news release

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THE LANDMARK MANDARIN ORIENTAL and WORLD CLASS PRESENT PDT (Please Don't Tell)

HONG KONG, 9 December 2015 –<u>The Landmark Mandarin Oriental, Hong Kong</u> and WORLD CLASS, the luxury collection of spirits from Diageo RESERVE, are opening a popup bar. The Shell at MO Bar will be made-over to recreate PDT (Please Don't Tell), the legendary New York speakeasy named World's Best Bar at Tales of the Cocktail in 2009, and again in 2011 by The World's Top 50 Best Bars poll, which recognizes them as their All-Time Achiever. PDT HK, the pop-up at The Landmark Mandarin Oriental, Hong Kong will be open from 5 to 30 January.

Guests will enter PDT HK through a hidden entrance in a phone booth upstairs at MO Bar, and once inside, they will find a space that faithfully recreates the look and feel of the New York original. Jim Meehan, bartender, founder of PDT, author of the *PDT Cocktail Book*, and Jeff Bell, current General Manager of PDT and WORLD CLASS USA Bartender of the Year 2013, and veteran PDT bartender Nick Brown will be behind the bar making cocktails.

Liaising with the PDT team at the hotel is Chef Richard Ekkebus, Director of Culinary Operations & Food and Beverage at The Landmark Mandarin Oriental, Hong Kong.

"We couldn't be more grateful for the opportunity to join Chef Richard Ekkebus and his team to bring PDT to the Landmark Mandarin Oriental, Hong Kong with WORLD CLASS and the Diageo Reserve portfolio for the month of January. It's been seven years since my last visit to Hong Kong," said Jim Meehan, founder of PDT, "A month allows us time to get to know MO Bar's faithful regulars and learn as much as we share with the hotel's world-class staff."

PDT's food and beverage offering reflects the diversity of New York City's East Village and the Northeastern United States at large. In Hong Kong, recipes will be adapted according to the wealth of ingredients available to provide a distinctive, world-class experience for guests of The Landmark Mandarin Oriental, Hong Kong.



Inspired by similar collaborations in the culinary world, The Landmark Mandarin Oriental, Hong Kong and WORLD CLASS hope PDT HK will promote high-end international cocktail culture in Hong Kong.

Martin Newell, Brand Manager for Diageo RESERVE in Hong Kong, said, "WORLD CLASS is on mission to inspire people to drink better. Supported by the world's biggest bartender competition, WORLD CLASS aims to elevate the drinking experience of consumers by training and inspiring bartenders around the world and working together with bars, restaurants and hotels to elevate and foster a fine drinking cocktail culture. By bringing PDT, one of the world's best bars and home to some of the world's best bartenders to Hong Kong, we are giving local bartenders and consumers alike an opportunity to experience a truly unique drinking experience."

PDT HK will offer an exclusive menu of 12 cocktails, featuring a mix of PDT classics and new creations crafted especially for Hong Kong. The menu will include the 'Benton's Old Fashioned' prepared with Benton's bacon infused *Bulleit Bourbon*, bitters and maple syrup, the 'Cardinal', a refreshing aperitif mixed with *Tanqueray No. TEN gin*, Casoni aperitivo, Italian sweet vermouth and a splash of grapefruit and lemon juice, and the '1-2 Punch', a *Singleton of Glen Ord*-based Shandy with lemon & grapefruit juice, citrus oleo-saccharum and crisp local lager.

Concealed behind a vintage phone booth in an East Village hot dog stand, PDT is a beloved industry hangout of renowned chefs including Daniel Humm, David Chang and Wylie Dufresne, who have all created hot dogs for the speakeasy's exclusive menu. The concept is being imported to PDT HK, where Hong Kong's most creative chefs were asked to invent their own hot dogs for the menu, with proceeds from each hot dog sale going to charity.

Hong Kong chefs inventing hot dogs for PDT HK include Matt Abergel, head chef/owner of Yardbird will create a hot dog using his extensive repertoire of Japanese cooking techniques.



Jowett Yu, Taiwanese-born chef of the coolest Chinese restaurant in town, Ho Lee Fook, will design a hot dog with his inventive approach to Chinese flavours. Alvin Leung from the 3 Michelin-starred BO Innovation will create the demon dog to challenge diners' expectation. Chef Richard Ekkebus will create the only western style hot dog (The Frenchie).

