

For Immediate Release

**Nordic Restaurant FINDS and Finnish brand Lovi
Proudly Present Afternoon Tea Indulgence
Inspired by Norse Mythology**

Hong Kong, 25 May 2022 — As one of the most iconic Nordic restaurants in Hong Kong, FINDS, joins hands with Finnish wooden figurine brand LOVI. Echoing the generous Nordic seasonal design of FINDS and the characteristics of LOVI's natural, high-quality artworks, the "Taste of Norse Mythology" Afternoon Tea is inspired by Norse mythology, leading the guests on a journey through legendary worlds.



“Taste of Norse Mythology” afternoon tea

Let the forest atmosphere surround you as you enter FINDS with silhouettes of tree trunks, wooden deer heads, etc., perfect for photos. Lovi Tree collection as Lovi hero product, with a spherical tree shape influenced by the "world", simultaneously synchronises with Yggdrasil, the world tree as the iconic structure of Norse mythology. In Norse mythology, the origin of humankind was not clay, but a tree. Yggdrasil has three roots supporting nine realms, symbolically represented by the three-tiered tea stand and nine canapés. The culinary team has also created and named the dishes according to the characteristics of the nine realms.

Ásgarðr - Dill Gravad Lax Salmon Cracker

Ásgarðr is the world of gods and goddesses, and they enjoy having feasts together. This signature delicacy is a classic dish at Nordic banquets, a perfect treat for Ásgarðr's feast.

Vanaheimr - Crab Meat Morel Mushroom VOL-AU-VENT with Salmon Roe

Vanir, the god tribe of Vanaheimr, represents fertility. The chef has specially chosen salmon roe to symbolise the birth of life at VOL-AU-VENT.

Jötunheimr - Icelandic Shrimp Mayonnaise Croissant

Jötunheimr is covered in ice all year round and the home of giants - Jötunn, and Icelandic shrimp would be an impeccable representation of this.

Niðavellir - Pan Roasted Hokkaido Scallop with Remoulade

In Norse mythology, Niðavellir is also known as the Realm of Fog, which is constantly covered in fog and cold. The chef skillfully lets guests enjoy Hokkaido Scallop and transport themselves to the wintry land of fog and bathe in Hvergelmir, the oldest spring.

Hel - Homemade Swedish Bacon Potato Ball

Hel is the place of eternal night, similar to the annual Swedish festival of St. Lucia's Day on 13 December, which celebrates the day with the longest night and the shortest day of the year. This traditional Swedish snack is meant to symbolize the light that Saint Lucia brings to the world of darkness every year on this day, giving light and hope to the nation.

Álfheimr - Almond Cream Puff

Álfheimr refers to the Home of the Elves in Norse mythology, ruled by the goddess Freya. The elves possess incredible magical powers and are kind-hearted and lovable, just like the fluffy cream puff that no one can resist.

Múspellsheimr - Vanilla Custard Mandarin Orange Tart

In Norse mythology, Múspellsheimr is the primordial world of fire, and it is said that Odin has attained the flame from Múspellsheimr and created the sky and planets, representing the fiery sun with the vibrant tangerine orange tart.

Miðgarðr – Selected Macaron

Miðgarðr, the world of humanity, is connected to Ásgarðr by the Bifrost, a tri-coloured rainbow bridge of ice, fire, and air. The vibrant macaron echoes the picturesque bifrost, which brings us the slaves of pleasure and joy.

Nidavellir – Selected Éclair

Nidavellir, the Land of the Dwarves who are born with extraordinary craftsmanship and create all kinds of treasures, so is our pastry chef when it comes to preparing pastries with ingenuity.

FINDS

Finland • Iceland • Norway • Denmark • Sweden



“Taste of Norse Mythology” afternoon tea –
Savoury Items



“Taste of Norse Mythology” afternoon tea –
Sweet Items

Complimentary Welcome Drink and Cocktail Add-on in Tribute to Iðunn, the Goddess of Youth

Norsemen enjoy pre-dinner booze. FINDS welcomes all foodie gods and goddesses with a welcome drink and gets everyone in the mood for the Nordic atmosphere.

Our head mixologist and Bar Manager of Dada Bar + Lounge has used the essence of Iðunn, the goddess of youth, the golden apples are the magic to keep the youth and so apple is used throughout the making of this special cocktail - Iðunn, with the cocktail base of Swedish royal family favourite Roslags Punsch and award-winning Gustav Tilli Vodka, wishing all our foodie gods and goddesses to stay young forever. A supplement of HK\$88 per drink for afternoon tea patrons (original price: HK\$110).



“Taste of Norse Mythology” Cocktail – Iðunn

A vegetarian version is also available upon request, and the tea set is available for both dine-in and takeaway.

FINOS

Finland • Iceland • Norway • Denmark • Sweden



“Taste of Norse Mythology” Afternoon Tea – Available for Takeaway

Make a Wish on the Wishing Card and Be Blessed by Lovi Tree

After enjoying afternoon tea, guests can share their blessings by leaving a message on the wishing card and hanging it on the Lovi Tree. In addition to the Lovi Tree, various Lovi products are also on display.



