

Grand Opening of Lok Fu Market A Series of Dining Events Brings the Joy of Cooking

Details of Promotional Activities

To celebrate the Grand Opening of Lok Fu Market, The Link will partner with Metro Radio programme – “Happy Family” and “La Gourmet”, to launch a series of dining activities to allow customers to experience a brand-new shopping environment. Meanwhile, the first ever programme “Junior Shoppers” in market and grand reward programme will be rolled out to attract more consumers. Details are as follows:

1. Grand Sales Driven Program

Event Date: 21 December 2013 (Saturday) to 16 March 2014 (Sunday)

Event Time: Everyday 3pm to 6pm

Enrolment: Customers who spend HK\$50 or above at Lok Fu Market and present at most 2 electronic receipts issued on a single day can participate. Everyone has a chance to win!

Enquiry Hotline: 3698 7390

2. Great Tasting Journey

Guests and celebrity chefs will bring participants to Lok Fu Market to select fresh ingredients and create delicious dishes. Customers who spend HK\$300 or above accumulated within 7 days before each program at Lok Fu Market and present electronic receipts can enroll in the journey for free. Quota is limited, and is available on a first-come, first-served basis.

	December 2013: Seafood Gathering	January 2014: Dried Seafood Selection	February 2014: Joy of “Medium Done”	March 2014: Japanese Style
Appetizers	Lok Fu Market Opening Ceremony and Metro Radio “Happy Family” Live Broadcast	Selection of Dried Seafood and Metro Radio “Happy Family” Live Broadcast		Great Tasting Journey – Kids Lunch Box
	3 December (Tuesday)	10 January (Friday)		1 March (Saturday)
	11am-1pm	11am-1pm		1-2:30pm

	Guest: Bob, Joanna, Ricky Fan, Lau Yuen Fan, Celebrity Chef Ricky Cheung and Jacky Yu	Guest: Hosts of “Happy Family” and Ms Bertha Lee, Business Director of Imperial Bird Nest Int'l Ltd.		Guest: Cooking Class Trainers
Main Course	Great Tasting Journey – Seafood Gathering	Great Tasting Journey – Lunar New Year Cooking	Romance Cooking “La Gourmet” Outdoor Live Show	Great Tasting Journey – Japanese Food
	14 December (Saturday)	18 January (Saturday)	9 February (Sunday)	15 March (Saturday)
	1-2:30pm	1-2:30pm	2:30-4pm	1-2:30pm
	Guest: Celebrity Chef Shawn Ng	Guest: Celebrity Chef Ricky Cheung	Hosts of “La Gourmet” and Celebrity Chef Ricky Cheung	Guest: Japanese Food Specialist
Drinks	Great Tasting Journey – Coffee Tasting	Great Tasting Journey – Wine Tasting	Great Tasting Journey – Tea Tasting	Great Tasting Journey – Sake Recommendation
	28 December (Saturday)	25 January (Saturday)	15 February (Saturday)	22 March (Saturday)
	1-2:30pm	1-2:30pm	1-2:30pm	1-2:30pm
	Guest: Coffee Lover – Course Director May Man	Guest: Sommelier Eric Kwok	Guest: Lau Yu Fat Tea Shop Manager – Lau Yuen Yik	Guest: Sake Specialist Edith Auyeung

3. “Junior Shoppers” Programme

The “Junior Shoppers” programme, which aims to boost the confidence of kids and help encouraging their independency, will be held between December 2013 and March 2014.

Eligibility: Kids aged 5 to 8

Enrolment Period: 1 December 2013 to 15 January 2014

Enrolment Method:

- Visit www.metroradio.com.hk/kidshopping for online enrolment
- Download an application form from the website of the Link www.thelink.com.hk, complete the form with a photo of the applicant(s) and submit to the customer service counter of Lok Fu Market

Event Details:

- 20 selected applicants will get fabulous prizes with a certificate
- A shopping trip to Lok Fu Market and UNY Supermarket will be organized for participants to purchase selected products
- The shopping experience of the participants will be made into a short video and uploaded to www.metroradio.com.hk/kidshopping for voting
- To ensure safety, children must be accompanied by their parents

Awards:

- “The smartest shopper” (1 winner per month, 4 total winners): Each winner will get fabulous prizes
- “The powerful shopper” (1 winner per month, 4 total winners): Each winner will get fabulous prizes

Voting Period: 1 January 2014 to 30 April 2014

The voting results will be announced on www.metroradio.com.hk/kidshopping and the website of The Link www.thelink.com.hk. Winners will be notified individually.

*Lok Fu Market (Exit A of Lok Fu MTR Station)

*Enquiry Hotline: 3698 7390

*No prior notice should there be any changes to the event.

*For details, please refer to promotional materials or visit www.thelink.com.hk.

*Terms and conditions apply.