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Press Release

city'super Presents Bespoke One-Stop 'Christmas Market' Solutions for Home-Dining Soirees and Festive Celebrations

*Gourmet delicacies from around the world
simplify one-stop shopping for Thanksgiving, Christmas and New Year festivities*

(20 November 2020, Hong Kong) A quintessential one-stop 'Christmas Market' of fresh premium ingredients for home-cooked festive season feasts and ready-cooked party fare is at city'super's four gastro-markets in Times Square, Causeway Bay, Harbour City, Tsim Sha Tsui, ifc mall, Central and New Town Plaza, Sha Tin this winter.

Gourmet delicacies sourced from around the world simplify one-stop shopping for hosting parties from Thanksgiving and Christmas to New Year, bringing a flavour of unique, authentic brands from a culinary world tour without leaving home for this year's 'stay-at-home' Hong Kong festive season.

Festive Birds: a 'Must-Have' to Impress the Very Special Guests!

Prized main course 'big bird' headliners for home cooking to impress festive celebration guests include no less than three choices of turkey. *Diestel USA Frozen Organic Young Turkey* (HK\$725/8-10lbs) is from an iconic, organic family ranch with a 70-year commitment to animal welfare and sustainability, feeding turkeys on wholesome plants like corn and soy, free from animal by-products, antibiotics and chemicals. *Daylesford Organic UK Chilled Organic Bronze Turkey* (HK\$1,800) is likewise reared naturally outdoors for 180 days on spacious clover-rich pastures at Daylesford's award-winning organic Gloucestershire farm, finished with organic oats for superlatively rich and succulent flavour. *French Chilled Label Rouge Turkey* (HK\$1,080/2.7-3.3kg) is a top quality French equivalent, from southwestern Landes, fed mostly on maize and finished with milk for extra tenderness.

		
<p>Diestel USA Frozen Organic Young Turkey (HK\$725/8-10lbs)</p>	<p>Daylesford Organic UK Chilled Organic Bronze Turkey (HK\$1,800)</p>	<p>French Chilled Label Rouge Turkey (HK\$1,080/2.7-3.3kg)</p>

And for a moist, juicy turkey every time, roasting products like *Urban Accents Gourmet Gobbler Complete Turkey Brine & Rub Kit* (HK\$155) will ensure the main event is deliciously tasty, for marinating beforehand in a heavy duty BPA-Free brining bag with spiced brine blend, completed with smoky peppercorn & herb rub!

Impressing Guests with a Meaty Feast!

For those cooking for friends and family, from a small family ranch highly-esteemed by steak lovers, *USA Chilled Long Term Grain Fed Angus Beef Tomahawk Rib Eye Steak* (HK\$95/100g) is the prized hormone-free cut, weighing-in from 1kg – 2kg of pure Angus reared without hormones or byproducts for 350 days for a fuller flavour, and beautifully-marbled *USA Chilled Prime Black Angus Beef Rib Eye* (HK\$101/100g).

	
<p>USA Chilled Long Term Grain Fed Angus Beef Tomahawk Rib Eye Steak (HK\$95/100g)</p>	<p>USA Chilled Prime Black Angus Beef Rib Eye (HK\$101/100g)</p>

DIY Cheese & Cold Cut Platter

Among a large ham & cheese range, festive specialty starters for pre-dinner appetiser enjoyment include *Bertinelli Parmigiano Reggiano PDO Cheese Aged Over 70 Months* (HK\$118), *Antica Ardenga Coppa Ham* (HK\$70) and *La Fattoria di Parma Salami Felino IGP* (HK\$47). Hosts can also create their own cheese & cold cut platter and slicing cheeses in a variety of shapes for visual interest, with counter staff happy to suggest recommendations. Cold cuts can be added, along with fruit, nuts and crackers on the side for professional presentation.

Among cold cuts, **city**'super is first in the world to launch *Raza & Oro Hand-Sliced Rubio Dorado Ham Gift Pack 50g* (HK\$528) and *Raza & Oro Bone-In Rubio Dorado Ham Hand Slide* (HK\$880/100g), from a rare Iberian breed slightly smaller than traditional varieties, which has been saved from the brink of extinction by committed breeders. Reared longer than usual for up to three years, they are nurtured from a diet of wheat, peas and chestnuts with acorn in autumn and winter, contributing to high levels of infiltration and oleic acid for a tender, full-flavoured texture. **city**'super was first to launch the 12-month cured shoulder version last year, ahead of Harrods in London, and now the back leg ham gift pack is set to be similarly welcomed by customers.



