

Factsheet

Jasons • Food & Living is a stylishly modern boutique supermarket where food meets style. In the heart of Causeway Bay, shoppers will relish a cosmopolitan selection of groceries, fresh foods, wines and kitchenware. For shoppers who have worked up an appetite, Jasons offers a food hall with authentic meals from Japan’s famous Baikohken Ramen, new bakery Urban Cakes. Bread. Salad, Nakajima Sushi as well as on-the-go treats from Starbucks and XTC Gelato. To complete everyone’s shopping list, a Mannings Health and Beauty store is located within.

- Spreading over 20,000 sq-ft, Jasons will be an anchoring store at Hysan Place, the new landmark in Causeway Bay, on level B2/F
- Over 12,000 quality items with a large percentage imported directly from 28 countries around the world including Australia, France, Italy, Canada, the United States, the United Kingdom, and from surrounding Asia countries such as Japan and Korea
- Jasons offers nearly 1,000 new items, 300 of which are exclusive to the brand
- Customers will enjoy the wide range of fresh and imported products from the store’s sections:

Brand	Description
<p data-bbox="188 1182 464 1211">Seasonal Produce</p> 	<p data-bbox="703 1182 1485 1485">A wide range of cut fruits, imported berries, pre-packaged and organic salads, locally grown Hydroponic vegetables; an extensive selection of in-season Asian produce from Japan, Korea, Thailand, Malaysia etc; and a gifting section with premium offerings for all occasions. Edible Arrangements, the fresh fruit arrangement specialist, offers their signature range of chocolate dipped fresh fruits and fresh fruit arrangements that are a perfect gift option for corporate events, birthdays and all occasions.</p> <p data-bbox="703 1554 1401 1583">Japanese Shine Muscat Green Grapes (\$158/box)</p> <p data-bbox="703 1588 1426 1650">A new breed of seedless white grapes. High in glucose with a sour tint. The skin is thin and safe to eat.</p> <p data-bbox="703 1821 1220 1850">Japanese Tomato Berry (\$59.9/pack)</p> <p data-bbox="703 1854 1426 1955">Imported from Japan, cute mini heart shaped tomatoes have a sweet and sour pulp. Bringing surprises to everyday meals.</p>

Specialty Meats



A Wagyu master counter featuring A5 grade Wagyu beef and Wagyu gift boxes. Exclusive poultry brand “Bell & Evans” and lamb brand “Superior” are also brought to you by Jasons.

Award winning **Japanese Kagoshima Black Wagyu Beef**. Rich in unsaturated fats and instantly melts in mouth. Exceptional taste and color.

New Zealand French Meat Lamb Chop (\$48/100g)

Bell & Evans Organic Poultry Products: (\$49.9 & up)

Worldwide Seafood

Worldwide seafood offerings, including a comprehensive seafood range from Japan including: ready-to-eat Mr. Suzuki’s Sakura Smoked Oyster and Hokkaido smoked salmon and scallops. Also available in the seafood section is Carelian Caviar from Finland.

Wafu-Domoto-Ya

The infamous Wafu-Domoto-Ya from Japan originated in 1914, providing a series of Japanese appetizers and pickles that are perfect compliments to white rice and rice balls. Ready-to-eat, simply and convenient. The brand is making its first appearance in Hong Kong.



Japanese Sakura Smoked Silver Salmon (\$99.9)

Exclusive to Jasons. Made in Hokkaido Japan, smoked with Sakura petals. Ready-to-eat, simple and convenient.



Japanese Sakura Smoked Oysters (\$129.9)

Exclusive to Jasons. Made in Hokkaido Japan, smoked with Sakura petals. Ready-to-eat, simple and convenient.



Japanese Sakura Smoked Scallops (\$128)

Exclusive to Jasons. Made in Hokkaido Japan, smoked with Sakura petals. Ready-to-eat, simple and convenient.



Finnish Carelian Caviar (\$990)

Traditional caviar from Savonia, Finland, exclusive caviar choice by Restaurant Noma, voted as the world's best restaurant 3 years consecutively. Every tin of caviar is strictly controlled by CITES, and traceable to the origin of its fish breed. Carelian Caviar has been CITES certified since its establishment.

European Deli Counter



Italian ham and cheese expert “Ferrarini” offers a wide selection of European cheeses and an Italian hamper.

Ferrarini Mortadelle Sausages

A renowned ham and cheese brand from Italy, freshly made with 100% ingredients. The brand also offers authentic Italian gourmet gift boxes.

Cexcar Serrano Ham Gift Box (\$5,999)

Imported from Spain, includes a 24 month aged whole **Serrano** ham, knife and wooden stand.

Wines & Spirits



Over 1,000 varieties (the largest in the district) of wine, champagne, sake, beer and spirits from around the world with professional WSET wine steward and knowledgeable staff on hand to share wine tips with customers.

Moët & Chandon Rose Box Set (\$1,399)

The tempting aroma of rose is a representation of sophistication. The limited edition box set includes a pink oil base pen and stickers for you to customize your two bottles of Moët Rose.

