



## **Hong Kong's first Container / Food Van Gourmet Party Coming 3 – 20 September**

### **Link • Cheers Express**

Date: 3-20 September (Saturday, Sunday and public holidays)  
Venues: five designated Link shopping centres

#### **Cheers Express**

Date & Time: 3 & 5 September (1-6pm)/ 6 September (3-7pm)  
Venue: Open Terrace, Zone B, Lok Fu Plaza  
Celebrity Chef: Chinese food connoisseur, Master Wan Tat-kong /  
'The God of Cookery', Tai Lung / Maria Cordero / Chef Trio: Nick, Kenji and Chi

#### **Grandparents Day @ Tin Shui Shopping Centre**

Date & Time: 12 & 13 September (1-6pm)  
Venue: Joy Square, Tin Shui Shopping Centre  
Celebrity Chef: Chinese food connoisseur, Master Wan Tat-kong

#### **Good Neighbour Day @ H.A.N.D.S**

Date & Time: 12 & 13 September (1-6pm)  
Venue: 1/F, Zone A, H.A.N.D.S  
Celebrity Chef: Maria Cordero

#### **Wife Appreciation Day @ Stanley Plaza**

Date & Time: 19 & 20 September (1-6pm)  
Venue: Amphitheatre, Stanley Plaza  
Celebrity Chef: The 'God of Cookery', Tai Lung

#### **Friendship Day @ Kai Tin Shopping Centre**

Date & Time: 19 & 20 September (1-6pm)  
Venue: 2/F Atrium, Kai Tin Shopping Centre  
Celebrity Chef: Chef Trio: Nick, Kenji and Chi

### **1) Hong Kong's first container / food van gourmet party: love and care on wheels**

#### **Four local artists join hands for the city's first art installation on giant containers**

Invited by Link, four local artists, Cath Love, Jackman, Depp and Chan Gua, join together to design Hong Kong's first art installation using giant containers. The designs express the close bonds of the community on the themes of neighbours, grandparents and grandchildren, friends and couples. They deliver the message of connecting people and community through happy gatherings. These transformed containers are not to be missed!

**Cath Love – Art Trips in the Cath Love Neighbourhood**



Born in Bangkok and raised in Hong Kong, Cath Love is influenced by cartoons around Asia, especially Japan. She expresses her unique illustrative style through a combination of graffiti and the hip-hop culture. In this project, she presents community interaction in a colourful and charming cartoon style, as well as expressing the close and enduring relationships of neighbours based on the title, 'Art Trips in the Neighbourhood.'

**Jackman – Sweet Trips in Cities and Towns**



Jackman is a freelance illustrator who loves to travel with his wife and uses illustrations to record their trips. His style is minimalist yet delicate. He is known for sketching spontaneously, picking up his pencil as readily as most of us would when brushing our teeth, showering or having a coffee. He has published several books featuring illustrations of his travels. Using the title, 'Sweet Trips in Cities and Towns', his work for the Cheers Express expresses the deep love between couples of all ages.

**Depp – Love on the Journey of Food**



An emerging local illustrator, Depp, is heavily influenced by the American cartoon style. In his skilful portrayal of emotions through contrasting colours, Depp illustrates the crazy food journey of a granddad and his grandson in his work titled, 'Love on the Journey of Food'. Through food, families – especially grandparents and grandchildren – share joy and a special rapport. Eating together is the bond that sustains their love for each other.

**Chan Gua – Gourmet Wonderland**









Chan Gua likes to share his thoughts and feelings through his artistic creations that remind us that the world is a better place when we smile. Through smooth and empathetic lines, 'Gourmet Wonderland' features mouth-watering food and adrenaline-pumping rides. In this work, friends share moments of joy in this gourmet fantasy world. His work expresses the importance of communities gathering and sharing through the love of food.



**Celebrity chefs bring joy through wonderful flavours**


Cheers Express makes happy get-togethers possible and brings the community together with a variety of delicious food. The campaign invites five local and international celebrity chefs to design on-the-go food based on the themes of neighbours, grandparents and grandchildren, friends and couples. Their food creations express the love and bonds within communities as everyone enjoys the scrumptious eats.





