

Press Release

Experience the Charm of Wan Chai at the 6th “FUNtastic QRE Festival” A Cultural Feast with Depleting Whiskies and Fun Carnival at Lee Tung Avenue and Queen’s Road East



(Hong Kong, 3 November 2016) Wan Chai District owns a unique community character and culture with East-meet-West vibe and a blend of new and old. To showcase the charm and glamour of Wan Chai, Hopewell Holdings Limited presents the 6th “FUNtastic QRE Festival” to offer a culinary and cultural feast at Hopewell Centre Piazza and Lee Tung Avenue on 19-20 and 26-27 November. “FUNtastic QRE Festival” is also a recommended event of “Hong Kong Great November Feast” held by the Hong Kong Tourism Board.

This year marks the official launch of Lee Tung Avenue after redevelopment, and the organiser hopes to encourage the public to visit the charming new avenue through “FUNtastic QRE Festival”, encouraging them to experience the unique juxtaposition of traditional and modern elements in the district, while witnessing the on-going transformation of Southern Wan Chai.

Wan Chai is like a rich whisky with multiple layers and complex flavours, which becomes more round and full-bodied, more aromatic as it ages. And to truly enjoy the taste, one has to immerse in it and experience with all the five senses. “**QRE Wine & Whisky Walk**” features some of the best collectables from around the world, so that participants can savour the fragrant and mellow whiskies while roaming through Queen’s Road East with various historic buildings and specialty stores, taking in the charm of Lee Tung Avenue first-hand. Net proceeds from the event will be donated to St. James Settlement People’s Food Bank.

QRE Wine & Whisky Walk

Enjoy the QRE Wine & Whisky Walk on 19th to 20th November in Wan Chai, a food paradise where a wide range of thematic restaurants locate. At Wine & Whisky Walk, the World’s finest distilleries – depleting, best collectables, vintage and award-winning whiskies will spread over the charming Queen’s Road East, Lee Tung Avenue and Ship Street at around 20 stylish outlets. Guests with ticket priced from \$178 can enjoy an adventurous whisky tour with their favourite whisky or international fine wines in these restaurants to explore the beauty of Wan Chai.

Precious and luxurious whiskies and liquors are available, including St Magdalene 1979 19 Years Old, Littlemill 21 Years Old Second Release, Karuizawa 36 views of Mount Fuji, Cragganmore 27 Year Old Cask Strength,

Orbital World Blend, Laphroaig 1995 Duke of Rothesay etc. More Whiskies details are set out in Annex.

Two of the whiskies on the list valued over \$10,000 and they are much sought-after collector's items. You don't see official bottlings of St. Magdalene single malt Scotch whisky much these days, as the distillery was closed down all the way back in 1983. This rare whisky was distilled in 1979 and bottled some time during the late 1990s. It has been released as part of Diageo's Rare Malts Series, a collection with a retail price over \$12,000. With water, the smell of orange, caramel, and hay are joined by a lot of spices (mostly vanilla and nutmeg) and nuts, lime and blood oranges. The hay enhances, and in the long, dry finish, the oak speaks once more.



After the dismantle of the distillery in 2011, the high quality whiskies became collector's items sought after by whisky enthusiasts around the world. Karuizawa Distillery was established in 1955 in the shadow of active volcano, Mount Asama. It was the smallest Japanese distillery and the first one to import Golden Promise Barley, as well as peat from Scotland. They also imported sherry casks from Spain and other imported Bourbon or wine casks with a retail price over HK\$19,000.



It's an exceptional long-aged Laphroaig, one of the most divisive Scotch whiskies. It was first manufactured in Isle of Islay, located in the west of Scotland. Laphroaig means "beautiful hollow by the broad bay" in Gaelic. Laphroaig distillery maintains the traditional and ancient way of floor malting. It's tasted with a residual sweetness and a hint of salt amid the seaweedy, peaty characters before a long warming finish. In 1995, Prince Charles issued Laphroaig with his Royal Warrant and declared it as his favourite whisky, which renders an exceptional vintage to this special bottling for Prince Charles to quaff at home.

Littlemill is a lost Lowland distillery from Scotland that was closed in 1994. It coats the palate with fresh cream, vanilla-white chocolate and floral top notes, combined with crushed mint leaves and toasty oak with malt and emerging fruits. It offers a very fine and delicate older-American oak matured whisky experience.



