

THE WOODS



Welcome to The Woods...

We believe in elevating cocktails into culinary experiences by putting as much care and attention into making your drinks as a chef would into preparing a dish. We love using artisanal spirits (we always like to know the provenance of our liquids and of course, a good story to tell!) and market-fresh ingredients inspired by the seasons. We also create themed and collaboration menus to experiment in pairing food with cocktails.

We offer comprehensive event services with a specialisation in customising the food and beverage element to complement the host brand and to make it an integral part and focal point of the overall experience and entertainment. We are happy to provide consultation and conceptualisation free of charge with every event engagement as flexing our creative muscles and producing custom settings, serving ware, drinks and bites are our expertise.

We hope you enjoy our portfolio and feel free to contact us at info@thewoods.hk or Victoria at 9132-1802 for any enquiries.



OUR COCKTAILS



oak whiskey sour



tom yum shooter

Our menu consists of classic cocktails made with a twist of market-fresh ingredients, and also features a list of concoctions that use fruits and vegetables as they come into season – be it Spring, Summer, Autumn or Winter.

Our most exciting offering is our 8-seater exclusive Long Bar area. Here, we turn the traditional Prix-Fixe menu on its head. The centre of each course is the cocktail, and it is paired with a nibble of food. Every drink is experimental and experiential, guaranteeing a wow-factor and a visual journey. The menu changes every 8 weeks, depending on seasonality, new themes, as well as collaborations.

We also pride ourselves with a walk-in freezer and a comprehensive ice program as we believe the basis for every good drink is good ice!





SPRING: *strawberry rhubarb shrub*



poddington pea



SUMMER: *watermelon cilantro*



caprese



AUTUMN: *ginger pear*



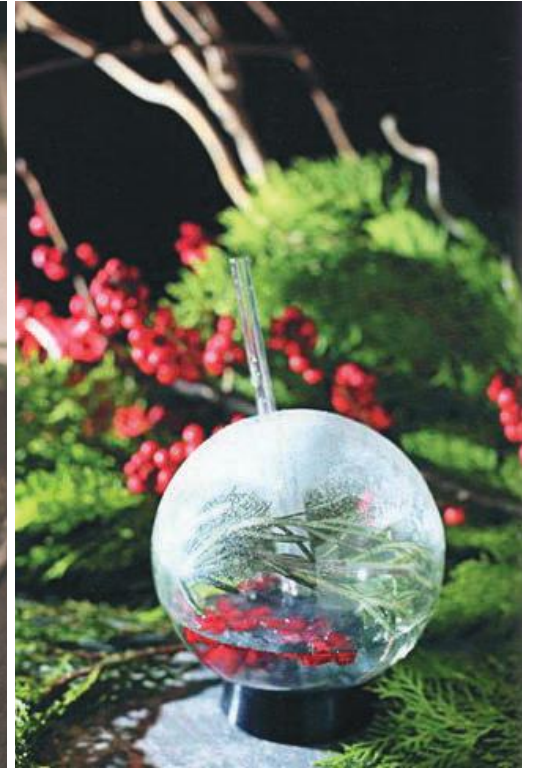
mushroom bourbon



WINTER: *butternut rye*



brussel sprout gibbon



ORIENTAL: *flaming black ginger tea* TIDAL WAVES: *kombu gin in seashell* INTO THE WOODS: *escargot pairing* CHRISTMAS: *snowglobe negroni*





BACK INTO THE WOODS: *asparagus, wheatgrass, thyme-infused gin*



OASIS: *hot stone maca-infused scotch*



OASIS: *chlorella chartreuse granita*



OUR VENUE



The theme of light through The Woods is carried through in the movable panels with semi-see-through patterns that reflect the marble. This separates the Prix Fixe Long Bar from the main lounge area.

In the main lounge area is a wooden canopy of hanging Edison lights, as well as green shutter gates that hint at Hong Kong's vibrant past. The simple, elegant design of the furniture compliments the interior with touches of color and patterns. The tables, chairs, and stools have minimal corners and focus on more organic curvatures.

The Woods is centrally located on Hollywood Road, nestled comfortably between the hustle-bustle of Lan Kwai Fong and the quaintness of SoHo.

The interior of The Woods intends to compliment and expand upon the culinary experience of its cocktails. It evokes the warmth and sense of discovery of 'the woods' without taking on a literal interpretation.

The experience begins as the guests walk in under a light canopy of hand-blown glass (Grove by Lightband Studio in New York) which represents branches and the light shining through trees.



SPECIFICATIONS

SIZE

2,000 square feet (gross)