<b>Celebrity Chef: Chinese Food Connoisseur, Master Wan Tat-kong</b>	
	<p>Master Wan is the torchbearer of traditional Cantonese cuisine who learned his art from first-generation Cantonese chefs in Hong Kong. Over 30 years ago he visited Japan, where he was inspired to combine traditional Cantonese dishes with Japanese culture, creating the popular Japanese-Cantonese fusion cuisine.</p>
<b>The food creation</b>	<b>What it looks like</b>
<p><b>‘Red in a Sea of Purple’ purple potato cones</b> As kids, we always yearned for an ice cream in the summer, and now as grown-ups, ice cream still evokes that happiness. Mashed purple potato served in ice-cream cones will be the freshest taste this summer and carry you back to the carefree days of childhood.</p>	
<p><b>‘Colourful Times’ candied fruit served on skewers</b> Candied haw served on bamboo skewers was the childhood snack of the older generation. Young people today may not have tasted this once-popular snack. This creation uses strawberries, cantaloupes, seedless grapes, sweet tomatoes and honeydew melons as the new version, so that grandparents can share fond memories of their childhood with their grandchildren.</p>	
<p><b>‘Peas in a Pod’ mashed peas dumplings</b> Inside pancake wrappers are three small dumplings, each with a different smiley face, like peas from the same pod. This dish symbolises the traditional Chinese bliss of having three generations living under the same roof in harmony.</p>	


<p><b>Steamed prawn dumplings shaped as grandparent and grandchild bunnies</b></p> <p>The steamed prawn dumplings, one bigger than the other, symbolise grandparents and their grandchildren and their love for each other, which is as pure as the bunnies all young children love.</p>	
<p><b>‘The God of Cookery’, Tai Lung</b></p>	
	<p>One of Hong Kong’s four celebrity chefs, Tai lives and breathes food, able to add exactly the right amount of any ingredient. His many successful food creations have earned him the moniker ‘The God of Cookery’. It is said that one-third of the film, <i>The God of Cookery</i>, by celebrated director Stephen Chow was based on the true story of his life.</p>
<p><b>The food creation</b></p>	<p><b>What it looks like</b></p>
<p><b>‘Sakura Jelly’</b></p> <p>Couples in love often profess their devotion to each other under trees. Inside the transparent jelly is the eponymous cherry flower in full blossom, served on a heart-shaped plate. Wives will relive the romantic moments of their relationship with this passion-laden design.</p>	
<p><b>‘Couple Cookies’</b></p> <p>Young girls like to confide in their teddy bears. Later, a husband takes the place of that teddy bear as a protector of the girl he marries. This adorable teddy bear cookie represents the husband’s devotion which is his most precious gift.</p>	
<p><b>‘Caring Faces’ skewered beef and shrimp meatballs</b></p> <p>Tai prepares the famous meatballs of beef and mantis shrimps featured in the film. A beef meatball and a shrimp meatball are skewered together with smiley faces on vegetables. The meatballs are so juicy that once bitten, the juices squirt in all directions, symbolising the abundance of bliss found in a happy marriage.</p>	
<p><b>The ‘10-carat Diamond’ cheesecake</b></p> <p>Love is unconditional and diamonds are forever. Atop this blueberry cheesecake is a diamond – so that everyone can give their loved ones an everlasting gift.</p>	




<b>Trending Celebrity Chefs Maria Cordero and Kannis</b>	
	<p>Cordero is a native Macanese of part Chinese descent born in Macau and raised in Hong Kong. Famous as a singer, food critic, TV host and actress, she is also an amazing cook and has hosted numerous cookery programmes on various local television stations.</p>
	<p>Celebrity chef, Kannis Yeung is currently the guest chef tutor on 'City Super'. She has been a chef tutor and host of several TV programmes. She loves creating new dishes and has published dozens of cookery books.</p>
<b>The food creation</b>	<b>What it looks like</b>
<p><b>'Taro Friends' cold dish (shredded taro, cucumber and smoked duck breast)</b>            This dish mixes shredded ingredients such as taro, cucumber, smoked duck breast and celery spiced with special seasoning. The preparation of the ingredients resembles a family that when brought together, wonders may happen.</p>	
<p><b>'Complementary Aromas' tempura vegetable cakes</b>            The water we add to blend ingredients into the delicious cakes is just like our need for good communication among neighbours.</p>	
<p><b>'Sharing the Taste' pickled plum in bitter melon</b>            With pickled plum added, the unassuming bitter melon tastes incredible. This is just like how neighbours use their special talents and help each other.</p>	
<p><b>'Melted in Harmony' mashed potato balls with cheese</b>            Balls of mozzarella and cheddar cheese are deep-fried until golden brown and crispy. Neighbours are like the melted cheese in these balls: they stick together in harmony.</p>	
<p><b>Chef Trio: Nick, Kenji and Chi</b></p>	

