

Press Release (Revised)

For Immediate Release

5th August 2013

School Food Opens in Hong Kong

Korea's most popular restaurant sets for debut with Mira Dining

Mira Dining is pleased to introduce School Food - a chic and stylish restaurant chain specializing in Korean popular snack food - to Hong Kong. With 86 popular establishments in Korea, Japan, United States and Indonesia, the first School Food in Hong Kong will open in Causeway Bay on 1st August 2013, welcoming guests for lunch, dinner, all-day snacks and drinks in the hip, buzzing Korean eatery.

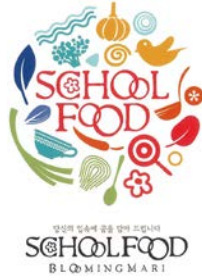
Brand Concept and History

With the motto of "Dreamy Taste in Your Mouth", School Food has created a new trend of modern Korean cuisine combining the concept of a restaurant and casual Korean food. Ten years ago, the first School Food was founded by Mr. Sang Yoon Lee in Garosu-Street. It is the most popular hotspot in Seoul, a dynamic megacity with an insatiable capacity to absorb new things. Wonderful things can happen when tradition meets innovation. With passion and imagination, Mr. Lee reinvented the repertoire of Korean food just like K-pop, a music genre loved by people from all around the world, School Food seeks to reinterpret Korean tradition by offering a creative and modern approach to Korean cuisine. The innovative concept has become very popular in Korea and expanded quickly to different cities, encouraging locals and people from all over the world to enjoy the native flavors of Korea with a cool, stylish twist.

Dreamy Taste in Your Mouth

Filled with imagination and innovation, the menu of School Food is a modern take on traditional Korean food. Diners will enjoy fun and casual snacks such as Mari, a flower-like rice roll combining the concepts of "kimbap" (which translates to seaweed rice) and "roll", available in 10 unique flavors including the **Spam Mari II** covered with fresh mozzarella cheese and egg; and the dark, creamy **Squid Ink Mari**. A variation from topokki (Korean rice cake), **Street Topokki** is a celebrated dish made of rice cake and a special hot sauce.

Shop 1302, 13/F, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong
+852 2480 3666 | inquiry@schoolfood.hk | www.schoolfood.hk



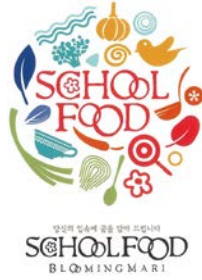
School Food also prepares this snack with fusion recipes such as the **Carbonara Topokki** in creamy white sauce. Bibimbap, Korean's most famous dish of mixed rice with vegetables, is served on a sizzling iron pan with pure butter and premium ingredients from Korea to make the **Pan-Grilled Butter Bibimbap with Pickles (Soy)**. Dessert lovers must try the treat of Korean shaved ice desserts with delicious sauces and toppings, including the **Gangnam Style Patt Bing Su**. School Food's specialty drink blending fruit smoothie and soda, **Athie**, with four different flavors available and served in a jug for sharing, is ready to quench your thirst.

Heading the culinary team of School Food Hong Kong is Korean chef Sonny Huh, the former executive chef of Celadon Fine Korean Cuisine at the Hilton Resort in Whistler, Canada. With his experience in modern Korean cuisine, Chef Huh will lead his team to recreate the authentic flavors of School Food. Adhering to the brand's made-to-order principle, School Food Hong Kong will entice diners with dishes made of fresh, healthy ingredients and sauces imported from Korea to ensure originality and remarkable taste.

School Food Takes On Hong Kong

Boasting the same charm as School Food in Korea, the Hong Kong restaurant features natural wood and exposed red brick to create a rustic, relaxed and home-like atmosphere. Stepping through a wooden frame with cut-out Korean alphabets and words at the entrance, guests are greeted by an open bar featuring traditional South Korean roof design and a sign reading "Made-to-Order", where guests can view the staff in action preparing special drinks and desserts to order. The cozy dining room features a mix of wooden table printed with School Food logo along with mismatched chairs in different styles and colors that adds to the chic and funky ambience. To complete the fun-casual Korean dining experience, a nostalgic jukebox is playing top K-pop hits to lift the spirit. Guests can view and order their favorite tracks from the latest records and indulge in the K-pop fantasy.

