



## Press Release

*For Immediate Release*

### **Discover Thai Taste Buffet Returns to Yamm for Songkran Featuring Excellence of Authentic Thai Cuisine by Blue Elephant's Master Chef**

**5 April 2016, Hong Kong:** In celebration of Songkran Water Festival, which also marks the Thai New Year, the award-winning buffet restaurant of **The Mira Hong Kong, Yamm**, presents for the second year a much anticipated spread of authentic Thai cuisine from **April 5 till April 30, 2016**. Side by side with creative dishes prepared by Yamm's Thai Sous Chef Danita Srisuwan, "Discover Thai Taste" Buffet will showcase time-honored recipes of celebrated Royal Thai cuisine from the famed Blue Elephant Restaurant & Cooking School in Bangkok by the award-winning Master Chef Nooror Somany Steppe, Founder of Blue Elephant International, as the Guest of Honour of the Opening Night Ceremony.

Brought to the delight of all Hong Kong foodies and diners nostalgic about most authentic Royal Thai Cuisine in partnership with the Tourism Authority of Thailand and Miramar Travel as well as generous support of Sanpellegrino and Hong Kong Airlines, the culinary spectacle at Yamm filled with live cooking stations will be enriched by a full of charm, traditional Thai dance performance that is to continue nightly until April 10.

The Opening Night with Ribbon Cutting Ceremony on April 5 will be honored by the presence of Thai government officials Dr. Suvit Maesincee, Deputy Minister of Commerce; Ms. Chutima Bunyapraphasara, Permanent Secretary of Minister of Commerce; Mr. Aroon Jivasakapimas, Royal Thai Consul-General; Mr. Wittayakorn Maneenet, Consul (Commercial) & Trade Commissioner; Ms. Titiporn Manenate, Director of Tourism Authority of Thailand; Mr Li DianChun, Chief Commercial Officer and Director, Commercial Department of Hong Kong Airlines together with Mr Alex Wu, General Manager of Sales & Marketing – Hong Kong, Commercial Department; Mr. Alex Lee, General Manager of Miramar Travel; and Mr. Gerhard Aicher, General Manager of The Mira Hong Kong.

"Blue Elephant is a world renowned culinary brand with international presence and synonymous with the pinnacle of Thai cuisine popularized in the modern Western world by Mrs Nooror with the first opening of the restaurant in Europe in 1980," says Gerhard Aicher, General Manager of The Mira Hong Kong. "We feel privileged and excited to bring this legendary taste of Thailand to Yamm, thanks to generous support of our Partners, as a testament to the quality that The Mira Hong Kong's buffet restaurant stands for."

Among time-honored recipes selected by Master Chef Nooror to showcase at Yamm throughout the “Discover Thai Taste” buffet there are 5 original, deliciously diverse dishes: *Stir-fried Pork Belly with Blue Elephant Red Curry Paste and Long Beans*; *Chicken Green Curry*; *Crispy Fish with Raw Green Mango*; *Coconut Rice Berry Topped with Caramelized Beef and Crispy Shallot, served with Thai Papaya Salad*; and much loved dessert of *Mango Sticky Rice*. The recipes will be skillfully executed at Yamm under the guidance of Blue Elephant’s Guest Chef Hansa Sookkamme.

Hailing from Chiang Mai region, Chef Danita Srisuwan honed her skills at some of the most prominent five-star hotels in Bangkok including the famous Peninsula prior to joining The Mira Hong Kong’s culinary team in 2010. Her inspirations come from the family-treasured recipes and all the dishes served at the buffet dinner are created with utmost respect to genuinely local understanding of traditional Thai cuisine.

From aromatic curries to delicate desserts the abundance of authentic dishes prepared by Thai Sous Chef Danita Srisuwan with fresh herbs, spices and homemade condiments will include such highlights as: *Baked Whole Fish with Thai Spicy Sauce*, *Spicy Rice Berry Salad with Herbs*; *Mild Spicy Coconut Milk Soup with Chicken*; *Massaman Curry Beef with Sweet Potatoes and Peanuts* as well as classic desserts of *Layered Sweet Cake*, *Young Coconut Agar Agar* and *Pumpkin Custard*.

Each of the dishes features carefully selected original ingredients from Thailand such as the fragrant and distinctively flavorful rice berry, which is an innovative cross-bread of organic rice with dark violet grain that is soft and aromatic as popular Thai Jasmine rice yet exhibits superior antioxidant properties known for numerous health benefits.

While focusing on all-time favorite Thai dishes, such as freshly made *Phad Thai “Bolan”*, carving of *Roasted Spices Aromatic Pork Neck with Spicy Tamarind Sauce*, herbal soups with *Tom Yum Goong*, and freshly pounded variations of *Som Tum Thai* papaya salad, Yamm’s signature fresh Boston lobsters and freshly shucked oysters, live station of Japanese sushi and teppanyaki, international cheese and cold cuts, and a decadent dessert counter with a chocolate fountain, will top the plethora of specialty dishes dominating the “Discover Thai Taste” buffet.