	<p>'KOKOn2', the temaki sushi restaurant is run by Nick, Kenji and Chi, all born in the 1980s. The trio studied for three years under a master and carry on their learning by preparing food in the traditional way: preparing and rolling up the rice and making the magic sauce as their teacher would.</p>
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The food creation	What it looks like
<p><b>'Sweet and Luscious' choux pastry</b>                      When the smiley face of the choux pastry comes off, one is greeted with the sweet filling. Its silky texture is like ice cream but does not melt, just like an unwavering friendship that war our hearts forever.</p>	
<p><b>'Siblings on Skewers' cheese-filled bean curd with fish meat</b>                      Best friends go shopping arm in arm and lifelong mates do not hold grudges, because a bosom friend is all one needs in life. The four pieces of human-shaped cheese-filled bean curd with fish meat served on skewers remind us of hand-holding siblings with steadfast feelings.</p>	
<p><b>'Happy Times Together' crab meat temaki sushi</b>                      In the hustle and bustle of a city, close friends may not get together as often as they'd like, but when they do, there is always laughter. Delicious deep-fried crab meat temaki sushi, complemented by four best buddies, brings unlimited happiness.</p>	
<p><b>'Sworn Brothers' deep-fried shrimp in temaki sushi rolls</b>                      Inside these temaki sushi rolls are deep-fried shrimps, which are crispy on the outside and tender on the inside, just like brotherhood: they look tough but have a soft spot for each other.</p>	

<p><b>Bagel-loving Beauty Rebecca</b></p>	
	<p>Rebecca grew up in the United States where her Jewish grandfather owned a bagel shop. A few years ago, work brought Rebecca to Hong Kong. When she couldn't find authentic bagels here, she decided to make her own. She set up her own online shop offering her bagels after one of her friends discovered her bagels by chance at a local restaurant.</p>

The food creation	What it looks like
<p><b>The 'Smiley Bagel'</b>                      Bagels are traditional Jewish snacks. These peach- and purple-coloured bagels turn into lovely smiley faces once eyes and a mouth are added. Cream cheese is offered on the side to add according to taste. Hong Kong is as varied as bagels because people of different races, genders and preferences can be good neighbours.</p>	



### **'Fun-loving Friends'**

These garlic-flavoured bagel crisps feature intricate pink and purple patterns. Though they may look alike at first glance, each one is different, much like everyone in your neighbourhood with many different personalities but all can live in harmony.



### **Gigantic 'Walls of Balls' make the perfect billboard for messages to loved ones**

(Participating shopping centres: Lok Fu Plaza, Tin Shui Shopping Centre and Stanley Plaza)

Six metres long and made up of more than 1,000 balls, the gigantic walls of balls are purple and grey, and interactive by design. You can compose your unique picture or text with friends and family and deliver your message of love to that special someone.



### **Say 'Cheers' to the camera: vintage and modern photo studios**

The Polaroids studio, converted from containers, offers a set that resembles a vintage photo studio. You'll find it hard to resist playing with the gigantic food props! With sophisticated photography equipment and various backdrops to choose from, everyone looks like a star! Electronic interactive elements in the modern photo studio allow you and your friends to immerse yourselves in the electronic backdrop and create funny scenes such as gigantic food next to small people. An extraordinary shooting experience is guaranteed!



### **Cheers Express visits communities to spread laughter and deliver love**

To carry laughter to every corner of the community, Link has designed colourful vans loaded with tasty treats – the Bagel Express and the Candy Express. These vans will travel through different





districts on designated dates and give out sweets on their way, sharing their food treasures with citizens and spreading smiles across the community. Citizens can also take part in the 'Survey on Strengthening Ties' on the spot, in which they use sweets to vote for the relationship they want to improve. The survey aims to highlight the importance of neighbours, grandparents and grandchildren, friends and couples and demonstrates the close connections within the community. It's interactive and fun!

