

Press Release
For Immediate Release
8th June, 2015

School Food Opens in Mong Kok and Tuen Mun & Presents K-pop Dining with a New Twist



K-pop restaurant School Food continues to increase its presence by opening two new branches at MOKO and Tuen Mun Town Plaza. The new stores boast an eclectic design melding the chic and stylish elements of School Food with traditional Korean architecture. Faithful to its brand motto of providing “Dreamy Taste in Your Mouth”, a series of new menu items that showcase the emerging flavors in Seoul are launched across the chain to delight K-pop lovers.

K-pop Dining with a New Twist

Taking the lead of Korean food trend, School Food’s Head Chef Sonny Huh has crafted an array of new dishes including a colorful Korean rice wrap “Ssambap” that fuses the flavors of School Food’s bestsellers - Squid Ink Mari and Beetroot & Crab Meat Mari. Diners can also savor delicious variations of Korean rice cake with the new menu that is now available at all School Food outlets. The notable creations include:

MARI:



Bacon & Garlic Mari \$68

The rich and flavorsome Mari rolls feature the combination of fried garlic, crispy bacon and School Food’s homemade pickled radish Jjang-a-Chi, wrapped in creamy mayonnaise rice and seaweed.

BIBIMBAP:



Bulgogi Ssambap \$128

Enjoy a fun and twisted tasting experience of traditional Korean rice wrap Ssambap. School Food's uniquely crafted version features rice balls in three different flavors – plain white rice with sesame; squid ink rice and beetroot rice. To make a delicious Ssambap, simply stuff a rice ball and bulgogi beef into the butter lettuce and shiso leaves, and seasoned the wrap to your liking with our homemade spicy bean paste.



Takobap \$88

Rich in colors and textures, the rice dish is comprised of juicy, tender grilled octopus; seasoned tortilla chips and green salad.

TOPOKKI:



Myungdong Deep Fried Platter \$88

A combo of the most popular snack foods in Seoul, the colorful platter features the soft yet crispy deep fried Korean rice cake, minced chicken balls and skinny fries served with a rich and delicious homemade cheese & fish roe dip.



Sweet Potato and Rice Pop with Yuzu Syrup \$45

Korean enjoys eating rice cake as a snack or dessert. With a delightfully soft and chewy texture, the fried rice cakes are served with fried sweet potatoes, crispy rice pop and glazed with a citrusy homemade yuzu syrup.

NOODLE:



Stir Fried Beef Udon \$82

The stir fried udon with bulgogi beef is topped with a slow-cooked onsen egg to coat the noodles in a velvety texture.

*Prices are subjected to 10% service charge

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Mong Kok Shop Info (Officially Opened)

Address : Shop No. 453, Level 4, MOKO, 193 Prince Edward Road West, Mong Kok, Kowloon
Contacts : +852 2320 6268 / inquiry.mk@schoolfood.hk
Opening Hours : Monday to Sunday, 11:30am – 10:30pm

Tuen Mun Shop Info (To be Opened on 19th June)

Address : Shop 3226, 3/F, Phase 1, Tuen Mun Town Plaza, 1 Tuen Shing Street, Tuen Mun, New Territories
Contacts : +852 2408 3010 / inquiry.tm@schoolfood.hk
Opening Hours : Monday to Sunday, 11:30am – 10:30pm

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 traditional Korean dishes and casual snack food. Founded in Seoul by Mr Sang Yoon Lee, the restaurant brand has over 90 establishments around the world including in Korea, Japan, Hong Kong, Indonesia, Thailand and United States. There are six outlets in Hong Kong located at Causeway Bay, Shatin, Kowloon Tong, Kowloon Bay, Mong Kok and Tuen Mun (to be opened on 19th June, 2015), 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 Korean street food such as Mari, a modern twist on Korean rice roll "kimbap"; rice cake and bibimbap in both traditional and fusion recipes.

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

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

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



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

Website: www.miradining.com/school-food/ (School Food has a no-reservations policy)

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