



FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Marathon 2026 "Support Small Businesses, Cheer on the City" campaign kicks off Uniting over 700 eateries to power up runners

Hong Kong, 22 December 2025 – As the Standard Chartered Hong Kong Marathon 2026 (SCHKM) fast approaches on 18 January, the Organiser today (Monday) announced the return of "Support Small Businesses, Cheer on the City" campaign which has garnered more than 700 small and medium-sized food and beverage (F&B) establishments¹ across Hong Kong to participate. From now until race day, these small shops will join forces to support SCHKM 2026 runners in different ways. The campaign not only leverages the race as a platform to connect local businesses with customers and runners but also injects positive energy into the F&B industry, maximising the impact of mega event economy.

Building on the success of the "Support Small Businesses, Cheer on the City" campaign which drove footfall to small shops along the racecourse last year, the new edition takes a more targeted approach to bolster F&B businesses across all districts while expanding its coverage from some 500 local businesses last year to over 700 participating eateries. From century-old traditional tea house, popular noodle shops and trendy cafés, to dessert houses and Michelin Guide-recommended restaurants, all the participating eateries will turn into cheering stations by displaying promotional posters and stickers. Some will even introduce special menus for diners and SCHKM runners. Furthermore, 10 shops have transformed their storefronts to feature a marathon theme (see appendix), making them perfect instagrammable spots while ramping up anticipation for Hong Kong's largest participatory sport event.

Small Eateries Offer Marathon-themed Menu and Exclusive F&B Privileges

More than 150 participating shops have curated marathon-themed food and beverages and will be offering special perks to SCHKM 2026 runners, further amplifying the marathon atmosphere. Many of the participating shops are located near popular training routes – Central to Wan Chai Promenade, Tsim Sha Tsui Clock Tower to Kwun Tong Promenade, and Tseung Kwan O South Waterfront Promenade and more – offering convenient places for runners to power up with good food before race day. This initiative not only captures the hearts and stomachs of diners and runners alike but also promotes these local eateries.

For more information about the "Support Small Businesses, Cheer on the City" campaign, including a map of participating shops and offers, please visit the [official campaign website](#).

¹ Participating restaurants must meet the Hong Kong Government's definition of a SME (i.e., non-manufacturing companies employing fewer than 50 staff) and hold a designated licence issued by the Food and Environmental Hygiene Department. Further details are available on the [campaign website](#).



For high-resolution photos, please refer to the link here: <https://shorturl.at/ovqua>

	<p><u>Photo 1</u></p> <p>The Standard Chartered Hong Kong Marathon 2026 launches the "Support Small Businesses, Cheer on the City" campaign from now until race day, with over 700 small and medium-sized F&B establishments across Hong Kong participating. These shops turn into marathon-themed cheering stations by displaying posters and stickers, allowing the public to immerse themselves in the carnival atmosphere.</p>
<p>Lin Heung Lau</p> 	<p><u>Photo 2</u></p> <p>This year's "Support Small Businesses, Cheer on the City" campaign features a wide variety of eateries, from century-old traditional tea house, popular noodle shops and trendy cafés, to dessert houses and Michelin Guide-recommended restaurants. Among them, 10 shops have been transformed into special marathon-themed outlets, including:</p>
<p>Coffee Obsession</p> 	<ul style="list-style-type: none"> • Lin Heung Lau, the century-old traditional tea house in Tsim Sha Tsui, offering a Dim Sum Set; • Coffee Obsession in Kwun Tong, presenting a series of special marathon-themed beverages; • HEARTWARMING, a popular establishment in Tin Hau, recognised in the Michelin Guide Hong Kong & Macau 2025, featuring Black Sesame Soft Serve Ice Cream; • Pizza Central, a popular spot for runners located at Central Pier, offering a "Ready, Set, Dough! Run and Recharge Combo"; • Tulsi Indian Restaurant in Tseung Kwan O, a multiple Michelin Guide-recommended restaurant, offering "Chicken Tikka served with Rice, Fried Egg and Naan."
<p>HEARTWARMING</p> 	



