

## Press Release

*For Immediate Release*

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### Incredibly Delicious and Highly Original Artisanal Jams and Spreads Debut at COCO Just in Time for the Holiday Season, 6 Unique Flavours from Seasonal Lingonberry Marmalade to Epic Egg-less Kaya Hit the Shelves of The Mira's Café-Patisserie



December 2021, Hong Kong: Perfectly timed with the arrival of the holiday season, chic café-patisserie of The Mira Hong Kong, COCO, has just rolled out a range of **6 hand-crafted, all-natural jams and spreads** as perfect gifts to surprise your loved ones with, or simply enjoy with freshly baked pastries at the family table. Crafted with original recipes by the hotel's Culinary Director, Sheldon Fonseca, **innovative flavor combinations** range from mango, passion fruit and gianduja to aromatic pineapple, vanilla and kaffir lime jam. Egg-less pandan kaya spread as well as seasonal Nordic **lingonberry marmalade "Jingle Bells" – available for a limited time this December only** – are sure to become instant hits with special offers available online.

Original and artisan, each flavor of COCO's **predominantly plant-based sweet spreads** has been thoughtfully crafted and inspired by the Chef's life journey spanning Indian heritage home-cooking memories, culinary career origins in London, and Asian twists influenced by his career path tracing the tropical islands of Indian Ocean before anchoring in Hong Kong.

"To match COCO's playful brand, we played – or jammed around – with various textures from smooth to chunky, unexpected flavor combinations, such as banana, chocolate and gingerbread spice, and also experimented with surprising twists, as in mango, passion fruit and hazelnut" elaborates Chef Sheldon.

The results are incredibly delicious. **"Sunny Seville"** Oxford style marmalade - perfect for spreading on thin French crepes or a fluffy croissant - is made with vibrant Spanish oranges, a touch of ginger, and a drop of scotch is delicately warming but just so to make your palate tingle with delight. **"Piña Colada"** is Chef Sheldon's reminiscence of his life's chapter in Seychelles. Fragrant, exotic and jazzed up with a drop of rum, neatly cut cubes

of pineapple glisten in the translucent light jam accentuated with aromatic Tahiti vanilla “caviar” and finely cut kaffir lime leaf – one of his favourite ingredients.

A homemade banana jam taken to the next level with voluptuous chocolate featuring compelling taste of salted butter caramel, and gingerbread spice is another tropical inspiration. With its velvety mouthfeel, lush but not overwhelming, “**Tropicana**” is an exotic jam that simply calls for a slice of warm sourdough bread for an energizing breakfast or a sweet afternoon pick-me-up.

Coming from Indian heritage, Chef Sheldon dedicated one of the flavors of COCO's jam collection to mango and, with a wide range of varieties from all over Asia available in Hong Kong seasonally, he already dreams of the arrival of summer Alphonso. For now, “**Passionately Mango**” is made with a meaty Taiwanese mango married with tangy passionfruit, and a surprising twist of Jade Gianduja hazelnut paste. “It's a flavor that defies gravity, something I am particularly proud of!”

A sweet spread Hong Kong foodies would instantly fall for is the addictively dense, egg-less pandan coconut kaya dubbed as “**Singapore Swing**”. “Who can resist a warm French toast with butter and iconic green spread glorified in the Lion City and wholeheartedly embraced in the Fragrant Harbour? I know I can't!” admits Chef Sheldon with a smile. “Plus, it's all plant-based making it a highly desirable gift for all your friends pursuing a vegan lifestyle!”

“Our goal was to create a range highly original jams and spreads for COCO made purely with fresh (or frozen) whole fruit, without any preservatives or artificial flavors, enhanced with a distinctive spice or a touch of interesting liquor. From the recipes that had been tweaked over weeks of trials and experimenting in the kitchen with ingredients to hand-selecting the perfect ripeness of the fresh fruit, precise cooking and careful bottling of each small batch, all the steps of this meditative process are executed by one person ensuring consistency and quality,” confesses Chef Sheldon Fonseca.

More exciting flavours such as tangy-sweet “**Berry & Balsamic**” made with premium Modena white balsamic vinegar as an elegant addition to cheese platters, classic “**Strawberry High Tea**”, or the indulgent caramel and hazelnut spread “**Caramelito**” are to be introduced in 2022.

All flavors, available in 275g bottles, are **priced at HK\$108** except for “Passionately Mango” and seasonal “**Jingle Bells**” **Lingonberry Marmalade** sold at HK\$128 per jar at COCO (G/F Lobby) café as well as online from December 1, 2021. Special offer on the winter special jam combined with COCO's homemade Italian Panettone (HK\$228) or German X'mas Stollen Bread (HK\$208) are available exclusively online until December 26, 2021.

### Artisan Jams & Spreads Collection - Summary

Product Name	Ingredient Highlights	Price
TROPICANA	Banana, Caramelia Chocolate*, Gingerbread Spice	108
PASSIONATELY MANGO	Mango, Passionfruit, Jade Gianduja (V)	128
SINGAPORE SWING	Egg-less Pandan Coconut Kaya (V)	108
SUNNY SEVILLE	Seville Orange, Ginger, Scotch Whisky^ (V)	108
PINA COLADA	Pineapple, Tahiti Vanilla, Kaffir Lime, Rum^ (V)	108
JINGLE BELLS	Nordic Lingonberry Festive Marmalade, Winter Spices (V)	128

\* contains dairy ^ contains alcohol (V) wholly plant-based

## About Chef Hansel Sheldon Fonseca

Sheldon Fonseca is the Culinary Director – Western Cuisine of Miramar Group, overseeing its flagship hotel The Mira Hong Kong and its boutique sister property Mira Moon.

Inspired by his love for fresh, radiant, and simple flavors, Chef Sheldon Fonseca began his culinary journey at London's Langham Hotel earning recognition from many world-class celebrity chefs along the way. From London's Connaught Hotel to the opening of much-loved Murano with Angela Hartnett, and becoming the Executive Sous Chef at Dorchester Collection's Mayfair Hotel he was eventually appointed as Executive Chef at the Kempinski Hotel Le Mirador in Switzerland where he earned his first Michelin Star. Drawn to Asia, he eventually landed in Hong Kong where he now looks after The Mira as its Culinary Director. He is also on the advisory board of Food Made Good Hong Kong and a finalist of the "One Planet Plate" Award category in FMG Awards 2021.

## 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.

COCO, G/F Lobby, The Mira Hong Kong, Mira Place, 118 – 130 Nathan Road, Tsim Sha Tsui

Order enquiries: +852 2315 5566 or [dining@themirahotel.com](mailto:dining@themirahotel.com)

Online orders: <https://www.mira-eshop.com/en/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](http://www.themirahotel.com)

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*COCO's Newly Launched Collection of Artisan Jams & Spreads*



*Seasonal Nordic Lingonberry Marmalade “Jingle Bells” available in December only*



*“Jingle Bells” with X’mas Stollen Bread serving suggestion*



*“Pina Colada” Jam serving suggestion*



*“Singapore Swing” Spread serving suggestion*



*“Passionately Mango” serving suggestion*



*“Sunny Seville” Jam serving suggestion*



*The Mira Hong Kong’s Culinary Director, Chef Sheldon Fonseca*



*“Tropicana” Jam serving suggestion*