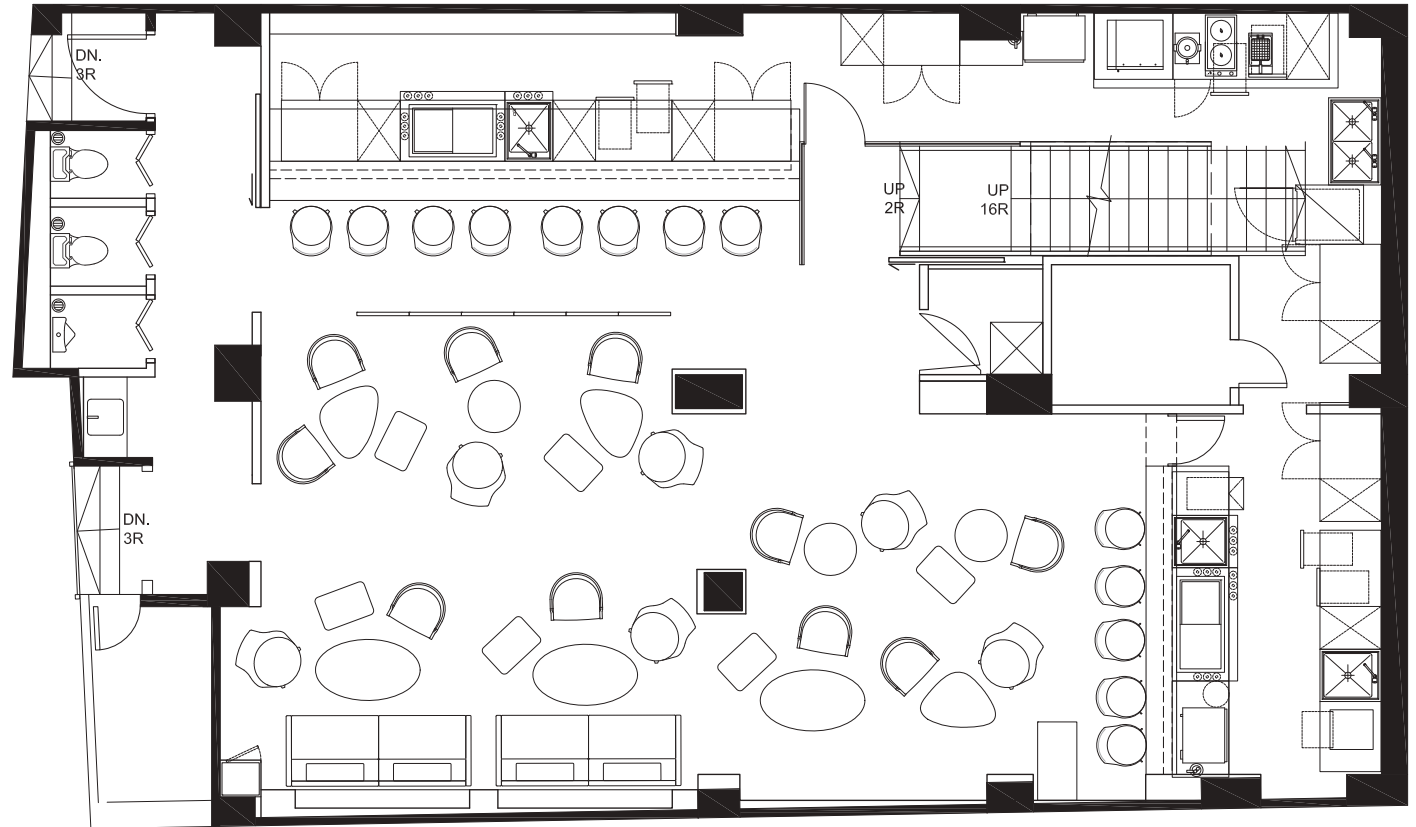
SEATING CAPACITY

59 seats in lounge

8 seats at Prix Fixe “Long Bar”

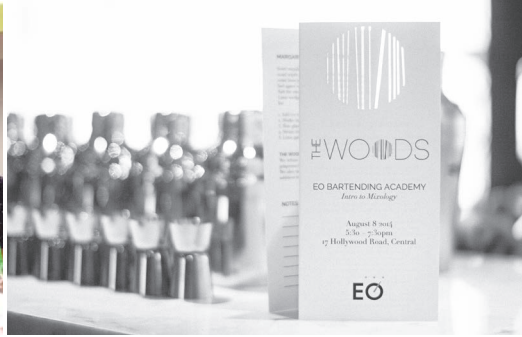
STANDING CAPACITY

84 Persons





OUR EVENTS SERVICES



COCKTAIL CLASSES

The Woods offers cocktail classes for parties up to 25 persons. The class is generally divided into two sections – The first part will go over basic history, introductions, and tastings of a range of spirits, and the second will involve cocktail making techniques and executing classic recipes.

Classes can be tailored to focus on specific elements and can also be held off-site at corporate or commercial venues.

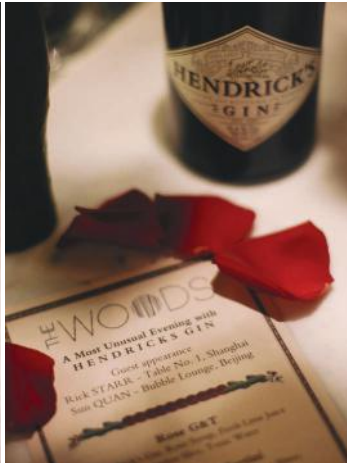
ON-SITE

The Woods is a versatile space that is easily customisable for personal, corporate, and brand events. There are a myriad of opportunities to brand the space, reconfigure the furniture (or remove them entirely!), and add decorative features. Our in-house team is happy to assist in the design and personalization of The Woods experience from food and beverage formats and options. to entertainment and thematic decorations.

OFF-SITE

The Woods team is proud to offer off-site catering and event design services. We specialize in customising food and beverage experiences that help define a brand or occasion. We offer customised bar stations, serving ware, canapés and cocktail design to ensure your event is one of a kind and memorable.

