



Under this marketing theme, the HKTB rolled out extensive promotions worldwide. In collaboration with major catering associations, approximately 2,000 restaurants, popular tourist attractions and famous dining districts, the HKTB showed to the world the diverse culinary experience of Hong Kong, further reinforcing the city's image as a "Culinary Capital".

年內，旅發局在全球進行多項以美酒及美食為主題的推廣活動，並與主要餐飲協會、約2,000家食肆、熱門景點及著名美食區合作，向全球展示香港的多元化餐飲特色，進一步奠定香港為「美食之都」的地位。

Leveraging the Government's exemption of wine duties and the publication of the Michelin Guide on Hong Kong, the Hong Kong Tourism Board (HKTB) adopted a new marketing approach by using Hong Kong Food and Wine Year for its year-round promotions.

配合政府減免葡萄酒稅，加上出版《米芝蓮指南》香港版，香港旅遊發展局（旅發局）遂推出「香港美酒佳餚年」的推廣平台，並以此作為2009/10年的全年主題。



Hong Kong Food and Wine Year 香港美酒佳餚年



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The Festival is listed among the Top 10 International Food and Wine Festivals in 2009 by the "Forbes Traveler" website.

巡禮獲「Forbes Traveler」網站選為2009年全球十大美酒佳餚節日之一。

01 The opening ceremony is joined by Mr John Tsang, Financial Secretary, Mr James Tien, Chairman of the HKTB, senior government officials, and other strategic partners from the catering and tourism sectors.

財政司司長曾俊華先生、旅發局主席田北俊先生、主要政府官員，及餐飲和旅遊業界的夥伴均出席了巡禮的開幕儀式。

02 Some 150 wine and food booths are set up by international wineries, restaurants and hotels, offering some 300 brands of wine, as well as over 150 food items, including award-winning dishes.

來自各地的釀酒廠、餐廳及酒店在場內設立約150個美酒及美食攤位，供應約300種餐酒及150款食物，當中不乏得獎菜式。

A harbourfront wine and dine gathering 樂聚海傍 共享美酒佳餚



As the anchor event of the year, the Hong Kong Wine and Dine Festival (30 Oct - 1 Nov) was the city's first-ever, large-scale outdoor food and wine happening. Offering a refreshing food and wine pairing experience at the West Kowloon Waterfront Promenade, this spectacular Festival not only enhanced Hong Kong's international exposure, but also established business platforms for the catering and associated sectors.

於10月下旬在西九龍海濱長廊舉行的香港美酒佳餚巡禮，為香港首個大型戶外美酒佳餚盛事，亦是旅發局全年的重點活動。一連三日的活動讓參加者體驗香港的美食美酒配搭外，更增加香港在國際間的曝光，並為餐飲及旅遊業界創造生意平台。

- 03 The Festival was presented by American Express International, Inc and co-organised by Bordeaux Chamber of Commerce and Industry. During the event, more than 70,000 patrons are recorded, much higher than the original estimate of 20,000, including 12,000 visitors from the Mainland China, Taiwan, Japan, South Korea and Southeast Asia. 香港美酒佳餚巡禮獲美國運通國際股份有限公司呈獻贊助，並由法國波爾多工商總會協辦，活動共吸引了超過7萬人次入場，當中包括約12,000名來自內地、台灣、日本、南韓及東南亞的旅客，遠高於原先預期的2萬人次。



“The Festival’s ambience was excellent. It was the biggest and most successful wine carnival I have ever participated in outside France. I will definitely come back.”
- Thomas Jullien, Bordeaux Wine Council

波爾多葡萄酒酒業管理局Thomas Jullien表示：「『香港美酒佳餚巡禮』的氣氛好極了！這是在法國以外所參加過的最大型及最成功的美酒嘉年華，明年我定會再次參展。」





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01-02 The Festival satisfies appetites for both entertainment and the arts by staging performances including singing, a cappella and jazz.

「香港美酒佳餚巡禮」舉行期間，有多場歌唱、無伴奏合唱及爵士樂的表演，令參加者盡享巡禮的派對氣氛。

03 More than 1,200 visitors participate in the wine school's programmes. 15 free wine appreciation classes are organised. All classes are full and well received.

品酒學堂共舉辦15個免費品酒班，吸引超過1,200名人士參加。所有班次均告額滿，大受歡迎。

04 Designed by local artist Ms Eileen Chan and constructed with 400 large wine wooden cases, the large-scale art installation "Box and the City" provides a great photo backdrop to visitors.

