

CLUB WHEELLOCK

Sharing the finer things in life



A TASTE OF SPECIALTY COFFEE

Young Innovators Bazaar 2015

RICS CORPORATE SOCIAL RESPONSIBILITY AWARD

A TASTE OF SPECIALTY COFFEE

Recently, there are more and more people fancy about coffee, from simply 3-in-1 instant coffee to all kinds of franchise coffee shops. Specialty coffee, which is now a hit in town, with different ways to make coffee and coffee beans from different regions, is full of appreciation wisdom.

From Aircraft To Coffee

Raymond was a pilot before devolved himself wholeheartedly into the coffee world. Being a pilot gave him the chances to travel around the world as well as to try many coffees with different styles and taste. He discovered that there were many quality cafés in other countries which was totally different from the coffee culture in Hong Kong and decided to introduce the concept of small quality coffee shop to Hong Kong. It was till 2010 with Hong Kong representatives to join the World Barista Championship (WBC), there were more people to start paying attention about specialty coffee.

Coffee Beans Mix and Match

To claim itself specialty coffee, it must have to meet some standards and pass the appraisal of the Coffee Cupping, such as coffee species, degree of roast, brewing method and whether it can show the origin's characters and styles.

When people first get started to have coffee, most of them would think it's solely bitter or sour which somehow made them to just stand there and would not going any further. Yet, Raymond explained it is because most commercial coffee beans are dark roasted in tradition, which resulted a bitter style. On the other hand, specialty coffee emphasized in the fruit acids style and with more degrees of roast and varied characters of different coffee beans from all over the world, giving it more layers in the taste. For example, Brazilian and Indonesian coffee beans are spicy, nutty like hazelnut, cocoa and walnut tastes, in a mild way; Ethiopian and Panama coffee beans are more like scented tea, mixture of sour and sweet, very friendly — coffee beginners' pick.



Raymond Tong, Chief Trainer and Founder of Coffee Pro.

Coffee Pro, is the only SCAA certified coffee training lab in Hong Kong, offering professional training of SCAA and SCAE certifications in Barista.

Espresso VS Hand Drip Coffee

Generally speaking, the ways to make coffee can be categorized in two groups and they are espresso and hand drip coffee. For Hong Kong, Raymond said the former one is still the dominant since most of the coffee drinkers prefer Cappuccino, Latte and Flat white, espresso-based drinks with milk made by Italian espresso machines. The stability of these Italian espresso machines will be a bit higher than hand drip coffee which requires Baristas’ skills. Despite of it, Raymond said barista is like the “driver” of the machine, it all depends how barista is going to control the water temperature, timing and volume all in a right way.

Coffee and Lifestyle

Raymond thinks that coffee appreciation is rather subjective and personal, and it is not a must to have the “Number One”. “Coffee tasting is like wine tasting, which depends on your personal preferences. Someone might like it sour, while others might like it sweet. What matters after all is what you like,” he said with a smile.

Art and culture form a vital part of a quality living. Wheelock Properties strives to promote interest and appreciation for art and culture, and showcases a collection of work in the form of painting, sculpture, glass art and photography, in our developments to inspire a new perspective of living spaces. Wheelock Gallery is collaborating with Raymond to open Lex Coffee in April. We are thrilled to invite all of you to come over and explore all the possibilities that coffee and art could inspire you.

Lex Coffee:
100 Belcher’s Street, Kennedy Town, Hong Kong (coming soon)



Top 4 Hand-Drip Coffee Skills

Pour Over Kettle

For pour over kettle, filters, filter holders, and servers are also needed. When you are using a pour over kettle to make coffee, it depends on the amount, speed and temperature of contact with the water over time. Barista needs to control well with the flow of water and so to have the coffee and water contact time just right.

Syphon Coffee

Syphon (vacuum pot) coffee is a brewing method that involves a process of heating and cooling of water changes and pressure in the vessel. The pot is divided into two parts, when the heating vessel changes the vapor pressure of water in the lower part; the heated steam will push the water up into the upper vessel and then boil, extract and filter the coffee. Since this process involved heating and a longer immersion time, it is as skillful as using pour over kettle.

French Press

French Press and Clever Cup, the reminding two ways in making coffee, are relatively easy and convenient when compared to the others. These two methods involved immersion only and will not be easily affected by the flow of water, which is good for coffee drinkers with entry level. Pour ground coffee into the empty beaker and add hot water, let brew and wait for around four to five minutes. Slowly press the plunger to the bottom to separate the grounds, pour and serve.

