优意集团
ELITE CONCEPTS
defining asian hospitality

Join Our Elite Family Tree

ELITE
access

ABOUT US

The Acorn Story – the acorn is the seed of the mighty oak, symbolising growth, success, and a solid presence.

Elite Concepts is one of Asia's leading hospitality groups, defining Asian hospitality since 1991. Our renowned portfolio of restaurants and bars includes ye shanghai, Nanhai No.1, Nanhai No. 2, Deng G, Penthouse, eyebar, and our latest additions C.C. LOU and Duck de Chine. We've been serving loyal, discerning patrons in Hong Kong, Shanghai, Beijing, and Taipei for over 30 years.

Elite Access is more than just a loyalty program. With the touch of a button on our mobile app, you can enjoy exceptional wining & dining and lifestyle experiences, exciting rewards and exclusive members' privileges.

It's an invitation to you, your friends & families, your business partners and clients, to enjoy exclusive experience with us.

OUR CONCEPTS

yè shanghai
Shop 332, 3/F,
Pacific Place,
88 Queensway, Admiralty

Penthouse
31/F, iSQUARE,
63 Nathan Road,
Tsim Sha Tsui

Migas
3/F, H Queen's,
80 Queen's Road
Central, Central

eyebar
30/F, iSQUARE,
63 Nathan Road,
Tsim Sha Tsui

yè shanghai
702, 7/F, K11 MUSEA,
18 Salisbury Road,
Tsim Sha Tsui

Deng G
412- 413, 4/F, K11 MUSEA,
18 Salisbury Road,
Tsim Sha Tsui

Avalon
2/F, H Queen's,
80 Queen's Road
Central, Central

Take Five
2/F, H Queen's,
80 Queen's Road
Central, Central

Nanhai No.1
30/F, iSQUARE,
63 Nathan Road,
Tsim Sha Tsui

C.C. LOU
Shop 003, LG1/F,
Pacific Place,
88 Queensway, Admiralty

The Chuan Bar
Shop 003, LG1/F,
Pacific Place,
88 Queensway, Admiralty

Nanhai No.2
12/F, World Trade Centre,
280 Gloucester Road,
Causeway Bay

Duck de Chine
3/F, One Causeway Bay
281 Gloucester Road,
Causeway Bay

bolli bar
3/F, One Causeway Bay
281 Gloucester Road,
Causeway Bay

YOUR GATEWAY TO UNIQUE EXPERIENCES

We are delighted to announce our NEW **Elite Access** (EA) Loyalty Program (Season 2) from September, 2026 – this NEW loyalty program will bring your exclusive dining, wining and lifestyle experiences to a whole new level.

When you join **Elite Access,** you will enjoy an array of unique rewards and exclusive privileges, tailored for discerning individuals when dining at all the Elite Concepts Restaurants & Bars in Hong Kong.

EA offers you the finest experiences with a personal touch.

EA INDIVIDUAL

your personal key to elevated dining

YOUR PRIVILEGES

Membership Fee: HKD 3,388 / year

DINING CERTIFICATES

6 x HK$500 dining certificates
(Total worth up to $3000)

To be used at all our restaurants in Hong Kong

Minimum spend HK$1000 is required per use.

SIGNATURE EXPERIENCE

4 x Taste of Signature dish coupons
(Total worth up to $3000)

Valid at selected restaurants

Minimum 4 guests is required per coupon use.

COMPLIMENTARY DRINKS

4 x HK$300 bar drink coupons
(Total worth up to $1200)

Valid at selected bars.

Minimum 2 guests is required per coupon use.

CONCESSIONARY OFFERS

Enjoy 12% off food & beverages

Valid at all our restaurants and bars in Hong Kong

On a la carte menu only. Excluding banquets & private events.

YOUR PRIVILEGES

Membership Fee: HKD 3,388 / year

BIRTHDAY BUBBLES & SWEETS

Celebrate your birthday with us and enjoy a complimentary bottle of Champagne and desserts when dining with us.

EXCLUSIVE PREVIEW

Be the first to know about our latest offerings and upcoming events across all our venues.

EVENT ASSISTANT

Full support service from venue proposal, custom menu to post-event follow-up.

REFER & EARN

Invite your friends, family or clients to join ELITE ACCESS

With every successful referral, you will be rewarded with a HK$200 dining certificate.

MORE TO ENJOY

As our EA member, every visit brings you closer to exclusive rewards. Earn points when you wine & dine - from savoring our signature set menus, exploring the à la carte selection to enjoying our comprehensive range of beverages and unlock privileges designed for your refined tastes. The more you indulge, the more you earn.

- Earn 1 reward point for every eligible HKD 1 spent on food and beverages, excluding service charge.
- The final paid amount excluding any service charges, will be converted into reward points.
- Redeem your accumulated points for a variety of rewards, including merchandise, dining offers, fine wines and beverages, travel, 5-night stay at Villa Puri Tupai, Ubud Bali and more!

优 意 集 团
ELITE CONCEPTS
defining asian hospitality

Thank you

JOIN THE ELITE

For program enquires or private dining & event bookings,
please contact your EA Loyalty Program Personal Assistant – EVA.

+852 2521 0825

eva@elite-concepts.com

www.elite-concepts.com