



Press Release

For Immediate Release

Atlantic Canada Seafood Menu Sustainable Catch Served at Cuisine Cuisine at The Mira

20 August 2015, Hong Kong: For a limited time in September, Michelin-recommended Chinese restaurant of The Mira Hong Kong, Cuisine Cuisine, will be serving a jet-fresh menu of sustainable Atlantic Canada Seafood prepared with respect of traditional cooking techniques and the restaurant's signature, contemporary twist.

Sourced from the clean cold waters of the Atlantic Canada succulent seafood such as certified by Marine Stewardship Council (MSC) **Canadian Lobster**, wild caught **Greenland Halibut** (Turbot), **Atlantic Salmon**, harvested wild **Sea Coral** (Canadian Sea Cucumber also known as northern or orange footed sea cucumber) prized for its beautiful texture and high nutritional value, and sweet and tender rope-cultured **Blue Mussels** that are the pride of the Canadian shellfish industry, were selected as the highlights of the menu curated by newly joined Chef de Cuisine, Jayson Tang.

Originating from the **four Atlantic Canadian Provinces:** New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island, where commercial fishery and aquaculture sectors are committed to innovative harvesting and farming practices and sustainability, naturally delicious, highest quality seafood is praised for maintaining the delicate balance of the visual appeal, mouth-watering aroma, full-bodied flavor and satisfying texture.

While over half the world's supply of lobster – Hong Kong's most beloved seafood - comes from the clear, cold waters of Atlantic Canada, this Marine Stewardship Council (MSC) certified natural resource is carefully protected. Sourced from a strictly limited number of independent fishers who tend their own traps and adhere to sustainable harvesting practices, each lobster is individually inspected, with the undersized and females with eggs released to protect the future of the fishery. After harvesting, lobsters are carefully maintained in optimal conditions mimicking the natural environment as they are conditioned for travel which minimizes stress, resulting in a best quality product at its prime.

The Atlantic Canada Seafood Menu is available at dinner time only as a la carte selection **from 8 September till 20 September, 6:30pm – 10:30pm**. Promotion is supported by the Canadian Chamber of Commerce in Hong Kong.

Atlantic Canada Seafood Menu

- Salt Baked Halibut in Lotus Leaf with Chinese Preserved Olive Vegetable (HK\$268)
- Confit of East Atlantic Salmon Fillet with Spring Onion (HK\$180)
- Fried Lobster Tail with Sweet Chili Sauce Served on Fresh Lettuce (HK\$128)
- Steamed and De-shelled Whole Fresh Lobster Served on Egg White Bed (HK\$488)
- Sautéed Sea Coral with Assorted Vegetables in Sakura Shrimp Paste Sauce (HK\$278)
- Poached Canadian Mussels in Chicken Broth and Aged Mandarin Peel (HK\$230)

Cuisine Cuisine, 3/F, The Mira Hong Kong, 118 Nathan Road, Tsim Sha Tsui

Booking Enquiries: +852 2315 5222 or dining@themirahotel.com

Online bookings: www.themirahotel.com

**Prices listed are subject to a 10% service charge*

About Atlantic Canada Exports

Atlantic Canada is on the doorstep of the entire North American market with Trans-Canada Highway, year-round deepwater ports two days closer to Europe than any other ports on the eastern seaboard, and four international airports offering dozens of daily flights to major destinations to leverage on for air cargo-shipping infrastructure. The Atlantic Provinces take great pride in their fishing and aquaculture industries. Their commercial fishery and aquaculture sectors are committed to innovative harvesting and farming practices and sustainability. Companies are committed to continuous product diversification and innovations. With over 100 fish and seafood products on offer, they are harvested and farmed fresh daily and exported around the world to more than 70 countries. www.atlanticcanadaexports.ca

About Cuisine Cuisine at The Mira

An upscale, modern Chinese restaurant offering the finest Cantonese and Chinese delicacies, with a unique contemporary twist is set against the sleek modern interiors of the 3/F floor of The Mira Hong Kong. Cuisine Cuisine at The Mira showcases a dining experience that's steeped in some of the most exacting Cantonese culinary traditions, serving top quality, authentic fare crafted by master chefs. The restaurant's famed signature dishes carefully showcase the art of Cantonese cuisine, while respecting the seasonality and unique taste of ingredients. With over 200 wines paired with friendly and attentive service, no detail is spared in setting the tone for the perfect dining experience. Views overlooking Kowloon Park lend a verdant touch that is echoed in the restaurant's interiors.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 boldly accented guest rooms, including a collection of 56 suites and meticulously designed specialty suites. Centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district and a close walk to the local underground, railway stations and the Star Ferry, the hotel easily connects to all parts of the vibrant metropolis.

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

www.themirahotel.com



***Confit of East Atlantic Salmon Fillet
with Spring Onion***



***Steamed and De-shelled Whole Fresh Lobster
Served on Egg White Bed***



***Chef de Cuisine of Cuisine Cuisine at The Mira
Jayson Tang***



***Main dining hall of Cuisine Cuisine at The Mira
by Miami-based interior designer Charles Allem***

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Download high-resolution images: <http://we.tl/tcxu1mEEqm>

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