

FOR IMMEDIATE RELEASE

VEDA

It's a Veg Off! Ovolo Hotels Pits Two of the World's Most Revered Vegetarian Chefs Against Each Other in a Four Night Pop-Up at Ovolo Central



(Hong Kong, 14 February 2020) Ovolo Hotels invites guests to experience the best of plant based fine dining in the form of a four-course creative collaboration between Sydney's Alibi Bar & Kitchen, and Ovolo Central's beloved VEDA. The exciting 'Veg Off' pop-up (HK\$500 per person) will take place for four nights only from Wednesday 11th March to Saturday 14th March 2020.

Dishes by pioneering US chef, restaurateur and plant-based food pioneer Matthew Kenney, who broke the mould by focusing on vegetarian cooking over 15 years ago, will pop up alongside signature dishes from Hetty McKinnon's VEDA menu. In addition to this, McKinnon has created three bespoke dishes only available for the duration of the pop up. The creative plant based menu will feature 2 dishes every course from both VEDA and Alibi and is sure to make for an extraordinary dining experience.

Each handcrafted course will focus on a key ingredient yet demonstrate the inimitable style of both venues. To start, chefs will focus on fermented food-of-the-moment — kimchi. The Korean mainstay ingredient will be presented in the form of VEDA's coveted Momo, which will be tweaked and packed with seasonal vegetables and cheese, in the *Momo Channel*, while Alibi's *Kimchi Dumplings* will boast a vibrant coconut and coriander casing packed with red cabbage and served with ginger foam.

Carb-free kelp noodles take the spotlight in the second course, with VEDA presenting a sushi dish to complement Alibi's seaweed-based *Cacio e Pepe* with green olive purée.

McKinnon's famous whole cauliflower *Roasted Aloo Gobi* is a perfect partner for VEDA's compelling *Activated Cauliflower Ravioli*, in the penultimate course.

Guests will go coconuts for two desserts — *Coconut and Chocolate Truffle* and *Coconut Cream Pie* with a delectable macadamia crust, which complete the meal, and can opt for an excellent value wine pairing, available for only HK\$250.

Tickets are available via <https://www.ticketflap.com/alibixveda>

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Caption: Alibi's *Kimchi Dumplings* will boast a vibrant coconut and coriander casing packed with red cabbage and served with ginger foam.



Caption: VEDA's famous whole cauliflower *Roasted Aloo Gobi* is a perfect partner for Alibi's compelling *Activated Cauliflower Ravioli*, in the penultimate course.

Please download high-res images [here](#).

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About Ovolo Hotels

Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala in 2002 and has quickly become one of Hong Kong's largest and most dynamic independent owner and operator of hospitality firms. The Group provides both business and leisure guests with the best in effortless living across numerous hotels and F&B outlets internationally.

The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar, breakfast, Wi-Fi, and more 'Perks', plus cutting-edge technology - all done in signature Ovolo style. At the 2019 HM Awards, Ovolo Hotels were acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year".

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and four restaurants in Hong Kong, and six hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo is also

developing new hotels in Melbourne, Australia (South Yarra and South Melbourne) and Bali, Indonesia.

w: www.ovolohotels.com

About VEDA

VEDA is Hong Kong's first vegetarian hotel restaurant. Opened in 2019, the ground-breaking all-day dining concept promises to serve up feel-good vegetarian food by the renowned Australian Chef Hetty McKinnon of Arthur Street Kitchen fame. At VEDA, vegetarian cuisine is more of a celebration than a sacrifice. Dishes aren't centred around the "without"; rather they are focused on the "with" – food with flavour, with texture, with creativity, and with thought.

About Hetty McKinnon

Hetty McKinnon is an Australian cook and food writer with a passion for vegetables.

In 2011, Hetty established Arthur Street Kitchen, a community kitchen with a simple concept: local food for local people. From her inner-city terrace kitchen in Surry Hills, Sydney, Hetty dreamed up and cooked flavor-packed, hearty, seasonal salads, which she delivered to locals on her bike.

In 2015, Hetty - with her family and Arthur Street Kitchen in tow - relocated to the rather larger neighborhood of Brooklyn, New York City. Here, she has continued to build meaningful relationships via her creative pop-up events, workshops, lunches and dinners. She is also the co-owner of Brooklyn kitchen studio Neighborhood Studio, and is the Publisher and Editor of multicultural food journal Peddler (www.peddlerjournal.com). Hetty also writes a regular vegetarian food column called The Community Kitchen on The Guardian.

About Alibi Bar & Kitchen

Australia's first 100% plant-based hotel bar and restaurant – Alibi Bar & Kitchen – offers a whole new side to plant-based dining within the walls of Woolloomooloo's infamous Finger Wharf. Head Chef Jordan Brogan, in collaboration with Ovolo's Creative Culinary Partner, US plant-based chef, restaurateur and pioneer Matthew Kenney, offers a curiously clean and contemporary menu showcasing local and seasonal produce.

Alibi boasts an extensive sustainable and biodynamic focused wine list including carbon neutral drops from Ross Hill Wines (Margaret River, WA) and Cullen Wines (Orange, NSW); however, it is the theatrical cocktails that steal the show. A selection of fruits, vegetables and botanicals are mixed, shaken and stirred with molecular techniques and spectacular presentation to stand out within a sea of greens. Alibi's 'Dirty Greens' bar menu comes as a dark side addition to the plant-based experience, inspired by mouth-watering greasy favourites – think burgers, hotdogs, chick poppers and Peking D*ck pancakes.

About Jordan Brogan, Head Chef of Alibi Bar & Kitchen:

Beginning his career as a chef 11 years ago, having grown up in the kitchen beside his Dad (also a chef), Jordan continues to push beyond the commonly accepted confines of the industry. Jordan's cool and calm approach to the kitchen sees the development of new forms of dining hit the table, set to challenge preconceived ideas of the culinary experience. Despite his innovative approach, Jordan continues to be inspired by traditional flavours and primal techniques, motivated at heart by the ability of food to create powerful memories through sensory connections.

About Matthew Kenney Cuisine

Matthew Kenney Cuisine is an integrated, California-based lifestyle company. The brand provides innovative, high quality products and services in the culinary art and wellness markets through its six business segments: hospitality, education, media, products, wellness and services. The foundation of his work is based on proprietary techniques and creative thinking applied to prepare minimally processed, plant-based cuisine that is both refined and healthy.

Matthew Kenney Cuisine owns and operates multiple plant-based restaurants including: Plant Food + Wine in Venice, CA, Make Out in Culver City, CA, Matthew Kenney NM in Beverly Hills CA, New Deli in Venice, CA, Plnthouse: the good kitchen at the 1 Hotel South Beach in Miami, FL, Essence in London, New York City's Double Zero, XYST, Bar Verde and Plantmade. As well as Plant Cafe in Bahrain and Make Out in Bogota, Colombia. [13] The company has also launched MK Wellness, a plant-based yoga and a travel brand. Kenney also founded the global education business, Plantlab Culinary.