



Jardine Matheson mental health charity, MINDSET, launches *Mindbrew*, a socially inclusive café to promote mental health awareness and support people-in-recovery



- New socially inclusive café to open at LANDMARK ATRIUM, Central, Hong Kong, from now until 31 October 2022.
- Baristas are individuals who have experienced mental health issues in the past and have since been trained under MINDSET’s job training programme.
- Mindbrew is a social enterprise initiative that was jointly developed by Jardine Restaurant Group and MINDSET in 2020.

(3 October 2022, Hong Kong) - MINDSET, the mental health charity founded by the **Jardine Matheson Group**, announced the opening of the **Mindbrew Pop-up Store** at LANDMARK ATRIUM, Central, Hong Kong, a Hongkong Land sponsored venue. The pop-up store will be open for a limited time only from now until 31 October 2022. Mindbrew, an inclusive employment initiative jointly set up by the Jardine Restaurant Group (“JRG”) and MINDSET in 2020, aims to empower mental health people-in-recovery by boosting their confidence, equipping them with coffee-making skills, and providing them with an opportunity to take the first step in a potential career as a barista.

Mindbrew offers a wide variety of coffee and non-coffee drinks, along with freshly baked pastries produced by The Landmark Mandarin Oriental, Hong Kong. All proceeds will be channelled towards Mindbrew to sustain this meaningful cause in raising mental health awareness. Visitors are also invited to leave



encouraging messages for our baristas and learn about MINDSET and mental health at the digital booth area located within the store.

MINDSET’s job training programme supports reintegration for people-in-recovery

MINDSET’s job training programme started in 2005, with the main aim of supporting people-in-recovery reintegrating back into society through new employment opportunities.

Since the establishment of Mindbrew – as a pioneering social enterprise initiative under MINDSET’s job training programme – 25 baristas have been trained while 9 of them were offered employment opportunities to work as in-house baristas at JRG’s office in Hong Kong. This first-hand job experience will help people-in-recovery in seeking future sources of employment outside of the programme.

Speaking about her experience as **a barista-in-training, Sally Wong*** said, “I am grateful to be given the opportunity to gain the necessary skills as a barista through Mindbrew’s training programme. As someone who is recovering from mental health issues, seeking employment is always a long and hard journey, and we often face stigma associated with mental illness. MINDSET and Mindbrew have supported me in gaining first-hand experience working as a barista and I am excited to start my journey at the pop-up store.”

A collective effort for mental health

This initiative is a collective effort across the Jardines group – with support from JRG, Mandarin Oriental, Hong Kong, and Hongkong Land, as well as employee volunteers from the Group who take turns to attend to the store.

The Mindbrew Pop-up Store was a concept conceptualised and executed by a team of passionate JRG employee volunteers. Speaking about the experience, **Nicole Chiang, Management Trainee** said, “It has been an empowering and fulfilling experience to develop this purposeful initiative. By leveraging on JRG’s expertise in Food & Beverage management, we were able to come up with a new approach to support the reintegration of mental health persons-in-recovery by developing their careers in the F&B industry. We are grateful for the collaborative spirit and support from the wider Jardine Matheson Group on this meaningful project.”

The Mindbrew Pop-Up store will be happening from 03 – 31 October at Shop 350, 3/F, LANDMARK ATRIUM, Central, Hong Kong. Opening hours: 0800 – 1800. For more information, please visit [MINDSET Facebook](#).

* Pseudonym has been used to protect the identity of persons-in-recovery.

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About MINDSET

MINDSET is a registered charity in Hong Kong founded by the Jardine Matheson Group in 2002, focused on making a tangible and sustainable difference towards the underserved mental health community.

MINDSET operates in Hong Kong and Singapore. We aim to raise awareness and change perceptions towards mental illness, as well as support initiatives that foster improved mental health through our three focus areas of community partnership, the Jardines' network, as well as fundraising & financial support.

We lead through corporate partnership, education, advocacy and sponsorship, while engaging with the mental health community to drive positive change.

Please visit MINDSET's official website www.mindset.org.hk, Facebook page [@MINDSETHongKong](https://www.facebook.com/MINDSETHongKong) and [LinkedIn page](#) for the latest information.