Lovi Tree and Wishing Card



Lovi Product Display

Exclusive Purchase Offer and Contribute Back to Sustainability

All guests of the Taste of Norse Mythology afternoon tea will receive a 15% discount when they make a purchase on the HAUSTAGE website (<https://haustage.com/collections/lovi>) and enter the promo code **【LOVI15】**. Each afternoon tea guest will receive a HAUSTAGE voucher worth HK\$50, which can be redeemed at any HAUSTAGE shop upon spending HK\$150 or above.

Lovi will donate 5% of the profits to support projects that promote biodiversity. As the brand uses natural materials in its products, Lovi began planting trees in 2009 in partnership with Finn Church Aid. In 2009-2019, 55,000 tree seedlings were planted. Starting in 2020, Lovi partnered with the Eden Reforest Project, which operates in eight countries and donates 60,000 tree seedlings each year. As of 2022, Lovi has donated a total of 175,000 trees and will continue to donate at least 50,000 saplings annually to lift entire communities out of poverty while achieving great results in the fight against climate change by planting forests with the help of local communities.

Complimentary “Surreal Hunt” for Every Little Gods and Goddesses

As a surrealism-inspired boutique hotel, The Luxe Manor is decorated with a collection of masterpieces and elements of surrealism. While parents enjoy afternoon tea, kids can go on a "surreal hunt" and explore the hotel to complete all the missions. Develop a sense of art appreciation through a deeper understanding of surrealism and learn about famous artists of the time and their masterpieces. Little artists can also bring some colours to the Norse Mythology paintings while enjoying the tea set.



Taste of Norse Mythology Colouring Papers

“Taste of Norse Mythology” will be available from 25 May – 31 August, 2022 between 3pm to 5:30pm daily.

Price

Monday to Friday – HK\$568 for 2 persons / HK\$328 for 1 person

Saturday, Sunday & Public Holidays – HK\$628 for 2 persons / HK\$358 for 1 person

Unlimited free flow of selected wine and sparkling wine at an additional HK\$150 per person

**All prices are subject to a 10% service charge*

High-resolution images can be downloaded here: <https://bit.ly/3yXaoAE>

FINDS

Address: 1/F The Luxe Manor, 39 Kimberley Road, Tsim Sha Tsui, Kowloon, Hong Kong

Telephone: (852) 2522 9318

WhatsApp: (852) 9376 0331

Email: reservations@finds.com.hk

Website: www.finds.com.hk

Facebook : www.facebook.com/TheLuxeManor

Instagram : www.instagram.com/theluxemanorhk

@theluxemanorhk @haustage

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#tasteofnorsemythology #findsafternoontea #帝樂文娜公館 #北歐神話饜嚙之旅

#FINDS 下午茶



About Lovi

Hailing from Finland, Lovi offers wooden products that are perfect home accessories. Its products are made with 100% highest quality wood in Finland and PEFC-certified birch plywood, for assembly by hand, making it an ideal DIY gift with a Finnish character. Create your own mini forest at home with Lovi products today!

Exclusively available at HAUSTAGE

About FINDS

Established in 2004, **FINDS** has been Hong Kong's iconic Nordic restaurant, with award winning cuisine crafted by the chef. FINDS is an acronym for the Nordic countries – Finland, Iceland, Norway, Denmark and Sweden, and carries a distinct Nordic culture in the bustling heart of Tsim Sha Tsui. The majority of the seasonal ingredients are imported directly from Northern Europe, complemented with original Nordic cooking techniques such as smoking, curing, pickling and fermenting, offering the true and delicate flavours.

The restaurant itself was voted as The Best European Restaurant in 2015 Summer Restaurant Week. The restaurant receives high acclaim from media, such as being listed in the Hong Kong and Macau's Best Restaurants by Hong Kong Tatler, South China Morning Post's 100 Top Tables, WOM Guide and Louis Vuitton Hong Kong/Macau City Guide. FINDS is the first western-cuisine restaurant in Hong Kong to join WWF's Ocean-Friendly Menu programme and proudly support Green Monday campaign.

About GR8 Leisure Concept Limited

Founded in 2004, **GR8 Leisure Concept** is an innovative hospitality group that owns and manages a portfolio of seven brands, consisting of hotels, restaurants, and bars across Hong Kong and China. **The Luxe Manor**, a surrealism-inspired boutique hotel located in Tsim Sha Tsui. The property is home to the city's authentic Nordic restaurant, **FINDS** and **Dada Bar + Lounge**, a contemporary variety club creatively reminiscent of the elusive Dada art movement. Also in Hong Kong is the group's charming beachside café, **Cafe Roma**, which boasts a premium spot by Tung Wan Beach in Ma Wan. **Hotel Soul** is the group's second hotel venture located in Suzhou, China. The hotel features continental restaurant **Brasserie 101**, and the hotel's latest concept, **Bar Soul**, which brings a unique blend of retro and industrial elements to Hotel Soul.

For more details, please visit www.theluxemanor.com.

For media enquiries, please contact:

The Luxe Manor

Samantha Yiu
Assistant Marketing Communications Manager
Telephone: (852) 3763 8830
Email: samantha.yiu@theluxemanor.com

GR8 Leisure Concept

Cecilia Ko
Marketing Communications Manager
Telephone: (852) 2526 4864
Email: cecilia.ko@gr8lc.com