

Press Release

For Immediate Release

Sweet & Chic Mid-Autumn with Designer Chocolate Mooncakes

4 August 2014, Hong Kong: A Mid-Autumn Festival celebration that is sweet and chic, celebrated with a fashionable twist and uniquely different is the proposition from the stylish cafe-patisserie of The Mira Hong Kong. For this season, COCO presents a sensational collection of intriguing chocolate mooncakes, “**Scents of the Orient**” pairing most aromatic fruits with fresh herbs and spices hailing from the orchards of South East Asia, plus one signature creation featuring stunning white miso.

Deviating from the traditional round shape of the traditional mooncakes containing calorific Chinese staples such as lotus seed paste and salty egg yolks, contemporary chocolate mooncakes **designed by Executive Pastry Chef of The Mira Hong Kong, Jean-Marc Gaucher**, combine playful appearance with multi-layered filling of surprising textures and flavors - a sweet yet lighter alternative to the classic Chinese pastries.

All mooncakes are enclosed in modern-shape premium chocolate shells – unique blends of single origin chocolates – while the aromatic, oriental and utterly exotic flavor combinations include:

Lemongrass - luscious, sweet mango gets infused in-house with freshly crushed ginger and lemongrass. Spiced up puree is bathed in 33% ivory white chocolate.

Sweet Basil - sweet, aromatic and slightly spicy, Thai basil adds a bright twist to delicately tangy raspberry, all coated with 70% dark chocolate revealing aromas of fresh yellow fruits and roasted dried fruits.

Pandan – a unique, nutty flavor of the fresh pandan leaf essence that is enhanced with the rich, creamy texture of the coconut. The two inseparable ingredients get locked in noble, 70% dark chocolate made from Ecuador’s floral cocoa.

Surprise Me So! - Miso chocolate ganache paired with yellow peach jelly in 46% milk chocolate from Dominican Republic. Just like the French salty caramel, mellow white Japanese miso makes an intriguing mix and match with chocolate enhanced with earthy fruit, such as peach.

For calorie conscious sweets lovers wishing to satisfy full moon cravings, or to surprise with an adorably chic gift, fashionable bite-size **mini mooncakes** arrive 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\$388. 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.

Cocoa and cacao lovers enjoy **sweet 15% discount on any purchase till 31 August 2014** while chocolate mooncakes are available for collection from 15 August till 8 September at the Ground Floor lobby café-patisserie of The Mira Hong Kong.

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, the hotel stands out among 21st century hospitality choices in Hong Kong.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels and Kiwi Collection.
www.themirahotel.com



Four succulent flavor combinations with exotic ingredients such as Thai Basil, Pandan and Sweet White Miso



COCO mooncakes, also available in mini bonbon version, come in individual designer boxes, or as a selection of 4 flavors

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