本地藝術家陳綺妮小姐以400個木酒箱製成大型藝術裝置「Box and the City」，成為場內另一景點。

05 More than 500 children and adults attend interactive Bottlemania workshops, and learn how to paint wine bottles.

逾500名兒童及成人參加了酒瓶畫工作坊，學習在酒瓶上繪彩的技巧。

06 A total of 12,000 wine passes and 62,000 wine tokens are sold during the Festival.

在巡禮期間，合共售出12,000張品酒通行證及62,000張品酒券。



Carnival
Fever!

美酒美食
狂熱停不了

In addition to the Hong Kong Wine and Dine Festival, two famous food districts, Lan Kwai Fong and SoHo, also presented street carnivals that showcased Hong Kong's extensive culinary delights. Exclusive dining offers, themed activities and products such as Celebrity Gourmet Tours, Wine Cellar Tours and Wine Walks, offered visitors endless sensational experiences.





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除「香港美酒佳餚巡禮」外，兩大美食區蘭桂坊及蘇豪亦舉辦以美酒美食為主題的街頭嘉年華。旅客可以享受一系列餐飲優惠，以及參加名廚烹飪班、古蹟酒窖導賞遊和品酒漫遊等特色活動，盡情體驗香港的美食樂趣。

01 The street carnival in Lan Kwai Fong dances to the beat of Samba and African drums. (Photo provided by Lan Kwai Fong Association)

蘭桂坊的街頭嘉年華以熱情洋溢的森巴舞和非洲鼓為主題。（相片由蘭桂坊協會提供）

02 To hype up the festive wine and dine ambience, 130 booths are set up in Lan Kwai Fong and SoHo, featuring food, wine and interactive games. (Photo provided by Lan Kwai Fong Association)

蘭桂坊及蘇豪共設有約130個美酒、美食及遊戲攤位，令派對氣氛更為濃厚。（相片由蘭桂坊協會提供）

03 The street carnival in SoHo focuses on good food and wine, featuring performances from the Grand Canal Shoppes at the Venetian® Macao-Resort-Hotel. (photo provided by SoHo Committee)

蘇豪的街頭嘉年華以美食及醇酒為題，並邀請澳門威尼斯人®-度假村-酒店購物中心的隊伍前來表演。（相片由蘇豪工作小組提供）

04-05 Participants of the street carnivals, both visitors and local residents, all enjoy the festive atmosphere, performances and the unique wine and dine experience. (Photo provided by Lan Kwai Fong Association)

所有參加街頭嘉年華的旅客及本地居民都樂在其中，盡情享受熱鬧派對氣氛、美酒美食及精彩的表演。（相片由蘭桂坊協會提供）



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Worldwide Promotions 向全球推廣香港美味

Throughout the Hong Kong Food and Wine Year, the HKTB invited gourmet celebrities to join its global promotional events and deployed PR measures to highlight Hong Kong's image as a "Culinary Capital", resulting in a global publicity value of HK\$501.9 million.

在「香港美酒佳餚年」內，旅發局邀請著名的美食家參與海外推廣活動，並借助各項公關活動宣傳，令有關宣傳效益合共達5億190萬港元。





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- 01 The HKTb invites the first ever MasterChef Australia, a competitive cooking reality show, to Hong Kong. 旅發局邀請澳洲一個非常受歡迎的烹飪比賽節目「MasterChef」來港，拍攝多輯節目。
- 02 The Hong Kong episodes are broadcast for eight consecutive nights, attracting 20.7 million viewers, generating a total publicity value of over HK\$240 million together with other coverage. 該節目連續八晚在澳洲播放，吸引2,070萬人收看，連同其他報道，共獲得逾2億4,000萬港元的宣傳效益。
- 03 A media luncheon is held in Sydney, with the help of celebrity chef Alvin Leung, to promote the Hong Kong Food and Wine Year. 「廚魔」梁經倫應邀出席旅發局在悉尼舉辦的傳媒午餐會，推廣「香港美酒佳餚年」的活動。
- 04 The HKTb collaborates with Asia Food Channel, a famous cable TV food channel in the region, to cover Maria Cordero's chef tour in the Philippines, and broadcast vignette about the Hong Kong Food and Wine Year. 旅發局邀請Maria Cordero前往菲律賓示範廚藝，並在亞洲區有名的美食頻道Asia Food Channel播放有關節目，同時亦播放「香港美酒佳餚年」的宣傳短片。
- 05 Journalists visiting Hong Kong join talks and tours hosted by local wine specialists and chefs, such as first Asian Master of Wine Jeannie Cho Lee, and experience local delicacies, resulting in massive publicity worldwide through these media channels. 傳媒在訪港期間，參與由首位亞裔酒師李志延等飲食名人舉辦的講座，親身體驗香港的美食特色，為香港帶來更大宣傳效益。
- 06 Gourmet celebrity Walter Kei joins the HKTb to promote the Hong Kong Food and Wine Year in Singapore, by performing cooking demonstrations that illustrate Hong Kong flavours. 美食家紀曉華參加旅發局在新加坡舉行的「香港美酒佳餚年」推廣活動，即席示範烹調香港的特色美食。

Approximately 11 million page-views were recorded for the dedicated Hong Kong Food and Wine Year website in 2009.