Penfolds BIN707 Cabernet Sauvignon 2009 (\$1,598)

Fully bodied from a well-recognized year. Penfolds BIN707 is one of the best Cabernet Sauvignon from Australia.

○ **Daily food**

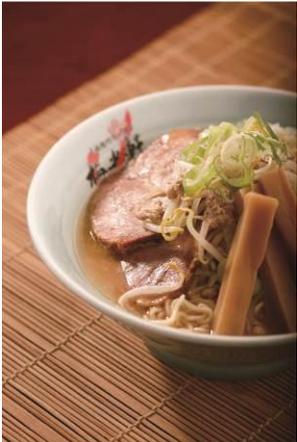
- 400 varieties of sauces & dressings
- 300 varieties of breakfast/tea/coffee
- 200 varieties of biscuits/snacks/confectionary
- 200 varieties of premium juices and waters
- 200 varieties of chilled and frozen foods
- 100 varieties of staples

○ **Wellness** – over 1,000 beauty, wellness and baby items along with a Wellness Centre

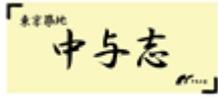
○ **Living** – A variety of mid- to high- end kitchen products from accessories to cookware. The Living section offers local designer products along with fun and quirky items to brighten your home.

Feature Brands

We are delighted to fill our Food Hall with everyone's favorite local and international brands:

<u>Brand</u>	<u>Description</u>
<p>Baikohken</p>  	<p>Baikohken was first opened in Asahikawa 40 years ago. It won the top prize in the "Asahikawa Ramen Award", and has been known as an iconic ramen store that represents the Asahikawa flavour. Baikohken will launch its first Hong Kong outlet at Jasons.</p>
<p>Urban Cakes.Bread.Salad</p>  	<p>URBAN delivers European everyday-street style cakes & bakery experience. Just “grab and go” in this convenient, smart and casual environment. The design of URBAN is based on European street-side bakery store, filled with daily urban life elements, like the street graffiti, the newsstand and the un-predictable climate. The dough and butter of their signature French croissant A.O.C and most of the European breads are directly imported from France, bringing customers 100% taste of France.</p>

Nakajima Sushi



With 60 years of experience in seafood trading in Japan, Nakajima provides customers with the most authentic sushi and Japanese cuisine prepared with ingredients sourced and imported directly from Japan. Nakajima will serve a range of sashimi featuring over 20 varieties of fish.

Starbucks Coffee



STARBUCKS



Also available, **Starbucks Coffee**; all-natural and low-fat **XTC Gelato**.

XTC Gelato



To surprise customers who are always looking for a novel experience, Jasons is proud to offer a range of premier brands, exclusive to the Jasons store, including:

Brand	Description
<p>SAKEDELIC (Original, Muscat, Passion fruit, Cherry blossom)</p> 	<p>SAKEDELIC (\$290/bottle)</p> <p>A range of Sake produced and bottled in Gifu, Japan. Made from all natural ingredients and in a variety of flavours.</p>
<p>TrueBlue Juices</p> 	<p>A line of innovative natural juices from Canada in a variety of flavours including blackcurrant, wild blueberry and black berries. Extremely high in antioxidants.</p> <p>http://www.leadingbrandsinc.com/products_trueblack.html</p>
<p>PureBlue Unwine</p> 	<p>PureBlue Unwine (\$105)</p> <p>The “PureBlue Unwine” beverage features 100% winegrapes and 0% alcohol, matching with most meals but also fantastic just by itself.</p> <p>http://www.leadingbrandsinc.com/products_trueblack.html</p>

Charbonnel et Walker Chocolates



Charbonnel et Walker Chocolates (\$59-\$230)

Founded in 1875, Charbonnel et Walker is one of Britain's earliest chocolatiers, prided and privileged to be endorsed by the Royal Warrant as chocolate manufacturers to Her Majesty The Queen. Jasons will exclusively sell truffles in heart shaped boxes and a range of "Delicious Art" Chocolate Bars.

Nippon food manufacturer
(Freeze-dried raspberry chocolate, Freeze-dried strawberry chocolate, White chocolate, Melon flavour chocolate)



Nippon food manufacturer Hokkaido Chocolate (\$98-130)

A range of beautifully packaged confectionery, produced with 100% natural ingredients sourced in Hokkaido.

Wakasaya Honpo
(Corn chocolate snack, Potato cheese cookies, Potato butter cookies, Rum Raisin cookies)



A classic brand from Hokkaido, using Hokkaido milk butter as an ingredient in their cookies.

Maruha fruit jelly
(Peach, Grape, Mandarin orange, Mango, Grapefruit)



Maruha fruit jelly (\$18)

An exclusive brand of jelly from Japan packed with real pieces of fruit, with 8 new flavours on offer at Jasons. Delicious as a chilled snack.

North Farm Stock
(Spicy Onion sauce, Strawberry Nuts Jam, Rum Raisin Milk Jam, Tomato dressing, Onion dressing)



North Farm Stock Sauces (\$105-\$130)

A range of all natural jams and dressings from Hokkaido. The ingredients are 100% all natural and grown in Hokkaido.

