

PRESS RELEASE

**Jasons ▪ Food & Living Celebrates the Year of The Horse  
with Unbeatable In-store Promotions**

*Enjoy 10% Discount Storewide on Jasons Flavour Savers Day  
and Spread Good Fortune with Selective Goodies*

**Hong Kong, 10 January 2014** – To celebrate Chinese New Year, Hong Kong’s stylish boutique supermarket, Jasons ▪ Food & Living offers a wide variety of festive delicacies for those who wish to create memorable feast for loved ones or share gifts with friends and business partners.

To celebrate the Year of the Horse, several in-store activities and promotions will be held for customers to enjoy. During the Jasons Flavour Saver Days – 10<sup>th</sup> to 13<sup>th</sup> and 25<sup>th</sup> to 26<sup>th</sup> January – customers can enjoy an instant 10% discount storewide on all products as well as at the Food Hall counters\*. Furthermore, from now until 30<sup>th</sup> January, shoppers who spend up to HK\$388 or above will receive a playful Jasons Candy Clutch for free which comes in a different design each week\*\*.

				Playful Jasons Candy Clutch can be used for Chinese New Year goodies with a new colour every week.
<b>Period :</b> 10-16 Jan	17-23 Jan	24-31 Jan		

**Traditional Chinese New Year Hampers**









*Exquisite hampers filled with fine wines, chocolate and cookies are the ideal choice for family, friends and business partners.*

	<p><b>Great Fortune Hamper (HK\$2,388)</b></p> <ul style="list-style-type: none"> <li>• Moët &amp; Chandon Brut Imperial Champagne NV (750ml)</li> <li>• Château Chantegrive Graves 2009 (750ml)</li> <li>• Theodore Vaucharmes Chablis (750ml)</li> <li>• Ah Yat Abalone in Oyster Sauce (420g)</li> <li>• Tai Hei Hing Yoshihama Abalone Noodles Gift Box (400g)</li> <li>• Mrs So Sauce XO Sauce Original (100g)</li> <li>• Desobry Jewels of Belgium (500g)</li> <li>• Abtey Liqueur Filled Route Des Liqueurs Dark Chocolate Gift Box (138g)</li> <li>• Crit D’Or Sugar Coated Spanish Pistachios (100g)</li> <li>• Golden Boronia Chinese New Year Fortune Nougats Gift Box (2x40g)</li> <li>• Eat Drink Tea Black Tea 30 Cups (220g)</li> <li>• Jumbo USA Red Apple 72’s (2pcs)</li> <li>• Jumbo Sunkist USA Orange 48’s (2pcs)</li> <li>• Hamper Box (1pc)</li> </ul>
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	<p><b>Diamond Fruit Gift Hamper (HK\$1,288)</b></p> <ul style="list-style-type: none"> <li>• Japanese Arus Melon (1pc)</li> <li>• Japanese Fukuoka Amao Strawberry (2x300g)</li> <li>• Japanese Kagawa Kiwi (2pcs)</li> <li>• Japanese Kagoshima Kinkan (1x250g)</li> <li>• Japanese Nagano Ichida Persimmon (1x250g)</li> <li>• Japanese Aomori Printed Mutsu Apple (2pcs)</li> <li>• Japanese Aomori Printed Kinsei Apple (2pcs)</li> <li>• Japanese Aomori Johnagold Apple (2pcs)</li> <li>• Japanese Pear (2pcs)</li> <li>• Wicker Basket (1pc)</li> </ul>
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**Spread the Wish**

*Spread good fortune to family and loved ones in the Year of the Horse with these delicate cookies and sweets*

 <p><b>Hiyoko Bitter Chocolate Cake</b> (HK\$128/box/8 pcs)</p>	 <p><b>Hiyoko Financier Butter Cookies</b> (HK\$120/box/12 pcs)</p>	 <p><b>Hiyoko Sable Cookies</b> (HK\$120/box/12 pcs)</p>	 <p><b>Hiyoko Bun Fresh Pack</b> (HK\$128/box/9 pcs)</p>
 <p><b>Maxim's Mahjong Box Pineapple Cake Gift Box</b> (HK\$148/box/320g)</p>	 <p><b>Maxim's Pastries Gift Sets</b> (HK\$168/box/492g)</p>	 <p><b>Maxim's Hazelnut Pastry</b> (HK\$68/box/160g)</p>	 <p><b>Black Sugar Ginger Tea Gift Box</b> (HK\$108/box/110g)</p>












## Wine Selections

Shoppers can easily discover fine wines around the globe to perfectly pair with a festive feast, leaving friends and family craving for more. Purchase any still wines over HK\$500, and enjoy an extra 10% off – the offer is not applicable to all beer, Asian wines, champagne & sparkling, cognac, spirits and liqueur.