About Jardine Matheson

Jardine Matheson is a diversified Asian-based group founded in China in 1832, with unsurpassed experience in the region. It has a broad portfolio of market-leading businesses, which represent a combination of cash generating activities and long-term property assets and are closely aligned to the increasingly prosperous consumers of the region. The Group's businesses aim to produce sustainable returns by providing their customers with high quality products and services. The Group is committed to driving long-term sustainable success in our businesses and our communities.

Jardine Matheson operates principally in China and Southeast Asia, where its subsidiaries and affiliates benefit from the support of the Group's extensive knowledge of the region and its long-standing relationships. These companies are active in the fields of motor vehicles and related operations, property investment and development, food retailing, health and beauty, home furnishings, engineering and construction, transport services, restaurants, luxury hotels, financial services, heavy equipment, mining and agribusiness.

Jardine Matheson holds interests in Jardine Pacific (100%), Jardine Motors (100%), Hongkong Land (52.6%), DFI Retail Group (77.6%), Mandarin Oriental (79.5%) and Jardine Cycle & Carriage (75.9%) ('JC&C'). JC&C in turn has a 50.1% shareholding in Astra. Jardine Matheson Holdings Limited is incorporated in Bermuda and has a primary listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. Jardine Matheson Limited operates from Hong Kong and provides management services to Group companies.



About Jardine Restaurants Group

Jardine Restaurant Group (JRG) is one of the leading food and beverage groups in Asia, operating over 940 outlets under the KFC, Pizza Hut and PHD brands in Hong Kong, Macao, Myanmar, Taiwan and Vietnam. Each day, JRG's more than 25,000 passionate and diverse employees are committed to sharing the simple joys of food with customers. Throughout the years, JRG has gone from strength to strength through the empowerment of people, innovation, collaboration and sustainability. JRG is a member of the Jardine Matheson Group.

About Hongkong Land

Hongkong Land is a major listed property investment, management and development group. The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally Hong Kong, Singapore, Beijing and Jakarta. The Group also has a number of high-quality residential, commercial, and mixed-use projects under development in cities across China and Southeast Asia, including a 43% interest in a 1.1 million sq. m. mixed-use project in West Bund, Shanghai. Its subsidiary, MCL Land, is a well-established residential developer in Singapore. Hongkong Land Holdings Limited is incorporated in Bermuda and has a primary listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

About The Landmark Mandarin Oriental, Hong Kong

Intimate, contemporary, and ideally placed in the vortex of Hong Kong's financial and luxury shopping districts, The Landmark Mandarin Oriental, Hong Kong sets the standard for personal service and stylish sophistication. State-of-the-art technology compliments alluring interiors in its 111 spacious rooms and suites, each one a tranquil retreat for business and leisure travellers alike. The hotel's signature two Michelin-starred Amber restaurant sets the standard for culinary excellence in the city and world-renowned musical talents play in the unparalleled exclusivity of MO Bar. SOMM is the casual all-day dining restaurant serving over 100 wines while PDT offers meticulously crafted cocktails. Three Michelin-starred Sushi Shikon is a quintessential Ginza sushi experience and Kappo Rin is a sophisticated counter-style modern Japanese experience, presented by Master Chef Masahiro Yoshitake. The Oriental Spa is renowned as the ultimate urban retreat, with a range of rejuvenating yoga, Pilates and wellness treatments.



Appendix: Mindbrew Pop-up Café Exclusive Drinks and Captions



Caption 1: Mindbrew has a selection of coffee and non-coffee drinks for customers. Colombian coffee beans used are certified by the Rainforest Alliance, while the Indonesian coffee beans support Barokah member farmers.



Caption 2: The limited-edition *Mind Tonic* Signature Drink plays on the vibrancy and lively nature of MINDSET's logo. A mixture of tonic water and coffee, paired with seasonal edible flowers and fruits, creates this soothing gradient effect.



Caption 3: The Matcha Latte and Matcha Strawberry Latte uses matcha powder from Marukyu Koyamaen of Japan. The complex aroma of Marukyu Koyamaen's matcha powder is highlighted in this drink, with hints of seaweed aroma and rich roasted notes entertaining one's taste buds. The combination of fresh strawberries adds a welcoming contrast of colour and flavour.