Clever Cup

Like French Press, Clever Cup also involves immersion. But what made Clever Cup different from French Press is the coffee comes with a sediment-free cup filtered by a paper filter. This method enables the coffee to be served with a finer texture if compares with French Press.





FURLA “NEO-POP”
COLLECTION VIP
PREVIEW

To celebrate the launch of Furla “NEO-POP” Collection, Club Wheellock members were invited to the exclusive preview. The new series featured post modern of POP ART, graphics and design, the iconic bags are ideal daily mix and match. Members were surrounded with a flavour of contemporary style and joyful energy.



GHD
CHRISTMAS PARTY LOOK
HAIR STYLING

The iconic British brand ghd is the first choice for professional stylists. Club Wheellock members experienced a Christmas party look hair styling at Airplay Blow Dry Bar in Central, where top ghd stylists gave the guests unique hair styling. Mr. Robert Resnick, Education Manager of ghd, shared how to transform everyday hair to something special for party.





**THE PARKSIDE
NEW YEAR PARTY 2015**

Club Wheelock celebrated the New Year with The Parkside buyers, together with their family and friends at The Gateway. Guests tasted the gourmet and fine wine of Italian winery, while enjoyed the live music performance and “Live It Up! Wheelock TKO Photo Competition” winning photos. Not to mention the excitement of lucky draw and the family fun photo booth, all the guests had a memorable and wonderful night.



VIP PREVIEW OF ASIA HOTEL ART FAIR 2015

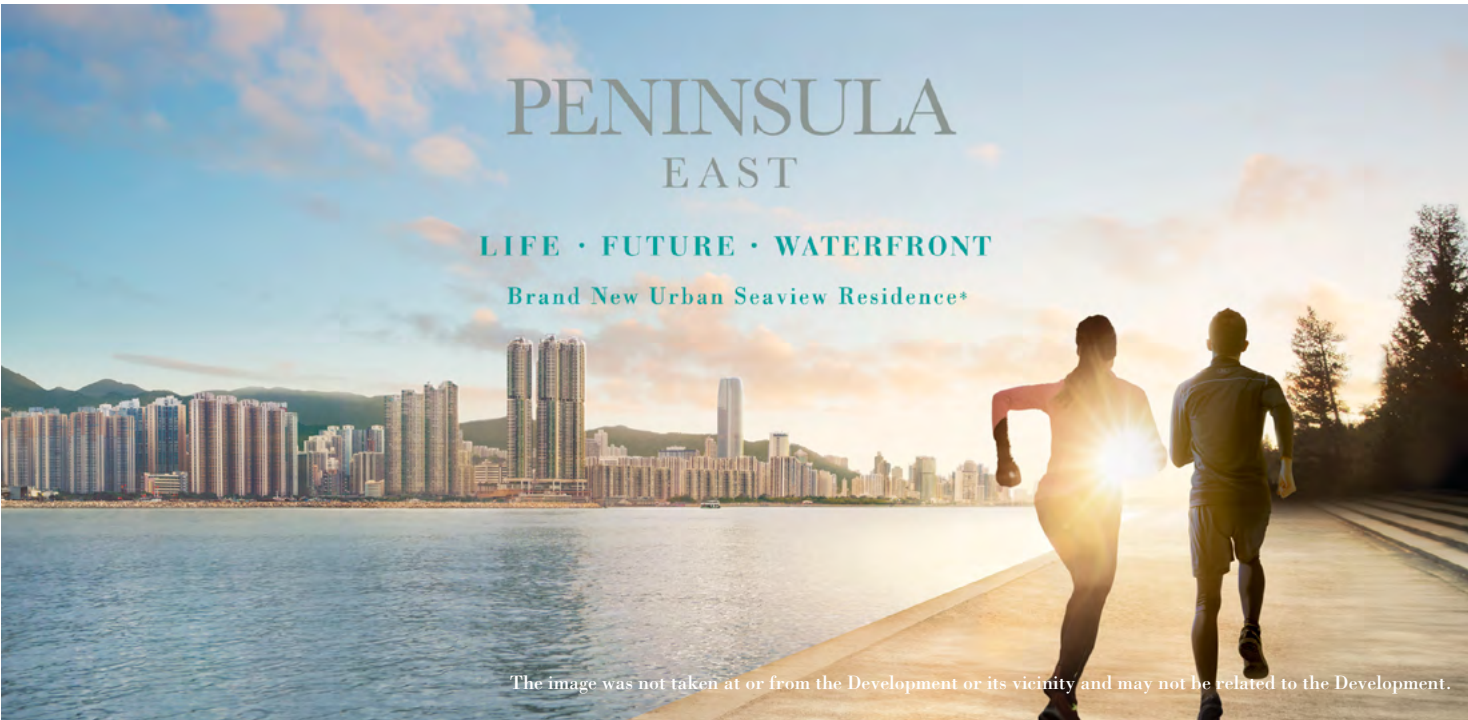
Riding on last year's success, Asia Hotel Art Fair Committee continued to collaborate with Harbour City and Marco Polo Hongkong Hotel in jointly organizing the 6th AHAF Hong Kong 2015. The Fair showcased over 5,000 pieces of the best contemporary Asian artworks from more than 70 finest regional galleries. Displaying artworks in hotel rooms allows art lovers to view and appreciate the artworks in a relaxed and homely setting. This year the Fair arranged a range of special activities for the Club Wheelock VIP including guided tours and art talks.



