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Engaging the Young to be
Pillar of Support

BE THE BOSS

「我要當老闆」之一
性格決定命運

“Be the Boss” Part 1
Personality Decides Your Destiny

TOAST TO WINE



冰·酒·杯的奇妙相遇
A Magical Rendezvous of Ice,
Wine and Glass

KNOW IT KNEW IT

罐頭蕃茄比新鮮蕃茄還好?
Canned or Fresh Tomatoes?
吃北杏會帶來不幸?
The Bitter Apricot Kernel Mystery?
「下午茶」Vs「High Tea」
Afternoon Tea Vs High Tea

WOMEN'S INSIGHT



安娜的美食世界尋寶記
Indi"Anna" Jones in the World of Gourmet

自1993年創立景樂集團以來，Anna一直致力為愛好美食及講求食物質素者塑造與別不同的主題餐廳。景樂集團至今已成功創立23個餐廳品牌，並開設34間主題餐廳，能將所有事務打理妥當的原因是...

Since the founding of King Parrot Group in 1993, Anna has been venturing to open different theme restaurants. Until today, King Parrot Group has already established 23 brands with 34 theme restaurants, and the reasons behind Anna's success lie on...

BRAND STORY



愛好美食的古羅馬將軍 — 龍島
Lucullus - The Gourmet General
from Ancient Rome

一顆顆珠寶鑽石般的朱古力，口味和造型多如天上繁星。這被譽為「gift from the Gods」，是上帝給人間最美好的禮物，吃過以後，就知道為什麼有些女性寧可不吃正餐，也不願放下手中的朱古力...

Known as the "gift from the Gods", the jewellery-like chocolates are the best gift from the Almighty and with just one bite, one would realize why ladies will give up their main course for the sake of chocolate...

.....and more

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CLP 中電

推動環保節能 創造香港低碳經濟
Striving for Environmental Protection and
Creation of a Low Carbon Emission Society in Hong Kong

MR. L M CHOW 周立文先生
Director - Marketing and Customer Services, CLP Power Hong Kong Limited
中華電力有限公司市場及客戶服務業務部總監



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VINEXPO Asia-Pacific 2010
新紀錄確立香港酒界樞紐地位
New Records Prove HK's Wine Hub Status

DINING IDEA
避風塘中炒出「喜記」香港情
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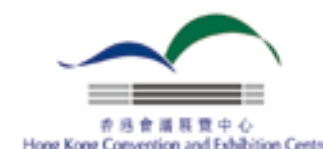
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中華電力有限公司市場及客戶服務業務部總監周立文先生
Mr. L M Chow, Director – Marketing and Customer Services, CLP Power Hong Kong Limited

「電」，可以說是一種無形的物體，但卻能透過各種有形的工具，連繫並支持著全世界的發展。電力的好處無庸置疑，提供方便，改善人類的生活。今天社會進步了，燈光不只用於照明，還可以為工商業用戶變出不同效果吸引客人；而用電煮食的「清涼廚房」，亦可能是食肆解決招聘困難的妙計。

Though electricity may be “formless”, through the use of tangible equipment, it has connected and supported global development. The convenience and benefits which humankind has obtained from the use of electricity is unquestionable. Nowadays, the use of electricity is not limited to illumination but rather, in numerous other business applications, such as in “induction cooking” thus enabling the existence of the “cool kitchen”, which indeed may assist the catering industry to tackle the recruitment difficulties.



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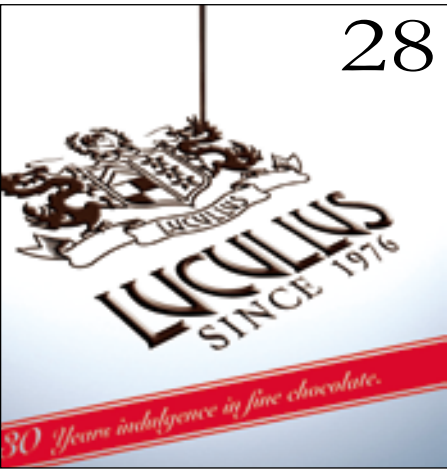
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編採絮語 Editorial

富士康與新一代

現今某些媒體總是很快地就用一些吸引大眾的字眼及方向去報導新聞，往往容易忽略事件真實的一面，近日看到有關富士康十多名年輕員工自殺的報導，相信不少人都會單向地認為富士康是一家血汗工廠，但又有多少人會留意到這其實是一場新一代管理風暴的開端。

