

FOR IMMEDIATE RELEASE

July 2021

**MICHELIN-STARRED SPRING MOON RESTAURANT PRESENTS
ICONIC, NEWLY PACKAGED MINI EGG CUSTARD MOONCAKES TO
CELEBRATE MID-AUTUMN FESTIVAL**

*A perennial favourite of festival celebrants gets a stylish new look at
The Peninsula Hong Kong*

Mooncakes are a cherished highlight of Mid-Autumn Festival celebrations throughout Asia – and a tradition treated with special reverence at The Peninsula Hong Kong. Since 1986, the culinary team at the hotel’s Michelin-starred Cantonese restaurant, Spring Moon, has crafted exquisite mini egg custard mooncakes to mark the annual festival. This year, the highly coveted, limited-edition mini mooncakes will be offered in beautifully designed gift boxes that make them perfect for sharing with loved ones and colleagues. These 2021 mini egg custard mooncake sets are available for purchase at <https://eshopphk.peninsula.com/>.

A Beloved Custom – Clad in Elegant, Earth-Friendly New Packaging

First launched in 1986 at The Peninsula Hong Kong, Spring Moon’s **mini egg custard mooncakes** raised the bar for this festive confection by blending eastern traditions with international culinary techniques. This year, the legendary mini egg custard mooncakes are presented in an exquisite new gift box, inspired by the Art Deco design and stained-glass windows of Spring Moon. The box, printed with a stylish circular motif symbolising the Mid-Autumn Festival’s spirit of togetherness and reunion, is also earth friendly; as part of the hotel’s ongoing commitment to sustainability, both the box and its inner compartments are made of recycled, ethically sourced materials.

Along with the new, limited-edition gift box of classic mini mooncakes, The Peninsula Hong Kong is also pleased to offer festival celebrants a second Mid-Autumn Festival gift option: Delightfully heart-shaped mini egg custard mooncakes, packaged in the hotel’s ruby-red, lotus-motif packaging.

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The charm of both the classic and heart-shaped mini mooncake sets are further enhanced by the inclusion of greeting cards specially created by renowned Hong Kong poet and artist Benny Li. Mr. Li's heart-warming verses and calligraphy, accompanied by Spring Moon's delicious egg custard mini mooncakes, provide a joyful way to share the festival cheer with friends and family.

The Spring Moon **mini egg custard mooncakes** and **enchanted heart-shaped mini egg custard mooncakes** are now available to purchase online at <https://eshopphk.peninsula.com/> while stock lasts. A maximum of 30 boxes can be purchased per order. Each box contains eight homemade mini egg custard mooncakes, and is priced at HK\$ 580.

Mooncake vouchers can be collected from 20 August to 21 September 2021 while boxed mooncakes will be available for collection from 31 August to 21 September 2021 at the Hankow Room, on the 6th floor of The Peninsula Hong Kong.

Spring Moon has also designed a **Mid-Autumn Festival Deluxe Gourmet Hamper**, which includes both a limited-edition box of mini egg custard mooncakes and an array of other delicacies – such as **premium Middle East dried abalone and Hokkaido conpoy**. Priced at HK\$ 3,888, this deluxe gourmet hamper is an ideal gift for families and business associates – or simply for guests' own personal enjoyment.

For enquiries, please contact Spring Moon by telephone at (+852) 2696 6828; by email at mooncakephk@peninsula.com, or online at www.peninsula.com.

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Spring Moon mini egg custard mooncakes presented in an exquisite new gift box



Spring Moon heart-shaped mini egg custard mooncakes



Mid-Autumn Festival Deluxe Gourmet Hamper



Spring Moon

About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Paris, The Peninsula Bangkok, and The Peninsula Manila. Projects under development include The Peninsula London, The Peninsula Istanbul and The Peninsula Yangon. The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; and 21 avenue Kléber in Paris, France. The clubs and services portfolio of the Group includes The Peak Tram in Hong Kong; Quail Lodge & Golf Club in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

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