

FOR IMMEDIATE RELEASE

VEDA

A New Veda – Fresh New Interior, Lush Terrace and Flavourful Food



(Hong Kong, 23 November 2021) Veda invites guests to join them in their celebration of the Earth and all that comes with it, as they reopen in December. Crafted by Veda's talented chefs, vibrant vegetables champion their menu with dishes that are minimally processed, rich in flavour, yet simplistic by nature. Guests can enjoy their thoughtful menu in the newly renovated two-storey space or on their refreshed pup-friendly terrace.

The chic Central restaurant, which led the charge in Ovolo's global 'Year of the Veg' initiative, continues to set the standard for conscious vegetarian dining. They are committed to giving back to the Earth and are doing so in partnership with sustainability consultant Food Made Good. This is done by minimising waste in the kitchen and using sustainable materials and practices wherever possible.

With Veda's reopening, they introduce a new free-flow Champagne brunch, an all-new pastry counter by day in partnership with Alive Food and bar counter by night, a brand-new unique cocktail experience, a dog-friendly happy hour, as well seasonal small and big plates that make up the a la carte menu.

Veda's transformed pastry counter features baked goods and pastries from Alive Food. Alive Food bakes up artisanal fermented products that is locally produced and free of preservatives and additives. Aligning with Veda's values, they commit to using fresh, organic, and upcycled ingredients in their production, as well as recyclable materials in their packaging to reduce waste. At night, the counter converts into a fully functioning bar.

The weekend **Champagne Brunch** (HK\$598) is inclusive of six sharing plates that are brought to the table, as well as a free-flow live dosa bar with four indulgent fillings, followed by a delectable dessert platter. Dosas are naturally vegan and gluten-free and is a traditional breakfast or lunch item eaten in India. A twist on this classic dish of incorporating

complementary fillings makes this experience uniquely Veda's. Guests can also indulge in two-hours of free-flow Perrier-Jouët champagne, a selection of red and white wine, beer, and a brunch exclusive cocktail.

On the a la carte menu, which will be changed seasonally, guests can enjoy the **Caesar Goes Veg** (HK\$125) salad – an innovative creation with tahini replacing the anchovy dressing, and crispy baked tofu croutons bringing next-level texture to the tempting dish. Executive Chef Raul's Spanish heritage shines through in the gluten-free **Paneer Tikka "Escabeche"** (HK\$130), which marries traditional paneer makhani with the piquant flavours that define escabeche dishes. More new 'big plate' items that showcase unique twists on classic Indian flavours include the **Wild Mushroom Rice** (HK\$220), the **Dal Muradabadi** (HK\$180), the **Spicy Channa Saag** (HK\$180), and more.

A new, fully stocked bar on the upper floor accompanied by their one-of-a-kind cocktail experience reinforces Veda's reputation as a must-visit cocktail destination. With the restaurant's name deriving from the Sanskrit word "vid" meaning "to know", master mixologist and Diageo World Class Hong Kong and Macau Bartender of the Year 2021, Art Fatkullin, has created a new library-inspired cocktail menu that will tickle the imagination of even the most seasoned cocktail aficionado. Guests can flip through the menu, with each cocktail's background and history aiming to inspire, educate, and entice.

Highlights include **The Sazerac** (HK\$140), which gives a glimpse into the history behind "America's First Cocktail". This intense and smoky drink is not for the faint of heart. Another must-try is the **Lorenz Attractor** (HK\$140), inspired by the Theory of Chaos, or what's commonly referred to as The Butterfly Effect. Just like its inspiration, this tequila-based libation made with purple yam, pomegranate, Talisker, honey and umami bitters may seem chaotic ingredient-wise, however the underlying order allow the flavours to blend in complementary fashion.

Those wishing to enjoy al fresco cocktails or drinks can visit Veda's refreshed terrace – an urban oasis nestled among Central's skyscrapers. Rife with greenery and plants, it's the perfect place to bring dogs and let them enjoy **Puppy Hour**, available every day from 3-7pm, because dogs deserve happy hour just as much as people do. This dog-focused happy hour offers pooches an exclusive **Puptail Negrowli** and healthy Buddy Bites Treats packed with prebiotics to support intestinal health.

Visit Veda's website for more information at veda.hk or make a reservation by calling +852 3755 3000.

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



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About VEDA

Veda is a celebration of the Earth and all that comes with it. Crafted by our chefs, vibrant vegetables champion our menu with dishes that are minimally processed, rich in flavour, yet simplistic by nature. From the familiar to the original, our plant-forward menu evolves seasonally and encourages exploration into the complex yet natural world of vegetables.

Veda is committed to giving back to the Earth by minimising waste in our kitchen, using sustainable materials and practices wherever possible.

About Ovolo Group

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia's most dynamic independent owner-operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets.

The Ovolo Group is a collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. 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 and breakfast, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year", at the 2019 and 2020 HM Awards.

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

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Nishi Apartments in Canberra Australia, The Sheung Wan by Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia.

As of March 2021, Dash Living collaborated with Ovolo Hotels to launch two new generations of serviced rental solutions in Hong Kong. A total of 135 rooms and suites that form part of a new generation of serviced rental solutions for hyper-mobile millennials will be available for booking. The Aberdeen by Dash Living, soon-to-be converted from Mojo Nomad By Ovolo, offers 79 rooms ranging from studios to executive suites. The 56-room The Sheung Wan By Ovolo, only remaining under Ovolo's management for stays under 7 days, will offer units from studio, one bedroom, to family room options.

Ovolo acknowledges the Traditional Owners of the lands on which we are located. We recognise their continuing connection to land, waters and culture, and pay our respects to their Elders past, present and emerging.

w: www.ovolohotels.com

Ovolo Group Media Materials can be downloaded [here](#).

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