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HENDRICKS GIN

BRIEF:

Guest bartenders & showcase of gin that prides itself as “unusual”

WOODS CONCEPT:

Create on-brand event with “unusual” touches that reflect the ingredients of the gin (cucumber & roses) and the brand image

EXECUTION:

- Canopy of 100 roses hanging over showcase bar and 50 cucumbers halves on the bar top
- Hendricks Gin bottles used as candle holders
- Accordionist for unique mood music
- Indoor bowling and mini golf in the center of bar as unusual activities

BERRY BROS. & RUDD

BRIEF:

Venue for presentation by Master of Wine, followed by wine tasting

WOODS CONCEPT:

Sophisticated food pairing & unique wine glasses

EXECUTION:

- Premium cheese & charcuterie selection on custom wood platters*
- Unique slanted wine glasses*





DIOR

BRIEF:

Launch of new fragrance with photo and presentation opportunities

WOODS CONCEPT:

Complete removal of furniture from venue for construction of large backdrop elements. Custom cocktail designed to compliment cologne

EXECUTION:

- Whisky tasting session for attendees that parallels the sensory appreciation of fragrances*
- Custom cocktail that features the spice components of the cologne
 - Professional style photoshoot of the cocktail for use in global marketing**

JO MALONE

BRIEF:

Launch of new fragrance line with personal consultation opportunities for guests

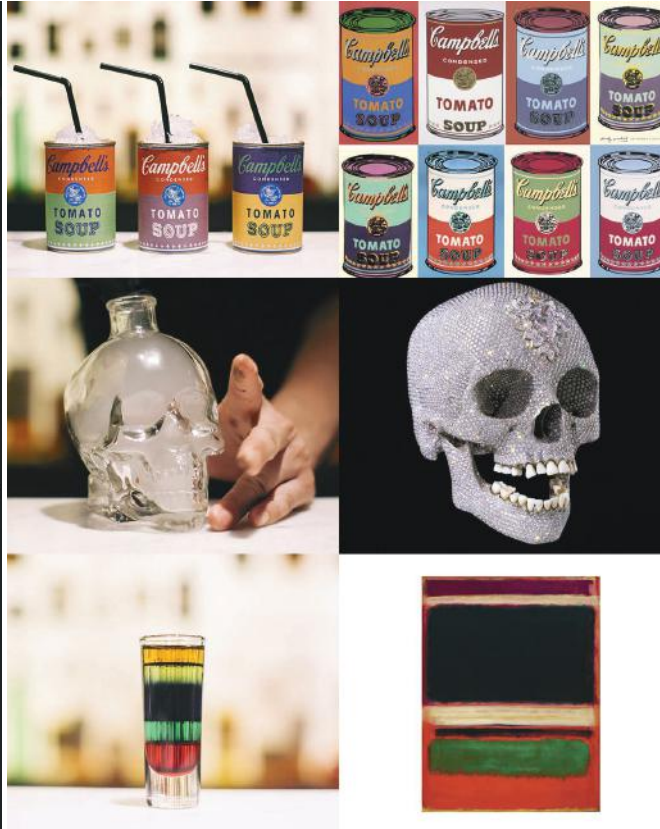
WOODS CONCEPT:

Set up individual stations throughout venue and serve custom cocktail

EXECUTION:

- Series of fragrances represented on foldable panels*
- Custom cocktail that features the floral components of the perfume*
- Styled individual consultation stations*





COLLABORATIONS

Uber for Art Basel

BRIEF:

Target art-going audience traveling between the exhibition and nightlife

WOODS CONCEPT:

Discount offer on a specially designed series of artist-inspired cocktails for all Uber riders from the Hong Kong Convention & Exhibition Center

EXECUTION:

- Cocktail served in Campbell Soup Cans inspired by Andy Warhol
- Smoked cocktail served in skull bottle inspired by Damien Hirst
- Layered shooter inspired by Mark Rothko

COLLABORATIONS

Sook by Mina Park, Eat Ethio by Helina Tesega, Flight Center, Luxe City Guides

BRIEF:

Food & cocktail pairing menu promotion based on an Around the World experience

WOODS CONCEPT:

A weekly rotating cocktail & food pairing menu featuring four 'destinations' with collaborations with Korean chef, Mina Park, and Ethiopian chef, Helina Tesega

EXECUTION:

- A series of culturally unique cocktail & dining experiences*
- Guests are entered to win round-trip flights to Seoul, and an around-the-world Luxe Guide box set*





COLLABORATIONS

Ellermann Flower Boutique & Atelier

BRIEF:

Wedding cocktail styling for look-book (left) & pop-up cocktail bar at Swire markets on Tong Chong Street, Quarry Bay (right)

WOODS CONCEPT:

Cocktails to compliment the floral styling of wedding photoshoot (left) & flowers to decorate booth serving florally-inspired cocktails (right)

EXECUTION:

- Powder-coloured spirits served in florally garnished glassware*
- Fresh vines and flowers on booth with cocktails garnished with edible blossoms*





OUR EVENT DESIGN & CATERING



FINANCIAL TIMES

BRIEF:

Celebration of client acquisition by Japanese company

WOODS CONCEPT:

Japanese-inspired F&B experience

EXECUTION:

- Customized wooden masu cups with engraved logos for signature sake & honeydew cocktail service from a wooden barrel with bamboo scoop
- 'Landscaped' serving platters with Bonsai plant centerpiece and edible zen garden with matcha chocolate truffles