有多年在中國工作經驗的上一代人都知道，中國工廠其實已經不斷進步，環境及待遇已改善很多，上一代工人必定比現在勞苦很多！但為何還是有這樣的悲劇發生？富士康是否真如大家口中所說的「血汗工廠」？

經過國內多間媒體連日來對富士康深入的觀察，得出的結論都盡是富士康是一間正規工廠，而管理系統上都是跟其他大工廠差不多，根本沒有發現甚麼足夠令十多人輕生的大問題存在。可能有人會說有很多背後的秘密是我們看不見的，但如放開那些可能一世都不會有人知道是否存在的秘密的話，我們多少都會看到新一代脆弱的一面。當然，富士康固然有不可推卸的責任，由第一條人命開始他們就應該努力去阻止第二、第三次自殺的出現！不過新一代的脆弱才是我們應特別留意的地方，中國的一孩政策跟我們香港出生率低的情況一樣，都孕育出了很多溫室新一代。

十多條人命的背後多少帶出企業應仔細研究如何為這新一代作出轉變，企業對員工的人性化管理絕對是未來管理上的發展方向，富士康作為一間極具規模的生產企業，較其他企業需要更快面對管理轉型問題。香港的老闆們，提前看到這場新的管理風暴，相信多少都會為新一代員工工作更多的準備吧！

Foxconn and the new generation

The media today always tends to use eye-catching wording and methods to report the news, which often misrepresents the reality. As a result of the recent news about the suicide of around ten young workers at Foxconn, many will undoubtedly single-mindedly see Foxconn as a sweatshop. However, how many people actually realise that these incidents may only be the tip of the iceberg of the crisis in managing the new generation?

The older generation who have worked in China would notice that Chinese factories have in fact been constantly improving. The current working conditions and the treatment of workers, when compared to the past, have already improved immensely. This being the case, why then do such tragedies still happen? Is Foxconn really the sweatshop that people perceive it to be?

Following detailed observations by the Chinese media, the conclusion is that Foxconn is a well-regulated factory and its management system is not that different from other large factories. There simply is no obvious reason why the suicides of the ten or so workers took place. Some may say that there may be secrets behind the suicides that we are not aware of. However, if we leave such secrets aside, which in any event, we may never find out about, we will start to see the vulnerable side of the new generation of workers. Of course, Foxconn has to bear some of the responsibility and ever since the first suicide, it should have tried to prevent the subsequent ones from happening. Nevertheless, our attention should also focus on the vulnerability of the new generation. China's One Child Policy as well as Hong Kong's low birth rate have both led to the same outcome — the creation of an overly-protected generation.

The suicide of the ten or so workers has definitely highlighted the issue of how firms need to change in response to the new generation of workers. A humane treatment of workers is certainly the way to go for the future of a firm's management. There may be more urgency at Foxconn, as a large manufacturer, than any other firm to face up to this issue of a change in management style, but this is also a call to all the employers in Hong Kong to act in advance of this management crisis and in response to the characteristics of this new generation of employees.

Alimentaria Mercosur 2010

15/06/2010 - 17/06/2010

◆
La Rural,
Predio Ferial de Buenos Aires,
Argentina

◆
www.alimentariaexpo.com.ar/en

Taipei Int'l Food Show 2010 - Food Taipei

23/06/2010 – 26/06/2010

◆
NANGANG Exhibition Hall,
Taipei

◆
www.foodtaipei.com.tw

Thailand International Restaurant & Bar 2010

23/06/2010 - 25/06/2010

◆
IMPACT Exhibition & Convention Center Hall 1&2,
Bangkok

◆
www.thairestaurantandbar.com

Exhibition Calendar

WineTech 2010

05/07/2010 – 07/07/2010

◆
Adelaide Convention Centre,
Australia

◆
www.winetechexpo.com.au

MIFB 2010 The 11th Malaysia International Food & Beverage Trade Fair

22/07/2010 – 24/07/2010

◆
Putra World Trade Centre,
Kuala Lumpur

◆
www.mifb.com.my/2010/index

Hong Kong FoodExpo 2010

12/08/2010 - 16/08/2010

◆
Hong Kong Exhibition & Convention Centre

◆
www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html

WineX – Cape Town

19/08/2010 – 20/08/2010

◆
Cape Town International Convention Centre,
South Africa

◆
www.winex.co.za

Restaurant & Bar Hong Kong 2010

01/09/2010 - 03/09/2010

◆
Hong Kong Convention & Exhibition Centre

◆
www.restaurantandbarhk.com/en/index.html

中華電力有限公司市場及客戶服務業務部總監周立文先生

Mr. L M Chow, Director – Marketing and Customer Services, CLP Power Hong Kong Limited



