



Immediate release

Chef Margaret Xu Yuan x Lung Mun Mid-Autumn Festival Collaboration

**Chef Margaret and Lung Mun presents: Mid-Autumn Moon meets Dragon Banquet
100% made in HK: Chef Margaret's Emperor Mooncake featuring salted pigeon egg
yolk launched alongside new Lung Mun mooncake flavours**

The Mid-Autumn Festival is one of the most celebrated festivals in Hong Kong, with a history spanning thousands of years. Families traditionally came together to celebrate, pray for good harvest and honour the radiant history of the moon. The most memorable aspects of the festival still alive today are the extravagant family meals and the timeless tradition of sharing mooncakes.

Lung Mun Seafood restaurant was founded in Lei Yue Mun in 1967. 48 years of continuous innovation combined with several decades of cooking experience, Lung Mun brings memorable and delicious seafood dishes to diners. This season, award-winning Chef Margaret Xu will collaborate with Lung Mun for the first time to launch a **Mid-Autumn Festival limited edition seafood set dinner** and **a range of new mooncake flavours**.

Margaret presents: Miso Master Chicken, Lemon Moon and Tide

Chef Margaret is recognized as one of the world's top 100 contemporary chefs in Coco 10 x 10. She founded her own brand XY since 2003. This year, Chef Margaret and Lung Mun have come together to launch a total of nine exquisite new dishes to complement the festivities.

Three dishes specially presented by Chef Margaret include "Lemon Moon and Tide", "Lung Mun Miso Master Chicken" and "Double Dragon Dive (live lobster poached in lobster soup)". The remaining six dishes include Lung Mun seafood specials "Steamed Giant Razor Clam with Garlic Duet"(Lei Yue Mun tradition of fried and raw garlic in one dish) , "Chilli hot sea whelks in wine sauce", "Fat Crab Flambé", "Slow braised abalone " and classic "Grouper two ways", with ethnic "Sweet Cha Guo"(hakka dim sum) for dessert.



Classic Tastes, New Twist: Emperor Mooncake and new signature Lung Mun flavours

Lung Mun and Chef Margaret collaborate to launch a range of new mooncake flavours.

Delicious traditional mooncakes usually feature high cholesterol content due to the rich egg yolk. Not in the case of Margaret's **Emperor Mooncake**, which she specially sourced low cholesterol pigeon eggs for home brining. Accompanied by an aromatic sweet red bean paste instead of lotus paste; a first in Hong Kong. With high protein and low cholesterol, you can enjoy the mooncake without restraint.

Lung Mun's mooncakes come in several healthy and tasty flavours. Lung Mun mixes Chinese and Western cooking techniques into the preparation process to reduce sugar and oil content, such as using cookie pastry in place of traditional mooncake pastry.

Chef Margaret x Lung Mun Mid-Autumn Moon meets Dragon Banquet (Price: TBC)

Chef Margaret special dishes	
'Lemon Moon and Tide' 	Lemon Moon and Tide "features a bright full moon slowly rising on the ocean horizon. Chef Margaret uses seafood soup, lemon, lemon zest and butter to make the sauce. Combined with garlic fried prawns, it is a suitably sweet interlude to tease the palate amongst a grand seafood dinner.
'Double Dragon Dive (live lobster poached in lobster soup)" 	Double Dragon Dive features fresh lobster dipped in lobster soup until fully cooked. The bisque that remains can be absorbed into rice or fried buns. Treat yourself to a delicious seafood pastry after eating an entire lobster. With extra lobster.



'Lung Mun Miso Master Chicken'



Margaret journeyed far and wide to discover a rare home brewed secret thick miso sauce, made by a secluded 80 year old master in Kwu Tung to marinate the chicken. The taste of rich wine with tender marinated chicken brings out an enchantingly salty yet subtle taste.

Lung Mun signature dishes

'Fat Crab Flambé'



Ginger, Sichuan pepper, anise and salt sautéed for a fragrant, warm aroma. The live fat mud crab is then steamed and baked in a wok with all seasoning in place. Pouring rose wine onto the crab then keeps the tasty crab roe moist and juicy inside. The meat is kept tender, while the outside is fragrant.

'Steamed Giant Razor Clam with Garlic Duet'



Half raw and cooked garlic steamed seafood is a time-tested tradition of Lung Mun seafood cuisine. With a balance of raw and cooked garlic, a natural and strong garlic flavour is infused into the classic steamed razor clam and cellophane noodle combination.

Remaining Mid-Autumn Moon meets Dragon Banquet dishes include:

"Chilli hot sea whelks in wine sauce", "Slow Braised abalone", "Grouper two ways" and "Chinese sweet cha guo"



Chef Margaret x Lung Mun new flavors mooncakes

Chef Margaret's original premium selection

Emperor Mooncake



4pcs/box HK\$198

The traditional mooncake meets a new breakthrough. Chef **Margaret collected and preserved thousands of pigeon eggs for these mooncakes**. Being low in cholesterol and high in protein, For centuries across dynasties in China, pigeon eggs have been used in Emperor's aphrodisiac food. Features home-made salted pigeon eggs, accompanied by a fragrantly sweet, yet slightly milder red bean paste instead of lotus paste.



White Lotus Paste Mooncake



4pcs/box HK\$ 158

Appreciating the art of subtlety is the key to understanding beauty. Featuring a special homemade recipe for white lotus seed puree. The homemade lotus seed puree alleviates the normally overpowering lotus seed taste in favour of a more subtle, delicate flavour.