Many of the selected whiskies earn high recognition from media. The



Cragganmore 27 years old cask strength is selected by Editorial Team of Whisky Magazine UK from a cask of single malt whisky distilled in 1987 at Cragganmore Distillery in Speyside region. After 27 years of maturation in a hogshead cask, it was picked by Damian Riley-Smith, Publisher and Rupert Wheeler, Managing Editor of Whisky Magazine and was bottled in 2015. Only 60 bottles were bottled from that cask for this Editor's Choice bottling. Whisky fans in Hong Kong can also taste Obital, a special blend created by Whisky Magazine every year from samples received for review worldwide.



Apart from various premium whisky brands, the Martell Sidecar is presented to the public by Martell and the Organizer, offering an unique wine tasting experience in an innovative enrichment way. The Martell sidecar is a stylish and well-designed electric car that provides classic and royal cocktails made with the famous Martell Noblige. It will be available

for free public tasting.

Other brands participating in the **"QRE Wine & Whisky Walk"** include The Glenlivet & Aberlour, The Balvenie, Glenfiddich, Loch Lomond and Briuchladdich. Other fine wines and cocktail will also be offered to participants at various wine-tasting hotspots.



In addition, participants will have a chance to win a Vinvautz 18 bottle wine cellar (Valued at HK3,098) by taking the most creative selfie with the Vinvautz wine cellar backdrop. Simply upload your photo to Instagram, add hashtags #Vinvautz_France #theeastwanchai #leetungavenue and like "Vinvautz Wine Cellar" and "theeastwanchai" on Facebook.

During the event, the public can enjoy local classic hits performed by The Hong Kong Philharmonic Orchestra, Swing Jazz dance and outdoor movie screening free of charge. Moreover, they can also take part in flair cocktail and wineglass calligraphy workshops to double the fun, flair and flavour!



"QRE Carnival"

The "QRE Carnival" is a free admission event to be held on 26-27 November

which is ideal for family of all ages to experience the new vitality of Wan Chai. Besides enjoying fantastic freestyle soccer performance and enchanting bubble dance, the public can also participate in popular VR games and floral light bulb workshops (with dried flowers and handwritten notes placed in tungsten light bulbs) inspiring endless creativity.

Innovative delicacies will also be offered at the Carnival, which include local speciality “crispy egg waffles”, “lolly waffles” from Europe, as well as “dreamy ice-cream cups” with dry ice smoke effect. Like QRE Festival Facebook Page and follow Lee Tung Avenue Instagram account and win any of the games to enjoy one of the delicacies for free!



Come and join the “FUNtastic QRE Festival” in November to experience the dynamic pulse of Wan Chai, a place where old meets new, East meets West.



Please download hi-res images and whisky list at <https://www.dropbox.com/sh/k35j0a7p4rpote4/AAA3SVkd2lKt1QTgH00qQfDJa?dl=0>.

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About QRE Festival

Hopewell Holdings Ltd. proudly presents the FUNtastic QRE Festival, with a series of joyful events to be hosted in Wan Chai over two weekends in November 2016. The fun-filled activities are designed for the local community and tourists to experience the unique ambiance of “New Meets Old” of Wan Chai and the irresistible charm of Queen’s Road East.

FUNtastic QRE Festival features a range of activities featuring community street arts, Spanish market, while celebrating the livelihood of Wan Chai with gourmet and wines, carnival and music.

QRE Wine & Whisky Walk	
Date	19-20/11/2016
Time	2-6pm
Venue	The East & Lee Tung Avenue , Wan Chai
Ticket Price	Regular: HK\$238 Early Bird: HK\$198 before 5 Nov 2016 Group of 4: HK\$178
Online Ticketing	www.ticketflap.com/whiskywalk
Beneficiary	After deducting the basic expenses, all proceeds from the event will be donated to St. James Settlement People's Food Bank.
Enquiries	2798 7115
Highlights	<ul style="list-style-type: none"> - A whisky tour of the world's finest distilleries – delectable, best collectables, vintage and award-winning whiskies. - Stroll through the charming Queen's Road East and Lee Tung Avenue with your favorite whisky and fine wines at around 20 stylish outlets. - Enjoy orchestra performance, Swing Jazz dance and live music gigs. - Taking part in the outdoor movie screening, flair cocktails, wineglass calligraphy to double the fun, flair and flavor!
QRE Carnival	
Date	26-27/11/2016
Time	1-6pm
Venue	The East & Lee Tung Avenue , Wan Chai
Admission	Free
Highlights	<ul style="list-style-type: none"> - Popular VR games - Enchanting performance : Fantastic freestyle soccer performance, enchanting bubble dance, fun-filled clown show and exciting live music performance - Innovative delicacies food stores

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