	
<p>DIY Cheese & Cold Cut Platter</p>	<p>Raza & Oro Hand-Sliced Rubio Dorado Ham Gift Pack 50g (HK\$528)</p>

A Luxurious Affair Fit for Festive Celebrations

Gastronomic treats also abound for both indulgence and gifting for the festive season. France’s renowned Lafitte farms, passed down through four generations in Montaut, a typical village in Landes, bring unique traditional rustic duck and goose foie gras specialties, including *Lafitte French Chilled Lafitte Duck Liver Extra* (HK\$258/100g), *Lafitte Whole Duck Foie Gras Des Landes* (HK\$280/130g), *Lafitte Block of Duck Foie Gras with Pieces and Truffles* (HK\$650/130g) and *Lafitte Whole Goose Foie Gras from Sud-Ouest with Pieces* (HK\$380/130g).

Along with prized *Tartuflanghe White Truffle* (HK\$5,200/100g), delivered to Hong Kong is less than 72 hours from harvest, the renowned Piedmont truffle specialist *Tartuflanghe* brings freeze-dried *Tartuflanghe Dehydrated White Truffle* (HK\$1,338/2.5g), the world’s first truffle pasta *Tartuflange Tagliolini Egg Pasta with Truffle* (HK\$190/250g), *Tartuflange No.19 Tagliatelle Egg Pasta with Truffle* (HK\$180/250g), *Tartuflange Extra Virgin Olive Oil with White Truffle* (HK\$235/100ml) and *Tartuflange Winter Black Truffle Cream* (HK\$280/90g).

city’super’s own-brand caviar completes a trio of revered gastronomic treats with **city’super Beluga Caviar 30g** (HK\$2,880); fruity, delicate and slightly buttery **city’super Ossetra Caviar 10g** (HK\$398); **city’super Amursky® Caviar 10g** (HK\$368), with a briny flavour and hints of dried fruit and toasted grains from a crossbreed sturgeon; and **city’super Baeri Caviar 10g** (HK\$388), a little salty with subtle buttery and sea-flavour notes, perfect with oysters or other seafood.

		
<p>France’s renowned Lafitte farms bring unique traditional rustic duck and goose foie gras specialties</p>	<p>Tartuflanghe White Truffle (HK\$5,200/100g)</p>	<p>city’super’s own-brand caviar completes a trio of revered gastronomic treats</p>

'A la carte' dinner selections for all tastes offer ready-cooked headline premium steaks and turkey ranging from family-farmed *Roasted US Grain-fed Beef Tomahawk* (HK\$1,480/1kg) and *Roasted UK Grass – Fed Beef Tomahawk* (HK\$780/1kg) from award-winning Tarn Hill Farm in the UK; to famously juicy *Spanish Segovia Premium Suckling Pig* (HK\$1,280/Whole; HK\$680/Quarter) and a choice of turkeys from certified USDA organic *Diestel Turkey* (HK\$1,680/3.5kg), renowned *Butterball Turkey* (HK\$980/3kg) and *Daylesford Chill Turkey* (HK\$1,980/3.5kg), from award-winning UK farm Daylesford.

city'super's Jet-fresh lobster selection headlines the symbol of longevity in Japanese culture with *Frozen Japanese Lobster for Sashimi* from the coastal Japanese city of Ise, famous for its mildly sweet and intensely shrimpy flavour; *Canadian Cooked Lobster*, with their giant tails and tender texture; and *USA Maine Cooked New Shell Lobster Meat*, considered the prince of US lobster.

Specialty platters for a ready-cooked party buffet feature *Deluxe Sashimi Platter* (HK\$1,098), *Deluxe Sushi Platter* (HK\$728), *Cold Cut & Cheese Platter with Foie Gras* (HK\$1,298), *Seafood Platter* (HK\$698) and *OmniPork Meatball* (HK\$490/1.5kg).

Bespoke '**Party Sets**' offer quintessential international gourmet fare, with a 30% discount offered to all 'super e' members for orders by 13 December 2020. Free delivery is also for online orders of HK\$600 or above from 1 December 2020 to 3 January 2021.

Luxurious options including *Family Fiesta* (HK\$2,888 for 6-8 pax), which is the perfect Thanksgiving or Christmas; *Lobster Set* (HK\$3,688 for 6-8 pax), an indulgent extravaganza for lobster lovers; and *Joyful Set* HK\$4,988, for 10-12 pax) has an east-meets-west buffet flavour with Japanese-style appetisers.

