

FOR IMMEDIATE RELEASE

FINDS X Isak Raises the Midnight Sun over Hong Kong's Horizon

Celebrating Nordic Culture with a Sweden-Inspired Afternoon Tea and Food Styling Workshops

(Hong Kong, 20 March 2018) – As Hong Kong's iconic Nordic restaurant, FINDS strives to celebrate the best of the North with like-minded parties to promote gastronomy and culture from this beautiful part of the world. In this upcoming collaboration, **FINDS** joins forces with **MATCH SHOWROOM**, a Hong Kong-based design and fashion platform, to promote sustainability and Nordic lifestyles year-round. The debut project features FINDS and **Isak**, a renowned boutique Swedish homeware brand led by award-winning graphic designer, Sandra Isaksson. Together with FINDS Executive Chef, Jaakko Sorsa, they have created the **Midnight Sun Afternoon Tea Set**, a culinary experience filled with five essential Nordic elements that everybody will shout out: Så mysigt!

^A common Swedish expression that describes Scandinavian coziness and togetherness, pronounced as /so:/ 'my:,sigt/

- Warmth: candle-lit ambiance on each table
- Smell: a relaxing scent of wood essence
- See: eye-pleasing food styling
- Music: playlist curated by Isak's Sandra
- Texture: tailor-made cushions and hanging blankets on the wall

The afternoon tea set featuring the Midnattssol teaware collection from Isak (*HK\$ 356 for two guests) will be available from 21 March. Inspired by the dramatic landscape under the #midnight sun, the Midnattssol teaware collection features an abstract, geometrically striking image of the sun in simple black, white and grey to express the stark contrast and peacefulness of this natural phenomenon, as well as the greatest admiration for the sun by people of the North.

#Midnight sun is a natural phenomenon that occurs in the summer months in places north of the Arctic Circle, where the sun remains visible at the midnight local time.

On the cuisine side, the menu features Swedish and Finnish delights, including:

- Fluffy Nordic Pancakes served with fresh berries, vanilla sauce and raspberry crumble
- Yoghurt Scones with clotted cream and homemade drottning's jam, a Swedish pantry staple that combines raspberries and blueberries
- Beetroot-Marinated Cold-Smoked Salmon on Toast
- Swedish Västerbotten Cheese Tart

1/F The Luxe Manor, 39 Kimberley Road, Tsim Sha Tsui, Kowloon, Hong Kong

E reservations@finds.com.hk | **T** (852) 2522 9318 | **F** (852) 2522 9319 | **W** www.finds.com.hk

f www.facebook.com/FINDShongkong | **t** www.twitter.com/FINDShongkong

Managed by GR8 Leisure Concept

- Crispy Karelian Pasty, a traditional open-side Finnish rice-filled pastry topped with egg and cottage cheese
- Skagen Shrimp Salad with Trout Roe, a classic Swedish dish
- Sea Buckthorn Berry Marmalade, White Chocolate Mousse & Green Apple Jelly
- Chocolate Praline Crisp & Lingonberries
- Mango & Passion Fruit Tart

As a family-friendly restaurant, FINDS has also prepared a ***Kid's Set*** for the little ones with an M&M Cupcake, Chocolate Marshmallows, a Crispy Salmon Ball, Mini Grilled Cheese Sandwich and a Yoghurt, Berry and Granola Cup, served with juice and priced at *HK\$98 per set.

For fans of elite food styling and elegant design, Chef Jaakko and Sandra will lead ***a series of three food styling workshops*** that provide professional tips on how to ***craft your party, your brunch and food for your kids***. The workshop series is priced at *HK\$350 and will be held on 21 April, 12 May and 9 June. Sandra's passion for design gives her a fascinating perspective on food styling, and her love for culinary experiences can be seen in her food and travel blog, [Isak's Table](#), where she shares her life's journey as it relates to food. Together with Chef Jaakko, this dynamic duo will provide great tips on food presentation, tablescapes and photography in this vibrant workshop series. Stay tune on FINDS facebook page for more information.

