

PRESS RELEASE

**Join Us for Jasons • Food & Living's 2<sup>nd</sup> Anniversary Party**  
*Adorable JBear joining Jasons*  
*for a month full of fun activities and special offers*

**Hong Kong, 4 August 2014** – People across Hong Kong have been talking about the adorable bear that has been placing job ads and making Facebook posts in search of an internship. Today, Jasons • Food & Living (Jasons) announced that “JBear” has earned a great opportunity at Hong Kong’s stylish boutique supermarket, where he will be serving as Chief Celebration Officer (CCO) from today till to 4 Sep 2014. The most exciting part for shoppers is that during JBear’s internship, he will be responsible for organizing a host of exciting celebrations to commemorate the 2<sup>nd</sup> anniversary of Jasons – including special appearances, events and great offers to make everyone’s summer even hotter!



**Watch out for JBear**

Throughout the month, JBear will make special in-store appearances, working in customer service counter, fresh food counter and wine and grocery area. According to JBear, he is so excited about the opportunity to meet Jasons customers that he is planning to make every moment during Jasons’ 2<sup>nd</sup> anniversary a memorable experience for shoppers. A range of weekend workshops including balloon art, candy-making, and leather key chain-making sessions is on tap. Also, as the first-ever CCO of Jasons, JBear is working overtime to plan a surprise anniversary party on 10 Aug that food and wine lovers won’t want to miss.



During the anniversary month, Jasons customers can also bring JBear home. A cute, limited edition J-Plush\* - plush teddy bear modelled after JBear himself can be redeemed free of charge with a one-time purchase of over HK\$1,000, or for HK\$68 upon spending HK\$300 or above. Those who like fashion and functionality may prefer a JBear tote bag-J Tote\*-, which can be redeemed for HK\$38 upon spending HK\$150 or above.

**JBear in his J-Pad**

During his stay in Hong Kong, JBear will be calling Jasons' TV wall home. Visitors are encouraged to check out the amazing features of the motion-sensitive “J-Pad”, where just a couple of simple moves will activate an interactive ice cream grab game with supermarket discounts for winners.

JBear has a very warm heart, and he also wants to help the children of Hong Kong during his stay. Jasons is more than happy to support him, so it is launching the ‘Wave for a Good Cause’ campaign, pledging to donate 800 J-Plushes to the Children's Heart Foundation, which supports kids with congenital heart conditions and their families, upon collection of 10,000 'waves' from customers. Those who walk past J-Pad simply need to say 'hello' and wave to JBear. Those who want to have even more fun can take a selfie with JBear as he appears on J-Pad, and then upload the photos to Facebook and share them with friends.





**Four consecutive weekends of Jasons Flavour Saver Day – enjoy 10% off store-wide \*\***

Great food adds to the fun and excitement of shopping with JBear, and Jasons has announced it will offer a wide range of anniversary promotions every weekend in August. Exciting offers include 40% off Japanese Wagyu, and a buy-one-get-one-free deal on Kopi Lukwak premium sachet powder. Customers can also enjoy a store-wide discount of 10 % upon spending HK\$100 every Friday, Saturday and Sunday in August.

Ms. Julie Chiu, Sales & Marketing Director of Jasons ▪ Food & Living, said, “We couldn’t be more excited about JBear’s internship, and we appreciate him organising such fantastic 2<sup>nd</sup> anniversary activities for Jasons in August. All these great culinary delights and wine, as well as special promotions are our way of saying thank-you for our loyal customers' support. We would also like to show the community our appreciation on this joyful occasion, which is why we are launching the 'Wave for a Good Cause' campaign to support kids suffering from and families of Children’s Heart Foundation.”

Jasons 2<sup>nd</sup> anniversary event and offers highlights

1. 2<sup>nd</sup> Anniversary activity roster specially brought to Hong Kong by JBear

Date	Duties	
9 Aug (Sat) 2-6pm	Free tasting of three awesome flavours developed by XTC	
10 Aug (Sun) 2-6pm	Jasons 2 <sup>nd</sup> anniversary party with cakes, games and lots of fun	
11-14 Aug (Mon-Thur)	Visit JBear at the Customer Service Counter	
18-21 Aug (Mon-Thur)	See JBear at the Fresh Food Department	
25-28 Aug (Mon-Thur)	See JBear at the Wine & Grocery Department	
16&17 Aug (Sat, Sun) 2-5pm	Ballon Art - Balloons for everyone***	
23&24 Aug (Sat, Sun) 3-5pm	Candy Workshop – Limited edition JBear candy-making***	
30、31 Aug (Sat, Sun) 3-5pm	Leather Key Chain Workshop – unique JBear keychain-making***	

## 2. Hot Offers

8 -14 Aug

		
<p>40% off on Japanese Wagyu (8/8-10/8)</p>	<p>Buy-one-get-one-free Kopi Luwak premium sachet powder (10g) (standard price HK\$248)</p>	<p>Spend HK\$1,000 or more on Champagne or sparkling wine and get a bottle of Pol Gessner Champagne (750 ml) (worth HK\$199)</p>

15-21 Aug

		
<p>Australian Wagyu sirloin/ ribeye steak (200g) (HK\$128)</p>	<p>Diverxu serrano ham (100g) (HK\$69.9)</p>	<p>Spend HK\$688 or more on Penfolds Bin range or above wine and get a Riedel decanter for free (worth HK\$525)</p>

22 -28 Aug

		
<p>Japanese Hiroshima oyster (850g) (HK\$128)</p>	<p>French RougiE duck liver (4 pieces) (HK\$168)</p>	<p>Spend HK\$1,000 or more on brandy and get a bottle of Penfolds Bin 8 Cabernet Shiraz (750ml) for free (worth HK\$198)</p>

29 Aug-4 Sep

		
<p>Ocean Queen Canadian cooked lobster (350-375g) (HK\$69.9)</p>	<p>20% off on Watson and Son assorted manuka honey</p>	<p>Purchase any 3 bottles of Wolf Blass Yellow Label/ Grey Label/ President's Selection Gold Label/ Founder's Original Blend wine (750 ml) and get a HK\$50 Maxim's bakery voucher for free</p>

**3. Jasons Flavour Saver Days**

- Spend HK\$100 on Fridays, Saturdays and Sundays to enjoy an extra 10% off
- Spend HK\$500 or more on still wine and get 10% off\*\*\*\*

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

\*While stock lasts

\*\*Terms and conditions apply

\*\*\*Free participation with any same day receipt

\*\*\*\*Excludes beers, Asian wines, Champagne and sparkling wine, cognac, spirits and liquor.

**For Jasons 2<sup>nd</sup> anniversary catalogue, please download from:**

<http://www.jasons.com.hk/2ndanniversarycatalogue.pdf>

**For high-resolution images, please download from**

[https://drive.google.com/folderview?id=0B97oxysC\\_0mgNWFmTDAtVE1OLUE&usp=sharing](https://drive.google.com/folderview?id=0B97oxysC_0mgNWFmTDAtVE1OLUE&usp=sharing)

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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.