Richard Ekkebus said, "Jim was the first bartender invited to the hotel seven years ago when we started the series, Masters of Mixology. We are excited to bring him back, along with Jeff and Nick, to recreate their surroundings at PDT here at MO Bar. In order to maintain the food component of Crif Dogs, some of the most exciting Hong Kong celebrity chefs have been invited to create their favourite gourmet hot dog toppings which will give the hot dog an exciting Hong Kong twist, whilst supporting a great cause."

PDT HK opening hours: Tuesday to Saturday from 5pm.

For reservations please contact MO Bar by phone: +852 2132 0077 or email lmhkg-mobar@mohg.com.

Overseas guests interested in joining this one-of-a-kind pop-up event can take advantage of the hotel's latest *Your New Pied-a-terre in the heart of Central* room package, which includes round-trip limousine transfers, accommodation in our new L600 or 900 series guestrooms and suites, breakfast, spa experience, mini bar, lunch at Amber and more. For details please visit <u>www.mandarinoriental.com/landmark</u>. For room reservations please call +852 2132 0088 or email <u>lmhkg-reservations@mohg.com</u>

#PDTHK

#WorldClass #DestinationMO #LandmarkManadrinOriental #MOBarhk #DestinationHongKong



About Diageo Reserve

Diageo Reserve represents the luxury division of Diageo, a multi-award winning portfolio of fine spirits rich in heritage, craftsmanship and innovation.

The World Class Collection of brands includes: Ciroc vodka, Tanqueray No. TEN and Tanqueray London Dry gins, Johnnie Walker Blue Label and Gold Label Reserve Scotch Whiskies, Tequila Don Julio, Zacapa rum, Ketel One vodka, Haig Club single grain Scotch Whisky, Bulleit Bourbon, Talisker, Mortlach and Singleton single malt Scotch Whiskies.

For further information about Diageo RESERVE and WORLD CLASS Martin Newell Brand Manager, Brand Manager, Diageo RESERVE <u>martin.newell@mhdhk.com</u> +852 9663 7594

About Diageo Reserve World ClassTM

DIAGEO RESERVE WORLD CLASSTM is transforming fine drinking experiences and cocktail culture around the world and in the home. The industry's largest, most credible investment in the luxury on trade, it discovers the next generation of bartending talent who set the latest mixology trends and bring these to the best bars worldwide.

At the core is an outstanding, global training programme and internationally recognised platform that elevates the craft of the bartender and builds careers in the industry culminating in an annual luxury landmark week where the DIAGEO RESERVE WORLD CLASSTM Bartender of the Year is announced. Launched in 2009, over 20,000 bartenders have been inspired and educated in the craft of mixology using the finest spirits in the DIAGEO RESERVE collection.



A partnership and collaboration with gurus, media, partners and owners, DIAGEO RESERVE WORLD CLASSTM is widely recognised as a mark of sophistication and distinction of international fine drinking culture by bartenders and customers alike.

About The Landmark Mandarin Oriental, Hong Kong

Intimate, contemporary and ideally placed in the vortex of Hong Kong's financial and luxury shopping districts, The Landmark Mandarin Oriental, Hong Kong sets the standard for personal service and stylish sophistication. State-of-the-art technology compliments alluring interiors in spacious <u>rooms and suites</u>, each one a tranquil retreat for business and leisure travellers. Chef Richard Ekkebus helms the kitchen at two Michelin-starred Amber restaurant and world renowned musical talents play in the unparalleled exclusivity of <u>MO Bar</u>, equally popular on Sundays for its indulgent lobster lunch. Escape Hong Kong's urban bustle at The Oriental Spa with rejuvenating Yoga and Pilates plus the pure pleasures of exclusive facials, body treatments and award winning Signature Treatments. For more information and reservations visit <u>www.mandarinoriental.com/landmark</u>.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 47 hotels representing 11,000 rooms in 25 countries, with 21 hotels in Asia, 10 in The Americas and 16 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 17 *Residences at Mandarin Oriental* connected to its properties.

Photography of Mandarin Oriental is available to download in the <u>Photo Library</u> of our <u>Media</u> section, at <u>www.mandarinoriental.com</u>.



Visit <u>Destination MO</u> (http://www.mandarinoriental.com/destination-mo/), the online version of <u>Mandarin Oriental Hotel Group</u>'s bespoke publication, *MO*. News about our award-winning hotels, the best dining experiences, spa treatments, travel retreats and interviews with the Group's celebrity fans is now just a click away. Further information is also available on our <u>Social Media</u> channels.

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