LUMIO (Lane Crawford)

BRIEF:

Holiday gift shopping & meet the designer of Lumio (a 'book lamp')

WOODS CONCEPT:

Custom-made acrylic serving platters to showcase new product

EXECUTION:

- Platters designed with trough to fit Lumio lamp at center in varying configurations to show diversity*
- Canapé items designed to evoke the pages, colours, and shape of book product i.e. pages, spine, spiral*
- Mulled wine & cider cocktails*





HOUSE OF MADISON

BRIEF:

Showcase venue and kitchen products through F&B experiences

WOODS CONCEPT:

To complement freshly baked bread by the ovens, make jam cocktails

EXECUTION:

- Create table top herb garden with mint & thyme plants that are freshly plucked to garnish drinks*
- Homemade strawberry-jalapeno and yuzu-apricot jams used in cocktails served in jam jars*

HOUSE OF MADISON

BRIEF:

Showcase venue and kitchen products through F&B experiences

WOODS CONCEPT:

To complement chinese food by the woks & stovetop, make tea cocktails

EXECUTION:

- Display of traditional ceramic Chinese tea pots with backdrop of Chinese ingredients*
- Hot cocktails made with blooming jasmine tea blossoms served in double-tiered tea cups*





L'OBJET (Lane Crawford)

BRIEF:

Gold and opulent event to showcase new collection of diningware

WOODS CONCEPT:

Create medieval-inspired feast spread as event highlight and photo opportunity

EXECUTION:

- Real fruits, vegetables, bread, & seafood spray painted gold, showcasing L'Objet products throughout the table*
- Edible gold glitter & gold leaves incorporated into cocktails and canapés*
- Specially sourced gold & silver servingware*

L'OBJET (Lane Crawford)

SAMPLE MENU:

*Beetroot Gravlax &
Salmon Roe Blini*

Quail Egg & Caviar Blini

*Champagne Jelly with Caviar &
Gold Leaves*

*Foie Gras Tart with Honey Figs &
Pistachio*

*Strawberry Macaron with Chocolate
Ganache & Gold Leaves*

White & Dark Chocolate Truffles





BERLUTI

BRIEF:

In-store experience for top clients

WOODS CONCEPT:

*Masculine cognac cocktails paired
with chocolate truffles*

EXECUTION:

- In-store bar experience*
- Display themed with
leather and wood*



HONG KONG INDESIGN

BRIEF:

Cocktail station for design week speaker panel with topic: 'Hospitality: Making it Personal'

WOODS CONCEPT:

A design-oriented serving station around the international symbol of hospitality- the Pineapple

EXECUTION:

- Deconstructed fresh pineapples hung at varying elevations*
- Grilled pineapple-cinnamon cocktail served in glasses with frozen slanted ice for design element*



SHANGHAI TANG

BRIEF:

Highlight the wisteria patterns found in Spring/Summer 2016 Collection

WOODS CONCEPT:

Hanging cocktail bar and wisteria glassware

EXECUTION:

- Bar set-up with hanging vines and glass cones containing two different cocktails which guests can choose
- Bartenders pour from hanging cones in glassware with laser-cut wisteria patterns
- Florally garnished canapes

JONATHAN ADLER

BRIEF:

Holiday gift shopping & meet the designer Jonathan Adler

WOODS CONCEPT:

Red and green Christmas coloured canapes and displays inspired by Adler's zig-zag print patterns

EXECUTION:

- Custom-made zig-zag canape holders with canapes resembling red and green Christmas lights*
- Snowman cocktail shots*
- 3D printed wearable rings that clip onto Christmas cookies, in the shape of snowflakes and interior decor furniture*





FIRST MONDAY IN MAY

BRIEF:

*Red carpet movie premier of
First Monday in May,
featuring fashion luminaries*

WOODS CONCEPT:

*Gourmet F&B that can be brought
into cinema*

EXECUTION:

- Hong Kong-inspired popcorn flavours in vintage silver popcorn cups*
- Fashion-inspired bottled cocktails with silver straws*

MCM

BRIEF:

Canapes and drinks inspired by MCM's signature bag collection

WOODS CONCEPT:

Use key colours- yellow and red, and key patterns- stripes and diamonds

EXECUTION:

- Custom red, black and yellow canape items*
- Custom-made serving platters and big display with elevated platforms- when viewed from above, stripe and diamond patterns match the signature bags*





ACQUA DI PARMA

BRIEF:

Month-long menu collaboration

WOODS CONCEPT:

Line of cocktails inspired by line of floral perfumes, each paired with a sampler of the corresponding fragrance

EXECUTION:

- Special page in menu designed for Acqua di Parma*
- Every customer of orders the special collaboration drinks receives a sampler of the matching perfume*



ACQUA DI PARMA

LAUNCH EVENT:

Turn The Woods into an Italian garden featuring peonies

EXECUTION:

- Sliding gates and troughs along main bar as trellises for flowers
- Floral dessert canapes
- Petal-rimmed cocktail glass with edible flowers





BAYWATER OYSTER CO.

BRIEF:

Showcase & educate about oysters

WALRUS CONCEPT:

Allow guests to experience oysters in well-rounded manner

EXECUTION:

- Speech & oyster tasting held concurrently to allow guests to experience the differences in oysters*
- Wine & oyster pairing lesson*
 - Styled tabletop with photo-jamming opportunity for Instagram promotion*
- Oyster shucking lessons to allow guests to open their own*

STREET PARTIES

BRIEF:

Create neighbourhood vibe

WALRUS CONCEPT:

Interactive elements & fun!