**JOYCE BEAUTY X BELLE FLEUR
FLOWER DESIGN WORKSHOP**

Joyce Beauty arranged an exceptional flower design workshop for Club Wheelock members. Ms. Meredith Waga, founder of an award-winning fragrance house Belle Fleur New York, was delighted to share the flower design techniques and her philosophy of home fragrance. Surrounded by elegant and refined fragrance, everyone expressed the creativity through their unique flower designs, while enjoyed a wonderful evening with a memorable sensory experience.





Following The Success of The Parkside Peninsula East In The Pipeline

Wheelock Properties’ first project in O’South - The Parkside received overwhelming market response. Over 99% of total 591 units were sold, generating sales revenue in excess of HK\$4.5 billion. Following the success of The Parkside, the Group is planning to launch Peninsula East in Yau Tong.



Situated at a prime location, Peninsula East is in close proximity to Yau Tong Bay Comprehensive Development Area (under planning and development^) and Yau Tong MTR station, enjoying the convenience and vibrancy brought by the emerging precinct of Island East and Kowloon East CBD2 ^.

Peninsula East offers a rare fully integrated view of the Victoria Harbour*, the auspicious Lei Yue Mun* and the forthcoming Kai Tak development*^. With the upcoming Yau Tong Bay Comprehensive Development Area ^, Peninsula East will be one of the most attractive places to live in.

Peninsula East features two towers providing 256 units with a diverse accommodation of 2 to 4-bedroom apartment units, from 480 sq. ft. to 1,033 sq. ft. ° in saleable area °. The Development enjoys the dual convenience of Kwun Tong line and Tseung Kwan O line – 1 stop to Quarry Bay and 2-4 stops to Kowloon East CBD2 ^ (Kwun Tong / Kowloon Bay).

2118 2000
www.peninsulaeast.com.hk#

Name of the street and the street number of the Development:

9 Shung Yiu Street, 3, 5, 7, 9 and 11 Tung Yuen Street and 3 Shung Tak Wai

District: Cha Kwo Ling, Yau Tong & Lei Yue Mun

The photographs, images, drawings or sketches shown in this advertisement/ promotional material represent an artist’s impression of the Development concerned only. They are not drawn to scale and/ or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the Development. The Vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

