

Press Release
Immediate Release

Lee Tung Avenue's "Hot Summer Hot Deals" Return to Celebrate July 1st with Mega Dining Deals and HK\$1 Egg Tarts

Buy Dining Cash Coupons at Half Price from 27 June 2024

Members Can Also Redeem Cash Coupons and Earn Extra Points in Members-only Promotions



Please download high-resolution photos from: <https://bit.ly/4c8F96F>




(Hong Kong, 24 June 2024) With the July 1st celebrations drawing near, Lee Tung Avenue is excited to bring back its delectable "Hot Summer Hot Deals" campaign. The first stage of the campaign, which is scheduled to begin on 27 June 2024, will include some jaw-dropping dining deals offered by a selection of trendy restaurants and cafes. The incredible HK\$1 deal on King Bakery's scrumptious egg tarts will also make a comeback. To be able to enjoy the deals, the public will need to follow Lee Tung Avenue on social media ([Facebook](#) and [Instagram](#)).





Meanwhile, Lee Tung Avenue Members can redeem cash coupons and earn extra loyalty points in exclusive promotions. These include double points for weekend dining at designated restaurants and 10,000 bonus points for an accumulative spending of HK\$3,000 or more.

Hot deal 1: Half-priced dining cash coupons & HK\$1 egg tarts

From 27 June 2024, the public can purchase dining cash coupons valued at HK\$100 at half price (i.e., pay HK\$50 for one HK\$100 coupon). The coupons can be used at six restaurants/cafes at Lee Tung Avenue, including the ever-popular Thai dessert café **After You**, Japanese yakiniku buffet joint **Gyu-Kaku**, and British bakery and restaurant **The Baker & The Bottleman**. Moreover, HK\$1 egg tart coupons for **King Bakery** will be up for grabs.

Only a limited number of coupons will be available on a first-come, first-served basis. The public sale of the coupons will begin on 27 June 2024 on a designated platform. Please refer to Lee Tung Avenue's website for full details: <https://bit.ly/3VuhuX7>

Restaurant/ Cafe	Offer	Promotion Details	Image
Promotion Period: 27 June to 31 July 2024			
King Bakery Shop G13	A local bakery chain providing freshly baked egg tarts every day as well as a variety of bread, pastries and local snacks.	HK\$1/each for Egg Tart on Shortcrust Pastry / Puff Pastry	
Gyu-Kaku Buffet Shop G32	A leading yakiniku restaurant brand with a global presence that offers quality Wagyu beef yakiniku in their all-you-can-eat menu.	50% off on HK\$100 voucher	
After You Dessert Café Shop G24-25	Popular dessert shop from Thailand famous for their kakigori (Japanese shaved ice).	50% off on HK\$100 voucher	

<p>The Baker & The Bottleman Shop G14-15</p>	<p>Led by a Michelin-awarded team, operates as an artisanal bakery serving handcrafted baked goods during the day, and transforms into a cozy neighborhood restaurant and wine bar in the evenings, offering a menu focused on locally sourced ingredients and wines</p>	<p>50% off on HK\$100 bakery & coffee voucher</p>	
		<p>50% off on HK\$100 restaurant voucher</p>	
<p>Cooshti Shop G35</p>	<p>Modern fusion restaurant offering Asian-inspired dishes including sushi rolls, skewers and Southeast Asian food, alongside coffee, cocktails and desserts.</p>	<p>50% off on HK\$100 voucher</p>	
<p>Crêpe Delicious (Urban Cafe) Shop G26</p>	<p>Largest French Crêpe Café in the world, which adopts the finest ingredients to offer signature savoury and sweet crêpes, puff pizza, pasta and main dish.</p>	<p>50% off on HK\$100 voucher</p>	



Hot deal 2: Cash coupons and extra loyalty points for Lee Tung Avenue Members

In addition to the hot dining deals, Lee Tung Avenue Members can redeem cash coupons and earn extra loyalty points in three exclusive promotions from 1 July to 31 August 2024.

1. Cash Coupons for redemption

For every HK\$1 spent at Lee Tung Avenue, Members can earn 1 point. They can redeem cash coupons after accumulating required numbers of points:

Points	Rewards
2,000	HK\$10 cash coupon
8,000	HK\$50 cash coupon

Notes:

- Members are required to spend using an approved e-payment method and use the corresponding e-payment slips to register for points within 14 days. The spending amount of each receipt must be HK\$100 or above for point registration.
- The cash coupons can be used at designated shops at Lee Tung Avenue.
- Lee Tung Avenue Membership is free.

2. Earn double points when dining at designated restaurants during weekends and public holidays

Every Friday to Sunday and public holiday during the promotion period, Lee Tung Avenue Members can earn double loyalty points by single e-spending of HK\$300 or more at any of the following restaurants/cafes:

Designated restaurants	ABURI-EN, After You Dessert Café, Cooshti, Crêpe Delicious (Urban Café), Gyu-Kaku Buffet, HANNOSUKE, Life is Good Café, Modern China Restaurant, PASSIONE, Rakuraku Ramen, Shang Ching, The Baker & The Bottleman, Wing Wah AllDay
-------------------------------	--

3. Earn 10,000 bonus points by accumulating a spending of HK\$3,000 or more

During each of the four designated spending periods, Members who accumulate e-spending of HK\$3,000 or more at Lee Tung Avenue can earn 10,000 bonus points.

The four designated spending periods are:

- 1-15 July 2024
- 16-31 July 2024
- 1-15 August 2024
- 16-31 August 2024

Lee Tung Avenue invites everyone to take advantage of the amazing dining deals and spending rewards this sizzling summer. More surprises are to come. Stay tuned!

Terms and conditions apply on all promotions.

For more information on the promotions and upcoming offers, please visit the Lee Tung Avenue website <http://www.leetungavenue.com.hk>.



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 a gold award in “Promotion – Shopping Mall” at Astrid Awards 2024, a gold award in “Best Public Event” at Event Marketing Awards 2023, 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 Centres, among others.

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

Follow **Lee Tung Avenue** on social platforms: [Facebook](#) / [Instagram](#)

@leetungavenue #leetungavenue #利東街 #HotSummerHotDeals #summeroffer #LTADining #LTAShopping

For further media enquiries, please contact:

Agnes Chang

Tel: 2640 9018

Email: agneschang@leetungavenue.com.hk

Kat Pang

Tel: 2640 9190

Email: pangman@leetungavenue.com.hk