

798 unit & co.
new york . bistro east

For immediate release

Hong Kong

February 1, 2006

"Bistro East"

Hong Kong's burgeoning contemporary dining space has a new face, with 798 unit & co's cutting-edge addition to the Tsim Sha Tsui restaurant scene.

798 unit & co. is a New York style bistro epitomizing contemporary "wine and dine" culture. Patrons can expect honest, good food in a casual, yet stylish atmosphere.

The restaurant boasts one of Hong Kong's most impressive open kitchens, with black & white checkered floor tiles, evoking the bustling, charged ambiance of New York eateries, yet reminiscent of traditional *daipaidong* joints. The kitchen offers a simple and modern all-day dining menu that embodies the culinary ethos of bistro cooking — common dishes prepared uncommonly well — with a generous selection of pastas, risottos and hearty dishes prepared with thought and a touch of flavors of the east.

A personal take on casual dining

The people behind the scenes can rightly be considered a "dream" team; notwithstanding their experience, they possess a shared dream.

There has been an increasing trend towards a "ritual of formal dining" - a staid, strict and solemn event, brought about by several recent high-end restaurant arrivals in Hong Kong. 798 unit & co's alternative to this is their take on "casual dining" - where food and friendship intersect, dessert and delight combine, and wine and well-being go hand in hand.

With over 15 years' of experience in the Hong Kong restaurant scene, 798 unit & co. is the culmination of their unique interpretation of the best that Asia can bring - with idiosyncratic touches of the West. The team at 798 unit & co has endeavored to bring this concept to Hong Kong as a tribute to the cosmopolitan life experiences of this dynamic group of people.

In short, **they hope to bring to Hong Kong's diners their take on the urban dining culture:** the premise that the restaurant is more than just a space for dining, but a platform for the expression of Hong Kong's urban culture, lifestyle, one's self... and some fun.

Delicious by Design

Nestled among local dessert shops and cheap eats, a right turn up a private flight of steps reveals an incongruously lively and happening scene. The first sight after the warm brown wood tones of the stairway-cum-exhibition space is the *centerpiece* of the restaurant – a bustling, lively, sometimes-frantic open kitchen. A single, large tabletop of wood serves as the heart of the kitchen working station.

Yet it stands as more than just a whimsical design option; it is an architectural variation. The space is about functional intelligence, and this is well reflected in the kitchen which is bound to impress most chefs. Next to this hub of activity is the more serene dining hall – but not so far from the kitchen as to obscure the view of the chefs at work. Elements of the kitchen such as zinc, concrete, chrome and stainless steel extend throughout the restaurant.

According to the designer, the layout is designed with function as the primary purpose, paying homage to the flow of the working stations with a connoisseur's eye for detail. The inspiration came from a daipaidong under a flyover in Kowloon Park Road where he experienced the open cooking stalls, working background noise, and randomly arranged tables and chairs.

The use of black and white checkered tiles evoke a traditional bistro/deli, the atmosphere of which is extended by reflected sound — shuffling chairs, clicking heels, and lively conversation. Mirror-encased pillars reinforce that notion that this is a social place, one of the bistro's defining qualities. Contemporary trip hop music smoothes and blends any raucous commotion that could take place in the kitchen,.

A singular experience unlike any other in Hong Kong – the lively, bustling experience of a New York bistro, yet with unmistakable Asian accents.

Uncommonly Good Food

Our philosophy is straightforward: take simple ingredients and create dishes that tastes as good as you remember from your family kitchen – as we put it, *common ingredients cooked uncommonly well*. The abundant use of local produce shorten the time and distance any ingredient spends from the soil, or the water, to the plate, preserving freshness and taste.

What you will find on the menu is delicious, simple food intended for everyday eating, and highlights the inherent quality, freshness and greatness of Asia's ingredients, e.g. a bountiful composed *Grilled Mushroom Salad with Field Greens* (\$68). You will also find a large selection of staple foods of hearty pastas and risottos, including *Capellini (Angel Hair) with King Prawns* (\$82) and *Pan-fried Seabass with Fennel Risotto* (\$78). Like the melting pot of New York, the kitchen also churns out dishes such as *Chargriled Thick-cut Pork Chop with Roasted Pineapple* (\$92) or *Grilled Chicken with olives, white wine & potato* (\$88).

Not to be missed at 798 unit & co. is one of the town's most scrumptious dessert menus, featuring classics such as *Brownie Cubes with banana-fudge gelato* (\$38) and *NY style cheesecake* (\$42).

Re-sult

Reconvene. Rejoice. Repast. Revive. Remain. Return.

798 unit & co. is an invitation to sit down with friends, open a bottle of wine, tear into a crusty baguette, dip into tasty tapas, and share not only wonderful food, but our way of life.

Opening Hours: daily 1200 – 2400

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