於2009年，「香港美酒佳餚年」專題網站的網頁瀏覽次數共有約1,100萬。

01 Netizens can read from the "Hong Kong Taste It!" webpage the local culinary experience of many international celebrities, such as the famous Indian food critic Mr Vir Sanghvi, and renowned Michelin chefs Mr Gary Rhodes and Mr Johann Lafer.
「Hong Kong Taste It!」網頁內收錄了多位曾到訪香港的國際飲食名人對香港美食的觀感，如印度著名食評家Vir Sanghvi、米芝蓮名廚Gary Rhodes及 Johann Lafer等。

02-03 A special section on the HKTb's website contains suggestions on Chinese cuisine and wine pairing, a mobile version of the pairing guide is also available for download.
「美酒中菜龍鳳配」網頁提供了多種中菜與餐酒配搭之道，而這個應用程式亦有手機版可供下載。

04 A new online application - "Interactive Dining Planner" - provides information and maps of about 1,000 local restaurants to help visitors design and plan their dining schedule.
旅發局亦推出名為「互動美味日程」的應用程式，收集香港約1,000家食肆的資料及地圖，供旅客自行編製及下載美食日程，以便按圖索驥。

05 **Hong Kong Local Delicacies Guide** provides comprehensive information on the four must-try local dishes in Hong Kong: congee, rice noodles, noodles and rice.
《香港味·香港情—粥、粉、麵、飯》介紹香港四種最受歡迎的地道美食。

06 **The Food Critics' Guide to the Great Tastes of Hong Kong** offers special dining tips shared by famous local food critics.
《食家帶路·味遊香港》一書中，收錄多位本地飲食名人的餐飲推介。

07 **Hong Kong Winter Delicacies Guide** focuses on the special dining offerings in winter.
《冬日暖心美食》為旅客介紹各種秋冬時節必嚐的香港地道暖身美食。

'HK TASTE IT!' SOUND BITES FROM INTERNATIONAL CELEBRITIES



Gary Rhodes
OBE, Michelin starred chef and presenter of *Rhodes Across China*
Hong Kong is home to one of the world's greatest cuisines, wherever you go food is all around you - amazing smells and flavours - it's the fabric of life in one of China's most cosmopolitan cities.

Angela Sun
Host - *L!VE FIRST LOOK*, NBC
The culinary delights of Hong Kong reflect the diversity of the culture and people. It's the best of East meets West, paired with the finest wines in the world. Hong Kong takes fine dining to a whole other level!

Vir Sanghvi
Food Critic, *Discovery Travel & Living Network*
Indians have a predisposition for Sichuan and Shanghaiese food for the spiciness, but I like Cantonese cuisine for its subtlety. Hong Kong really is the world capital for Chinese food.

Cheryl Gillespie
Host - *Life Size*, *CNBC* and *Fashion TV*
Hong Kong is not just a great shopping destination, it's also my favorite place in the world to eat, drink and celebrate.

WINE & CHINESE CUISINE THE PERFECT MATCH

Some are the days when white wine is strictly with fish and red wine goes only with meat. This rule-of-thumb has become passé with the growing varieties of wine, the assortment of food and the increasing number of wine lovers around the world. We have asked wine experts to guide us on the perfect wine to accompany Chinese food. Take this chance to be like a wine connoisseur and explore what your next wine and food combination will be.

WINE & CHINESE CUISINE THE PERFECT MATCH



INTERACTIVE DINING PLANNER

This easy-to-use tool makes planning a dining journey, simple and fun. Simply choose where to eat, what to eat and when to eat and the Interactive Dining Planner will do the rest!

Let us help you with your cuisine and restaurant selections. **GO >>**



In promoting Hong Kong's dining experience, the HKTb employed a diverse range of marketing channels and means.

旅發局採用多元化的推廣策略及手法，向全球展示香港的餐飲特色。

Diversified
Marketing
Approaches
多元推廣手法
宣傳香港美食

