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http://ftp.catchonco.com/MIELE_BookLaunch.zip

“A TRADITIONAL TASTE”

Celebrating Hong Kong’s Culinary Heritage and Miele’s 20th Anniversary



(Hong Kong – May 8, 2017) – Miele presents “A Traditional Taste”, a heartfelt gastronomic publication marking the legacy and future of Hong Kong’s dynamic food landscape. Reflecting a meticulous two-year process, this fantastic coffee table book is dedicated to the traditions and personalities that make up the foundation of Hong Kong’s dining culture and are credited for bringing Cantonese cuisine to new heights.

As the leading kitchen experience brand with a history dating over 100 years, Miele sets great store by preserving heritage. In line with its “Forever Better” principle, where innovation plays homage to the old ways while forging a new future, “A Traditional Taste” sets out to raise awareness of Hong Kong’s rich culinary history and culture, whilst celebrating the pioneers that are developing, changing and morphing this cuisine into something new.

“Food in Hong Kong is more than just fuel and is so deeply ingrained in the local culture. It is also ever-evolving, never static, with constant reinvention that brings past into the present, and the present into the future,” says Richard Green, Marketing Director, Miele. “This epitomizes the fundamentals of our brand, and we wanted to document the beauty of Hong Kong’s culinary heritage, to mark our 20th anniversary of being present in the city. While we are celebrating food, we also hope to encourage dialogue about the fast evolving food scene in Hong Kong, as well as the sustainability of how we eat, as a way of giving back to community.”

A non-profit initiative with proceeds going to the food redistribution charity, Feeding Hong Kong, “A Traditional Taste” underscores a journey of taste dating back to the colonial period of the 18th century. From the local, all-time favorite, cha chaan teng to the chock-a-block dai pai dong. Special features of time-honored restaurants excelling in diverse traditional dishes – such as poon choi, dim sum, and roast goose – are included. The coffee-table book also unfolds the stories behind family-owned establishments with conventional cooking practices and an irreplaceable human touch.



Exclusive recipes are revealed in the book featuring both authentic dishes and innovative creations, passing on classic cooking techniques to make the taste of nostalgia available at home. Four renowned master chefs present exquisite flavors with their secret recipes that represent a confluence of traditional and contemporary cookery.

Complementing the book, three short films have been produced to explore Hong Kong's culinary landscape in three dimensions: Heritage, Innovation and Performance. One of several initiatives by Miele demonstrating the intertwined future of heritage and invention, the films showcase contemporary concepts by emerging chefs, and record how the masters prepare a range of culinary delights. A testament to the importance of respecting cultural traditions while committed to improvement, the films visualise the core elements of the book and celebrate the beauty of each core attribute that the chefs dedicate themselves to. (Watch the films at <https://www.aTraditionalTaste.com>)

Emphasizing a deeper community connection, "A Traditional Taste" also shares a series of artwork inspired by Miele's collaboration with the non-profit organization, Arts in Heritage Hong Kong. As part of the "SKETCH Hong Kong Food" programme in 2015, Miele provided guided tours for participants to capture the collective stories of Hong Kong and showcase the culinary scene with brushes and paints. The artwork features iconic items from different areas around the city including Yuen Long, Sham Tseng, Ting Kau, Cheung Chau, Ping Shan, and Yau Ma Tei.

"A Traditional Taste" is available for retail at select bookstores (Eslite, Kelly & Walsh) and Miele's website (shop.miele.hk) starting from late June. Priced at HKD450 All proceeds from the book sale through Miele's channels will be donated to Feeding Hong Kong.

An exhibition displaying "A Traditional Taste" will be available for public viewing on May 26 and 27 at Space 27.

Space 27

Address: 659 King's Rd, Tsat Tsz Mui, North Point

Exhibition Date: May 26 and 27, 2017

Opening Time: 11a.m.-6p.m.

Admission Fee: Free of charge

- Ends-

About Miele

Since its establishment in 1899, Miele has been synonymous with manufacturing the finest home appliances in the world. Throughout the years, Miele has been awarded a range of endorsements by various organisations, including "Germany's Best Corporate Brand" and "Germany's Most Sustainable Big Company 2014." Renowned for its dedication to quality and engineering excellence, this family-owned and run company has become one of the most desired brands in the industry. www.miele.hk

High-res images are available at: http://ftp.catchonco.com/MIELE_BookLaunch.zip

For media enquiries, please contact:

CatchOn Marketing Communications

Alison Lee | (852) 2807 0600 | alison.lee@catchonco.com

Beatrice Wong | (852) 2807 0087 | beatrice.wong@catchonco.com

Miele (Hong Kong) Limited

Hiram Cheung | (852) 3513 1027 | hiram.cheung@miele.com.hk



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《A TRADITIONAL TASTE》

Miele 二十周年新書發佈 揭開香港傳統美食文化的探索之旅



(2017年5月8日，香港) – Miele 隆重呈獻美食著作《A Traditional Taste》，記錄香港傳統美食博大精深文化和歷史發展，帶領大家一同探索香港的傳承與創新。經過兩年時間的籌備和製作，Miele 將廣東烹飪的精髓和傳統的味道呈現在讀者眼前，並藉此向多位創造本地美食里程碑的香港飲食界名人致敬。

作為領先全球、有過百年歷史的德國精品電器品牌，Miele 十分重視本土文化的保育。秉承著「Forever Better」的理念，Miele 希望以傳統廚藝為創新的基石，藉《A Traditional Taste》鼓勵大眾關注漸漸被遺忘的本地飲食文化，並讚揚一直致力在傳統料理上追求變化和革新的廚師，推動香港飲食文化發展和進步。

Miele 市場總監 Richard Green 表示：「飲食絕對是香港本地文化重要的一部分；隨著時間不斷演變、融合，將過去帶到現在，並延伸到未來，恰好體現出 Miele 的可塑性和創造力。適逢今年 Miele 二十周年，我們希望促進香港飲食文化發展的交流，並探討其可持續發展性，以回饋社會。」

香港獨特的共融飲食文化，創造出一個又一個的美食傳奇。本書追溯到 18 世紀殖民時期的傳統美食起源，由深受大眾歡迎的港式茶餐廳到喧鬧嘈雜卻又充滿街頭風味的大排檔，以及憑藉點心、盆菜和燒鵝等特式菜餚而遠近馳名的餐廳專訪，揭開歷史悠久並富人情味的家族餐廳所盛載的溫馨故事和傳統烹飪手藝。



為保存彌足珍貴的經典傳統廚藝，書中分享多個香港懷舊食譜，讓讀者在家中也能製作並品嚐到無可媲美的傳統味道。當中四位名廚亦在書中展示他們揉合傳統食材和創新口味的獨門秘方，呈獻別具風格的美饌佳餚。

著作之外，Miele 亦精心製作了三段短片，旨從傳統、創新和演繹手法三個不同範疇探討香港的烹飪文化。在新舊文化交織的氛圍下，短片展示了新一代廚師嶄新的烹飪概念，亦記錄了餐廳主廚如何悉心準備食物。三段短片不但突顯了尊重傳統文化同時力求創新的重要性，亦與《A Traditional Taste》的主題相輔相成，讚揚每位廚師對香港飲食文化的貢獻，以及對烹調一絲不苟的精神。(瀏覽短片：<https://www.aTraditionalTaste.com>)

為進一步連結社區，Miele 於 2015 年與本地非牟利機構「藝術及古蹟資料研究 (AHR) 合作舉辦以本地飲食文化為主題的速寫活動 SKETCH Hong Kong Food，帶領參加者用畫筆記錄香港的飲食文化和集體回憶，並在《A Traditional Taste》中展示該活動的部分作品，這系列速寫畫作均以元朗、深井、汀九、長洲、坪山和油麻地等不同地區的特色食物為主題。

由本年 6 月下旬起，《A Traditional Taste》將於香港指定書店(誠品和 Kelly & Walsh)及 Miele 網站(shop.miele.hk)有售，定價為港幣 450 元，所有收益將全數撥捐香港食物銀行樂餉社作慈善用途。

《A Traditional Taste》新書發佈展覽將於 2017 年 5 月 26 至 27 日於 Space 27 對外開放。

Space 27

地址: 北角七姊妹英皇道 659 號
展覽日期: 2017 年 5 月 26 至 27 日
開放時間: 上午 11 時至下午 6 時
費用: 免費入場

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關於 Miele

自 1899 年成立至今，Miele 已成為生產最優質家用電器的代名詞。多年來，Miele 屢獲國際殊榮，近年分別獲授予「Germany's Best Corporate Brand」及「Germany's Most Sustainable Big Company 2014」，可見其優質的產品及服務，在消費者間深受認可和肯定。憑藉 Miele 對高品質的熱忱和卓越技術，以家族經營的 Miele 已成為家用電器行業中最夢寐以求的品牌。

如有任何查詢，請聯絡：

CatchOn Marketing Communications

Alison Lee | (852) 2807 0600 | alison.lee@catchonco.com
Beatrice Wong | (852) 2807 0087 | beatrice.wong@catchonco.com

Miele (Hong Kong) Limited

Hiram Cheung | (852) 3513 1027 | hiram.cheung@miele.com.hk