**Bagel Express**  
 (Participating shopping centres: Lok Fu Plaza, Tin Shui Shopping Centre and Stanley Plaza)



**Candy Express**  
 (Participating shopping centres: Lok Fu Plaza, Tin Shui Shopping Centre and Stanley Plaza)



**Cheers know no bounds: special tricycles deliver joy and delight**

These five tricycles are specially designed around the themes of neighbours, grandparents and grandchildren, friends and couples. Besides making that perfect backdrop for a 'selfie' with friends, they bring the message of joy and happiness to every corner of Hong Kong.



World of Flowers / Quality Time (Grandparents and grandchildren) / Love is in the Air (Couples)



Help and Love Thy Neighbours (Neighbours) / Sworn Brothers (Friends)

**Innovative adventures foster healthy relationships**

Link has invited a local adventure organisation to design innovative adventure activities based on the four relationship themes. The activities, which involve a series of interactive games and an array of





experiential tasks, are suitable for all ages and family members. The activities require co-operation and rapport and will help strengthen relationships.

### **Food giveaways**

There will be exciting food giveaways at the venues with popcorn and sweets given away free and shared among friends and family.

## **2) Cheers in a buzz of activities**

### **'Link's Clapping with 100' record attempt**

Another key event in Link's Cheers Express is the 'Link's Clapping with 100' record attempt. Eli Bishop, holder of the Guinness World Record for the Most Claps in a Minute (1,020 claps), will make his first visit to Hong Kong. He will be at Link's Tin Shui Shopping Centre on 13 September joined by 50 grandparent-grandchild pairs. Together they will attempt a record-setting mass clap. Through the simple action of clapping, this event aims to promote the positive attitude to life. Let's set the record together!

### **'Give Me Ten' machines bring cheers to communities**

From 25 August to 20 September, the public can interact and play with the 'Give Me Ten' machine at designated Link shopping centres. Through the fun-filled hand gesture, participants can interact with participants in another shopping centre in real time for the title of 'King of Give Me Ten'. Scoring a designated number of points will earn participants a chance to win exciting souvenirs.

Eli Bishop, Guinness World Record clapper, will make flash appearances at designated shopping centres between 6 and 13 September and engage in clapping battles with public. Eli will also travel to different communities to battle citizens for the fastest claps, sharing fun and laughter with local people. Don't miss out on this rare opportunity!

### **Stanley Plaza – 'I Love My Wife' manicure workshop and DIY 'Instant-Print My Love on a T-shirt'**

Participants can take part in the 'I Love My Wife' manicure workshop at Stanley Plaza. By decorating their fingernails, husbands are thanking their wives for their daily effort and sending a bunch of love! Participants who make a charity donation of HK\$100 or more to HOPE worldwide (Hong Kong) at Stanley Plaza can take part in the DIY 'Instant-Print My Love on a T-shirt'. Pick your favourite love message and print on a T-shirt, making a unique love memento that shows how much you care!

## **3) Charity fund-raising**

Participants who make a charity donation of HK\$20 or more at the Cheers Express event will receive either a free serving of food by a celebrity chef or a free Cheers Snapshot. All proceeds will be donated to HOPE worldwide (Hong Kong) in support of sustainable and efficient education and medical services to people in need.



**4) Spend and redeem a 'Tasty Relationship Chopstick Set' for cheers at home**

With same-day machine printed receipts issued by merchants at the same shopping centre (at least two and up to four; each of HK\$100 or above), customers who spend HK\$800 or more at designated shopping centres of Link\* can redeem this special boxed set of Link's 'Tasty Relationship Chopstick Set'. (A quota of 12,000 sets applies. Available while stocks last.)



Redemption period: 3 September onwards (while stocks last)

Redemption time: 10am to 9pm

Redemption location: Customer Service Counter at designated shopping centres of Link

\*Designated shopping centres:

Lok Fu Plaza	Tin Shui Shopping Centre	H.A.N.D.S	Stanley Plaza
Kai Tin Shopping Centre	Wong Tai Sin Plaza	Lei Yue Mun Plaza	Hau Tak Shopping Centre
Chung Fu Plaza	Un Chau Shopping Centre	Sheung Tak Plaza	Cheung Fat Plaza

Programme is subject to change without prior notice. Ter and conditions apply.