推動環保節能 創造香港低碳經濟

Striving for Environmental Protection and
Creation of a Low Carbon Emission Society in Hong Kong

「電」，可以說是一種無形的物體，但卻能透過各種有形的工具，連繫並支持著全世界的發展。電力的好處無庸置疑，提供方便，改善人類的生活。今天社會進步了，燈光不只用於照明，還可以為工商業用戶變出不同效果吸引客人；而用電煮食的「清涼廚房」，亦可能是食肆解決招聘困難的妙計。

面對現今社會、政府、消費者對能源供應愈來愈高的期望，加入中華電力有限公司（中電）超過30年的市場及客戶服務業務部總監周立文先生，對此卻有另一番體會。他表示，香港能源市場面對很大的挑戰，中電不單要更加努力地做好節能工作，也要達到更高的服務水平！

Though electricity may be “formless”, through the use of tangible equipment, it has connected and supported global development. The convenience and benefits which humankind has obtained from the use of electricity is unquestionable. Nowadays, the use of electricity is not limited to illumination but rather, in numerous other business applications, such as in “induction cooking” thus enabling the existence of the “cool kitchen”, which indeed may assist the catering industry to tackle the recruitment difficulties.

Mr L M Chow, Director of Marketing and Customer Services, also a 30-year veteran at CLP Power Hong Kong Limited, has his own views on the increasing expectations from the government, customers and society in general in the area of power supply. He feels that there are big challenges in Hong Kong's power supply market and CLP not only needs to work hard on areas of energy saving but also raise its level of customer services.

CLP 中電

早著先機的環保先驅

近年社會吹著一股「環保風」，市民對如何保護環境有了更深的概念，幾乎整個世界都講求減少碳排放，以減輕對環境的污染。環境保育，除了是對地球的承擔，更能反映一間公司的遠見。記得早於80年代，香港發展迅速起飛，人人搵錢至上，大部分市民都不知環保為何物的時候，香港其中一家能源供應商－中華電力有限公司，已致力研發煤以外的燃料來源，從而減低對環境的影響。可見中電是一間既照顧市民需要，亦抱宏大願景的公司。周立文先生表示：「中電於80年代已看到有關問題，決定不能單靠燃煤去發電，而是要採用一個平衡方案才可持續發展，故此我們自90年代開始相繼引入核能和天然氣發電。」近幾年中電在環保節能方面加大推廣的力度，尤以最近經常在停車場見到的電動車充電系統及標誌，便是集團的節能新作，以推動電動車在港的普及發展，達致「零碳排放」的目標。中電推陳出新的努力，源於管理層看到社會的訴求，同時相信集團以往所做的工作漸見成效，積極回應社會需要。

An Early Supporter of Environmental Protection

With the prevailing trend in environmental protection, people have a greater understanding and higher demand for the reduction of carbon emission so as to prevent environmental pollution. Being environmentally responsible is not only a responsibility to our earth, but in the context of the business world, it also reflects the corporate vision. During the economic boom in Hong Kong in the 80's, while the general public had little interest or knowledge of environmental protection, CLP had already started to carry out research and development of alternate fuel source, to reduce the reliance of coal as the major fuel with the intent of reducing negative impact on the environment. This is certainly a demonstration of CLP's great vision and consideration for the needs of customers. Mr. L M Chow mentioned that “Prior to the 80's, CLP had already decided not to rely on coal as the only fuel source. Instead, we started to introduce the use of natural gas and nuclear power in the 90's for the sustainable growth.” In recent years, CLP has committed to promoting energy efficiency, together with an aim of achieving zero carbon emission. This includes new green initiatives such as the development of charging systems for electric vehicles in car parks. Such efforts are reflections of CLP's effort to address demands of the community and demonstrate its corporate responsibility to society.



周立文先生指出，工商界常考慮以下三點來選擇使用哪種能源：第一，使用甚麼能源更具成本效益；第二，哪些能源能較方便獲取，使工作流程運作得更暢順；而通常至最後才會考慮環保。「現今科技躍進，可以令工商界在能源上節省很多開支，比方說我們在珠三角為一些工廠提供能源節省方案，其中一間塑膠廠的注塑機改用伺服馬達(摩打)調節速度，就可節省50%的能源開支和減低污染，對廠商來說是很吸引，他們對此非常感興趣。隨著科技進步，在協助節能及減省開支方面還有很多空間可以去做。」

