



For immediate release

## The Press Room

Seriously Simple Food

### About The Press Room

The Press Room is a modern answer to European fin de siècle brasseries. Our philosophy is to serve simple food made from the finest ingredients, served in a friendly and relaxed atmosphere. The concept came about when three friends could not find a casual yet decent eatery where they could enjoy all day brasserie food in Hong Kong. All three hailed from a transatlantic up-bringing where brasseries were of abundance, the trio determined to provide its Hong Kong patrons with the same familiar and simple continental fare that they are used to. The Press Room is located in quaint neighborhood only a stone-throw away from the hustle and bustle of Central. Surrounded by antique shops and adjacent to the famed Man Mo Temple, the brasserie is located on the site once occupied by Hua Qiao Daily newspaper in the 1920s, naming their restaurant The Press Room is particularly fitting and epitomizes the whole concept that pays homage to this historical site.

### The interior

Designed by the world renowned interior designer Hugh Zimmern, the clean and rustic interior of The Press Room is reminiscent of the classic brasseries one would find in Paris, London or New York. Occupying approximately 4000 sq feet, The Press Room has a stunning two storey high brasserie styled environment, huge floor to ceiling windows, wall to wall blackboards, washed out wooden floors, and the bright open kitchen imparts heavenly scents which adds to the allure of the restaurant. Diners can unwind at the wine nook located at the entrance before settling down for dinner, or dig into some oysters at the raw bar with its mouth watering display of seafood. At night the place is dimly lit with flickering candlelight providing the main dining hall a cozy ambiance.

### The food

Doubling as a restaurant and café serving simple dishes in a relaxed setting, The Press Room perfects a hearty bistro menu that takes pride in hearty staples such Five Onion Soup Gratinee, Lobster Risotto, Steak Frites, Coq au Vin and Seafood Platters amongst others. Boosting an extensive wine list, there are over ten different wines available by the glass alone. Being one of the favorite brunch haunts in Hong Kong, The Press Room proudly serves all day brunch from 10am-4pm on the weekends. Not forgetting the unique food store next door, Classified features Asia's first walk-in temperature and humidity controlled cheese room. Other signature products include the best Spanish ham from top producer Joselito, great value wines imported directly from vineyards all over the world, and exclusive gourmet brands. There is also a dine-in section where one can indulge in selected cheese and delectable charcuterie platters with glasses of wine from the wine list. Private dining is also available at the Classified for a unique dining experience.

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### The Press Room

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