The address of the website designated by the Vendor for the Development * The view is dependent on the unit’s level, direction and the surrounding buildings and environment. The relevant views do not apply to all units and the surrounding environment and buildings are subject to change from time to time. ^ The construction, planning, design and completion date of the relevant project/infrastructure are subject to the final announcement and/or decision of the Government and relevant authorities.
° Saleable areas are calculated in accordance with Section 8 of the Residential Properties (First-hand Sales) Ordinance. The conceptual design drawing shows the design concept of the external appearance of the Development only and the [air-conditioning units, pipes, grilles and other electrical facilities] on the external walls of the Development have been omitted. The external appearance, plantations, landscape, lighting and its effect may be different from the actual condition. The conceptual design drawing does not reflect the actual condition of the external appearance and landscape design of the Development. The Vendor reserves the right to change, revise or amend the relevant design, layout, fittings, finishes and facilities and to replace the fittings, finishes and facilities with comparable quality.
Vendor: Framenti Company Limited Holding companies of the Vendor: The Wharf (Holdings) Limited and Wharf Development Limited Authorized Person: Ronald Liang The firm or corporation of which an Authorized Person for the Development is a proprietor, director or employee in his or her professional capacity: LWK & Partners (HK) Ltd. Building contractor: Hanison Contractors Limited The firm of solicitors acting for the Owner in relation to the sale of residential properties in the Development: Messrs. Kuo, Lee & Yip, Solicitors The authorized institution that has made a loan, or has undertaken to provide finance, for the construction of the Development: The Hongkong and Shanghai Banking Corporation Limited Other person who has made a loan for the construction of the Development: Wharf Development Limited and Wharf Finance Limited To the best of the Vendor’s knowledge, the estimated material date for the Development: 31 July 2017. (The estimated material date means the date on which the conditions of land grant are complied with. The estimated material date is subject to any extension of time that is permitted under the Agreement of Sale and Purchase.) The advertisement is published by the Vendor. Prospective purchasers are advised to refer to the sales brochure for any information on the Development. Date of Printing: 31 March 2015

Project WeCan

“Young Innovators Bazaar 2015” A showcase of entrepreneurial caring spirit and creativity

Young Innovators Bazaar is an annual joint school Project WeCan event which gives students an opportunity to run their business from scratch. With the help of experienced corporate volunteers, students learn how to prepare business plans, carry out market analysis, product development and budget forecast. It prepared them for the competitive business environment in the future.

This year, the Young Innovators Bazaar 2015 was held at Plaza Hollywood. Divided into four zones, namely “Love”, “Respect”, “Trust” and “Appreciation”, the bazaar is made possible with the extensive preparation of over 500 secondary school students from 25 Project WeCan schools. After a 3-month long preparation process, these students were offered exciting and creative merchandise and served customer with a caring attitude. Students were also arranged to perform multiple talents in the school performances.

Ng Yuk Secondary School, the partner school of Wheelock Properties, won three 1st runner-up including the Best Oral Presentation on Business Plan Award, Best Teamwork Award and Best Creative Product Award.



Awards

A big winner in “Corporate Games” Distance Run Competition



Wheelock Properties participated in “Corporate Games” Distance Run Competition organized by the Leisure and Cultural Services Department (LCSD). The run held at Main Dam of Plover Reservoir in Tai Po was about 7km. Wheelock Team won four awards including the team champion, 1st runner-up and 2nd runner-up in Women’s Open as well as 3rd runner-up in Men’s Open.

The “Corporate Games” is a major multi-sport event specially organized by LCSD for participation by industrial/commercial and public organizations and their employees, which aims to promote team spirit among employees and strengthen their sense of belonging. The Games can also help them to establish the habit of doing exercise daily with a view to promoting “Sport For All” and building an energetic and healthy community.

Run for Paralympians 2015

Wheelock Properties won the 2nd runner-up for the Team Award in “Run for Paralympians 2015”, part of the Standard Chartered Hong Kong Marathon. The Team completed 10km run and raised funds for disabled athletes’ training preparation for the Rio 2016 Paralympic Games.



Awards

RICS Corporate Social Responsibility Award 2015

Wheelock Properties is granted the “Corporate Social Responsibility Project of the Year” in RICS Hong Kong Awards 2015. This is the second year we are granted this grand award. Through on-line voting opened to all RICS Hong Kong members, the award recognized our contribution and efforts on the front of CSR initiatives. Our residential project Lexington Hill is also awarded the certificate of excellence in the Sustainability Achievement of the Year, recognizing our concern for the environment in our project development.

With “Business in Community” as our motto, our group launched “Project WeCan” in 2011, the largest community education support program ever undertaken by a private organization in Hong Kong, an initiative to provide underprivileged secondary school students with resources and care. In 2014, our group took a huge step to sustain the program for years to come with the launch of Project WeCan 2. The number of schools being supported has increased three folds.



Environment

Lai See Packets Reuse and Recycle Program



Wheelock Properties fully supported Greeners Action’s “Lai See Packets Reuse and Recycle Program” to encourage staffs and their family members to reuse and recycle “Lai See” packets. Several collection boxes were placed in the office in support of this meaningful program!

2.2 million of “Lai See” packets were collected last year by Greeners Action. The collected packets were sorted and re-packed, and distributed to public and non-profit organizations in the following year.

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