Midnight Sun Afternoon Tea Set will be served from Monday-Friday from 3pm to 5:30pm and Saturday-Sunday from 3:30pm to 5:30pm. To extend the *mysigt* atmosphere at home, simply visit <https://blank-select.com/> and enter the promotion code "ISAKXFINDS" to enjoy a 15% exclusive discount on selected products (local orders only).

**Prices of all afternoon tea set and workshop are subject to 10% service charge*

About Isak

Isak is a brand of well-designed and functional graphic based home accessories. Designing, sourcing, manufacturing and distributing its own range of homeware and kitchen products. The company is passionate about creating a brand of responsibly manufactured products for the home. Aiming to produce products with integrity and products designed to last, the brand uses the best materials available and sustainable, recycle as much as possible and make the packaging reusable.

About MATCH SHOWROOM

MATCH SHOWROOM established in the year of 2014 in Hong Kong. It is now representing more than thirty designer labels that are selling across the pacific area. Currently, the company owns three design platforms - Design Asia, Design Nordic and Creative Kanto. Besides fashion apparels and accessories, Design Asia, Design Nordic and Creative Kanto also continuously explore the lifestyle goods market.

Apart from field of fashion MATCH SHOWROOM also highly contribute in the culture exchange between cities. From looking opportunities for creativeness to holding fashion cultural exchange activities, MATCH SHOWROOM cooperated with different consulates and government organizations to promote fashion and lifestyle cultures.

About FINDS

Established in 2004, FINDS has been Hong Kong's iconic Nordic restaurant, with award winning cuisine crafted by Finnish celebrity chef Jaakko Sorsa. FINDS is an acronym for the Nordic countries – Finland, Iceland, Norway, Denmark and Sweden, and carries a distinct Nordic culture in the bustling heart of Tsim Sha Tsui. The majority of the seasonal ingredients are imported directly from Northern Europe and are prepared by typical Nordic cooking techniques including smoking, curing, pickling and fermenting.

Since 2016, Jaakko was invited to design “Finnair Signature Menu” for the Hong Kong-Helsinki business class service. He was also recognized as Chef of the Year 2015 in Foodie Forks Award. The restaurant itself was voted as The Best European Restaurant in 2015 Summer Restaurant Week. The restaurant receives high acclaim from media, such as being listed in the Hong Kong and Macau's Best Restaurants by Hong Kong Tatler, South China Morning Post's 100 Top Tables, WOM Guide and Louis Vuitton Hong Kong/Macau City Guide. FINDS is the first western-cuisine restaurant in Hong Kong to join WWF's Ocean-Friendly Menu programme and proudly support Green Monday campaign.

For media enquiries, please contact:

The Luxe Manor

Vivian Wong

Assistant Marketing Communications Manager

T: (852) 3763 8826

F: (852) 3763 8833

E: vivian.wong@theluxemanor.com



FINDS and *Isak*, a renowned boutique Swedish homeware brand, jointly present *Midnight Sun Afternoon Tea*.



The menu features Swedish and Finnish delights, including *Fluffy Nordic Pancakes* served with fresh berries, vanilla sauce and raspberry crumble.



Nordic treats on the Midnattssol teaware collection features an abstract, geometrically striking image of the sun to express the stark contrast and peacefulness of this natural phenomenon.



FINDS has also prepared a **Kid's Set** priced at HK\$98 per set.



Chef Jaakko and Sandra will lead a **series of three food styling workshops** that provide professional tips on how to *craft your party, your brunch and food for your kids*.



To purchase the collection, simply visit <https://blank-select.com/> and enter the promotion code "ISAKXFINDS" to enjoy a 15% exclusive discount on selected products.



Sandra Isaksson was raised by a family of trolls in the heart of a Swedish forest.



Sandra's passion for design gives her a fascinating perspective on food styling, and her love for culinary experiences can be seen in her food and travel blog, [Isak's Table](#)