

**POPINJAYS PARTNERS WITH NOC COFFEE CO.
TO INTRODUCE THE FIRST-EVER HIGH COFFEE GASTRONOMY EXPERIENCE**

22 July, Hong Kong SAR, China – From 13 July to 30 September 2020, The Murray, Hong Kong, a Niccolo Hotel, joins hands with NOC Coffee Co. to indulge gourmands and coffee lovers with specialty coffee-paired afternoon tea treats, exclusively available at the rooftop restaurant and bar, Popinjays.

The coffee drinking culture originated in the 15th century and has gone through phases of evolutions throughout time. The first wave of coffees in the 1800s was a pre-ground dark-roast commodity coffee that appealed to the masses at a national level as a convenient energy booster. When international coffee chains started the second wave of coffee in the 1970s with dark-roasted espresso-based coffees served with milk and syrups, these creative coffee beverages took the market by storm, however the emphasis was still not on the coffee itself. As we entered the third wave, coffee itself – from how it was grown, roasted, brewed and enjoyed, finally began to take centre stage.

Sharing a mutual passion for quality coffees and design of space, Popinjays and NOC jointly created the High Coffee Gastronomy Experience, in which customers can enjoy a third-wave specialty coffee experience, paired with afternoon tea treats. The first-ever High Coffee Gastronomy Experience comes with three handcrafted specialty coffees curated by NOC and served by Popinjays' barista who was trained by their co-founder and the 2011 Hong Kong Barista Champion, Sam Chan. Chef Alexandre Viriot has tailored a medley of sweet and savoury afternoon tea delights to pair with the very distinct characteristics and flavour profiles of the canned and pour-over coffee.

A refresher on the palate, the coffee indulgence begins with a can of **No.18 Canned Cold Brew**. Brewed with the dark-roasted No.18 house blend from NOC's very own roastery in Sai Ying Pun, the nutty notes and full body of the canned cold brew accentuates the rich and flavourful foie gras confit, salmon gravlax and lobster roll of the Savoury Trio.

Guests may choose between two pour-over coffees, **The Ethiopia Anasora Samii** and **The Panama Ninety Plus Perci Gesha (available at an additional HKD 128 for two)**. **The Ethiopia Anasora Samii** is a washed coffee from Guji, where coffee beans are grown on 1,700m highland. Its delicate fruity tasting notes of bergamot, lychee and maple syrup make it a perfect companion to sweet treats. **The Panama Ninety Plus Perci Gesha** is a rare competition coffee grown and harvested under very specific cultivation conditions, from single-variety coffee producer, Ninety Plus. Its velvety, wine-like body and fermented tasting notes of rum cherry, longan and chocolate add new dimensions to the flavour profile of each dessert items.

Of special notes are the **Signature Vanilla and Chocolate Croiscones** - a heavenly cross of croissants and scones, and the rich and velvety **Biscotti and Butter Shortbread**. The indulging experience continues with the luscious Sweet Trio of Opera Cake, Gianduja and a Baked Bergamot and Raspberry Tart.

High Coffee Gastronomy Experience

Price: HKD 678 for two persons
Date: 13 July to 30 September 2020
Time: Monday to Sunday : 3:30 p.m. to 5:30 p.m.
Venue: Popinjays, 26/F, The Murray, Hong Kong

For reservations or enquiries, please call +852 3141 8888 or email themurray@niccolohotels.com

-END-

The Murray, Hong Kong, a Niccolo Hotel

Named as the top hotel in Hong Kong in Condé Nast Traveler's 2019 Readers' Choice Awards and one of Time Magazine's 100 Great Places in 2018, The Murray, Hong Kong is a high-profile preservation project by British international studio for architecture and integrated design, Foster + Partners. The hotel, part of Hong Kong SAR's Conserving Central initiative, was previously the stand-alone Murray Building, one of the city's most iconic landmarks. The US\$1 billion contemporary sanctuary features 336 oversized rooms and suites spanning 25 floors, a swimming pool and spa, a stunning rooftop bar with breath-taking views of the central business district and the green oasis of Hong Kong Park, a series of signature restaurants and bars, and creative meeting and event spaces, making it the epicentre of luxury events in the city. Further details on The Murray, Hong Kong are available at niccolohotels.com.

NOC Coffee Co.

NOC Coffee Co. was founded on Graham Street, Soho in 2015 by food and beverage veteran Benny Leung and 2011 barista champion Sam Chan, with an ambition to curate a more elevated coffee experience for Hong Kong. Named as one of the "fifty best coffee shops in the world" in 2019, the company selects the best coffee beans available every season, roasts in their very own roastery in Sai Ying Pun and serves great coffee across its five locations around town. Sharing its core brand values of curation and providing customers with a dining/coffee experience that will bring joy, NOC Coffee Co. has joined hands with the Popinjays in creating the High Coffee Gastronomy Experience, in which customers can enjoy third-wave specialty coffee, and an afternoon tea-set that is specially put together for pairing with coffee. For information, please visit noccoffeeco.com and Instagram [@noccoffeeco](https://www.instagram.com/noccoffeeco)

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.

The Leading Hotels of the World, Ltd. (Leading Hotels of the World)

Comprised of more than 400 hotels in over 80 countries, Leading Hotels is a collection of uncommon luxury hotels. Rooted in the locations in which they are found, members embody the very essence of their destination. Through varied styles of architecture and design and distinct cultural experiences enhanced by passionate people, the collection is for the curious traveler looking for their next discovery. Established in 1928 by several influential and forward-thinking

THE MURRAY

HONG KONG

European hoteliers, Leading Hotels has a nine-decade-long commitment to providing remarkable, authentic travel experiences. The company selects only hotels that meet its high standards for quality and distinctiveness, resulting in a curated portfolio of hotels united not by what makes them the same, but the details that make them different. Leaders Club is the company's exclusive tiered guest loyalty program, consisting of like-minded travelers seeking uncommon travel experiences. The program provides its members with personalized service and exclusive travel benefits to enhance their stays at any Leading Hotel around the world. For more information visit: www.lhw.com, Facebook at www.facebook.com/LeadingHotels, Twitter @LeadingHotels and Instagram @leadinghotelssoftheworld

For press enquiries, please contact:

Kimberley Lo
Director of Communications
The Murray, Hong Kong, a Niccolo Hotel
+852 5662 1630
kimberley.lo@niccolohotels.com

Sylvia Lee
Senior Communications Manager
The Murray, Hong Kong, a Niccolo Hotel
+852 9321 8568
sylvia.lee@niccolohotels.com

A NICCOLO HOTEL