



SWEDISH CULINARY WEEK AT HOTEL ICON Michelin-honoured Swedish Chef Henrik Norström comes back to Hong Kong



Hong Kong, 2 November 2012 - To the delight of local foodies, Hotel ICON will welcome the return of renowned Swedish Chef Henrik Norström, Michelin-honoured and silver place winner of the culinary world's most prestigious competition, Bocuse d'Or.

Supported by the Consulate General of Sweden and the Swedish Trade Council in Hong Kong, Chef Norström will revisit Hong Kong and Hotel ICON together with Chef Peter Johansson and Chef Daniel Frick, both from the Michelin-starred restaurant, Lux in Stockholm, Sweden.

On Fri, Nov 9th, the celebrated culinary masters will conduct a series of workshops at **Hotel ICON**'s Food & Wine Academy for the university's students. The educational sessions will include Chef Workshop, Bartender Workshop, and VinoTech Lab.

To commence the special appearance of the award-winning chef, Hotel ICON will host a gala dinner on Nov 8th Bistro 1979, hosted by Mr. Jörgen Halldin, Consul General of Sweden to Hong Kong. Guest of honour will be Sweden's Minister for Rural Affairs, Mr. Eskil Erlandsson.

17 Science Museum Road, Tsim Sha Tsui East, Kowloon, Hong Kong 香港九龍尖沙咀東部 科學館道17號





As part of his visit to Hotel ICON, Chef Henrik Norström has specially crafted a Swedish menu to be available at the ground-floor GREEN from November 3rd -9th. Guests at the restaurant will be able to enjoy Swedish delicacies such as crayfish, reindeer and venison, and choose individual items from the a la carte menu or enjoy a set menu (starting from HK\$208 + 10% service charge) comprised of authentic Swiss-inspired sensations, including:

APPERTISE

Fried Fillet of Reindeer with Preserved Mushroom, Pickled Pumpkin and Parsley Cream

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Baked Salmon and Brown-butter Sauce with Salmon Caviar, Sour Cream and Pickled Onion

SOUP

Creamy Crayfish Soup with Jerusalem Artichoke topped with Rye Bread Croutons

ENTREE

Venison with Smoked Ox-Bone Marrow Juniper Berries and Caramelized Cauliflower

or

Grilled Pike Perch with Creamy Baked Egg Lumpfish Roe, Carrot and Dill

or

Beef Cheek Braised in Beer and Jamaica Pepper with Potato and Root Vegetables

DESSERT

Apple Cake with Vanilla Ice Cream

or

Raspberry Mousse with Yoghurt Ice Cream
Raspberries and Hazelnuts

or

Lingonberry Sorbet with Chocolate Cream
Chocolate Meringue and Pear

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To complement the Swedish culinary events at Hotel ICON, an Absolut Vodka cocktail bar will also be set up at GREEN from Oct 29th – Nov 9th, where guests can enjoy Swedish cocktails during 6:00pm – 9:00pm.

Visit www.hotel-icon.com for more details regarding Hotel ICON.

Hi-res images can be downloaded at: www.catchonco.com/shared/Hotel_ICON.zip

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About Hotel ICON

Unlike any other, Hotel ICON is an upscale Hong Kong hotel in the heart of Tsim Sha Tsui East. Standing as a testament to Hong Kong's creative energy and vibrant arts scene, Hotel ICON showcases work from the city's celebrated designers and the world's most acclaimed architects. Offering the ultimate in comfort and committed to service excellence, Hotel ICON's 262 stylish guestrooms comprise seductive extras, including complimentary wired and Wi-Fi internet connections and an ultra-slim 40" Ultra High Definition LED TV. Located on level 9, Hotel ICON's Angsana Spa is a tranquil oasis while the harbor-facing outdoor swimming pool and fitness centre allow guests to exercise while enjoying views of Hong Kong Island's spectacular skyline. With a maximum capacity of 580 persons, Hotel ICON's grand Silverbox ballroom is the ideal venue for a celebration or theatre-style conference. Hotel ICON houses three restaurants: Above & Beyond, The Market and GREEN, providing guests with exceptional quality of the food and impeccable service. wallpaper* magazine included Hotel ICON in its 2011 list of the world's Best Business Hotels and earned a coveted spot in the Condé Nast Traveler's 'Hot Tables 2012' list.

About School of Hotel and Tourism Management (SHTM)

PolyU's School of Hotel and Tourism Management is one of the world-leading providers of hospitality and tourism education. It is ranked No. 2 in the world among hotel and tourism schools based on research and scholarly activities, according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009. With 65 academic staff drawing from 19 countries and regions, the School offers programmes at levels ranging from Higher Diploma to Ph.D.. Currently a member of the United Nations World Tourism Organisation Knowledge Network, the School was recently bestowed the McCool Breakthrough Award by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education.

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About Food & Wine Academy

The Food & Wine Academy shows Hotel ICON's and SHTMs commitment to provide interactive and dynamic learning environments for hospitality students and trade personnel. Hotel ICON, part of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University, has a mission to become the global centre of excellence for education and research in hospitality. To facilitate this goal, the Food and Wine Academy offers a shared platform for specialists from the hospitality industry to impart their expertise to students and industry partners.

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