



You are invited to  
the following events:

### **Cooking Demonstration at the 48th Brands and Products Expo: A Golden Opportunity to Market Your Products Free of Charge!**

The “EatSmart@restaurant.hk” Campaign (“the Campaign”) of the Department of Health (“DH”) is constantly dedicated to upholding the “EatSmart Restaurant” (“ESR”) brand image in the hope of promoting affiliated ESRs. Further to our success at Food Expo in August, we are now preparing for our participation in the 48th Brands and Products Expo (organised by the Chinese Manufacturers’ Association of Hong Kong) by arranging selected ESRs to perform cooking demonstration at the event. Participating ESRs will have the opportunities to market their restaurants as well as their EatSmart dishes. What a marvellous way this is to promote healthy eating!

**Date and time:** 1-2 p.m., 16 December 2013 (Mon)

1:30-2:30 p.m. December 2013 (Wed)

\* The cooking demonstration lasts about 15 to 20 minutes.

**Venue:** Victoria Park, Causeway Bay, Hong Kong

**Quota:** Two ESRs (each responsible for one day’s demonstration)

**Pre-requisites for entry:** Entrants should continue to be ESRs in 2014.

Entering dishes should be EatSmart dishes that meet the “3 Less” criteria.

Entering dishes are preferably cooked with reduced oil, for example, by steaming, blanching, stir-frying or pan-frying with reduced oil.

Entrants should bring their own food material and seasonings.

Entry is free of charge.



Invitation letters have been sent to all ESRs. Those interested are cordially asked to send back the completed entry forms by post, fax or email **on or before 22 November 2013**. They should also attach to the forms the photos and recipes of their entering EatSmart dishes for adjudicators’ use. For more details of the event, please refer to the invitation letter or enquire with the Campaign Secretariat. Confirmation and selection results will be issued by the end of November by writing or by telephone.



**“EatSmart@restaurant.hk” Campaign Secretariat:**

**Address:** 7/F Southorn Centre, No. 130 Hennessy Road,  
Wan Chai, Hong Kong

**Fax :** 2591 6127

**Email:** health\_cheuweb@dh.gov.hk

## Magazine Features

*Weekend Weekly*, a food magazine, was commissioned by DH to produce feature articles for four ESRs. The features were about TV artistes Joey LAW and Angel CHIANG and their visits to ESR chefs to learn to cook EatSmart dishes. The features we published in double page spreads between September and October in four consecutive issues.



## EatSmart Dishes on RTHK TV Programmes

The RTHK was so much inspired by *A Guide to EatSmart Restaurants*, a publication from the Campaign, that it even initiated a series of “EatSmart Dishes” special programmes. They were to be broadcast live, with ESR chefs and dietitians arranged by DH to explain on air to audience about the EatSmart dishes from ESRs, their special features, ingredients, secrets of cooking, etc.

As for the event, letters of invitation to participation were sent out to all ESRs in early August, with ferocious feedback. The TV programmes were finally aired from 17 September 2013, between 2 and 3 p.m. on Tuesdays.

Here we thank all ESRs who gave us their support. Please view the programmes online at the link below:

<http://programme.rthk.hk/channel/radio/programme.php?name=radio1/adwiser&p=1147&m=archive&page=1&item=100>





## “Playback”: Demonstration of “Less Oil Cooking” at Food Expo 2013

On 15 and 16 August 2013, DH revisited Food Expo 2013 (organised by the Hong Kong Trade Development Council) and performed cooking demonstrations in a session titled “EatSmart Restaurants For All!”. Dietitians were also there to give audience healthy eating tips.



The demonstrations were performed by two ESRs, namely **Minimalgourmet** and **Tsui Wah Restaurant**, one on each day. The chefs from the two restaurants demonstrated the cooking of their EatSmart dishes, and shared their tips and secrets. They received ferocious feedback from the audience, who even had a taste of the dishes afterwards. All the feedback was highly positive of course!



“Pagani with Shrimp, Vegetables and Mangoes” demonstrated by Minimalgourmet

Representative of Minimalgourmet explain the procedures of cooking



“Tomato & Prawns with Spaghetti Sicilian Style” demonstrated by Tsui Wah Restaurant



Representative of Tsui Wah Restaurant explain the procedures of cooking

For more highlights, please visit: <http://restaurant.eatsmart.gov.hk>

## Renewal of ESR Membership 2014

Notices of confirmation of membership for 2014 will be sent out to all ESRs by the end of November 2013. If you have not received the notice yet, please contact the Campaign Secretariat as soon as possible.

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**Just** check your particulars on the notice. If the name of the ESR or of the contact person has been changed, or if the restaurant's particulars have been amended, please contact the Campaign Secretariat by writing or email as soon as possible. Also refer to the notice of confirmation or enquire with the Campaign Secretariat.

## EatSmart Restaurants Briefing Sessions

**To** enhance the nutritional knowledge of menu-design staff, operators and persons in charge of restaurants can arrange for them to attend our briefing sessions. For enrolment, please contact the “EatSmart@restaurant.hk” Campaign Secretariat at 2572 1476.

### <December 2013>

**Date:** 12 December 2013 (Thursday)

**Time:** 3-5pm

**Venue:** Conference Room, 7/F South Centre,  
No. 130 Hennessy Road , Wan Chai,  
Hong Kong



### <January 2014>

**Date:** 16 January 2014 (Thursday)

**Time:** 3-5pm

**Venue:** Conference Room, 7/F South Centre,  
No.130 Hennessy Road , Wan Chai,  
Hong Kong

For details about the upcoming briefing sessions, please visit  
<http://restaurant.eatsmart.gov.hk>