

**Regent Hong Kong x Shake Shack: World-Exclusive Foie Gras Burger**  
A reimagining of comfort food indulgence, available only at The Lobby Lounge



9 October, 2025 (Hong Kong, SAR) – Regent Hong Kong is redefining what modern luxury and indulgence look and taste like with a **world-exclusive collaboration** between its celebrated The Lobby Lounge and the globally adored Shake Shack, renowned for its elevated versions of American classics using only the best ingredients.

From **12 November to 12 December, 2025**, guests can experience an unexpected pop culture crossover featuring a culinary encounter that melds roadside comfort food cravings with five-star sophistication. This marks the first collaboration of its kind between a luxury hotel and a fine casual burger brand.

**Shack Meets Chic with a Gourmet Burger Pairing**

At the heart of this partnership is an extraordinary creation: the **Foie Gras Shack** which elevates Shake Shack's signature ShackBurger® to new heights. Built on a pillowy potato bun, layered with a juicy 100% Angus beef patty, creamy melted Gruyere cheese, rich foie gras torchon, caramelized onion, black truffle mayo, crispy onion, frisée, and chives, – reimagined with Regent Hong Kong's refined touch. For those seeking added indulgence, opt for the **Foie Gras Shack with double Angus beef patty**.

The gourmet addition of buttery foie gras torchon takes the beloved ShackBurger® into bold new territory – combining the familiar comfort of Shake Shack's all-Angus beef with rich flavour and thoughtfully sourced ingredients chosen to reflect Regent Hong Kong's refined culinary

standards and chef-driven finesse. Every bite is a meeting point of comforting familiarity and decadent luxury.

To complete the experience, Shake Shack's beloved crispy **crinkle-cut fries** receive an opulent upgrade, exclusively for this collaboration. Golden and perfectly crisp, the **Shack Caviar Fries** are served with crème fraîche bavarois, chives and caviar.

### **Shack in Style All Day with Cinematic Harbourviews**

The collaboration isn't just about the food—it's about the immersive ambiance and indulgent experience. At The Lobby Lounge, guests can savour the limited-edition Foie Gras Shack and Shack Caviar Fries against the unobstructed perspectives of Victoria Harbour's panoramic skyline. With its cinematic harbourviews, all-day dining concept, casual dress code and approachable spirit, The Lobby Lounge pop-up blends the comforting joy of Shake Shack with Regent's legendary hospitality and service excellence. This is elevated dining in a fresh, unexpected form: laid-back, decadently delicious and unmistakably chic.

To mark the launch on **12 November 2025**, the first **100 guests** who enjoy any Foie Gras Shack will receive an exclusive special-edition goodie bag, co-designed by Shake Shack and Regent Hong Kong—a collector's keepsake from this pioneering promotion.

"This collaboration transcends food; it's about crafting a cultural experience rooted in our fine dining heritage," said Jim Frisch, Senior Director of International Culinary & Product Development, Shake Shack. "In partnership with Regent Hong Kong, we're elevating iconic flavours to deliver an indulgent experience that embodies our dedication to quality, joy and exceptional hospitality."

Combo prices begin at **HK\$250**, while the most indulgent pairing, a Foie Gras Shack with double Angus beef patty served with Shack Caviar Fries, is priced at **HK\$410**. Guests who prefer a straightforward option can also enjoy the Foie Gras Shack at **HK\$195**.

### **Limited Time Collaboration Menu**

- Foie Gras Shack— **HK\$195**
- Foie Gras Shack with double Angus beef patty— **HK\$235**
- Foie Gras Shack with Crinkle-Cut Fries— **HK\$250**
- Foie Gras Shack with double Angus beef patty served with Crinkle-Cut Fries— **HK\$290**
- Foie Gras Shack with Shack Caviar Fries— **HK\$370**
- Foie Gras Shack with double Angus beef patty served with Shack Caviar Fries— **HK\$410**
- Shack Caviar Fries— **HK\$225**

### **A Pinnacle of Luxury with Dom Pérignon**

For those wishing to take indulgence to new heights, The Lobby Lounge unveils Dom Pérignon White Luminous Vintage 2015 — a vibrant and expressive champagne distinguished by its glowing label, transforming each table into a celebration. Offered at HK\$398 per glass (125ml) or HK\$2,280 per bottle, this radiant vintage adds brilliance to both intimate gatherings and spirited soirées.

### **Regent Hong Kong's Cinematic Stage**

Michel Chertouh, Managing Director of Regent Hong Kong, said: "This extraordinary collaboration with Shake Shack allows us to present a thoughtfully curated experience—where its playful creativity meets Regent's signature sense of refinement."

He continued, “Enhancing this journey is the luminous prestige of Dom Pérignon, a sparkling accompaniment that heightens the spirit of celebration. And there could be no better stage than the uninterrupted sweep of Victoria Harbour, recently awarded a flawless 100/100 rating by The Most Perfect View Certified Program. Framed by this view, each guest is invited to discover their own personal haven—an experience that transcends dining and becomes a celebration of Hong Kong itself: vibrant, luxurious, and unforgettable.”

