

Feel the Heat of the Dragon with Manchu WOK



- Ring in Chinese New Year with Firecracker Shrimp -

TORONTO, Jan. 10, 2012 /CNW/ - This year marks the Year of the Dragon which is the fiercest of signs in the zodiac calendar. To celebrate, Manchu WOK, North America's largest Chinese fast-food franchise, is introducing Firecracker Shrimp for some added heat for the holiday. In honour of this mighty creature, this peppery dish emulates the fiery personality of those born under this zodiac sign - intense, passionate, powerful, and hot! The spicy dish combines a signature layering of spices to create an exotic flavour, and is served on a bed of steamed rice to provide a cool base for this hot topping.

Chinese New Year begins on January 23 and the celebration lasts for 15 days. The year of the dragon comes once every 12 years: 2012, 2000, 1988, 1976, 1964, 1952, 1940, 1928. Notable dragons include Matt Dillon, Al Pacino, Sandra Bullock, Salvador Dali and John Lennon.

Festivities during this holiday include spending time with family, enjoying extravagant feasts, and of course - lighting firecrackers. "Launching a dish like Firecracker Shrimp is quite symbolic for this holiday," said Kelvin Chen, CEO of Manchu WOK. "In Chinese culture, it is believed that lighting firecrackers during the celebrations help drive spirits away, ushering in only good luck and prosperity for the upcoming year."

Firecracker Shrimp is available at participating Manchu WOK locations for a limited time between January 4 to 29, 2012. It can be purchased as a combo meal with a drink, or as an upgraded topping on any Manchu WOK plate.

Ernest Lam, Manchu WOK's Vice President of Menu Strategy & Training is available for media interviews and cooking demonstrations. He is also a graduate of the chef training program offered at Lenotre, France.

Manchu WOK is North America's largest Chinese Food Franchise and a subsidiary of Hong Kong based Café de Coral. It has served over 300 million meals worldwide. The expanding and evolving menu includes Cantonese, Szechwan, Hunan and Mandarin cuisine.

Image with caption: "Manchu WOK's new Firecracker Shrimp (CNW Group/Manchu Wok Fast & Fresh Chinese Cuisine)". Image available at:

http://photos.newswire.ca/images/download/20120110_C2591_PHOTO_EN_8742.jpg

For further information:

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