

**For Immediate Release**

**Amoy Plaza x Calbee Summer Carnival**  
*Celebrating Jagabee's 10<sup>th</sup> Anniversary with Hong Kong's First  
Calbee-themed Installation*

(Hong Kong, July 12, 2017) This Summer, Amoy Plaza is thrilled to collaborate with Calbee in organizing the “Amoy Plaza X Calbee Summer Carnival” in celebration of the 10<sup>th</sup> Anniversary of Jagabee. From July 14 to August 31, famous Calbee characters, including Potta and the Kappa Shrimp Family, will be visiting Amoy Plaza to make sure that the celebrations go off with a bang! The “Amoy Plaza x Calbee Summer Carnival” will also feature many fun-filled attractions, such as the Jagabee-themed motion-senor game, a photo corner, Calbee Gallery, pop-up store, stamp collection game, and a 3D-printing workshop, to name but a few, guaranteeing endless excitement all summer long!

Calbee fans are offered the chance to become a “Calbeeman” to experience the process of potato chip production through the motion-senor game. Those who complete the mission within a designated time will win a special Calbee souvenir. More fun awaits at the Potta's photo corner, where fans can pose for selfies with the cute and cuddly potato character. There is also a stamp collection game to create a customized Jagabee postcard. While at the Calbee Gallery, customers can find limited edition Calbee products, stationery, premiums, and fun facts about everyone's favorite snack. Amoy Plaza will also play host to the first ever Calbee pop-up store filled with tempting treats and exclusive goodies like customizable Calbee snack packs so everyone can take home a taste of the “Amoy Plaza X Calbee Summer Carnival” happiness!

With a same-day single spending of HK\$200 or more at Amoy Plaza, customers can join the 3D-printing workshop on designated weekends. Additionally, highly collectable 10<sup>th</sup> Anniversary Limited Edition Jagabee gifts, including a Potta snacks tote bag or a Calbee beach set, can be redeemed with spending of HK\$1,000 or more with a maximum three machine-printed receipts from the same day. For detailed information about activities and promotions, please refer to the appendix.

## **About Amoy Plaza**

Conveniently located near the MTR Kowloon Bay Station, Amoy Plaza is an integrated mall in Kowloon East, comprising stores offering trendy fashions, beauty products and electronic gadgets. Together with more than 35 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

## **For more details, please visit:**

Amoy Plaza website (<http://www.amoyplaza.com.hk>)

Amoy Plaza Facebook (<http://www.facebook.com/AmoyPlazaHK>)

Amoy Plaza Instagram (<http://instagram.com/amoyplazahk>)

## **About Calbee**

Calbee is committed to harnessing nature's gifts, to bringing taste and fun, and to contribute to healthy lifestyles. "Harvest the Power of Nature", this is a promise that Calbee makes its customers, who follow their own path through life actively as they coexist with society and nature.

\* \* \*

## **Media Contact**

Cheung Ka Wing  
Corporate Communications Manager  
(Media Relations)  
(852) 2879 0360  
[WingKWCheung@HangLung.com](mailto:WingKWCheung@HangLung.com)

Sharon Cheung  
Senior Officer  
Corporate Communications  
(852) 2879 6281  
[SharonCheung@HangLung.com](mailto:SharonCheung@HangLung.com)

**Photo Caption (1)**



Amoy Plaza is hosting the first-ever Calbee-themed installation in Hong Kong celebrating Jagabee's 10<sup>th</sup> Anniversary.

**Photo Caption (2)**



Upon spending of a designated amount at the mall, customers can join a 3D-printing workshop, or redeem a Potta snacks tote bag or a Potta beach set.

**Photo Caption (3)**



Famous Calbee character, Potta, will come out to play with guests at the “Amoy Plaza x Calbee Summer Carnival” on designated weekends.

## Appendix: Program Details

Amoy Plaza X Calbee Summer Carnival	Date: July 14 to August 31, 2017 Time: 11am to 11pm Venue: G/F, Phase 1, Amoy Plaza
Calbee Gallery	Date: July 14 to August 31, 2017 Time: 11am to 11pm Venue: G/F, Phase 1, Amoy Plaza
Calbee Special Edition Pop-up Store	Date: July 28 to August 31, 2017 Time: 12nn to 8pm Venue: G/F, Phase 1, Amoy Plaza
Jagabee-themed Motion-sensor Game	Date: July 14 to August 31, 2017 Time: 12nn to 8pm Venue: G/F, Phase 1, Amoy Plaza
3D-printing Workshop	Date: July 14 to August 31, 2017 (Every Sat & Sun) Time: 2pm to 6pm Venue: G/F, Phase 1, Amoy Plaza How to join: Upon spending of HK\$200 or more, in a single, same-day receipt, customers can join the 3D-printing Workshop and make an adorable Potta figure. Customers are requested to redeem workshop tickets at the concierge in advance. Daily quotas apply and availability is on a first-come-first-served basis.  <b><u>Redemption of 3D-printing Workshop Tickets</u></b> Date: From July 14 while stocks last Time: 11am to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza
Calbee Limited Edition Set Redemption	Date: From July 14, 2017 - Potta snacks tote bag set; From August 4, 2017 - Calbee beach set Time: 11am to 10pm Venue: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Upon spending of HK\$1,000 or above at Amoy Plaza with a maximum of three machine-printed receipts from different shops dated the same day, customers can redeem a Potta snacks tote bag or a Calbee beach set. Gifts are limited and redemption is on a first-come-first served basis, while stocks last.
Potta's Summer Holiday Photo Op	Date: July 15, 23, 30, August 6 & 13 Time: 3:30pm to 5:30pm Content: Jagabee character, Potta, will come to Amoy Plaza to take pictures with Calbee fans.



- \* All photos are for reference only. For detailed terms and conditions for redemptions, please refer to the promotional materials at the redemption counter.
- \* Programs are subject to change without prior notice.
- \* For more details, please refer to in-mall promotional materials.