EXECUTION:

- Custom tattoos & punny stickers
- Walrus photobooth & custom props
 - Bubble machine
- Live saxophonist with DJ





VEUVE CLICQUOT

BRIEF:

Gold and opulent event to showcase new collection of diningware

WOODS CONCEPT:

Create medieval-inspired feast spread as event highlight and photo opportunity

EXECUTION:

- Real fruits, vegetables, bread, & seafood spray painted gold, showcasing L'Objet products throughout the table
- Edible gold glitter & gold leaves incorporated into cocktails and canapés
- Specially sourced gold & silver servingware



MEDIA COVERAGE



BAR OF THE FORTNIGHT

The Woods

Verdict Creative cocktails to be savoured

What's your poison? That may well be the most surreal phrase used in the various watered-down on the premises of Old Bailey streets. The basement bar is decked out in nature-inspired décor—hence the name—and shakes up creative and painstakingly crafted cocktails. It's only been open for a month, and it's already a neighborhood hotspot.

...a buffet-style mixed toasts menu an appearance in the Waterman Club (B20), stacks with chilled...
...and watermelon and the drink goes down very well. Sure, the drink has...
...the difference between a high-quality...
...the bar offers a seasonal cocktail menu...
...and a few paper margaritas. Much of...
...the produce is sourced from the local market...
...and some is home-grown.

The difference between other bars and The Woods is that you drink [here] to enjoy, not to get drunk

Whether your palate craves a sweet libation or your day demands a killer drink, The Woods has just what you need. We start with...
...the bar offers a seasonal cocktail menu...
...and a few paper margaritas. Much of...
...the produce is sourced from the local market...
...and some is home-grown.

The Woods 17 Hollywood Rd, Central, 9132 18022, thewoods.hk



DO ME a flavour

Ingredients such as tea infusions, fruits, vegetables and herbs are used to make enticing drinks, writes Robin Lynn

GAM WISKEY BOMB BY THE WOODS. THE BARMAIDS BRUNCH ATTENDANCE BY THE WOODS AT 17 HOLLYWOOD RD

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GOO LAFINS PHOTO 2021



MARY KERR'S FINE DINE

ENJOYMENT LAFINS PHOTO 2021

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70 GOOD EATING WINE 2021



The Woods

The buzz: The Woods holds court where nightclub homemade once stood, on the busy intersection of Hollywood Road, Wyndham and Old Bailey streets. The basement bar is decked out in nature-inspired décor—hence the name—and shakes up creative and painstakingly crafted cocktails. It's only been open for a month, and it's already a neighborhood hotspot.

The decor: The Woods is split into two sections—the lounge area takes up most of the space, while the “PINK-FIVE BAR” seats eight. Play close attention to the details: the glass canopy is hand-blown, recycling carper featuring a marble mosaic is paired with reclaimed wood flooring to replicate fallen leaves. It all very poetic.

The drinks: In the lounge area, order from a list of classic cocktails with a twist—like the best negroni, made with a best-of-breed Tanqueray vermouth and Campari. Or cool down with a fizzy cucumber gin fizz, made with gin, elderflower, lemon, cucumber, mint, and lemon juice. Craving a beer? The Pink Five Bar has about the four-course cocktail-pairing menu “brunch”—a twist on the norm, as it comes in a hollow ice sphere that you literally smash open with a hammer. How fun is that?

Why you'll be back: The Woods is far from cookie-cutter—with creative cocktails, detailed décor and just enough intrigue to keep it on your radar long after the opening hype dies down. Andrea Lo
L/G, 17 Hollywood Rd., Central, 2522-8281.





crave magazine : bites of distinction award



foodie magazine : best new bar award



Food For Thought

Superfood, sustainability and the future of dining were just a few of the hot topics chewed over by a select group of chefs, restaurateurs and tastemakers at Hong Kong Tatler's great food debate. **Madeline Ross** reports from the table.

Photography: **JONATHAN MALONEY** AND **INGA BECKMANN** Styling: **CHRISTIE SIMPSON**

"IVE BROUGHT A DISH that reminds me of the summer," says Richard Ekkehus, placing an aubergine pricy rendition of ham and melon, a continental classic, on the dining table. "This is a staple of any picnic in Holland or France. It's a key dish because it's just ham, melon, cheese and bread." The edible art has taken Amber's celebrated culinary director an hour to assemble with tweezers, so there's little chance of anyone taking his statement at face value. The whitetail starter comprises an intensely orange organic cantaloupe, sheep-milk cheese from Cameroon, Spanish bell-pepper, verbena flowers and a sprinkling of crunch. "I guess we've pumped it a little bit," Richard shrugs.

The chef is one of nine gastronomes joining Hong Kong Tatler for a round table discussion about food at Spring Workshop, a new private art space in Wong Chuk Hang operated by Mimi Brown. In post-lack style, everyone has brought a dish, and proceedings kick off with each of our guests describing their creation. Nordin Topham, head chef at Nour on Lyndhurst Terrace, has brought water-bath slices of canal goose with preserved pickles and radishes. "Food is the most intimate connection we have in our planet—it's something we enjoy every day that connects us to our environment," says Nordin, known as a trailblazer for his commitment to using local and seasonal produce. "This dish represents my interest in preservation and working in connection with nature."

