

To address Global Food Imbalance



Order for One. Feed Two.
And Help the World Eat Better.

Press Release

TABLE FOR TWO launches in Hong Kong

New social enterprise addresses global food imbalance through special menus

<For immediate release, November 25, 2011>: TABLE FOR TWO (“TFT”), a new-to-Hong Kong social enterprise dedicated to the issue of global food imbalance, hosted a fun and delicious launch on 25 November 2011 at Towngas Avenue, Tsim Sha Tsui. The event marked the opening of the organization’s Hong Kong chapter and was attended by food-loving VIP partners and guests. To echo TFT’s focus on healthy nutritious food, the function ended on a tantalizing and meaningful note with celebrity chef Mr. Jacky Yu (owner of Xi Yan and supporter of TFT) conducting a live cooking demonstration of his newly inspired dish that was shared with the audience.

Ms. Alvina Chan, an ex-Wall Street banker turned French cuisine TV show host and TFT Chef Ambassador hosted the launch. The TFT team kicked off the event by sharing the mission of TFT, and how they will be engaging and helping children in China and Africa. “In a city with an abundance of food and restaurant choices, TFT is a great way to enjoy a healthy meal with friends and loved ones, and take part in bridging the gap of global food imbalance. You’re essentially ordering for one, but feeding two.” shared Stephanie Tan, Co-Founder of TFT Hong Kong.

From December 1st, Hong Kong diners will have another exciting option of choosing tasty and healthy TFT-branded dishes from over 100 participating restaurant and retail outlets such as Itacho Sushi, Staunton’s Group, Towngas, Oisix and Green Dot Dot. When a TFT meal is chosen, a portion of the proceeds will go to provide school lunches to children in China and Africa. Distinguished guests such as Mr. Ricky Cheng, Managing Director of Taste of Japan Group and the founder of “Itacho Sushi”, Mr. Vincent Wong from Commercial Radio and Ms. Icy Wong from NOW TV (the host of ATM Game Show) joined in celebrating the launch event.

“Hong Kong prides itself as a culinary paradise and is home to a loyal group of food fanatics. We are thrilled to work with an excellent group of restaurant and retail partners that share our passion and believe in the cause. Through TFT, we hope to ignite a new form of energy and dynamism towards the food scene in Hong Kong,” Katy Yung, Co-Founder of TFT Hong Kong, explained.

Following a sharing session by Mr. Masa Kogure, Founder and Executive Director of TFT International, Celebrity chef Mr. Jacky Yu (chef and owner of Xi Yan) conducted a cooking demonstration of a healthy, well-balanced dish. Mr. Vincent Wong, Ms. Icy Wong and other guests joined in savoring the delectable, nutritious dish. “I enjoy good food, especially when it’s shared with one another. As a supporter of Table for Two, I hope to achieve the twin goals of spreading my love of healthy, delicious food while also helping students in developing countries eat nutritious school meals so they can stay in school,” shared Mr. Jacky Yu.

For full details of all participating restaurants and outlets, please visit www.tablefor2.org.hk.



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About TABLE FOR TWO

When you dine at TABLE FOR TWO (“TFT”), you never dine alone. TFT is a social enterprise that works to address global food imbalance. With rising health concerns and obesity levels in developed countries, and malnutrition in developing countries, the mission is to simultaneously address these two opposing problems with a simple meal. TFT partners with restaurants, corporate cafeterias, and other food related establishments to help serve healthy, nutritionally balanced TFT-branded meals. An additional cost is added to the price of these meals, which is used to provide school lunches in countries including China and Africa. When buying a TFT-branded meal, one does good for oneself and for another less fortunate.

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What’s special and innovative about TABLE FOR TWO

TABLE FOR TWO addresses global food imbalance, a complex and difficult issue which can feel far removed from that of an average Hong Kong person. With food and dining so ingrained in Hong Kong culture, TFT is a platform to ignite a connection and raise awareness by marrying the eating/drinking experience and the desire to eat well and be healthy. Dining is a fun experience that Hong Kongers share with their loved ones, and TFT allows it to be an opportunity to make a difference in the world as well.

Giving back to children in China and Africa

TABLE FOR TWO provides school lunches to children in China and Africa. The school lunches provide children with the much-needed calories and nutrition. This in turn increases school attendance, provides energy for the children to focus and improves their education, which is a major step towards sustainability.

Our Table for Two partners





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TABLE FOR TWO

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