

For immediate release

Lee Tung Avenue Supports Arts & Sports Events with Free Beer, Snacks, Dining Coupons & Rugby-themed Programmes



To download photos: <http://bit.ly/3mCU3x4>

Free local snacks & \$100 dining coupons for Art Basel & Art Central ticket holders

Art fills the air as “Hong Kong Arts Month” arrives with an exuberant array of cultural programmes, among which are two world-class events – Art Basel and Art Central, both held at the Hong Kong Convention and Exhibition Centre near Lee Tung Avenue.

In support of Hong Kong Arts Month and in celebration of the finer things in life, Lee Tung Avenue is indulging art lovers with some delicious offers. Between 21 and 25 March 2023, locals and tourists can obtain a free local snack and a HK\$100 dining coupon by presenting an Art Basel or Art Central ticket stub from the same day at Lee Tung Avenue’s Customer Service Centre without any spending required. Situated in a prime location on Hong Kong Island, Lee Tung Avenue is the perfect destination to enjoy cuisines from different parts of the world after visiting the international art events. Art enthusiasts can also marvel at the 688 traditional Chinese lanterns that add an artistic touch to the tree-lined pedestrian street.

Below are details of the said offers (100 of each is available daily during the promotion period on a first-come, first-served basis):

Offer 1: A free HK\$100 dining coupon, which can be used upon a spending of HK\$200 at designated restaurants and



shops.

Offer 2: A food coupon, which can be used to redeem one serving of one of the following: egg tart (choice of puff pastry or shortcrust pastry) at King Bakery, traditional Chinese wife cake at Tai Tung Bakery, and Hong Kong-style milk tea at Wing Wah AllDay.






LTA Rugby Fun

March also welcomes the return of the action-packed Hong Kong Sevens, where 16 of the world's best rugby teams compete, and a party-like atmosphere permeates the city. Embracing the rugby fever, Lee Tung Avenue is teaming up with Carlsberg and several restaurants to provide rugby-themed menus from 31 March to 2 April 2023. The weekend (1 & 2 April) will also see tasting booths at the Central Piazza with gourmet food and liquor, and a rugby experience for kids.

1. Limited-time-only rugby-themed menus by Lee Tung Avenue & Carlsberg

Beer and sports are a classic combo. In collaboration with Carlsberg and six restaurants, Lee Tung Avenue is presenting various rugby-themed menus featuring free beer for a limited time. Meanwhile, those who present their rugby event tickets can enjoy one free can of Carlsberg Smooth Draught or one free bottle of Carlsberg Danish Pilsner upon any spending at the same six restaurants. Limited stocks are available on a first-come, first-served basis.

Shop	Rugby-themed menu featuring free beer	Image (reference only)
Crêpe Delicious (Urban Cafe) Shop G26	One free bottle of Carlsberg Danish Pilsner (330ml) with each order of main course from the à la carte menu	
Dan Ryan's Chicago Grill Shop G40-41	One free bottle of Carlsberg Danish Pilsner (330ml) with each order of the Chicago Combo	
Gyu-Kaku Buffet Shop G32	One free can of Carlsberg Smooth Draught (330ml) with "Lv4 - AUS Superb Wagyu Buffet"	

<p>PizzaExpress Shop G31</p>	<p>One free bottle of Carlsberg Danish Pilsner (330ml) with each order of The American</p>	
<p>Rakuraku Ramen Shop G30</p>	<p>One free can of Carlsberg Smooth Draught (330ml) with a dine-in order that includes one main meal and one side dish</p>	
<p>Wing Wah AllDay Shop G22-23</p>	<p>One free can of Carlsberg Smooth Draught (330ml) with each order of Shrimp Wonton Noodles (large)</p>	

2. Rugby-related activities

Wine & Food Booths	
Date	1 & 2 April 2023
Time	2pm to 6pm
Location	Central Piazza, Lee Tung Avenue
Contents	<p>The following shops will be presenting their picks of fine liquor and food that will make rugby-watching extra enjoyable. Free tasting is available.</p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="405 1391 695 1682">  </div> <div data-bbox="716 1384 1410 1711"> <p>Premium gourmet shop Les Halles: European delicacies including cheese by Dutch brand Cheeseland, Iberian ham Bellota (cured for 48 months) by Spanish brand La Prudencia, caviar by French brand Sturia (retail exclusive at Les Halles), and zero-MSG potato chips by French brand Bret's (various flavours, including Porcini mushroom, Jura cheese and Guerande sea salt).</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div data-bbox="405 1727 695 2013">  </div> <div data-bbox="716 1762 1410 1944"> <p>Caskells Whisky & Fine Spirits Shop: Ardnamurchan – Single Malt scotch whisky, Edinburgh Gin – Rhubarb Ginger Gin, No. 3 London Dry Gin, and three to four types of cheddar by ScotCheese.</p> </div> </div>




180 Popcorn: freshly made popcorns in four flavours, namely Better Butter, Caramel Crips, Chocolate Glaze and a limited special flavour. Surprise offers will be available during the event. Please ask the shop's staff for details.

Rugby Experience for Kids

Date	1 & 2 April 2023
Time	3pm to 5pm (approx. 25 minutes for each session)
Location	Central Piazza, Lee Tung Avenue
Contents	 <p>A professional coach will teach the young participants fundamental skills and introduce them to the sport in a fun way. Shoppers can redeem a spot from now to 2 April 2023 by spending HK\$100 or more in a single transaction with e-payment and following Lee Tung Avenue on social media. Please refer to the Lee Tung Avenue website for redemption details.</p> <p>Notes:</p> <ul style="list-style-type: none"> • Participants must be aged 6-12. • Quota applies, first-come, first-served.

Face/ Body Painting

Date	1 & 2 April 2023
Time	2pm to 6pm
Location	Central Piazza, Lee Tung Avenue
Contents	 <p>Sports fans can visit the Central Piazza for a rugby-themed face/body painting experience. Shoppers can take part in the activity once by spending HK\$100 or more in a single transaction with e-payment and following Lee Tung Avenue on social media.</p>



About Lee Tung Avenue

Lee Tung Avenue brings a 200-metre-long tree-lined pedestrian walkway to Hong Kong Island. Home to sidewalk cafes, gourmet restaurants, and local and international brands, the avenue is gaining fame for its large variety of lifestyle activities. Conveniently accessible from downtown via all forms of transport, Lee Tung Avenue is a focal point of Wan Chai South. It prides itself on its close connection with local communities and constantly injects vitality into the traditional district.

Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations. It has won gold awards in “Best Media Event”, “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, a gold award in “Best Use of Experiential Marketing” at Loyalty & Engagement Award 2020, and a gold award in “Sales Marketing & Event” at the 2019 ICSC China Shopping Centre & Retailer Award organised by International Council of Shopping Centers, among others.

Official Website: <http://www.leetungavenue.com.hk>

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