

**Towngas Avenue launches a brand new Low Carbon Menu in fusion style
Blending Chinese and Western low carbon ingredients to create a healthy and
sustainable eating this festive season**

(26 Nov 2010 – Hong Kong) Christmas is around the corner! It is time to indulge yourself with hot delectable Winter feast but did you know the process involved for creating such meal has huge negative impact on the environment? To further help reduce the ecological impact on Earth, Towngas Avenue, the restaurant and retail outlet by Towngas, has specially launched a brand new “Low Carbon Menu” in fusion style where cooked delicacies are made using finest low carbon mileage ingredients for public to enjoy. Moreover, the grand new opened Towngas Avenue at Tsim Sha Tsui is undoubtedly the best location for having the new delectable low carbon meal where you can celebrate with friends while overlooking the colorful and splendid holiday lightings of Victoria Harbour.

An innovative menu based on the low carbon ingredient principle

During winter, it is always a wonderful time to celebrate with friends and family through holiday feast but the ingredients are often not too environmentally friendly. According to The British Broadcasting Corporation (BBC), a study shows that the total carbon emissions for all Christmas dinners in England is equivalent to the total carbon emissions of six thousand cars going around the world which is a significant amount affecting the environment negatively. To help further reduce carbon emissions and promote low carbon living, Towngas specially designed a brand new “Low Carbon Menu” in fusion style with the aim to fully advocate low carbon living in Hong Kong people’s daily diet.

The “Low Carbon Menu” created by Towngas Avenue follows four principle elements: the use of “locally produced ingredients” to minimize the greenhouse gas emissions released during the food transportation; the use of “more vegetables and less meat” by healthily reducing red meat ingredients such as beef and lamb since they enormously outputs more greenhouse gas during the breeding process; the use of “seasonably available ingredients” to further ensure the food source from growers or farmers are the most freshest and nutritious; “Right meal portion” to reduce the energy being exhausted for producing the food as well as the amount of food waste sent to landfill. Furthermore, Towngas Avenue also used flame cooking which is an effective low carbon energy source for protecting the environment, plus enabling public to easily reduce carbon emission while fine dining.

Food Mileage (CO₂ Emissions) for a typical Gourmet:

Food Origin and Weight	Air Mileage (km)	Food Mileage (CO ₂ Emissions)
US California Sunkist Orange (60g)	11,663 km	0.77 kg
Japan Hokkaido Pumpkin (2000g)	3,412 km	7.51 kg
Atlantic Brill from Norway (100g)	8,606 km	0.95 kg
US California Cherry Tomato (100g)	11,663 km	1.28 kg
Europe Italian Mushroom (30g)	9,286 km	0.31 kg
Total:	44,630 km	10.82 kg

Reference Links: www.timeanddate.com/worldclock/distance.html (Air Mileage);
www.carbonfootprint.com (CO₂ Emissions for Air);
<http://www.fallsbrookcentre.ca/cgi-bin/calculate> (Food Mileage)

Delicious “Low Carbon Menu” in fusion style includes appetizer, soup, main course, dessert and drink:

Appetizer	Fun Green Overture (Orange, Chinese Yam, Walnut & Spinach Salad) - A new savory flavors of local sweet orange, cool and tender Chinese Yam, crispy walnuts and fresh spinach topped with chef’s secret lemon honey sauce that are undeniably appealing.
Soup	Warm Golden Jade Soup (Soy Milk Pumpkin Soup with Corn & Organic Mixed Vegetables) – Creamy homegrown pumpkin soup blending with delicious Chinese soy milk, together with fresh corn and seasonable organic vegetables that is perfect warm up for Winter.
Main Course (Select either one)	Winter Green Seafood (Steamed Brill Fillet with Cherry Tomato & Fennel) - Fresh locally caught brill that is low carbon, fresh and delicious, flavored with a unique sauce of crispy cherry tomatoes and braised fennel. Tasty Kamei Chicken (Roasted Kamei Chicken with Seasonal Mushroom & Spelt Risotto) - Juicy famous local Kamei Chicken roasted at a low temperature with a crispy skin and tender texture that is served together with tasty mushroom risotto.
Dessert	Blissful Air (Flame Soufflé) - Sweet sensation of light, fluffy soufflé made of local strawberry puree that is a perfect enticing treat to brighten up the day.
Drink	Freshly Brewed Coffee or Tea - A smooth rich flavour brew of finely selected fair trade coffee beans or tea leaves, perfect for drinking after meal.

Greening up your life

Towngas launches the brand new “Low Carbon Menu” in fusion style to further promote low carbon healthy diet. According to Towngas Executive Director and Chief Operating Officer Mr. James Kwan, “As a clean, low carbon energy supplier, Towngas is always firmly committed to protect the environment. As winter draws in, Towngas Avenue specially designed a low carbon fusion cuisine that blends Western and Chinese flavours of carefully selected low carbon mileage ingredients. Through this creative menu and various activities under our “Low Carbon Action” Campaign, Towngas hopes to lead a low-carbon lifestyle to further encourage public participation in creating a better environment for future generations.”