Mina Park, proprietor of Soak, which produces Korean private kitchen and pop-up dining events, has brought sliced raw abalone with horseradish sauce and black miso, inspired by her mother's love of the mollusc. Helina Telega, the brains behind African pop-up Eat Exiles, has prepared Ethiopian

campus, an oyster-morn for anyone at fault with the culinary traditions of the African nation. Steak fowl is a foreign concept there, always sit down for a full meal. "Back home, the food is heavy and we never snack," says Helina. "I'm working on making Ethiopian food more accessible and incorporating more diverse ingredients."

HONG KONG TATLER'S GREAT FOOD DEBATE

Moderator
CHARMAINE MOK
Editor of the Hong Kong Tatler Best Restaurant Guide

Guests
RICHARD EKKEHUS
Phillion malon with tomato and aged font

NORDIN TOPHAM
Goose and green asparagus with preserved vegetables and garden herbs

MINA PARK
Abalone with black rice and Korean chili sauce wrapped in perilla leaves

JANICE LEUNG HAYES
Caramelised pork ribs

HELINA TELEGA
Tart chips with Ethiopian-style berbere, kale and homemade cheese

PAOLA SINISTERRA
Sautéed prawns with trapanese chorichutti sauce, sautéed bread and pickles

DAVID LAI
Chiu Chow-style marinated raw cockles

VICTORIA CHOW
Pudding pie, cannellini
Also in attendance
MIMI BROWN
MICHAEL LEUNG

HONG KONG TATLER • NOVEMBER 2015



PEAS PLEASE

The Podding Pie cocktail from The Woods

INGREDIENTS
50ml gin
10ml green chartreuse
4 sweet peas
1 sprig tarragon
20ml fresh tomato puree
10ml egg white

METHOD
Muddle peas and tarragon inside a shaker. Add all the ingredients and dry shake until no ice for 30 seconds. Add ice to shaker and shake again. Strain and garnish with half a pea pod, a cucumber wheel and pea tendrils.

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hong kong tatler



MOVEABLE FEAST From left: Richard Ekkehus, Nordin Topham, Victoria Chow, Helina Telega, Mina Park and Charmaine Mok

If people realise how much time and effort goes into producing quality food, they will be less inclined to waste it and more likely to support producers who use ethical practices

locally grown food. Janice founded the Island East Markets in 2012, and more recently the Tong Chung Street Market, which takes over Taiwan Plaza every Sunday from 11am. "I see markets as a platform for education as well as buying and selling because people need to understand things about the growing process," she says. If people realise how much time and effort goes into producing quality food, they will be less inclined to waste it and more likely to support producers who use ethical practices, she says.

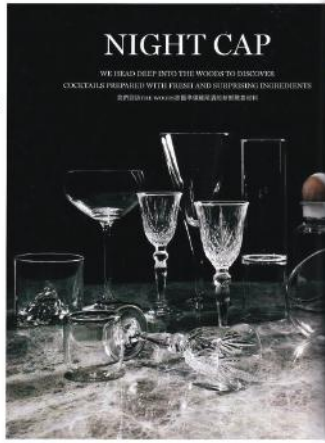
Janice has brought cut-meat beef pork ribs to share with her fellow foodies, a dish her mother calls "one, two, three, four, five spare ribs," because the recipe calls for one teaspoon of Chinese wine, two of vinegar, three of soy sauce, four of sugar and five

of water. Janice has used locally sourced, chemical-free pork. "I try to eat organic food as much as possible and I think it's really important that we all do, not only for our own health but also for the health of the planet and the whole ecosystem. Modern farming methods are harming us. Chemical run-off is poisoning our waterways and contaminating our soil. People forget soil is a living thing. Once it's dead it's dead, and it's a limited resource."

Which brings us to the subject of labels—hormone free, no antibiotics, organic. How can anyone know for sure if the food they are buying is as virtuous as the supplier says it is? "Many producers in Hong Kong make all sorts of claims but a lot of the time we're not even allowed to visit these farms. That makes

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HONG KONG TATLER • NOVEMBER



NIGHT CAP

WE HEAD DEEP INTO THE WOODS TO DISCOVER COCKTAILS PREPARED WITH FRESH AND BISHOPING INGREDIENTS.
 我們深入幽暗的森林尋找新鮮的野果釀成佳釀。

PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE



LIVING GOOD TASTE

PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE



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LIVING GOOD TASTE

PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE

"WE MAKE PEOPLE THINK OF COCKTAILS IN THE SAME WAY A DISH IS PREPARED BY A CHEF"

「我們希望人們在想到雞尾酒時，就像想到一道菜一樣。」
 在倫敦，雞尾酒的製作過程與烹飪一道菜無異。這不僅在於其創作的過程，更在於其對新鮮食材的選擇。在「Night Cap」酒吧，調酒師們會親自採集森林中的野果，將其釀成獨特的雞尾酒。這種對食材的講究，使得每一杯雞尾酒都像是一道精心烹製的菜餚。調酒師們認為，雞尾酒的製作過程與烹飪一道菜無異，每一杯雞尾酒都像是一道精心烹製的菜餚。



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home journal

LIFESTYLE ASIA

FOOD & DRINK STYLE TRAVEL CULTURE WELLNESS GEAR

Instagram Me: Victoria Chow of The Woods

A day in the life of the owner behind one of Hong Kong's hippest cocktail bars



The merry and personable behind the eclectic cocktails at The Woods.

