





**Jasons ▪ Food & Living  
August events and promotions details**

To celebrate the opening of Jasons ▪ Food & Living in Causeway Bay Hysan Place on August 10, there will be a series of exciting opening events and promotions to provide an unique shopping experience for customers.

<u>Events</u>	<u>Details</u>
<p><b>Paddington Bear Causal Bags Redemption</b></p>	<p>In the month of August 2012, customers can redeem limited edition Paddington bear x Shinzi Katoh casual bags at a discounted rate with any purchase over \$500 or accumulated purchase of over \$800 while stocks last. Shinzi Katoh is a famous Japanese designer who has partnered with Disney and Hello Kitty.</p>  <p>(From left to right)            Cylinder Duffle Bag \$100 (From August 24)            Lunch Bag \$60 (From August 17)            Large Tote Bag \$120 (From August 31)            Make up bag \$60 (From August 10)</p>
<p><b>Paddington Bear Postcards Giveaway</b></p>	<p>Log on and 'like' the Jasons ▪ Food &amp; Living Facebook page at our Causeway Bay exhibition booth to get a chance to receive 2 Paddington bear x Shinzi Katoh limited edition postcards from August 10 to August 18, 2012.</p> 



<p><b>Mortadella Weight Guessing Game</b></p>	<p>Mortadella ham is cooked with various herbs and peppers in a low temperature and dry environment, using traditional Italian recipe. Ferrarini has custom made a gigantic Mortadella ham for Jasons ▪ Food &amp; Living and will be holding a weight guessing game for customer to participate in for a chance to win an delicate Italian gadget gift bag from August 10 to August 14, 2012.</p>
<p><b>Spanish Iberian Ham Slicer Demonstration</b></p>	<p>Spanish Iberian ham master Anselmo Perez will be holding a professional Iberian ham slicing demonstration at 2pm-3pm on August 17, 2012 and 4pm-5pm on August 18, 2012. Anselmo Perez has won numerous awards including the National Ham Slicing Champion 2011 (<a href="http://www.abc.es">www.abc.es</a>), Master Cutter cum laude (<a href="http://www.hoy.es">www.hoy.es</a>), Spanish Best Slicer (<a href="http://www.elperiodicoextremadura.com">www.elperiodicoextremadura.com</a>), Champion of the 3<sup>rd</sup> nation-wide ham slicing championship, Gold award for the 12<sup>th</sup> ham carving championship, First place at the XI National Contest of Teruel Ham Cutters (<a href="http://www.aragondigital.es">www.aragondigital.es</a>) and the Jerez de los Caballeros Gold Knife demonstration.</p> <div data-bbox="480 1021 849 1570" data-label="Image"> </div>
<p><b>Hokkaido Food Festival</b></p>	<p>150 new products arriving straight from Hokkaido including instant curry, rice crackers and pudding will be presented at the Hokkaido food festival held from August 10 and September 6, 2012.</p> <div data-bbox="480 1738 1251 2024" data-label="Image"> </div>



<p><b>Japanese Nozaki Black Wagyu Beef Promotion</b></p>	<p>The highest A5 grade Japanese Nozaki Black Wagyu Beef from Kagoshima has exclusively arrived in Jasons. Nozaki Black Wagyu beef has been awarded Japan's number one beef two years consecutively. Rich in unsaturated fats and instantly melts in mouth. The whole line of Japanese Wagyu beef will be at half price between August 10 and August 12, 2012 and the A5 grade steak will be sold at a discounted price \$110/100 grams (Originally \$220/100 grams). While stocks last.</p> 
<p><b>Wine Promotion</b></p>	<p>From now until October 31, 2012, customers can enjoy an extra 10% discount upon purchase of \$1,000 or above for any red, white, sparkling wine or champagne.</p>

<p><b>Shopping Promotions</b></p>	<p><b>Details</b></p>
<p><b>Heng Seng Card Special Offer</b></p>	<p>In August 2012, purchase over \$400 using Heng Seng credit card and received 10 times Cash Dollars from Monday to Thursday and 20 times on Friday, Saturday and Sunday. Also enjoy 5% off on all purchases using Heng Seng enJoy card on 3<sup>rd</sup>, 13<sup>th</sup> and 23<sup>rd</sup> of each month all year round.</p>
<p><b>Octopus Earn and Reward\$ Program</b></p>	<p>Register for Octopus Earn and Reward\$ program at the Octopus registration counter, customers can receive a complimentary Jasons • Food &amp; Living limited edition Octopus card holder. Customers who spend \$1500 in the first 4 weeks will be entitled to 5 times Octopus Earn and Reward\$. The Octopus registration counter is open from August 10 to 12, 17 to 19 and 24 to 26, 2012 between 11am and 8pm.</p>