHISK's mezzanine seating alongside stunning chandelier of lit glass orbs by Charles Allem



Observe the culinary spectacle through a one way see through glass at the prestigious Chef's Table

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