

Press Release

For Immediate Release

COCO Celebrates Mid-Autumn Festival New Collection of Mini Chocolate Lunar Delights

16 August 2018, Hong Kong: A stylish and modern alternative to the traditional Chinese pastries filled with sweetly lotus paste and calorific egg yolks exchanged over Mid-Autumn Festival gatherings, this season's galactic gifts from café and patisserie of The Mira Hong Kong, COCO, ooze with 'fruity lava' filling in 3 exciting flavors.

Miniature 'mooncakes' are carefully **hand-crafted in limited quantities** using finest chocolates sourced from across the world by ever-creative Executive Pastry Chef of the hotel, Jean-Marc Gaucher. Then they get individually hand-brushed in unique cosmic colors to lend them other-worldly look as if coated with star dust.

"The miniature chocolate moons were inspired with the actual Moon's surface dotted with craters, while the melt-in-your-mouth fruity fillings give a refreshing taste to each," explains the French chef. "Every mini chocolate sphere contains a half filled with the velvet soft 'lava' while the other half is filled with a solid ganache for a surprising combination of textures. We wish to deliver a different kind of mooncake that your loved ones will be curious to try and sure to appreciate!"

Harking back to the time-honoured tradition of Mid-Autumn gatherings celebrating the Harvest Moon during which Chinese pastries as well as round fruit symbolising wealth, health and abundance are exchanged, Chef Jean-Marc Gaucher conjured an all-new constellation of modern mooncakes hiding fruity lava in 3 much-desired flavours: '**Galactic Rouge**' coated in 75% dark chocolate from Amazonia hides luscious French cherry, raspberry and a touch of kirsch; '**The Land of the Rising Sun**' is a signature flavor combination of aromatic Japanese yuzu and Kyoto Uji Matcha green tea surrounded by 31% white chocolate from Ecuador; and '**Republica del Sol**' marries together Ecuador's fragrant passionfruit and India's mango, a vibrant core melting together in a shell of 40% milk chocolate from Peru.

Wrapped in sleek tin cans, gift boxes of 6 pieces are now available for order online via hotel website and early bird **orders placed before 16 September enjoy HK\$50 discount** on the original selling price.

HK\$268 per box of 6pcs (2pcs each in 3 flavors, ~15gr each)

HK\$32 per piece (available for individual purchase at COCO only)

Mini chocolate mooncakes will be available for collection from 10 – 23 September at COCO, G/F Lobby, The Mira Hong Kong, Mira Place, 118 – 130 Nathan Road in Tsim Sha Tsui.

Online orders: http://bit.ly/COCO_MidAutumn

Order enquiries: +852 2315 5566 or coco@themirahotel.com

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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.

About the Chef

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. In the past decade, he has established his reputation as an award-winning pastry chef at luxury hotels in Bangkok, Langkawi, Dubai and Macau. Over the past 8 years he has been overseeing the sweet part of The Mira Hong Kong's dining: from stunning centerpieces for banqueting & events to creating stylish cakes and chocolates concepts for his beloved COCO.

About The Mira Hong Kong

The Mira Hong Kong is a design-driven urban retreat with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsim Sha Tsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis. The Mira Hong Kong is a member of the Design Hotels™ collective. www.themirahotel.com



The 2018 galaxy of mini chocolate mooncakes from COCO



From French with lush raspberry to Indian mango and passionfruit from Ecuador and even Uji matcha with zesty yuzu from Japan – the constellation of flavors in this season’s chocolate mooncake collection by COCO is as vibrant and diverse as a galaxy of stars

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Hi-res images for download available at: http://bit.ly/COCO_MOONCAKE_IMG

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