

Press Release
Immediate Release

**Get Ready to Savor the Encore of Lee Tung Avenue’s “Hot Summer Hot Deals”
Indulge in “Buy-1-Get-1-Free” F&B Deals to Kick Off the Summer Games**

Grab the Vouchers across 4 Consecutive Days Starting 29 July

Cocktails, Drinks, Desserts and Authentic Japanese Delicacies at Unbeatable Prices

Member-Exclusive Privileges & Triple Rewards

“The Calorie Challenger” Summer Charity Pop-Up

Brings Exercise Workshops & Markets to Celebrate a Worldwide Sportsmania



Please download high-resolution photos from: <https://bit.ly/3LhlnKt>

(Hong Kong – 22 July 2024) Lee Tung Avenue is gearing up for a sizzling encore to its widely popular “Hot Summer Hot Deals” to kick off the 2024 Olympic festivities with a bang! Following the remarkable enthusiasm for the initial run, this highly anticipated series is set to captivate all passionate food lovers once again from 29 July to 1 August 2024. To ring in the global sporting event in delicious style, Lee Tung Avenue has joined hands with 8 hot merchants to serve up an irresistible array of two Buy-1-Get-1-Free deals daily on cocktails, drinks, desserts as well as Japanese donburi, ramen, yakiniku and so much more. The purchase link will be announced on the Lee Tung Avenue Facebook and Instagram stories each morning starting 11 a.m. on the sale date; so be sure to follow all of Lee Tung Avenue’s social media pages!

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.

For 2 consecutive weekends in August, Lee Tung Avenue will partner with non-profit Hong Kong Playground Association to host “Calorie Challenger · Summer Charity Pop-up”. Expect a wide range of sports products

and health foods, as well as interactive sports workshops, charity booths and lively performances to fuel the passion for the Summer Games!

Surprise 1: Chill Out this Summer with Bargain Cocktails & Delicious Fare with Buy-1-Get-1-Free Deals from F&B Merchants





8 hot eateries on Lee Tung Avenue will be serving up incredible Buy-1-Get-1-Free deals including summer cocktails at Asian Fusion restaurant **Cooshti**; refreshing hand-shaken drinks at **Silk.**; scrumptiously sweet crêpes at **Crêpe Delicious (Urban Cafe)**; the irresistible Triple Valrhona Chocolate Cookie at **The Baker & The Bottleman**; the delicious Hojicha Kakigori at After You (Takeaway); unforgettable rice bowls at **HANNOSUKE**; signature ramen bowls at **Rakuraku Ramen** plus selected yakiniku lunch sets at **Gyu-Kaku Buffet**.

These exclusive discount vouchers will be available on rotation starting from 29 July to 1 August 2024. The purchase links will be posted on Lee Tung Avenue’s Facebook and Instagram stories from 11am onwards each sale day. Vouchers are limited, so be sure to check the stories and act quickly to take advantage of these fantastic deals!

Please see the below link for more details on the Hot Summer Hot Deals:

<https://www.leetungavenue.com.hk/en/happenings/detail/Hot-Summer-Hot-Deals/>

Voucher Sale Date	Merchant	Buy-1-Get-1-Free Deal	Introduction
29 July 2024 (Monday)	Cooshti Shop G35	Signature Cocktail 	Big flavours and bold design. Cooshti offers Asian inspired dishes with sushi & rolls, salads, skewers and Southeast Asian cuisines staples. Ideal to share enjoying their theatrical signature cocktails or their August special.
	Gyu-Kaku Buffet Shop G32	Lunch Yakiniku Combo Set B 	For Gyu-Kaku Buffet Lunch Yakiniku Set B, you can choose 2 types from Beef Short Plate, Pork Slice, Pork Neck and Chicken Thigh. The semi-buffet features more than 40 dishes, desserts and drinks to satisfy all sorts of preferences.

<p>30 July 2024 (Tuesday)</p>	<p>Silk. Shop G39</p>	<p>Drinks at HK\$38 or below</p> 	<p>This hand-shaken tea shop offers a diverse selection of drinks, such as Cheese Cloud, Smooth, Pure, Silk Original, Milky and Fruity – to name but a few. Make it your own with bespoke toppings!</p>
	<p>Crêpe Delicious (Urban Café) Shop G26</p>	<p>Sweet Crêpes</p> 	<p>The made-to-order French crepes at Crêpe Delicious come in a myriad flavours including the Double Tiramisu Crêpe with Gelato; Earl Grey Crumble Crêpe with Gelato and Matcha Red Bean Crêpe with Gelato.</p>
<p>31 July 2024 (Wednesday)</p>	<p>Rakuraku Ramen Shop G30</p>	<p>HK\$98 Ramen</p> 	<p>Known for its Hakata-style ramen, the signature noodle bowls at Rakuraku Ramen include Ramen in Pork Bone Broth, Ramen in Pork Bone Broth with Black Garlic Oil, Spicy Ramen in Pork Bone, Ramen in Lobster Broth and Ramen in White Chicken Broth.</p>
	<p>The Baker & The Bottleman Shops G14-15 and F15A</p>	<p>Triple Valrhona Chocolate Cookie</p> 	<p>The Baker & The Bottleman Triple Valrhona Chocolate Cookies are renowned for their chewy texture, infused with a decadent blend of 40% milk chocolate, 66% dark, and 85% extra-dark Valrhona chocolate.</p>

1 August 2024 (Thursday)	After You Dessert Café Shops G24- 25	To-go Baby Size Hojicha Kakigori 	The mouthwatering Hojicha Kakigori in to-go (takeaway) size from the popular Thailand dessert shop, filled with boba and tea jelly inside the shaved ice topped with a decadent cream and kinako.
	HANNOSUKE Shop G16	Regular Tempura Rice Bowl 	Tempura donburi expert HANNOSUKE brings bowls of donburi topped with delicious tempura shrimp, squid fritters, mushroom, shoot peas, onsen tamago, nori and so much more. Pair it with miso soup and pickled treats for a meal to remember.

Surprise 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 now 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
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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 (Finished)
- 16-31 July 2024
- 1-15 August 2024
- 16-31 August 2024

Surprise 3: Sports-Themed Summer Charity Pop-Up to Fuel the Passion for the Summer Games

For two consecutive weekends, Lee Tung Avenue is partnering with non-profit Hong Kong Playground Association to host the vibrant “Calorie Challenger · Summer Charity Pop-up” event. To dial up the excitement for the upcoming Summer Games, the event will feature a wide range of charity booths showcasing sports products and health foods. Part of the event proceeds will be donated to Hong Kong Playground Association to support their mission of promoting youth development and building a healthier and more favourable environment for the community.



The event will also feature a variety of age-friendly challenges such as table football, sport stacking, discus holding challenge and more – perfect for the thrill-seeker in you and to promote healthy living. Visitors who follow Lee Tung Avenue’s social media channels can join selected workshops for free. Aside from workout challenges, the pop-up also brings a number of dazzling performances to usher in a summer to remember.

Calorie Challenger. Summer Charity Pop-up

Date: 3 – 4 and 10 – 11 August 2024

Booth Opening Hours: 12noon – 8pm

Join us at Lee Tung Avenue for a summer of fun and excitement. More details will be announced on the Lee Tung Avenue website: <http://www.leetungavenue.com.hk>

Terms and conditions apply; please visit the Lee Tung Avenue website for details.



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

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