 <p><b>Penfolds Grange 2008</b> (HK\$4,489.2/bottle/750ml)</p>	 <p><b>Penfolds Bin 707 2010</b> (HK\$2059.2/bottle/750ml)</p>	 <p><b>Receive 2 Riedel Hermitage wine glasses with purchase of 3 bottles of Penfolds Grange 2008 or Penfolds Bin 707 2010**</b></p>
 <p><b>Penfolds Bin8 Cabernet Shiraz 2010</b> (HK\$188/bottle/750ml)</p>	 <p><b>Receive a Riedel Hermitage wine glass with purchase of any Penfolds wines up to HK\$398**</b></p>	
 <p><b>Oyster Bay Sauvignon Blanc Gift Pack</b> (HK\$208/box/2x750ml)</p>	 <p><b>Remy Martin VSOP Gift Pack</b> (HK\$535/box/700ml)</p>	 <p><b>Hennessy VSOP Cognac</b> (HK\$535/bottle/700ml)</p>

## Chinese New Year Feast

Select from an extensive range of international food products from Wagyu beef and abalone to traditional glutinous dumpling, to prepare a delicious get-together for your family.

 <p><b>Nozaki A3 Japan Wagyu Sirloin &amp; Ribeye Gift Box</b> (HK\$698/box/500g)</p>	 <p><b>Nozaki A5 Japan Wagyu Sirloin &amp; Ribeye Gift Box</b> (HK\$888/box/500g)</p>	 <p><b>Blazquez Spain Iberian Ham Gift Box</b> (HK\$350/box/100g)</p>
 <p><b>Sea Gold New Zealand Abalone</b> (HK\$199/box/320g)</p>	 <p><b>Indonesia Giant Tiger Prawn</b> (HK\$430/box/1kg)</p>	 <p><b>Clearwater Canada Scallop</b> (HK\$168/box/340g)</p>
 <p><b>Japan Hiroshima Oyster</b> (HK\$138/box/850g)</p>	 <p><b>Irish Whiskey Glutinous Dumpling</b> (HK\$30/box/180g)</p>	 <p><b>Golden Cashew Glutinous Dumpling</b> (HK\$30/box/180g)</p>
 <p><b>Jade Garden Scallop Turnip Cake</b> (HK\$148/box/1.35kg)</p>	 <p><b>Jade Garden Taro Cake</b> (HK\$148/box/1.35kg)</p>	



For hampers' order form, please download from: [www.jasons.com.hk/2014cnycatalogue.pdf](http://www.jasons.com.hk/2014cnycatalogue.pdf)

**Special Offers & Other Promotions:**

1. Enjoy an extra 10% off on selected pre-packed hampers upon HK\$1,000 purchase with Standard Chartered and MANHATTAN Credit Card  
**OR**  
Purchase 5 or more selected pre-packed hampers and receive HK\$150 Jasons cash voucher\*\*\*
2. Receive free delivery upon ordering any hamper worth over HK\$500. Customers can enjoy delivery service with an additional fee at HK\$30 with purchase below HK\$500\*\*\*\*
3. Spend HK\$500 with Standard Chartered or MANHATTAN credit card to enjoy HK\$40 off instantly, every day from now till 28<sup>th</sup> February\*\*\*\*\*

**Terms and Conditions Apply**

\*Jasons Flavour Saver Day offers are not applicable to Urban Cakes, Bread, Salad, gift vouchers, infant/baby milk powder/formula and diapers, bird's nest, chicken essence, Chinese New Year hampers and Octopus card top up.

\*\*while stock lasts




\*\*\*The offer cannot be used in conjunction with one another

\*\*\*\*Orders should be placed 4 days before the delivery date on or before 30<sup>th</sup> January to designated areas (Last orders on 27<sup>th</sup> January 2014)

\*\*\*\*\*Cannot be used in conjunction with offer 1. The promotion is subject to terms and conditions

**In store Chinese New Year Activities**

To share the joy, join the festive activities at Jasons • Food & Living during the following times by presenting the receipt of any purchase on the same day:

Date	Time	Special Events at Jasons • Food & Living (First Come, First Serve)	
11 <sup>th</sup> – 12 <sup>th</sup> January 2014	2-6PM	<b>Chinese New Year Paper Cut Art Workshop</b> <ul style="list-style-type: none"> <li>• Make a traditional paper cut art for decoration</li> </ul>	
18 <sup>th</sup> – 19 <sup>th</sup> January 2014	2-6PM	<b>Fai Chun DIY</b> <ul style="list-style-type: none"> <li>• Receive a Fai Chun which brings joy to the family!</li> </ul>	
25 <sup>th</sup> – 26 <sup>th</sup> January 2014	2-6PM	<b>Free Fortune Cookie</b> <ul style="list-style-type: none"> <li>• The Fortune Cookies will help your fondest wishes to come true</li> </ul>	



^Terms and conditions apply

^^All prices may be adjusted upon market changes; please refer to the retail prices at store.

^^^While stock lasts

^^^^In case of any dispute, Jasons ▪ Food & Living reserves the right of final decision.

**For high-resolution images, please download from: <https://edelmanftp.box.com/s/k2ah29pcecp7k1ts4h8z>**

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### **About Jasons ▪ Food & Living**

Jasons ▪ Food & Living is a boutique supermarket where food meets style. Here, foodies will relish a unique range of foods, confectioneries, spirits and kitchenware from around the world – many of which are Jasons exclusives. A grand food hall is on hand to please the palate, as well as a Mannings Health and Beauty store to complete any shopping list. With passionate staff and a designer décor, Jasons is truly the destination of choice for the city's food lovers.

B2/F, Hysan Place, 500 Hennessy Road, Causeway Bay, Hong Kong