	
<p>Spanish Segovia Premium Suckling Pig (HK\$1,280/Whole; HK\$680/Quarter)</p>	<p>Canadian Cooked Lobster and USA Maine Cooked New Shell Lobster Meat</p>

Indulging in a Sweet Treat is One of the Best Parts of Christmas




Delightful instagrammable festive cakes curated by **Sweet Complex by city**'super include *Blue Baby Snowman* (HK\$520), *Blue Christmas* (HK\$550), *Christmas Flower Fairy* (HK\$520) and *Christmas Blessing* (HK\$480) - a 15% discount is available on all Christmas cakes in physical and online stores for all super e members between 20 November and 13 December 2020.

			
Blue Baby Snowman (HK\$520)	Blue Christmas (HK\$550)	Christmas Flower Fairy (HK\$520)	Christmas Blessing (HK\$480)

For easier gifting, new electronic gifting ideas for home chefs extend to a *Tokutoku Crepe Maker* (HK\$249) and *Soybean Milk Maker* (HK\$369) ringing into the home cooking spirit and inspiring healthy lifestyle; *Nespresso Creatista Plus Coffee Machine* (Christmas Special Price: HK\$3,644); *Fashy Hot Water Bottle 0.8L – Miffy* (HK\$168) and *Veritable Connect Indoor Garden – Arctic White, with 4 Lingots* (HK\$2,599). Among latest ‘must-have’ pandemic accessories, *Sovos Sanitizer Gift Box - Christmas Limited Edition* (HK\$299-HK\$499) are festive packaging, along with *Manual Factory MF Bear Hand Sanitizer 70% Alcohol* (HK\$59) and UVC disinfection pouch *Innotier InnoCapsule* (HK\$1,180).

Food and Beverage gifts can include *18 Grams El Salvador Single Origin Whole Beans 200g* (HK\$188), *Florté Tea Gift Set* (HK\$336-\$483) and *La Sablésienne Deluxe Bag* (HK\$630).

city’super not only provides a one-stop shop for tailor-made Christmas gifts for all age groups and lifestyles – but also for our furry friends. Ever-popular pet gifts this year feature *Hugo and Celine Pet Gift Set* (HK\$188), rewards & snacks from 100% natural Swedish ingredients; *Prairie Dog Pet Gift Set* (HK\$168) contains pet snacks and toys; and *Pomme Pet Gift Set* (HK\$200), a special set of the brand’s signature goodies in a cute tote bag.

		
New Crepe Maker (HK\$249)	Nespresso Creatista Plus Coffee Machine (Christmas Special Price: HK\$3,644) and 18 Grams El Salvador Single Origin Whole Beans 200g (HK\$188)	Exclusive Sovos Sanitizer Gift Box – Christmas Limited Edition (HK\$299-HK\$499)

Sharing Joy with Christmas Gift

For a charitable cause, **city**’super is also partnering chocolatier legend *Jean-Paul Hévin Chocolatier* for a ‘Share the Joy, Make a Wish’ charity programme through December 2020. For every purchase at Jean-Paul Hévin Chocolatier counters at **city**’super Harbour City and ifc mall, **city**’super will donate HK\$10 to Make-A-Wish Hong Kong, which grants wishes to children with critical illnesses – promising customers

who purchase Jean-Paul Hévin Chocolatier's new products, such as *Macaron – Mac Pop* (HK\$29) and *Tablette – Noir Cible 70% Chocolate Bar* (HK\$118), will also be helping a worthy cause.



Jean-Paul Hévin Chocolatier Macaron – Mac Pop (HK\$29) and
Jean-Paul Hévin Chocolatier Tablette – Noir Cible 70% Chocolate Bar (HK\$118)

For more information about **city'super's** festive collections, please visit www.citysuper.com.hk or email contact@citysuper.com or call at (852) 2736-3866.

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city'super is situated at the following locations :

Harbour City Shop 3001, Level 3, Gateway Arcade, 3-27 Canton Road, Harbour City, Tsim Sha Tsui, Hong Kong	ifc mall Shops 1041-1049, Level 1, ifc mall, 8 Finance Street, Central, Hong Kong	Times Square Basement 1, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong	New Town Plaza Shops 204-214, Level 2, New Town Plaza 1, Sha Tin Centre Street, Sha Tin, Hong Kong
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