A choice of original refreshments such as vivid purple *Butterfly Pea Juice with Freshly Squeezed Lime*, *Lemongrass Ginger with Thai Basil Seed*, and creamy *Thai Milk Tea* will complete the experience along with a selection of Monsoon Valley wines from Hua Hin Hills Vineyard.

### **“Discover Thai Taste” Instagram Competition**

Bringing good blessings for a prosperous New Year, The Mira Hong Kong with the generous support of its partners encourages all devoted foodies to share their inspiring food snaps of “Discover Thai Taste” buffet throughout the promotion period to stand a chance of winning one of the attractive prizes including: 2 round-trip business class tickets and 2 round-trip economy class tickets from Hong Kong to Bangkok with Hong Kong Airlines; 2 half day cooking classes at Blue Elephant Bangkok or Phuket; 5,000 THB dining vouchers one each for Blue Elephant Bangkok and Phuket, and 5 dining vouchers (HK\$1,600 each) for The Mira Hong Kong with total value of HK\$8,000. Winners will be announced on the hotel’s official social media channels on May 3. Please visit hotel website for details.

Available from 5 till 30 April, from 6:30pm till 10:00pm.

HK\$668 (Adult) HK\$398 (Child) | Monday – Thursday

HK\$718 (Adult) HK\$428 (Child) | Friday to Sunday, Public Holiday & Eve

\*child price is 3-11 years old inclusive; all prices are subject to 10% service charge

Yamm, G/F Lobby, The Mira Hong Kong, 118 Nathan Road, Tsimshatsui

For booking enquiries, please contact +852 2315 5111 or [dining@themirahotel.com](mailto:dining@themirahotel.com)

Online bookings with instant confirmation at: [www.themirahotel.com](http://www.themirahotel.com)

### **About Master Chef Nooror Somany Steppe and Blue Elephant International**

Nooror Somany Steppe is the inspiration and the central person behind the success of the Blue Elephant, constantly working as an ambassador advocating Thai cuisine and Thai culture to all whom she encounters around the world. Born in a prominent family of mixed culture she was exposed to authentic Thai cuisine and her passion was further extended while living overseas to opening the first Blue Elephant restaurant in Brussels in 1980 which quickly became one of Europe's leading Asian restaurants. Since then, there are 12 branches of Blue Elephant located in major cities throughout Europe, Middle East and Asia from London to Dubai, Moscow and Jakarta. Each of them is decorated in true Thai style featuring authentic Thai artwork and serves the best Thai cuisine, large portion of which is flown in fresh from Bangkok, allowing its foreign patrons to fully experience the real taste of Thailand.

Unlike her ventures in Europe, it was a personal challenge for Master Chef Nooror to excite the Thai population with the cuisine of their childhood. With her inventiveness, creative selection of the best Thai and international ingredients, and the undeniable ambiance of the old colonial building the Blue Elephant Bangkok remains one of the country's most well-known establishments. The popularity within the country extends to the new Blue Elephant Phuket, a further testament of Master Chef Nooror's ability to entice her audience.

Under the Blue Elephant portfolio is La Porte des Indes, Indian restaurants in Brussels and London. La Porte des Indes is renowned for their decor and rooted in Master Chef Nooror's passion for India fuelled by extensive studies of Indian cookery at the kitchens of the magnificent Taj Hotel in Bombay  
[www.blueelephant.com](http://www.blueelephant.com)

### **About Yamm**

Yamm showcases an international buffet and à la carte menu, served throughout the day. The abundant breakfast, lunch, tea and dinner buffets offer Japanese, Indian, Southeast Asian and Western dishes, as well as delectable, handcrafted desserts. Yamm delivers an award-winning gourmet dining experience based on the concept of social buffet dining. The combination of stimulating, sophisticated interiors, dramatic lighting and simple, delicious food, drinks, juices and specialty teas is enhanced by ambient music and an intimate yet spacious setting. These qualities have earned Yamm a series of awards as one of the city's buffet hotspots famed for thematic culinary experiences.

### **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 high-speed Wi-Fi throughout entire hotel, complimentary on-the-go connectivity solutions, high-end Bose 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™.*

[www.themirahotel.com](http://www.themirahotel.com)

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***Founder of Blue Elephant International,  
Master Chef Nooror Somany Steppe***



***Traditional Thai Dance Performance at Yamm will add  
grace to the "Discover Thai Taste" culinary experience***



***Thai Sous Chef of Yamm, Danita Srisuwan  
honed her skills at five-star hotels in Bangkok***



***A myriad of beautifully presented authentic Thai dishes  
includes Spicy Rice Berry Salad with Herbs***



***Massaman Curry Beef with Sweet Potatoes and  
Peanuts***



***Baked Whole Fish with Thai Spicy Sauce***



***Fresh Boston lobsters and a variety of premium chilled seafood are Yamm's signature staple***



***Traditional Thai drinks and desserts selection includes the refreshing Butterfly Pea Juice with Fresh Lime and Pumpkin Custard***

Hi-res images available at: <http://we.tl/CSDRYmWrrN>

For media enquiries or images, please contact:

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