Pizza Central



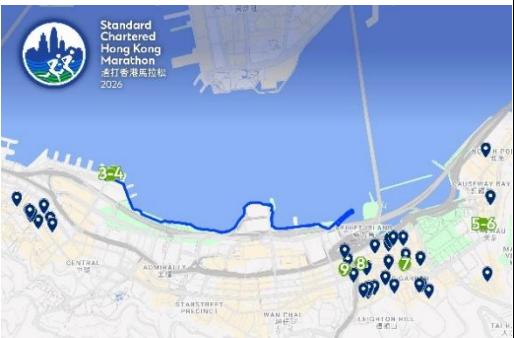
Tulsi Indian Restaurant



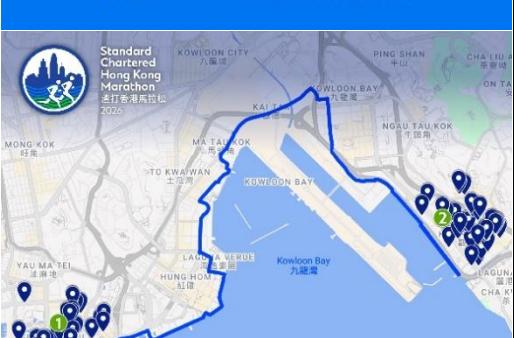


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中環 ↔ 澳門仔海濱
Central ↔ Wan Chai Promenade



尖沙咀鐘樓 → 觀塘海濱
Tsim Sha Tsui Clock Tower → Kwun Tong Promenade



將軍澳南海濱長廊
Tseung Kwan O South Waterfront Promenade

Photo 3

Strategically located near popular training routes, such as the Central to Wan Chai Promenade, Tsim Sha Tsui Clock Tower to Kwun Tong Promenade, and Tseung Kwan O South Waterfront Promenade, these shops offer convenient spots for runners to refuel and enjoy pre-race culinary delights.

(The numbers on the map refer to the ten featured shops participating in the “Support Small Businesses, Cheer on the City” campaign. Please refer to the appendix for details.)



Appendix: "Support Small Businesses, Cheer on the City" 10 featured marathon-themed shops

	Restaurants	Address	Marathon Special*
1	Lin Heung Lau 	1/F-2/F, Cheung Lee Commercial Building, 25 Kimberley Road, Tsim Sha Tsui	Dim Sum Set: <ul style="list-style-type: none"> • Beancurd Sheet Roll Stuffed with Chicken • Lin Heung Supreme Shrimp Dumplings • Steamed Cantonese Sponge Cake
2	Coffee Obsession 	G/F, 28A Hung To Road, Kwun Tong	"Runners Make Magic" Series: <ul style="list-style-type: none"> • Black Magic • Floral Magic • Osmanthus Magic • MoMo Magic
3	Pizza Central 	Shop C, Lower Deck, Star Ferry Pier 7, Central	Ready, Set, Dough! Run & Recharge: Pizza & Drink Combo



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4	CHI Tachinomi	Shop A, Lower Deck, Star Ferry Pier 7, Central	Winner Winner, chicken breast dinner: Slow-cooked Chicken Breast Salad
5	HEARTWARMING	Shop 15&17, G/F, Triumph Court, 13-41 Electric Road, Tin Hau	Black Sesame Soft Serve Ice Cream
6	Sister Wah	G/F, 13A Electric Road, Tin Hau	Beef Brisket Noodle & Soy Milk
7	Mr. Tea	Shop A4, G/F, Causeway Place, 2-10 Great George Street, Causeway Bay	Super Fresh Fruit Tea Series: <ul style="list-style-type: none"> • Green Tea with Fresh Fruit • Oolong Tea with Fresh Fruit



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8	Japanese Restaurant Doraya	G/F, Lockhart House, 451-453 Lockhart Road, Causeway Bay	Bluefin Tuna Quartet Bowl Set
9	Chuan Shao Yakitori Sake & Wine Bar	G/F, 399 Lockhart Road, Wan Chai	Pressure-Cooked Rushan Steamed Oysters (4 pieces)
10	Tulsi Indian Restaurant	Shop 6A, 1/F, Monterey Place, 23 Tong Chun Street, O'South Coast, Tseung Kwan O	Chicken Tikka served with Rice, Fried egg & Naan (All Day Set)

*The offer is subject to change without prior notice.

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About the Standard Chartered Hong Kong Marathon

The Standard Chartered Hong Kong Marathon, organised by the Hong Kong, China Association of Athletics Affiliates, is Hong Kong's largest participatory annual sporting event, attracting over 78,000 local and overseas participants each year. Standard Chartered has been the title sponsor since the first Standard Chartered Hong Kong Marathon in 1997 and also sponsors marathons in seven other cities globally, including Hanoi, Jersey, Kuala Lumpur, Nairobi, Singapore, Stanley and Taipei as well as a 10km run in Shanghai and a 5km run in London.