Atkins & Potts Sauces & Condiments



Atkins & Potts Sauces & Condiments (\$43.5-\$55)

A line of beautifully packaged sauces made in Berkshire, UK. The range contains classics with a contemporary twist and exciting new flavours and textures.

<http://atkinsandpotts.co.uk/>

naturSource® Nuts



naturSource® Nuts (\$51.5-\$61.5)

naturSource® specialty nuts, trail mixes, granolas, organic specialty nuts and organic granolas have always been and will continue to be 100% natural. At no time do they use artificial flavours, colouring, preservatives or sulphites.

<http://www.natursource.com/good-for-you.htm>

Urban Appetite Sauces



From New Zealand, The URBAN APPETITE range of sauces have been designed and marketed for shoppers wanting gluten free and tasty food products. Jasons will sell a range of savoury sauces, dressings and dessert sauces

<http://www.urbanchef.co.nz/aboutus.htm>

Samoa Artesian Spring Water



Samoa Artesian Spring Water (\$14.9-\$18.9)

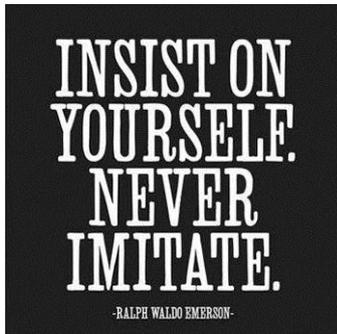
A new and exclusive range of water from Samoa. It has a strong social, spiritual and ecological conscience as it is locally owned and managed by the people of Samoa. It's high quality is due to natural filtration and its pristine source; an ancient aquifer in Samoa's lush rainforest.

Art Republic



A collection of unique and exclusive art-themed shopping bags and tea towels with quirky designs from a local gallery.

Quotables



A range of greetings cards, magnets and frames by a New York designer. Each product features an inspirational quotation or proverb written in a distinctive style and script.

<http://www.quotablecards.com/>

In addition, Jason also carries these selected brands:

Le Plantagioni



Le Plantagioni Coffee (\$105-\$119)

Renowned premium coffee from an organic farm in Italy.

Juiceology



Juiceology Juice (\$26.8)

Juiceology from the U.S.A helps nourish the body, provides antioxidant and brings you nutrients.

Natureland



Natureland Baby Beverage (\$18.5)

All natural ingredients, no artificial additive. Easy-to-drink straws designed for babies. Perfect and convenient drinks for children on-the-go.

Little Twig



Little Twig sells various natural baby products (\$39.9-\$100)

Organic baby product brand from the US utilizes simple recipe for pure and gentle baby care, pampering your loved ones in the hot summer.

COMVITA



COMVITA Manuka Honey lozenge (\$119)

Wallaby



Wallaby Organic Yogurt (\$12-\$47)

Wallaby Organic Yogurt from Australia uses organic fresh fruits, creating a silly smooth texture.

Epicurean



Epicurean (15"x11") Environmental Hygiene Cutting Board \$539

Cooking lovers are particularly passionate about kitchen accessories. This quality cutting board is durable and is accredited by the U.S.A. Authority.



Special souvenir:

Jasons X G.O.D. Brown Stonewash Apron



GOODS OF DESIRE



Jasons x G.O.D. have created a stylish and functional stonewash apron, selling for \$99

In-Store Environment

Jasons offers a fun and interactive shopping experience that will surprise and delight customers who are always connected and looking to discover new trends, from inspiring graphics of food-related witty lines, music tailored by a music therapist to in-store technology that includes an interactive TV wall with Kinect features and a QR Code scanner at all check-out counters for customer to enjoy exciting promotions.

Self-Checkout Counter

For purchases under \$500, customer can enjoy the automated self-checkout scanners and use QR codes on discount coupons. Payments can be made in Octopus or VISA payWave, for fast and convenient checkout.

Themed Interactive TV Screen

The store features a themed interactive TV wall called 'Jasons Secret Garden', a refreshing break from the bust of Causeway Bay. The first of its kind in Hong Kong, this Kinect-enabled wall detects shoppers as they walk by, and then interacts with them by offering daily specials and food tips.



Customer Service

We understand our customers which is why we provide a personalised shopping experience for those who demand the best in product quality and service. Whether it's our multi-lingual and knowledgeable staff or delivery services, Jasons shoppers will be taken care of from the moment they enter our store.

Free Delivery

Free delivery for purchases over \$500

Free Parking

3 hours free parking from Monday to Friday or 2 hours free parking on Saturdays and Sundays with purchases over \$200

Free Wine bag

Free wine bag for purchases over \$200 on wine, champagne or sparkling wine

Free gift wrapping service

Free gift wrapping services including gift bags, gift cards, gift wrap, and ribbon with purchases over \$500

Shopping vouchers

Limited Edition Jasons vouchers valued at \$50 and \$100 are available for sale

Store Location, Operating Hours & Contact Details

Jasons • Food & Living

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

Business Hours

8:30am – 11:00pm, everyday

Contact Number

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Facebook

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