Press Release

For Immediate Release

“Kawaii Kumamoto”
Winter Festival of Regional Specials from Japan’s “Land of Fire” at Yamm with Amakusa’s Guest Chef & Kumamon

6 November 2017, Hong Kong: A flavorful warm-up to the festive season, this November and December, Yamm restaurant embraces gourmet delights from Japan’s Kumamoto in a series of 12 days of themed buffets starring – in its first few days – Guest Chef Taketo Fukuda, owner of traditional restaurants in the coastal region of Amakusa, and Kumamon – a mischievous mascot of the prefecture that stole Japan’s heart.

Dotted with hot springs and known as the “Land of Fire” Kumamoto is home to a massive volcano, Mount Aso, and one of the world’s largest, austere looking calderas. Similarly, the people of the region are also fiery in nature, often admitting to being mokkosu, or feisty in local dialect. It shouldn’t come as surprise that one of the local specialties is karashi renkon — a lightly fried lotus root filled with a spicy miso-mustard paste that gives it a striking aroma and pungent flavor that can easily bring tears to one’s eyes.

Chef Taketo Fukuda who runs Fukushin restaurants in the bountiful region of Amakusa will take over Yamm’s Kitchen for 3 days (28 – 30 Nov) to prepare his signature dishes, train and pass the culinary baton to the skillful team of Yamm’s chefs who will continue serving his treasured recipes to Hong Kong’s gourmands.

Famed not only for scenic vistas of wild, rugged coastline carved by the raging waves of the East China Sea where dolphins frolic year-round to the delight of tourists and locals alike, Amakusa also boasts some of the best seafood in the prefecture. Among Chef’s recommendations are some of the most revered local specialty dishes such as “Bu-En” Sushi, a traditional version of chirashi sushi, made with vinegar-only cured fish without salt. Mixed with rice, it has a delightful sweetness to it and it is a must-serve dish at any important celebration while the most sought-after version of it – made with Amakusa snapper – is a true local delicacy.

Tender Braised Amakusa Snapper, bouncy Octopus Steak, silky Uni Tofu Jelly, flavorful Amakusa Snapper Soba with Kyushu Soy Sauce, delicate Chilled Steamed Egg Custard with Amakusa Sea Lettuce and even Teppanyaki-style Amakusa Daio Free Range Chicken – the tallest breed of poultry exclusively grown in the region, once extinct but restored, offering lean meat with a rich, full-bodied taste – are only some of the buffet highlights.

In addition, inspired with the abundant riches of the region and its iconic confectionaries, Executive Pastry Chef of The Mira Hong Kong, Jean-Marc Gaucher, will introduce a range of delicious desserts made with sweet and creamy Kumamoto chestnuts such as Kumamoto Chestnut Pudding, Kumamon Chestnut Cupcake, Kumamoto Mont-Blanc Profiterole, and Kumamoto Chestnut Bread.
Delivering a cheeky cultural twist to the event on the first 2 nights (28 & 29 Nov) will be a guest appearance of the adorable, man-sized mascot of the prefecture, the first such ever in a luxury hotel restaurant in Hong Kong. **Kumamon**, who took the world of social media and not only by the storm, is a superhero of storytelling and every marketer’s dream as he took on a quest of revitalizing the region’s local economy by eagerly appearing at significant events and endorsing regional products lovingly embraced by a nation that consumes everything cute, or *kawaii*.

The cuddly mascot will stage his signature dance at the joyful **Opening Night on November 28th** inaugurating the event to be graced with the presence of honorable guests from the Consulate General of Japan including Deputy Consul-General of Japan, Mr. Igawahara Masaru, and VIP officials including the Director of Kumamoto Prefectural Government Hong Kong Representative Office, Mr. Bando Yoshiaki.

“Live cooking stations featuring Chinese BBQ Meats, Asian Noodles and Indian Tandoor and a new desserts corner are all brand new additions to Yamm, the renowned buffet restaurant specializing in thematic evenings which fuse electrifying culinary creations with eclectic cultural connections to offer diners an unforgettable experience which brings them closer to the popular and lesser-known culinary hotspots in Asia. Following recent showcases of unique culinary heritage from Okinawa and Kagawa, The Mira Hong Kong is set to host another delicious blockbuster at Yamm, this time in collaboration with Kumamoto Prefectural Government,” shared Kenneth Sorensen, Business Unit Head of Hotels & Serviced Apartments, Miramar Group.

**Kawaii Kumamoto Buffet is available from 28 November – 10 December, 6:30pm – 10pm at Yamm, G/F, The Mira Hong Kong, Mira Place, 118 - 130 Nathan Road, Tsim Sha Tsui.**

Nov 28 – 30:  HK$668 (Adult) HK$398 (Child)  
Dec 1 – 10:  Mon – Thu: HK$718 (Adult) HK$448 (Child)  
           Fri – Sun: HK$788 (Adult) HK$448 (Child)  
*Prices are subject to a 10% service charge. Child price is 3-11 years old inclusive.*

Online Bookings: **www.themirahotel.com**  
Booking Enquiries: 2315 5111 or dining@themirahotel.com  
WhatsApp Instant Bookings: 9049 7122

**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

A lip-smacking line-up of Kumamoto specials will include some of the signature dishes from Amakusa such as Bu-En Sushi Rice Bowl

Kumamoto Prefecture’s cultural riches are reflected in its diverse and unique culinary offerings

Kumamon, adorable mascot of the prefecture is a special guest who will add a cheeky twist to the event on the first 2 nights

Yamm is famous for staging thematic Japanese nights available once a month only

Signature Boston lobsters, freshly shucked oysters and decadent dessert counter with a chocolate fountain are Yamm’s signature staples available every evening

Newly enhanced live cooking stations at Yamm include more options of delicious food prepared a la minute

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For media enquiries or additional images, please contact:

**Agnes Ma**  
Marketing Manager | The Mira Hong Kong  
Tel +852 2315 5574 (direct)  
agnes.ma@miramar-group.com

**Jakub Lewandowski**  
Public Relations Manager | The Mira Hong Kong  
Tel +852 2315 5181 (direct)  
jakub@themirahotel.com