30 Feb 2015

Julien Liao

Like: People

An all-around creative and entrepreneur, Victoria Chow embodies the spirit of young ambition and success in Hong Kong. As the founder and watermelon behind *The Woods*, one of the city's top cocktail bars, Victoria stands as an inspiration to many.

Her cocktail bar is arguably the only one of its kind in Hong Kong, featuring artisanal spirits from across the globe as an inspiration to many.

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The Tatler 10: Victoria Chow

The entrepreneur tells us about the challenges of starting your own business and how she hopes to shape the landscape of Hong Kong's constantly evolving F&B scene

By Christian Barlow on Aug 18, 2015




Like New York, Hong Kong has earned a reputation for being the city that never sleeps. With an active nightlife scene partly to blame, it seems people are always striving to experience something new. That's where Victoria Chow steps in - the entrepreneur is behind popular nightspot *The Woods* on Hollywood road and has just launched her latest venture, *The Walnut*, an innovative oyster bar tucked away in the heart of Soho.

We speak to the entrepreneur about where she sources inspiration for her inventive cocktails and how she hopes to change the nature of Hong Kong's F&B industry -

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Sassy HONG KONG


WHAT'S ON HK EAT & DRINK STYLE BEAUTY WELLNESS LIVING WEDDINGS TRAVEL



That Girl: Victoria Chow, Founder of The Woods

We're ending 2014 on a high with an amazing *That Girl* This December we're featuring the brightest one of the coolest new bars in town. **Victoria Chow** of *The Woods*. Conveniently got an unhelpful car on the cocktail scene. By store with its creativity and close attention and come to details. From the sleek design of the bar to the flavourful, original drinks *The Woods* is definitely somewhere you want to see and be seen.

We catch up with Victoria about how she came up with the concept for this awesome new bar, what her dreams are for the future of *The Woods* and what her top night out in Hong Kong would entail.




sassy : that girl

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HOME EAT & DRINK CITY LIVING TRAVEL

Victoria Chow, 26

#HK26 01



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Check. The Woods and The Walnut

Victoria Chow made a splash on the nightlife scene in 2014 with the opening of cocktail bar *The Woods* on Hollywood Road. Its success led to a second venture, *The Walnut* - this time a restaurant, now wine-themed bistro bar in Soho (then opened earlier this year).

Before Chow entered the food and beverage industry, the serial entrepreneur worked in print production and in banking, and studied her qualifications in law. "After completing law I was not with an arrangement from law school around me. I decided that I'd just really follow my true passion."

The Woods quickly became known for its beautiful design and unique cocktails - check out the original cocktail and food pairing menu - and generating attention to detail, while *The Walnut* is gaining a fanbase for its eccentric take on options.

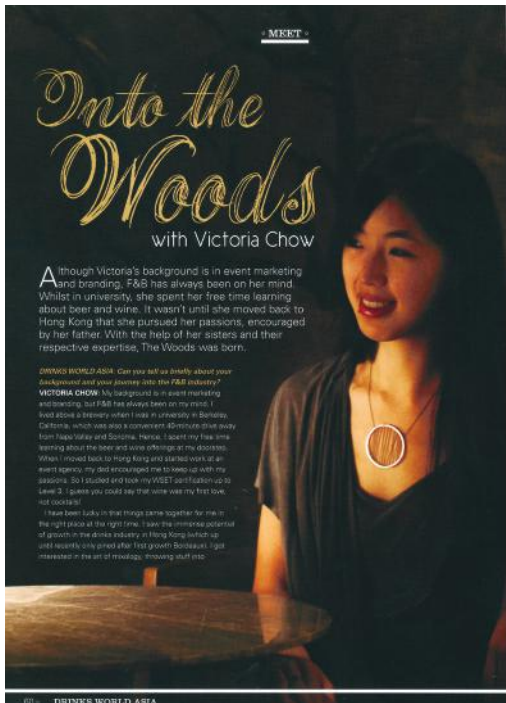
Her very first job? An internship at *HK Magazine*.

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MEET

Into the Woods

with Victoria Chow

Although Victoria's background is in event marketing and branding, F&B has always been on her mind. Whilst in university, she spent her free time learning about beer and wine. It wasn't until she moved back to Hong Kong that she pursued her passions, encouraged by her father. With the help of her sisters and their respective expertise, The Woods was born.

DRINKS WORLD ASIA: Can you tell us briefly about your background and your journey into the F&B industry?

VICTORIA CHOW: My background is event marketing and branding, but I've always been into the food. I took about a holiday when I was in university in Berkeley, California, which was a convenient adventure that involved food, beer and wine. I spent my free time learning about the beer and wine offerings at the distillery. When I moved back to Hong Kong and started work at an event agency, my dad encouraged me to work with my passions. So I decided to take my WSET certification up to Level 3, guess you could say that was one of my first love, not exactly.

I have been lucky that things came together for me in the right place at the right time. I saw the immense potential of alcohol in the drinks industry in Hong Kong, which we used to be seen as a city that only drank tea. I got interested in the art of mixology, knowing stuff that



never I could things up in the wet market to making for food. When I went on to the vision of a cocktail bar to everyone I, some says people including my assistant meet it, and we come across a perfect bar for it. With the help of my sisters and I respective expertise some sisters her best friends and the other an assistant, we blend with my own experience in branding, being a bar and wine offering at the distillery, but started playing and here we are!

