

## Regent Hong Kong Brings Together Shake Shack's Global Appeal and Dom Pérignon's Legendary Prestige to Redefine Experiential Luxury Dining



14 November 2025 (Hong Kong, SAR) – Regent Hong Kong is set to redefine modern luxury and indulgence with a groundbreaking collaboration between its celebrated The Lobby Lounge and the globally adored Shake Shack.

At the heart of this partnership lies an extraordinary creation: the **Foie Gras Shack**. This remarkable menu elevates Shake Shack's signature ShackBurger® to new heights, paired seamlessly with **Shack Caviar Fries** and accompanied by the exquisite **Dom Pérignon White Luminous Vintage 2015**.

The launch event took place at the stunning Swimming Pool Terrace of Regent Hong Kong, where business partners, culinary talents, and food enthusiasts gathered to celebrate this exceptional collaboration.

Mr. Michel Chertouh, Managing Director of Regent Hong Kong, remarked "Blending Regent's legacy of refined hospitality with Shake Shack's global appeal and Moët Hennessy Diageo's luxury craftsmanship, we are setting a new benchmark for experiential dining that not only drives growth but also distinguishes our offerings."

Mr. Matthew Silverstein, Managing Director – APAC, Middle East & Turkey at Shake Shack, remarked, "At Shake Shack, we love working on collaborations to show how our brand can shine in new ways. Partnering with two highly regarded luxury brands is a great example of this, and we're excited to showcase what we have created together!"

Mr. Devin Pun, Managing Director of Moët Hennessy Diageo Hong Kong & Macau, shared his thoughts: "This alliance embodies our strategic vision of aligning iconic luxury with emerging lifestyle trends, creating unique moments that deeply resonate with discerning consumers and reinforce our leadership in the premium beverage segment."

**Experience the World-Exclusive Foie Gras Burger available only at The Lobby Lounge**



From **12 November to 12 December 2025**, guests are invited to savour an unexpected pop culture crossover that melds roadside comfort food with five-star sophistication at The Lobby Lounge. This collaboration marks the first of its kind between a luxury hotel and a fine casual burger brand.

Built on a pillowy potato bun, the Foie Gras Shack features a juicy 100% Angus beef patty, creamy melted Gruyere cheese, rich foie gras torchon, caramelized onion, black truffle mayo, crispy onion, frisée, and chives—all reimagined with Regent Hong Kong's signature touch. For those seeking even greater indulgence, the Foie Gras Shack is available with a double Angus beef patty.

Completing this luxurious experience, Shake Shack's beloved crispy crinkle-cut fries receive an opulent upgrade. Shack Caviar Fries are served with crème fraîche bavaise, chives, and caviar for a truly lavish touch.

Combo prices start at HK\$250, while the ultimate indulgence—a Foie Gras Shack with a double Angus beef patty served alongside Shack Caviar Fries—priceless at HK\$410. Guests can also enjoy the classic Foie Gras Shack for HK\$195.

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

For those looking to elevate their experience, The Lobby Lounge proudly introduces Dom Pérignon White Luminous Vintage 2015—a vibrant and expressive champagne distinguished by its radiant label, turning every table into a celebration. Available at HK\$398 per glass (125ml) or HK\$2,280 per bottle, this luminous vintage adds brilliance to both intimate gatherings and spirited soirées.

### **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**

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 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.

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### **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).