In addition, the newly opened of Towngas Avenue at Tsim Sha Tsui is also the perfect gathering location for this winter. Having an outdoor resort-feel patio, stylish and elegant interior and two VIP rooms, the restaurant has a huge glass window for customers to enjoy a stunning 360-degree panoramic view of Victoria Harbour. For a memorable season with an eco-friendly touch, don’t miss the chance to bring your beloved ones to enjoy the brand new “Low Carbon Menu” at Towngas Avenue.

Winter Special Offer to support Low Carbon Action!

“Low Carbon Menu” (HK\$250 per Person[^]) is available during 1 December 2010 to 31 March 2011 * at Towngas Avenue in Causeway Bay and Tsim Sha Tsui. From now until 15 February 2011, any purchase of “Low Carbon Menu” can immediately earn double green dollars for enjoying various benefits.

[^] All Prices Subjected to 10% Service Charge

* Offer cannot be used in conjunction with other promotions




* Menu not available on 24, 25 and 31 December 2010




“Low Carbon Menu” Reservation Information:


Flame at Towngas Avenue, Causeway Bay	Flame at Towngas Avenue, Tsim Sha Tsui
G/F 59-65 Paterson St. Fashion Walk, Causeway Bay Reservation or Enquiry: 2367 2710	Shop No.1, Promenade Level (PL/F), Tower 1, China Hong Kong City, Tsim Sha Tsui Reservation or Enquiry : 2367 2713

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Towngas Avenue “Low Carbon Menu”

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Appetizer</p>	<p>Fun Green Overture (Orange, Chinese Yam, Walnut & Spinach Salad) - A new savory flavors of local sweet orange, cool and tender Chinese Yam, crispy walnuts and fresh spinach topped with chef’s secret lemon honey sauce that are undeniably appealing.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Soup</p>	<p>Warm Golden Jade Soup (Soy Milk Pumpkin Soup with Corn & Organic Mixed Vegetables) – Western creamy homegrown pumpkin soup blending with delicious Chinese soy milk, together with fresh corn and seasonable organic vegetables that is perfect warm-up for Winter.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Main Course (Select either one)</p>	<p>Winter Green Seafood (Steamed Brill Fillet with Cherry Tomato & Fennel) - Fresh locally caught brill that is low carbon, fresh and delicious, flavored with a unique sauce of crispy cherry tomatoes and braised fennel.</p>	

	<p>Tasty Kamei Chicken (Roasted Kamei Chicken with Seasonal Mushroom & Spelt Risotto) - Juicy famous local Kamei Chicken roasted at a low temperature with a crispy skin and tender texture that is served together with tasty mushroom risotto.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Dessert</p>	<p>Blissful Air (Flame Soufflé) Sweet sensation of light, fluffy soufflé made of local strawberry puree that is a perfect enticing treat to brighten up the day.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Drink</p>	<p>Freshly Brewed Coffee or Tea A smooth rich flavour brew of finely selected fair trade coffee beans or tea leaves, perfect for drinking after meal.</p>	

<p>Restaurant atmosphere</p>	<p>Flame at Towngas Avenue</p> <p>“Low Carbon Menu” (HK\$250 per Person[^]) is available during 1 December 2010 to 31 March 2011</p> <p>* at Towngas Avenue in Causeway Bay and Tsim Sha Tsui. From now until 15 February 2011, any purchase of “Low Carbon Menu” can immediately earn double green dollars for enjoying various benefits.</p> <p>[^] All Prices Subjected to 10% Service Charge</p> <p>* Offer cannot be used in conjunction with other promotions</p> <p>* Menu not available on 24, 25 and 31 December 2010</p>	
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This press release is released by E’s Concept Communication Ltd. on behalf of the **Hong Kong and China Gas Company Limited**. For enquiries, please contact:

Maggie Leung (9272 5716) / Carol Cheuk (9457-5456)

Tel: 2890 8277

Fax: 2808 2653

E-mail: maggie@esconcept.com / carol@esconcept.com

Low Carbon Menu **暖暖 Fusion 低碳餐**

(From December 2010)

Fun Green Overture

(Orange, Chinese Yam, Walnut & Spinach Salad 香橙沙葛合桃菠菜沙律)

Warm Jade Golden Soup

(Soy Milk Pumpkin Soup with Corn & Organic Mixed Vegetables 南瓜豆奶玉米有機雜菜湯)

Winter Green Seafood

(Steamed Brill Fillet with Cherry Tomato & Fennel 蒸比目魚柳配茴香車厘茄)

Or

Tasty Kamei Chicken

(Roasted Kamei Chicken with Seasonal Mushroom & Spelt Risotto 烤嘉美雞配磨菇小麥飯)

Flame Soufflé

(Flame Soufflé 梳乎厘)

Coffee or Tea

咖啡或茶

HK\$250 Per Person

All Prices Subjected to 10% Service Charge

Menu not available from 24, 25 and 31 December 2010