



**For Immediate Release**

## **YUM CHA, Central's Newest Dim Sum Spot**

### **Instagram-Worthy Traditional Chinese Cuisine in a Charming East Meets West Atmosphere**

**(December 7, 2015 - Hong Kong)** The dining options at Central's Nan Fung Tower just got a lot cuter! On December 7<sup>th</sup>, 2015, **YUM CHA**, a brand new Chinese Eatery developed by **Dining Workshop**, opened to offer Hong Kong Contemporary Chinese cuisine in a vibrant, East-meets-West atmosphere.

Dining at **YUM CHA** puts a spin on many traditional Chinese dishes, as many of them creatively updated in their presentation. It's bound to be a memorable experience for the entire family.

#### **A Playful Mix of Tradition and Modernity**

The term *yum cha*, which literally means, "drink tea" in Cantonese, is a ritual that has become a frequent, if not daily, ritual where family, friends, and colleagues get together to savour Dim Sum and other delights. Dishes at **YUM CHA** are authentic in flavor, but what sets it apart is that each dish is **eye-catching and irresistible in presentation**. More importantly, **YUM CHA** emphasizes the use of fresh, seasonal, and quality ingredients. **YUM CHA** proudly serves food with no added MSG.

At **YUM CHA**, it's only natural that the "**camera eats first.**" Once the dishes are served, diners will be able to savor the visually stunning works of Dim Sum art but also the traditional essences of each dish. Many items from **YUM CHA's** will surely inspire those on Instagram, Facebook and Snapchat to **document every bite!** New and novel items include the **adorable Goldfish Hau Gau**, which have been delicately and intricately shaped to celebrate the opening of Yum Cha Central. They are a Yum Cha Central exclusive and are not to be missed!

#### **An Open Kitchen Set in an Elegant Atmosphere**

Throughout the restaurant, a variety of charming decorative items such as traditional Chinese serving utensils and birdcages appear as a reference to the old teahouses of the past.

**YUM CHA** also features an open kitchen where diners can freely observe and interact with the chefs. The true centerpiece of **YUM CHA**, however, is a **reclaimed vintage Lorry**, which now functions as a **Dim Sum bar**. The truck was fully restored and is now ready for memorable photo opportunities where diners can snap pictures of the adorable treats they're about to enjoy.

Among the vintage and traditional wares, hexagons are also prevalent throughout the décor of **YUM CHA** to symbolize balance and union. The colors of **gray and gold** are also key elements seen throughout **YUM CHA**, to provide a classy yet contemporary feel to the entire restaurant.

**YUM CHA is an unforgettable dining experience that those of all ages can enjoy.**



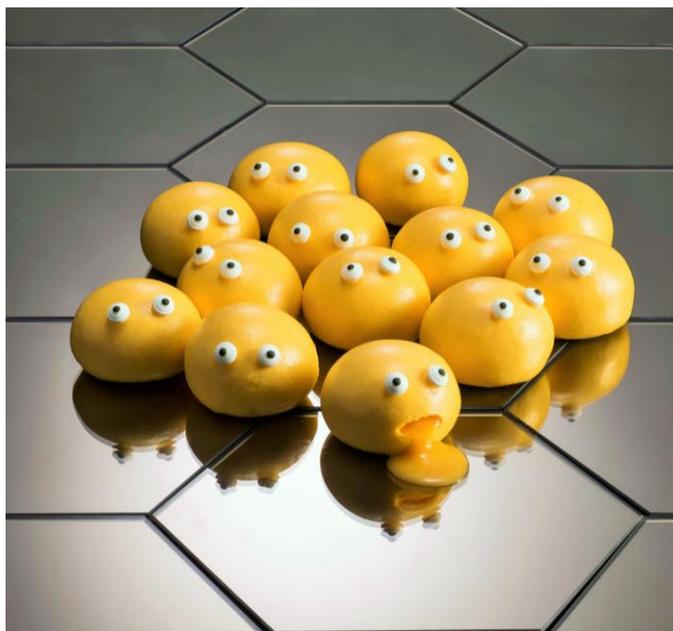
Yum Cha's Goldfish Har Gau 如魚得水 (\$99/pair)



At the centre of the restaurant, sits a reclaimed vintage truck, which now functions as a Dim Sum bar



YUM CHA's BBQ Piggy Buns (一籠八戒) HK\$49 for 3 pcs



YUM CHA's Hot Custard Buns (睇住流奶) HK\$49 for 3 pcs

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#### **YUM CHA Central**

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**Email:** central@yumchahk.com

**Website:** www.yumchahk.com

**Facebook:** www.facebook.com/yumchahk

**Instagram:** @yumchahk

#### **Hi-Res Photos Links:**

Food Shots:

[https://www.dropbox.com/sh/2gyzrpemdl8fb0h/AADuqxhGR8ZuxzsfR9rye2oua/YC\\_Official%20Photos%20for%20Press/YC%20Food%20Photos%20\(for%20press\)?dl=0](https://www.dropbox.com/sh/2gyzrpemdl8fb0h/AADuqxhGR8ZuxzsfR9rye2oua/YC_Official%20Photos%20for%20Press/YC%20Food%20Photos%20(for%20press)?dl=0)

Interior:

[https://www.dropbox.com/sh/2gyzrpemdl8fb0h/AAAHo\\_7EwrtlxFsnitlwaKNfa/YCNF\\_Venue%20Photos/YCNF\\_Venue?dl=0](https://www.dropbox.com/sh/2gyzrpemdl8fb0h/AAAHo_7EwrtlxFsnitlwaKNfa/YCNF_Venue%20Photos/YCNF_Venue?dl=0)

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