



For Immediate Release

**HK Express Launches New In-flight Menu
Hong Kong's Low-fare Airline Cooks Up Premium Dishes at 36,000 Feet**

Hong Kong, 15 April 2016 Hong Kong's dedicated low-fare airline has been prepping and taste-testing for months, getting ready to debut its new premium inflight menu, Express Café. The fresh additions deliver above and beyond typical airplane fare with Asian flavours. Guests will be craving every time they travel.

Guests can effectively travel around Asia with these diverse creations, which take inspiration from destinations in the HK Express route network. The low-fare airline has diversified its food offerings and introduced several new signature dishes inspired by Japan, Thailand, Korea and China.

Special highlights include a new Seasonal Set Meal. Just in time for the spring season, the debut seasonal set showcases Japanese Curry Beef Rice with Korean Kimchi Salad and Japanese Cheesecake. Exclusively available for pre-order online, the menu changes with the seasons to keep ingredients fresh and flavourful.

Another dish dedicated to Japan, but this time available all year round, is the Japanese Beef Red Curry with Rice. Made with spicy curry sauce, chunks of tender beef brisket, hearty potatoes and carrots, this curry is sure to be a hit.

Guests will also find a Thai Chicken Green Curry with Rice on the new menu, a nod to the airline's ever-popular destination – Chiang Mai. The addictive curry comes complete with tasty components, such as juicy chicken breast, fresh veggies and aromatic jasmine rice.

Let's not forget the Shanghai-style Beef Noodles, an all-time favourite that's packed with delectable sirloin slices, succulent sauce and moreish stir-fried noodles. It's a popular dish in China, and HK Express' inflight version does the dish justice.

"We carry many regular flyers so it's very important for us to ensure that the inflight experience is constantly improved," said Luke Lovegrove, Commercial Director of HK Express. "Our team is always working on new ideas for our inflight menu and we are committing to rolling out a new menu at least every quarter."

"The beauty of flying with HK Express is that we give you variety, and you can even chose when to eat during your flight. You don't just get slapped with that awful chicken or beef question."

In addition to the enticing new lineup, a few staple treats will be sticking around, such as the airline's popular vegetarian Fukien Fried Rice and the classic Dim Sum Set, which comes with a slew of freshly steamed bites — think Haa Gaau, Beef Siu Maai, Fish and Shrimp Siu Maai, Vegetable Dumplings and Sticky Rice Wrapped in Lotus Leaf.

The Express Café dishes are priced at HKD65*, and it's just an extra HKD20* for the new Seasonal Set. Guests can enjoy 15% off when they pre-book their meal plus bottled water online, so it pays to plan ahead.



Photo caption: Seasonal Set Meal



Photo caption: Japanese Beef Red Curry with Rice



Photo caption: Thai Chicken Green Curry with Rice



Photo caption: Shanghai-style Beef Noodles



HK Express is an IATA Operational Safety Audit (IOSA) registered airline and therefore in compliance with IOSA standards. HK Express is committed to delivering operational safety to its Guests and crews.

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* The pricing and menu items may vary without prior notice

About HK Express

Independent flight statistic monitoring website flightstats.com has already recognized HK Express for its top On-Time-Performance (OTP) rate. The airline has become a leader in the Hong Kong aviation industry by concentrating on low fares, best-in-class on-time performance and safety while revolutionizing air travel throughout the Asia market. The airline also received a “7-star safety rating” – the highest ranking possible, as well as a recognition of one of the world’s 10 safest low-fare airlines from airlineratings.com, an independent, industry-respected research group. HK Express flies to 23 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, and Ishigaki, Takamatsu and Kagoshima in Japan commencing in second half 2016, it is also expected to launch Luang Prabang in Laos, Guam and Saipan in 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 4 million Guests – a major achievement that attests to the popularity of the airline, supported by consistent Guest satisfaction scores of +93% and a complaint rate of < 0.1%.