

Press Release  
For Immediate Release  
12<sup>th</sup> September, 2014

## School Food Arrives at Kowloon Bay in Style with Limited Offers & New Menu Items at All Outlets



School Food continues the endless wave of Korean frenzy with the fourth outlet opening in Kowloon Bay. Adhering to the motto of providing “Dreamy Taste in Your Mouth”, the trendy Korean restaurant will present two special items at the new shop, whilst introducing a series of new a la carte dishes throughout the chain to keep up with the exciting Korean food trends.

The newest outlet of School Food is situated at Telford Plaza I in Kowloon Bay and grand opened on the 12<sup>th</sup> of September. The interior of the new shop boasts an array of new elements, starting from the irregular shaped wooden communal table facing the entrance, and a three-dimensional wall painting by the young and talented designer and illustrator duo - “Little Importance”. After Edchi the illustrator had outlined the artwork, Kelv the designer filled the drawings with bright and vibrant colors, which became the remarkably true paintings of School Food’s Head Chef Sonny Huh and his signature food and drink creations. Embracing the creative art and culture of Hong Kong and Korea, the wall painting also features a three-dimensional structure of a traditional Korean roof and illustrations of mari rice roll of different flavors adorning the ceiling. The spacious and cozy dining room of the Kowloon Bay shop is mainly wood. At the main dining area there is a thematic wall decorated with Korean newspaper and magazine collage, in contrast to the rainbow-colored ceiling tiles. While industrial-style black steel partition screens and tungsten lightings make for a rustic and stylish atmosphere, there is also a new mix of chairs in different styles, designs and colors to create a vibrant and funky ambience. School Food’s iconic street lamp, “Made-to-Order” signage and non-stop K-pop music can all be founded in the new outpost. Diners can indulge in a K-pop fantasy while enjoying the creative Korean gourmets at School Food.

### Kowloon Bay Shop Info

**Address:** Shop F1, Level 1, Telford Plaza I, Telford Garden, 33 Wai Yip Street,  
Kowloon Bay, Kowloon, Hong Kong

**No. of Seats:** 120

**Contacts:** +852 2777 3508/ inquiry.tp@schoolfood.hk

**Trial Run Opening Hours :** Mon to Sun, 11:30am–3:30pm; 5:30pm - 10:30pm

### Limited Offer at Telford Plaza School Food

To celebrate the opening, School Food in Telford Plaza will present a limited dish and a special flavor of Athie drink to delight the guests.



**Spicy Chicken Feet with Rice \$98**

Apart from the popular Korean fried chicken, hot and spicy chicken feet are a popular treat in Korea too. Savor the collagen-rich and boneless chicken feet sautéed in School Food's homemade spicy sauce for the "Zzang" companion to any drink and rice!  
(Zzang in Korean is 짱, means "the best")



**Lime Athie \$98 per jug**

A new member of the Athie family, this minty lime soda with fresh lime jelly is a light and refreshing drink perfect for matching with spicy Korean delicacies.

**New a la carte items – Available at All School Food Outlets**

For more excitement and surprises to diners, School Food is launching a series of new dishes available at all outlets, which include three new flavors of the well-loved mari rice roll, a variation of the popular Squid Ink Mari and more new items.

**MARI:**



**Curry Chicken Mari \$62**

Creamy yellow rice mixed with Korean curry powder and Cajun chicken are seasoned with mustard to give a spicy kick.



**Tuna Mai \$62**

The sweet and soft mayonnaise-mixed tuna and School Food's crunchy homemade pickles Jjang-a-chi make for a delightful textural contrast.



**Vegetable Mari \$58**

A non-spicy option with sweet folded omelet egg and fresh vegetables rolled in roasted seaweed.

**BIBIMBAP:**



**Squid Ink Omelet Rice \$68**

Specially crafted for kids, the omelet rice with a thick, silky egg wrap is filled with creamy black rice mixed with squid ink and calamari.



**Beef Bibimbap \$82**

A traditional Korean favorite of mixed rice with tender meat and fresh, crunchy vegetables served with a spicy sauce.

**NOODLE:**



**Buckwheat Naengmyeon \$72**

With a healthy and refreshing recipe in mind, Chef Sonny has crafted the cold noodle dish with the fibre-rich and chewy buckwheat noodles in a gently spicy and icy beef broth.

\*Prices are subjected to 10% service charge



## About School Food

With the motto of "Dreamy Taste in Your Mouth", School Food represents a new trend of modern Korean cuisine combining the concept of a restaurant and casual Korean snack food. Founded in Seoul by Mr Sang Yoon Lee, the restaurant chain has more than 90 establishments around the world including in Korea, Indonesian, Japan, Thailand and United States. There are four outlets in Hong Kong located at Causeway Bay, Shatin, Kowloon Tong and Kowloon Bay respectively, welcoming guests for lunch, dinner, all-day snacks and drinks in a hip, buzzing K-pop atmosphere. Filled with imagination and innovation, the menu of School Food features stylish snack food such as Mari, a modern twist on Korean rice roll "kimbap"; topokki in traditional and fusion recipes; and a selection of specialty drinks.

### Causeway Bay Shop

Address: Shop 1302, 13/F, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong

Phone: +852 2480 3666

Email: [inquiry@schoolfood.hk](mailto:inquiry@schoolfood.hk)

### Shatin Shop

Address: Shop 1302, 13/F, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong

Phone: +852 2608 0108

Email: [inquiry.ntp@schoolfood.hk](mailto:inquiry.ntp@schoolfood.hk)

### Kowloon Tong Shop

Address: Shop 1302, 13/F, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong

Phone: +852 2392 1139

Email: [inquiry.fw@schoolfood.hk](mailto:inquiry.fw@schoolfood.hk)

### Kowloon Bay Shop

Address: Shop F1, Level 1, Telford Plaza I, Telford Garden, 33 Wai Yip Street, Kowloon Bay,  
Kowloon, Hong Kong

Phone: +852 2777 3508

Email: [inquiry.tp@schoolfood.hk](mailto:inquiry.tp@schoolfood.hk)

Website: <http://www.miradining.com/school-food/>

( School Food has a no reservations policy )



**For media inquiries, please contact :**

Group Marketing and Communications Department of Miramar Group

Elaine Wong, Assistant Marketing Manager

Tel: +852 2315 5471

Email: [elaine.wong@miramar-group.com](mailto:elaine.wong@miramar-group.com)

Prudence Ho, Marketing Officer

Tel: +852 2315 5392

Email: [prudence.ho@miramar-group.com](mailto:prudence.ho@miramar-group.com)

**Follow us on Facebook**

[www.facebook.com/miradining](http://www.facebook.com/miradining)

[www.facebook.com/schoolfoodhk](http://www.facebook.com/schoolfoodhk)

**Share with us via Instagram**

[@miradining](https://www.instagram.com/miradining)