



For Immediate Release

THE FRENCH STYLE STEAK HOUSE - STEAK FRITES DEBUTS AT NICCOLO CHENGDU



STEAK FRITES AT NICCOLO CHENGDU

Chengdu, China, 8 February 2023 – STEAK FRITES arrives at Niccolo Chengdu. STEAK FRITES brings a modern twist to the traditional French Bistro, with an array of fabulous steak dishes presented on the table in a hot sizzling fire, accompanied by typical French bistro style of frites (thin French fries), French Bistro Salad and the signature STEAK FRITES French Dessert Trolley. Be sure to try the signature dishes, which are inspired by L'Entrecôte's traditional French Bistro dishes, comprising of the contre-filet cut of sirloin and served in the typical French bistro style of steak-frites, or steak and thin French fries.

Niccolo Chengdu has also partnered with local illustrator Icy Tan to bring this culinary journey to life adding a modern visual twist that appeals to this generation's visual palette. There are eleven works of art by Icy from her



"People Watching" series. She has rendered a fantasy world in splendid lines, colours and observed individuals in various situations, and drawn them out in vivid works that reflect her aspirations for freedom and a better life. Art is life, and life is art. This serves as an alternative way STEAK FRITES interprets its understanding of a gourmet experience and happy life.



AN ILLUSTRATION OF ICY TAN AT STEAK FRITES

With its ambient lighting, 50 shades of red and opulent decor, live entertainment with a French twist, STEAK FRITES at THE BAR is a combination of rich leathers and modern touches, reminiscent of a





sophisticated French Bistro. Situated in the heart of Chengdu's most affluent neighbourhood with stunning views over Taikoo Li and a large outdoor terrace, it is a place to be seen and for secrets to be made.



STEAK FRITES AT NICCOLO CHENGDU

Enjoy the selected Wagyu beef and French signature flavour prepared by Executive Chef Benny. Benny, with 23 years of experience in hospitality, has served many luxury hotels at home and abroad where his career took him to Dubai, Tokyo, Frankfurt, Milan and Lyon. Besides, he has led efforts in establishing 9 five-star hotels and has won a range of awards in the culinary industry, the embodiment of his impressive track record. Benny is committed to presenting typical French bistro style of frites (thin French fries), French Bistro Salad and the signature STEAK FRITES French Dessert Trolley, and pampering guests with captivating French style flavours at STEAK FRITES.





FRENCH DESSERT TROLLEY

STEAK FRITES presents fine-crafted culinary pleasure with the best ingredients sourced from the top-grade Wagyu brand - Mayura Wagyu Beef. The full-blood Mayura cattle chew on traditional grain and forage grass, the amount of which is carefully and rigorously calculated. However, the most unique thing about Mayura is that the cattle are fed chocolate, fondant, biscuit powder, etc. for months. This feeding process brings a unique flavour to the beef, thus known as "Chocolate Wagyu". Benny brings out maximum



tenderness and juiciness from Wagyu beef with exclusive cooking techniques to delight your taste buds extravagantly. Whet your appetite by pairing exceptional sparkling or non-sparkling wine with delicate desserts or hand-cut French fries made from pure butter.



MAYURA WAGYU BEEF

STEAK FRITES has partnered with Yana, the international singer, to add a French twist to the live entertainment at STEAK FRITES, with an array of styles of music, including classic oldies and modern love songs in Chinese, English, French and Japanese. Come to share culinary delights, fine wines, and melodious tunes at this most desirable urban location.





INTERNATIONAL SINGER YANA, NERD BAND

Housed at The Bar on the hotel's 3rd floor, STEAK FRITES presents a unique romantic French style. Situated in the heart of Chengdu's most affluent neighbourhood, STEAK FRITES boasts stunning views over Taikoo Li and a large outdoor terrace. Keep a close watch on what's new as we will be bringing you live performances, entertainment and so much more.





STEAK FRITES AT NICCOLO CHENGDU

Address: STEAK FRITES, 3F Niccolo Chengdu, Tower 3, IFS, Section 3, Hongxing Road, Jingjiang District, Chengdu, Sichuan, China.

Reservation may be made at niccolohotels.cn or hotel official WeChat.

About Niccolo Chengdu

NEW ENCOUNTERS. TIMELESS PLEASURES.

Niccolo is a collection of five contemporary chic hotels inspired by luxury fashion, all with desirable, highly prized addresses. Underpinning the brand is the desire to make life effortlessly luxurious for guests. Located at Chengdu's celebrated International Finance Square within the Chun Xi Road business district, Niccolo Chengdu occupies desirable and fashionable addresses and offers seasoned travelers a choice of 238 spacious luxurious guestrooms and suites with fashion-inspired interiors by leading designers. The Niccolo culinary journey combines culture and gastronomy in a range of exceptional dining experiences with its signature cuisines. Niccolo is Chengdu's epicentre for business events and celebrations by offering unprecedented choice of flexible spaces and highly attentive event service to create memorable experience for guests. Niccolo Chengdu is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together 35 brands with over 500 hotels in 85 countries.

Further details on Niccolo Chengdu are available at niccolohotels.com.

About Global Hotel Alliance

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Launched in 2010, GHA DISCOVERY is the world's largest loyalty programme for independent hotel brands, featuring more than 500 hotels, resorts and palaces across 35 brands. Members enjoy VIP recognition, thoughtful benefits and generous rewards at home or away. Recently the programme has evolved to include an additional tier and flexible paths to upgrade through nights/stays, eligible purchases or number of brands stayed, making it easier and faster for members to reach elite status. Unlike more traditional programmes, GHA DISCOVERY does not ask members to count points towards their next upgrade. Instead, members earn and spend DISCOVERY Dollars (D\$), an exclusive rewards currency. They also enjoy members-only Experiences curated by each hotel and have access to properties close to home, without a stay, through member-only Local Offers.

For more information about GHA DISCOVERY or to join, visit www.ghadiscovery.com or download the GHA DISCOVERY mobile app. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

About Ultratravel Collection

Ultratravel Collection brings together hotels of distinction for the discerning traveller. Its membership is reserved for the very best hotels and resorts in the world – genuinely luxurious and iconic properties that deliver the finest service and personalised guest experiences. Member hotels share an integrated global platform for guest recognition and loyalty rewards, the DISCOVERY programme from partner Global Hotel Alliance, as well as beneficial relationship with the multi-media brand Ultratravel, the other founding partner of Ultratravel Collection. For more information, visit ultratravelcollection.com

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