

Press Release – FOR IMMEDIATE RELEASE

EAST, Hong Kong Embraces Sustainability for a Better Future



Hong Kong, 4 September 2019 – Sustainability has always been one of EAST, Hong Kong’s core values and driving forces. Reducing waste and cutting down carbon footprint has never been as imperative as ever; effective initiatives and measures are needed in a timely manner. In the light of this, numerous courses of action have taken place in the hotel to reduce the consumption of plastic and to offer a more environmentally friendly experience for guests.

To minimise the use of single-use plastics, EAST is installing in-room water filters which purify local water on site, so guests can enjoy drinking water from the tap, creating a more convenient and pleasant experience for all. By implementing this, we will reduce around 180k bottles of water at cost HK\$330k per year. Furthermore, EAST has joined “Water for Free,” an NGO advocates in promoting the use of water dispenser to reduce wastage at source. Drinking water will be provided at *FEAST (Food by EAST)* for the public who bring their own water bottle, promoting plastic-free lifestyle.



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Sustainability is truly a lifestyle woven in detail. EAST is committed to use cage-free eggs to support animal rights, the concept of treating animals raised for food with care and appreciation. In support of reducing carbon footprint from livestock, *FEAST* has included an array of plant-based dishes for guests who wish to enjoy a greener meal, delectable choices include Beyond Burger which is made with soy-based patty and dairy-free cheese as well as Green Risotto cook

with green peas and basil pesto. The kitchen team has also selected packaged products like paper wrapped butter to eliminate aluminium and plastic waste.

EAST endeavours to take every possible step towards a more sustainable future. Currently, 80% of the hotel products are reusable or recyclable to combat plastic and food wastage. “We are building a team with greater awareness of the environment here at EAST. We aim to create a space where we could influence our guests and team members to make more responsible choices to nature.” said Jennifer Cheung, General Manager of EAST, Hong Kong.

About EAST, Hong Kong

A stylishly designed lifestyle hotel by Swire Hotels, EAST, Hong Kong offers 339 rooms and 6 suites with harbour or urban views and state-of-the-art communications technology: 37-inch, high definition LCD TVs with numerous satellite and cable channels, simple connectivity for laptops and complimentary broadband / WiFi Internet throughout EAST for savvy business travellers.

EAST, Hong Kong also features a 24-hour gym *BEAST (Body by EAST)* and an outdoor heated swimming pool.

Accessed by a distinctive bird's nest-style staircase that leads up to the 1st floor, the casual all-day dining restaurant *FEAST (Food by EAST)* serves international cuisine and authentic specialties of Asia, always staying true to its philosophy of “simple things, done well”.

On the 32nd floor, rooftop lounge bar *Sugar (Bar.Deck.Lounge)* provides an extensive al fresco terrace with views across the harbour. *Sugar* is a place to unwind and chill out on the outside deck while sipping on signature and classic cocktails and nibbling on sharing platters of international fare. Chill and lively

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beats are also provided nightly by live DJs. The venue is also available for private bookings during the day for private functions, meetings, team-building, launch events and parties.

The hotel is conveniently adjacent to Tai Koo MTR station and just a short drive from Central, Hong Kong.

About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the USA under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with The Opposite House in Beijing, which opened in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. While EAST, designed for today's go-getters, takes personal life balance to a whole new level and includes EAST, Hong Kong; EAST, Beijing and EAST, Miami.

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