

Let's Eat and Cheers Programme supports people in need and eateries



Over the past year, Hong Kong has faced immense social and economic challenges, the catering industry in particular has been adversely affected. In an effort to help the industry recover, CLP allocated HK\$20 million to the Let's Eat and Cheers programme, which ran from January to April 2020. The aim of the programme was to help people in need while generating business for restaurants.

In partnership with four major catering associations, around 700 restaurants in the CLP supply area were invited to take part in the programme. Complimentary restaurant coupons were distributed through non-governmental organisations to 100,000 disadvantaged households. Each household received a total of HK\$200 worth of restaurant coupons (4 coupons for HK\$50 each) to use in participating restaurants. This initiative subsidised the cost of dining out and helped drive economic activity in Hong Kong.

In the spread of the coronavirus pandemic on February 2020, people preferred to stay close to home and avoid dining at restaurant. CLP proactively responded to extend its restaurant coupons to cover takeaways as well.

Mr Jason Lau, business owner at Lau Sum Kee Noodle and one of the participating restaurants, said, "CLP Power understands the difficulties faced by the catering industry and has lent a hand through this programme, which also benefits the disadvantaged in our society. Recognising how restaurants were suffering during the pandemic, CLP responded swiftly by allowing the coupons to include takeaways. This helped people in need and gave a boost to participating restaurants."