

PLAZA PREMIUM FIRST

Plaza Premium First Celebrates First Anniversary with Limited-Time Surprises for Global Travellers and Treats for Birthday Guests



Birthday guests will be welcomed with special treats at Plaza Premium First

(Hong Kong, 17 July 2019) Plaza Premium First celebrates its first anniversary this summer in Hong Kong International Airport with a month-long celebration. From 25 July until 31 August, the latest elevated lounge concept by Plaza Premium Group will introduce new exclusive dishes and drinks, celebrate guest's birthday with a number of surprising delights and will also offer special online booking promotions. The anniversary celebrations further showcase the new standard of all-inclusive personalised service and exquisite dining experiences at Plaza Premium First.

Elevated food and beverage offerings to begin the celebrations

The celebrations begin with a welcome tour from a Lounge Ambassador, followed by a soothing drink at AeroBar. The experience continues at Primo, Plaza Premium First's table service restaurant offering à la carte dining, where travellers can enjoy the limited-time first anniversary special created in collaboration with Green Monday, a **Truffle Omni-pork Tortellini** served with a hearty pumpkin sauce. Travellers can also select a range of seasonal made-to-order entrées, as well as all-inclusive and self-serve hors d'oeuvre.

Those with a sweet tooth can fulfil their cravings at the lounge's dedicated dessert bar, featuring a delicious and indulgent selection of house-made first anniversary themed cakes. All desserts can be enjoyed with **Viennese**, created in collaboration with Lavazza, featuring coffee and chocolate syrup topped with whipped cream and a sprinkle of chocolate flakes.

Guests can raise a glass for Plaza Premium First's first birthday at AeroBar, where the mixology team will be serving special anniversary cocktails such as **First Impression**, a mix of white rum, Japanese milk, rosemary syrup and Japanese organic matcha and its mocktail version **Emerald Garden**. In addition to meticulously crafted cocktails, AeroBar also boasts an extensive premium whisky menu by Pernod Ricard, including whiskies such as **Glenlivet 25 years old**, **Aberlour A'bunadh**, **Longmorn 16 years old** and **Scapa Glansa** (additional charges apply).

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Special treats for birthday guests

Knowing that guests often travel to celebrate their birthdays, Plaza Premium First will surprise birthday guests with special and personalised treats, including a complimentary 10-minute massage (subject to availability), a birthday cake, and a birthday card. To top it off, the lounge will say farewell to travellers with a polaroid picture to capture the happy moments before departing on the next stage of their journey.

Discounted bookings and exclusive first anniversary promotion offer

From 25 July until 31 August, travellers will continue to receive 30% off when they book online at www.plazapremiumfirst.com. Travellers booking during the first anniversary period will also be awarded double Arrture member points to make the occasion even more special. Arrture is Plaza Premium Group's reward programme for travellers to enjoy points accumulation and redemptions.

Additionally, the first 200 guests to follow Plaza Premium First's Instagram or Facebook and share their anniversary experience on social media using the hashtag #ExperiencingFirst, will receive a special heart warmer flask with a selection of TWG tea.

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Images:



Caption: **Viennese**, an anniversary special coffee drink created in collaboration with Lavazza



Caption: Plaza Premium First serves up a selection of anniversary cocktails and mocktails at AeroBar

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Caption: Limited-time first anniversary special **Truffle Omni-pork Tortellini with pumpkin sauce**, created in collaboration with Green Monday



Caption: All-you-can-enjoy delicate desserts at dessert bar featuring a delicious and indulgent selection of house-made first anniversary themed cakes

High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown

About Plaza Premium First

The independent pay-per-use lounge concept Plaza Premium First redefines and curates an elevated airport lounge experience for discerning travellers to include a la carte dining Primo, Aerobar with curated selection of beverage and all-inclusive services starting with a personal guided tour by Lounge Ambassador. The lounge space is designed to offer relaxing ambience and ultimate comfort through lighting, dedicated seating arrangement and stylish furniture. The inaugural location at Hong Kong International Airport is the first airport lounge in Asia to offer Beyond Meat Burger; through brand partnerships travellers are offered Italian coffee Lavazza; Singaporean TWG tea cocktails and mocktails; a selection of wines and tailor-blended gin by Pernod Ricard; and the largest collection of Scotch Whisky at the airport. Plaza Premium First is also located in Kuala Lumpur International Airport.

To learn more: www.plazapremiumfirst.com

Connect with us: [IG @plazapremiumfirst](https://www.instagram.com/plazapremiumfirst)

About Arrture

Arrture is Plaza Premium Group's reward programme for travellers to enjoy points accumulation and redemptions across the group's 160+ locations in 44 international airports in addition to other benefits offered by the group's partners. Download Arrture mobileApp to sign up for free or visit www.arrture.com for enquiries.

About Plaza Premium Group

With a mission to *Make Travel Better*, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and facilities in over 160 locations of 44 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises five core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport hotel and leisure service Aerotel and Refreshhh by Aerotel; airport meet & greet service Allways and a range of Airport Dining concepts. In addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, Lufthansa, China Eastern Airlines, China Southern Airlines, Star Alliance, SkyTeam, American Express and many more.

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The group has won more than 60 accolades in the last five years, including “World’s Best Independent Airport Lounge” for four consecutive years from 2016 to 2019 at the Skytrax World Airline Awards, the global benchmark of aviation excellence. In addition, the group’s Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of The Year and Master Entrepreneur of The Year 2018 Malaysia.

Plaza Premium Group is the world's market leader of airport hospitality solutions with industry expertise and global reach, currently employing over 5,000 staff and serving more than 15 million global passengers annually. By continuously innovating and striving to surpass travellers’ expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: www.plazapremiumgroup.com

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