Lung Mun new flavours mooncakes

Chestnut Mooncake



4pcs/box HK\$140

Featuring pureed chestnuts and crushed chestnut meat for a sweet, earthy taste. Chestnuts are low in calories but rich in minerals, vitamins, protein and dietary fibre. The Chestnut Mooncake is an extra healthy choice to share and enjoy for the rest of the year.

Yuzu Mooncake



4pcs/box HK\$140

A modern mooncake inspired by the exquisite Japanese Yuzu fragrance. A fragrance so highly regarded for its soothing effects, that taking hot baths with yuzu during the winter solstice is a century-old tradition in Japan. Features Yuzu marmalade, dried orange meat and dried orange peel cookie pastry for an aromatic citrus flavour.

Vanilla Caramel Mooncake



4pcs/box HK\$140

A mooncake for the modern dessert enthusiast, for those who unabashedly embrace their sweet tooth. The Vanilla Caramel Mooncake balances the classic, mild flavour of vanilla with the rich taste of caramel. Features crushed caramel bits with caramel cookie pastry.

Lung Mun new modified formula mooncake

Egg Custard Mooncake



4pcs/box HK\$140

A reinterpretation of the very role of eggs in mooncakes. The Egg Custard Mooncake features a special Lung Mun in-house special egg custard recipe, resulting in a rich and savoury flavour.



About Margaret Xu Yuen

Margaret Xu, the owner and executive chef of **Yin Yang Coastal**, learned authentic ancient cuisines and drew inspiration from Hakka neighbours when she lived in a Yuen Long village by the farms. Her modern creative Chinese cuisine received much acclaim from all over the world, especially her signature dish - Yellow Earth Chicken, roasted Chef Margaret's custom designed terracotta urn. Margaret is recognized as one of the world's top 100 contemporary chefs in Coco 10 x 10.



Purchase methods : Available at AEON supermarkets, Telford Plaza showroom, Lei Yue Mun Lung Mun Sea Food Restaurant or order at our website (<http://www.lungmuncakes.com>)

Enquiries : 3488-7827

Showroom		Redeem Period	Date
1)	*Kowloon Bay –Telford Plaza I No.10 Central Courtyard Telford Plaza I, Kowloon Bay	17–25/9/2015	17-26/9/2015
2)	*Tsing Yi - Maritime Square No12,Fantasy Island,Maritime Square,Tsing Yi, N.T.	17–25/9/2015	17-26/9/2015
3)	*Sheung Shui - Spot No.10 2/F, Spot, Sheung Shui, N.T.	18–25/9/2015	18-27/9/2015
Apita		Redeem Period	Date
4)	*Taikoo – Cityplaza2 Cityplaza2,18 Taikoo Shing Rd.,Quarry Bay,H.K.	16 – 20/9/2015	16-27/9/2015
UNY		Redeem Period	Date
5)	*Lok Fu - Lok Fu Plaza Level 2-3,Lok Fu Plaza, Lok Fu Estate,No.198 Junction Road,Kowloon	11-17/9/2015	11-27/9/2015
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6)	*Kowloon Bay – Telford Plaza II Shop 401-402& 501-502,Telford Plaza II, Kowloon Bay, Kowloon.	9-15/9/2015	9-27/9/2015
Lung Mun Seafood Restaurant		Redeem Period	Date
7)	*Lei Yue Mun – Lung Mun Seafood Restaurant 20-22 Praya Road West, Lei Yue Mun, Kowloon.	1-27/9/2015	1-27/9/2015



AEON supermarkets		Date
8)	Kornhill Kornhill Plaza (South), 2 Kornhill Road, Quarry Bay, Hong Kong	17-27/9/2015
9)	Whampoa G/F & Basement One, Site 5 & 6 , Whampoa Garden, Hung Hom, Kowloon	14-26/9/2015
10)	Tuen Mun Tuen Mun Town Plaza, 1 Tuen Shun Street, Tuen Mun, N.T.	11-26/9/2015
11)	Megabox MegaBox, Enterprises Square Five, 38 Wang Chiu Road, Kowloon Bay	14-27/9/2015
12)	Lai Chi Kok AquaMarine, 8 Sham Shing Road, Kowloon	14-27/9/2015
13)	Kowloon City KCP, No. 128 Carpenter Road, Kowloon City, Kowloon	21-27/9/2015
14)	Wo Che Wo Che Shopping Centre, Wo Che Estate, Shatin, N.T.	14-27/9/2015
15)	Tsim Sha Tsui The One 100 Nathan Road, Tsim Sha Tsui, Kowloon	14-27/9/2015
16)	Causeway Bay No. 9 Kingston Street, Fashion Walk, Causeway Bay, Hong Kong	14-27/9/2015
17)	Lam Tin Shop Nos. 321-322, Kai Tin Shopping Centre, Kai Tin Road, Lam Tin, Kowloon.	22-27/9/2015

Lung Mun Seafood Restaurant

Address: G/F, 20 Hoi Pong Road West, Lei Yue Mun

Tel: 2717-9886

Opening Hours: Monday to Sunday 12:00n.n – 10:30pm





Distributed on behalf of Lung Mun Seafood Restaurant by Umai Communications Ltd. For press enquiries, please contact:

Umai Communications Limited
Cindy Wong
Mobile: 9779-8352
Office: 2390-3383
E-mail:
cindy@umai-communications.com

Umai Communications Limited
Henry So
Mobile: 6155-1519
Office: 2390-3383
E-mail:
henry@umai-communications.com