



Press Release

HONG KONG'S SECOND ANNUAL KIN HONG SEAFOOD FESTIVAL CELEBRATES SUSTAINABLE SEAFOOD IN THE CITY THIS SEPTEMBER

*The second KIN HONG Seafood Festival aims to inspire change within the F&B industry in Hong Kong by encouraging restaurants to choose sustainable, and therefore healthy, seafood. Through raising public awareness and providing sustainable options, the festival helps consumers *Choose Right Today*.*

Hong Kong, 23 August 2017 – Today, our ocean is under severe pressure from overfishing and pollution. Consumers can play a role in addressing these issues by eating seafood that is responsibly sourced and sustainable.

Supported by [ADM Capital Foundation](#), **The KIN HONG Seafood Festival** is organised by [Ocean Recovery Alliance](#) in collaboration with Foodie. 'KIN HONG' means healthy. For seafood to be sustainable it must be traceable, and caught from managed stocks or farmed without causing harm to the environment and without the use of chemicals. As such it is a healthy choice.

Surveys indicate that Hong Kong's diners want to be informed and to eat consciously and ethically. This year's festival will provide an opportunity for the public to experience sustainable seafood first hand. Consumer, chefs, retailers, catering companies and suppliers are also becoming more aware and involved in providing sustainable seafood, while empowering consumers to also make sustainable choices.

For the month of September, this international festival will showcase participants from over 100 restaurants, hotels, supermarkets, catering companies, airlines and entertainment venues in Hong Kong, China, the US and the Philippines. All of them have committed to serving at least one dish containing sustainable seafood. Participants include the Grand Hyatt Steakhouse, Cathay Pacific, City'super, Disney Explorers Lodge, Limewood, Grissini, A.O.C Eat & Drink, Le Bistro Winebeast, IKEA, Elephant Grounds, Shangri-La and Shore from Hong Kong, and Capital M, M on the Bund and M Glam in China, to name a few. We welcome restaurants to join the festival by getting in touch with us at info@afoodieworld.com.

The online delivery platform, **Deliveroo**, has partnered with this year's Festival and has at least 10 restaurants on their system offering sustainable seafood that you can have delivered to your door: 238 Grill, Cali-Mex, Carpaccio, DiVino Patio, DiVino Wine Bar & Restaurant, The Grill Room, SoHofama, Spasso, Watami and Youni.

KIN HONG Seafood Festival 2017

Website: <http://www.oceanrecov.org/activities/events/kin-hong-seafood-festival.html>

Facebook: www.facebook.com/kinhongseafood

Prize Giveaway! Upload a photo of yourself and your sustainable seafood dish, tag the restaurant, and #kinhongseafood. The top ten pictures chosen will win the 'Simply Fish' cookbook from internationally acclaimed chef Matthew Dolan featuring 75 delicious, modern recipes for cooking sustainable seafood.



ABOUT OCEAN RECOVERY ALLIANCE (ORA):

A registered Charitable Organization in Hong Kong and California, Ocean Recovery Alliance's mission is to introduce creative innovations, programs and technologies which can help to improve the health of the ocean. They are the first NGO to have worked with both the United Nations Environment Programme (UNEP) and the World Bank on their respective ocean programs, and oversee two projects under the Clinton Global Initiative.



ABOUT ADM CAPITAL FOUNDATION (ADMCF):

Established in 2006, ADM Capital Foundation (ADMCF) aims to promote equity and environmental conservation in Asia. Through research, it identifies environmental challenges and then work towards solutions across five key areas: marine conservation, water security, air quality, wildlife trade and forestry conservation finance.



ABOUT FOODIE

Foodie is a premium food media platform in Hong Kong, delivering quality and trustworthy content since 2012. We connect and engage food lovers, influencers and businesses via our 360-degree print and digital media platforms, signature events and tailored business solutions. www.afoodieworld.com

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