



FOR IMMEDIATE RELEASE

**New Foodie's Paradise Offers An Immersive Experience In Causeway Bay**

*Where food meets style, Jasons • Food & Living creates a first-of-its-kind shopping experience: a supermarket and food hall that features unique art, music and an interactive TV Wall*

**Hong Kong, August 9, 2012** – As part of their mission to add excitement to food shopping, Jasons • Food & Living will launch a stylish boutique supermarket where food meets style. In the heart of Causeway Bay, shoppers will relish a cosmopolitan selection of groceries, fresh food, wine and kitchenware. Jasons will bring exclusive products to Hong Kong's tables, including TruBlue juices, Wakasaya Honpo snacks, Charbonnel et Walker confectioneries, a range of wines and more. And to complete everyone's shopping list, a Mannings Health and Beauty store is located within.

**Because shopping can really work up an appetite**

Jasons offers a food hall that puts authenticity on the menu. Here, the smell of temptation comes from eateries such as Japan's famous Baikohken Ramen, a brand-new bakery Urban Cakes.Bread.Salad, Nakajima Sushi, Starbucks, XTC Gelato and more.

**An emulsion of emotions**

Because Jasons believes that food is best enjoyed with all the senses, the store features unique twists that add a garnish of flair to food shopping.

**Feast your eyes on the décor**

A team of artists were tasked to serve up a store that blends food, form and function. Wide aisles and comfortable lighting are complemented by a series of specially commissioned wall art to spice up the ambience.

"The Jasons brand really resonates with those who live to eat," explains Matthew Kwan, Creative Director at design firm Serif. "The art conveys the brand's passion in a larger-than-life way. We wanted to make people smile every time they visit. And this blend of art and wit will do just that. "

**If music be the food of love**

Jasons believes that food shopping should be a relaxing contrast to the city's fast-food lifestyle. The brand has worked with a music therapist to compose its own in-store soundtrack.



“My music is quite easy-listening and expressive,” says composer Ella Yau. “It combines jazz harmonies with different styles. People will feel relaxed when they hear the music that transports them from their busy work day, even for a 15-minute shopping trip.”

### **Tasteful fashion**

Jasons has been designed to be an interactive experience – right down to the way customers are served by a friendly staff of food connoisseurs. The staff uniforms have been designed by Douglas Young of G.O.D. This crossover collection represents an original cooperation between two stylish brands.

“I’m very excited to have had this opportunity,” says Mr. Young. “The uniforms are refreshingly different from those of other supermarkets. We added twists such as mixed colour buttons and witty lines to reflect Jasons’ fun and stylish philosophy.”

### **Play with your food**

A themed interactive TV wall offers a mouth-watering experience for tech-loving shoppers. The first of its kind in Hong Kong, the Kinect-enabled wall detects shoppers as they walk by, and then interacts with them by offering daily specials and food tips.

### **A recipe that resonates with today’s shoppers**

The Jasons experience aims to create an exciting destination that combines food, style and fun.

“Our vision is to create a destination that food lovers can call their own,” explains Choo Peng Chee, Chief Executive Officer of Jasons. “Visitors will enjoy a singular experience that engages all the senses. From the selection of products, to the witty artwork, to our interactive technology, every detail has been carefully designed to let people be proud of their passion for food. It’s the first store of its kind in Hong Kong and possibly even the world, tailored to a city of cosmopolitan and trendy shoppers.”

Opening August 10 at 1:30pm, Jasons will be an anchoring store at Hysan Place, the new landmark in Causeway Bay, located on level B2.

– ENDS –



Jasons ▪ Food & Living offers a first-of-its-kind designer décor, with spacious aisles that make shopping a joy.



A professional wine steward will offer advice on more than 1,000 varieties of wines, champagnes, sakes, beers and spirits from around the world.



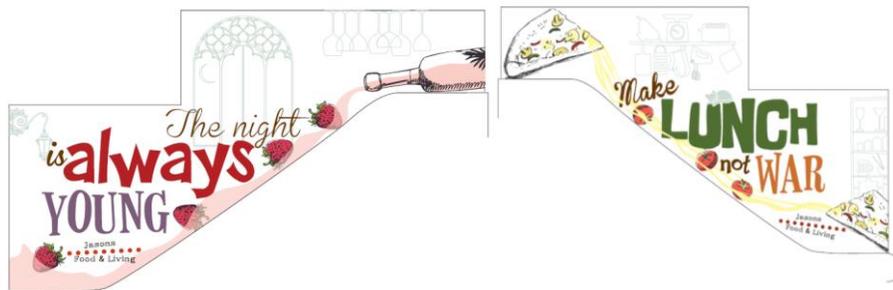
Jasons ▪ Food & Living fills its Food Hall with local and international favourites, including the award-winning ramen shop Baikohken.



Jasons ▪ Food & Living is proud to offer an exclusive range of international products to delight foodies, home chefs and occasional cooks alike.



Specially commissioned wall art adds wit and charm to the interior décor, which resonates with shoppers' passion for food.



Jasons' unique brand of wit and charm greet shoppers from the moment they enter, as seen in this escalator art.

**For high-resolution images, please visit:**

FTP Link : <ftp://ftp.edelman.com.hk>

Username : Jasons

Password : KT6tA1

### **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 to complete any shopping list. With a staff that's uncommonly passionate about food and a designer décor, Jasons is truly the destination of choice for the city's food lovers.



### **About Dairy Farm**

Dairy Farm is a leading pan-Asian retailer. At 31st December 2011, the Group and its associates operated over 5,400 outlets; employed over 85,000 people and had total annual sales exceeding US\$10 billion.

The Group operates supermarkets, hypermarkets, health and beauty stores, convenience stores, home furnishings stores and restaurants under well-known retail brands.

Dairy Farm is a member of the Jardine Matheson Group.

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