School Food is located in the prime dining hotspot, Times Square in Causeway Bay, perfect for friends and families who want to enjoy a casual meal at anytime of the day, or those who want to grab a quick bite before movie at the cinema next store.



School Food for Charity

School Food is not only passionate about offering the best food to diners, but also about serving the society and people in need. In Korea, School Food has developed a system to return its profit to society and play a role to deliver support and happiness by charity giving. Carrying on the heritage, School Food Hong Kong will support charity by making a donation of one Hong Kong dollar from every qualifying transaction made between 1st August 2013 and 31st December 2013 to Chi Heng Foundation. We invite you to dine for a good cause at School Food Hong Kong.

About Mr. Lee Sang Yoon, Founder and CEO of School Food

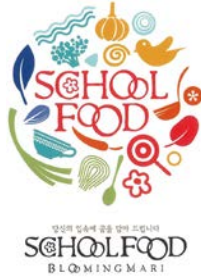
As the founder and CEO of SF Innovation, the parent company of School Food, April Market and Motoongi, Mr. Lee has built an organization that is passionate and dedicated to the mission of providing “Dreamy Taste in Your Mouth”. As a talented entertainer in his twenties, Mr. Lee established his food catering business through a club business, where he created the beloved “Mari”. The stylish and innovative snack food was developed from “kimbap”, a popular casual snack which every Korean child enjoy. Using premium ingredients and modern recipes, Mr. Lee has turned the street snack into a proper food that appeals to young, trendy people, and created a new Korean food phenomenon that built the foundation of his business. With passion and pleasure, Mr. Lee is working seven days a week and visiting his restaurants as frequent as he can. He never ceases to engage in the development of new menus and staff training to maintain the high standard of School Food.

Facts About School Food Hong Kong

Address	: Shop 1302, 13/F, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong
Hours (in soft opening period)	: Mon to Sun 12:00nn-3:30pm, 5:30pm – 11:00pm
Capacity	: 80 seats
Contacts	: +852 2480 3666 / inquiry@schoolfood.hk
Website	: www.schoolfood.hk
Facebook	: www.facebook.com/schoolfoodhk

*School Food has a no reservations policy.

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Signatures of School Food

MARI

Spam Mari II \$62

Steamed rice and Spam covered with fresh mozzarella cheese and egg.

Squid Ink Mari \$68

Creamy squid ink rice with mayonnaise and fried calamari rolled in roasted seaweed.

TOPOKKI

Street Topokki \$62

School Food's signature rice cake made with killer hot sauce, an addictive snack to excite and tempt the taste buds of spicy food lovers.

Carbonara Topokki \$62

A delicious fusion recipe of Korean rice cake in a rich and creamy white sauce.

BIBIMBAP

Pan-Grilled Butter Bibimbap with Pickles (Soy) \$80

With Jjang-A-Chi, marinated beef, pure butter, scrambled egg and rice on the hot pan, you can enjoy your bibimbap piping hot until the last bite.

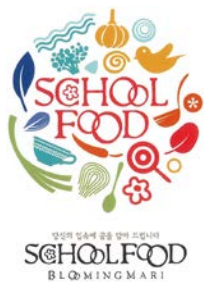
NOODLES

Jjol-Jjol-Myun \$70

A spicy and sweet cold mixed noodle dish made of thick, chewy ramen with bean sprouts and vegetables.

School Naengmyeon \$70

A cold, soup-based noodle dish made of thin buckwheat noodles in an icy beef broth.



PATT BING SU

Gangnam Style Patt Bing Su \$40

Creamy snow ice topped with Korean sweeten red bean, rice cake and roasted 10-grain powder.

School Food Patt Bing Su \$158

A mega fun-sized dessert consisting of creamy snow ice and four scoops of ice cream, topped with dried fruits and homemade sauces.

ATHIE

Cotton Strawberry Athie \$98

A refreshingly sweet and bubbly concoction with rich strawberry flavour.



Spam Mari II \$62



Squid Ink Mari \$68



Street Topokki \$62



Carbonara Topokki \$62



Pan-Grilled Butter Bibimbap with Pickles (Soy) \$80



School Naengmyeon \$70



Gangnam Style Pat Bing Su \$40



Cotton Strawberry Athie \$98

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