It's been a year since The Woods had its doors to consumers in Hong Kong. How's business so far?

Victoria Chow: Business has been wonderful. We were excited we have been able to attract various young and old, local and expatriate, mixologists and food lovers to try our venue. Part of our mission has been to open up and educate the world of spirits and cocktails to our guests, so they develop a far appreciation of the art. We believe we've started that very day. We try to drive the idea that we must have and attention. It into making a great cocktail as it is a thing a great day. Hong Kong people already have to appreciate good food – now they appreciate a good drink!

What do you do to ensure that your stays up to date and on trends?

Victoria Chow: That has always been a part of our plan and the vision. It's always in our culture to

change our menu seasonally, spring, summer, autumn and winter and our cocktail pairing. The Fair menu every 10 weeks according to new themes. That may, we keep experimenting with new ingredients and techniques, like encourage sharing and exchange of ideas with the team – everyone from the floor staff to the chef is involved in such new drink. We also keep an open book where we send each other inspiring articles, photographs and want to write about something interesting.

We understand that The Woods is a seasonal cocktail bar. How do you keep ingredients and experimental mixology?

Victoria Chow: Our seasonal style is quite simple – one off the seasonal ingredients and the featured spirit – which is why we choose to use high quality and other artisanal brands in our drinks. We also have a set of local fresh ingredients and culinary methods in our flavour combinations and production techniques.

Tell us about your cocktail kit and food pairing menu. What's your best beer and favourite food and drink combination?

Victoria Chow: The Fair experience is

where we can really be creative – we can make any about-innovative cocktails and use fancy glassware that we normally wouldn't for the volume we usually do. It works like a chef's table at a restaurant where you have a course or dishes focused menu and can watch the action happen right in front of you. The bartender works you through everything by making an idea or a small drink where we send each other inspiring articles, photographs and want to write about something interesting.

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Post-90s A-Z: VICTORIA CHOW

At 25, Victoria Chow is the brains behind popular cocktail bar The Woods. Drop by and chances are you will see her, sporting a necklace bearing the bar's logo and a welcoming smile that never falters.

Photograph by Samantha Gin

What's the proudest gift your parents have given you?

The ability to travel, it's given me a lot in terms of exposure and understanding different cultures.

What's your dream destination?

London.

Who are your biggest supporters?

It would include but my sister Regina and Julia are. They believed in the dream. They were the ones that I couldn't have done it without them.

If you could be present at any historical event, what would it be?

The Judgment of Paris in 1776, a wine tasting that picked the greatest Bordeaux wines against California Napa varieties and helped set it as a revolutionary moment for the wine industry.

If you could change anything about Hong Kong, what would it be?

I think that the government and local councils don't understand creativity. They follow the way by the book, going into binary to change to a more vibrant and creative spirit. We see our space. Also I would want to preserve more of the old buildings that are the backbone of the F&B community. The Central old market, we'd be delighted to see a piece of our history and should be preserved.

What keeps you busy outside of your job?

I'm very into photography. I was a newspaper photo editor during college.

What question do you get asked most?

Probably how I entered the industry, which is understandable. Unlike many bar owners and mixologists, I have no background.

Your house is burning down. What three things would you save (aside from drinks and food)?

My camera, my passport, and my car. People who drink and on about their cars.

What was your greatest loss?

With a guy I dated during Semester at the end of my first year. I was never being on the deck at sunset. It was super romantic and meaningful.

What are your favourite dining spots?

California for awesome Thai, Patisserie for beer buns and pizza and the Caprice cheese room (we stock the same cheese).

What charities do you support?

Reading HK is a big one for me and it's mostly related. Hong Kong needs as much help as anyone else, we just don't see it sometimes.

Where are we most likely to find you out there?

For the most part I'm at The Woods. When I'm out for the evening, I prefer to drink beer or wine as I'm all cocktail and so you probably find me at The Goblet.

What's your biggest obsession?

I'm a bit OCD. I have issues when bottles are out of place on our shelves, for example, and I obsess over details, especially when things aren't perfect.

With whom would you want to be marooned on a desert island?

I would love to be marooned with my friends on an island with Bond. I'm not going to stick by that!

What iPhone app can't you live without?

VSCO Cam is great, it's like Photoshop for your phone. Although I wouldn't be able to live without the app that controls the lighting at The Woods.

What personalised car licence plate would you pick?

I have been picked – it makes it easier for the cops to catch you!

What's your biggest fear?

Being lonely and not being able to see the people who have put their trust in me.

What makes you peeve?

People who drink and on about their cars.

Where do you see yourself in five years?

With a guy I dated during Semester at the end of my first year. I was never being on the deck at sunset. It was super romantic and meaningful.

If you were a cat, what would you be?

Probably a cat IRA India Pata. Also I've been a little better but still refreshing.



VITALS
Age: 25
Occupation: Owner of The Woods
[17 Hollywood Road, Central, Tel: 2322 0281]
Hometown: Hong Kong and San Francisco
Education: University of California at Berkeley
Uniform: Skirt and crop top
Sneakers: Converse, Vans and
Happened Besides The Woods: Dishes in London, Beer
Chinese zodiac: Snake

baccarat magazine