Available exclusively from 12 November to 12 December 2025, this first-of-its-kind collaboration is a rare chance to savour an extraordinary culinary crossover. For reservations, visit our online booking platform at <https://www.sevenrooms.com/experiences/rhklobbylounge>

Please click here to download high-resolution images: <https://flic.kr/s/aHBqjCwPrb>

### **About Jim Frisch**

Jim Frisch is the Senior Director of International Culinary & Product Development at Shake Shack where he is responsible for developing permanent menu items and local seasonal specials for Shake Shack locations throughout the world. Since joining the company in 2018, Jim has launched Shake Shack in four countries and taken local inspiration to develop new twists on signature Shake Shack menu items such as Gochujang Chicken in South Korea and a Sambal Burger in Singapore.

Prior to joining Shake Shack, Jim was a chef de partie at Eleven Madison Park, the celebrated Michelin-starred fine dining restaurant in NYC, from 2012 – 2014 and later spent three years working with large food distribution companies. A native of Baltimore, Maryland, Jim gravitated towards the kitchen at an early age and grew up cooking local seafood and summer burgers for friends and family. He holds a degree in culinary arts from New York’s International Culinary Center.

### **About Shake Shack**

Shake Shack serves elevated versions of American classics using only the best ingredients. It’s known for its delicious made-to-order Angus beef burgers, crispy chicken, hand-spun milkshakes, house-made lemonades, beer, wine, and more. With its high-quality food at a great value, warm hospitality, and a commitment to crafting uplifting experiences, Shake Shack quickly became a cult-brand with widespread appeal. Shake Shack’s purpose is to **Stand For Something Good®**, from its premium ingredients and employee development to its inspiring designs and deep community investment. Since the original Shack opened in 2004 in NYC’s Madison Square Park, the Company has expanded to over 615 locations system-wide, including over 395 in 34 U.S. States and the District of Columbia, and over 220 international locations across London, Hong Kong, Shanghai, Singapore, Mexico City, Istanbul, Dubai, Tokyo, Seoul and more.

For further press information:

**Jenny Chung, Director of Integrated Marketing & Communications**

Regent Hong Kong

Tel: 9494 8321 E-mail: [jennytszwai.chung@ihg.com](mailto:jennytszwai.chung@ihg.com)

Website: <https://hongkong.regenthotels.com/>

**Alice Wong, Assistant Director of Integrated Marketing & Communications**

Regent Hong Kong

Tel: 9109 7552 E-mail: [alice.wong1@ihg.com](mailto:alice.wong1@ihg.com)

Website: <https://hongkong.regenthotels.com/>

**Micky Lau, Communications Manager**

Regent Hong Kong

Tel: +852 6337 3465 E-mail: [micky.lau@ihg.com](mailto:micky.lau@ihg.com)

Website: <https://hongkong.regenthotels.com/>

**About Regent Hong Kong**

Following its reimagining as a majestic haven of discreet luxury on Victoria Harbour, Regent Hong Kong has been named the #1 City Hotel in Asia, as well as the #1 City Hotel in Hong Kong for the second consecutive year, and #14 among the 100 Hotels Voted Best in the World in the Travel + Leisure World's Best Awards 2025 readers' survey. It was also named the #1 Hotel in Hong Kong for the second consecutive year at the Travel + Leisure Luxury Awards Asia Pacific 2025. Amidst breathtaking harbourviews and a serene aesthetic by Hong Kong-born design visionary Chi Wing Lo, discover refined hospitality, timeless allure and sophistication. Each of the 497 rooms and suites are crafted as Personal Havens of tranquillity with gracious, intuitive service by Regent Experience Agents, while suite guests also enjoy the exclusivity of Regent Club, a luxury residential retreat with service on your terms. The vibrant Dining Destination entices with a collection of six celebrated restaurants and bars with immersive culinary journeys and mesmerising views of Victoria Harbour and the city skyline. An iconic white marble staircase leads to the large pillarless ballroom, where glamorous galas and Regent weddings are curated for everlasting memories, while bespoke events in ten versatile function rooms showcase unrivalled harbourviews. With its unrivalled Kowloon harbourfront location, the supremely convenient urban retreat offers easy access to the city's top attractions, including M+, Hong Kong Palace Museum and Kai Tak Sports Park. Discover more at <https://hongkong.regenthotels.com/>

**About Regent Hotels & Resorts**

Guests have made grand entrances through the doors of [Regent Hotels & Resorts](#) for more than a century. Born in 1970 and now, part of [IHG Hotels & Resorts](#)' luxury and lifestyle portfolio, Regent's collection of modern hotels and resorts are home to stays both serene and sensational. The type of experiences that spark stories and charm even the most seasoned of travellers.

An invitation to life's most scenic moments, Regent hotels are amongst the most well-known luxury hotels in the world, with 11 open hotels and 9 in the pipeline. The current portfolio includes [Regent Phu Quoc](#), [Regent Chongqing](#), [Carlton Cannes](#), [a Regent Hotel](#), [Regent Shanghai Pudong](#) and [Regent Hong Kong](#). In 2024, [Regent Shanghai on the Bund](#) and [Regent Bali Canggu](#) opened and the brand marked its momentous return to the Americas with [Regent Santa Monica Beach](#). The coming years will see Regent arrive in Jeddah, Kuala Lumpur, Kyoto, Sanya, Shenzhen, and Riyadh.

For more information and to book, visit [www.regenthotels.com](http://www.regenthotels.com).