一般人以為香港的空氣污染只屬於香港的問題，但其實在同一天空下，珠三角似乎更是聚焦點，中電今天已成功將服務範圍推展至珠三角地區，為廣東省的公司提供有關清潔生產及能源效益的建議。中電節能技術(深圳)有限公司於2008年成立，為珠三角的工商業機構提供服務，中電與酒店、商廈及工廠等共同合作，透過視察、提供能源方案及使用多元化產品，可達致平均15%的節能量及提升珠三角地區的整體環境質素。

為了讓節能的功效發揮到最大，中電亦透過「中電工程有限公司」，專門就能源相關的方案提供專業知識，例如採用能源效益產品、樓宇節能設計，以致辦公室及工廠節能設備的選擇等，同時鼓勵香港企業定期進行能源審核。自1999年起，中電已為香港的企業客戶進行了超過1,000項能源審核，協助他們提高5至20%的能源效益。中電工程有限公司更會按客戶需要，以「一站式」服務運作，提供實際安裝工程，幫助客戶選擇及安裝節能設備。而剛於本年度推出的「綠倍動力」計劃，更能滿足客戶對節能及環保產品的需求，尤其讓社會服務團體、中小企、餐飲業界等享受度身訂造、最合適的能源效益方案，大幅節省能源費用。

Mr. Chow pointed out three major considerations of the business sector's decision on energy sources: firstly, the cost-effectiveness of the energy; secondly, the ease of obtaining the energy so as to facilitate the smooth operations of the business; and lastly, the issue of environmental protection. "Given the advanced technology available nowadays, substantial energy costs may be saved. For example, CLP had provided energy saving solutions to a plastic factory in the Pearl River Delta region. By adopting CLP's suggestions of using a servo motor to manage the speed of the plastic injection moulding machines, the related energy expenses could be lowered by half and the pollution could also be reduced. Many plant operators would find this very appealing. Technological advancement has created room for further energy saving and related cost reduction."

Many people might feel that air pollution in Hong Kong is a local problem, but in fact, being under the same roof, the Pearl River Delta region is perhaps where the focus should be. Today, CLP has already extended its services to this region by offering advices on cleaner production processes and energy efficiency to Guangdong companies. With the establishment of CLP Energy Services and Technology (Shenzhen) Company Limited in 2008, CLP has worked with owners of office buildings, factories and hotels to conduct detailed assessments, provide advices on energy solutions and use of different energy efficient products. These have enabled an average saving of 15% energy consumption while at the same time improved the Pearl River Delta region's environment.

To further enhance the benefits of energy saving, CLP, through CLP Engineering Limited (CLPE), offers professional advice on energy solutions, such as the use of energy saving products, energy efficient building designs and energy saving installations in offices and factories. At the same time, CLPE also encourages Hong Kong enterprises to carry out regular energy audits. Since 1999, CLPE has performed more than 1,000 energy audits for Hong Kong enterprises, enabling them to achieve a 5 to 20% increase in energy efficiency. Based on the needs of the customer, CLPE will also provide one-stop-shop service to help customers select and install energy

服務緊貼時代轉變

周立文先生表示，近年香港家庭煮食習慣的轉變較明顯，新一代家庭追求「生活質素」（Quality of Life），在煮食方面也有一定的訴求，既要煮得乾淨，又要食得健康。中電多年來推廣的電磁爐便能滿足他們所需，電磁爐除了煮得夠鑊氣外，其傳熱效率高達90%，能快速加熱，比一般煮食爐的煮食時間快三分一，能源效益更高。煮食時廚房溫度比用傳統煮食方法低4至5度，且毋須燃燒空氣，減少油煙，創造了新一代的煮食文化。

電能煮食改善了生活，同時改善了餐飲業的工作環境，許多僱主近年主動尋求中電協助，使高達攝氏30至40度的廚房，搖身一變成為「清涼廚房」。周先生坦言，餐飲業肆較著重經濟效益，故中電過往重點培訓同事專職接觸不同飲食界機構如餐廳、酒樓等，除了向業界介紹「電能煮食」的概念，也會主動解決食肆在營運及煮食過程中遇到的能源消耗問題，並介紹有效且貼身的節能方案，令他們能節省生意運作的開支。周立文先生說：「中電在10多年前已向餐飲業推廣『電能煮食』，剛開始的時候挑戰很大，但經過與業界不斷溝通後，更了解對方的考慮和需求，同時感謝業界的支持和建議，令中電服務做得更好，創造出中電、餐飲業及社會三贏局面。」透過全面接觸，餐飲界亦開始了解新一代的用電科技，以及對他們生意營運的好處，電能煮食亦在近3至4年於酒樓食肆廣泛使用。

而新一代用電的廚具亦改變了餐飲業對傳統明火爐具的依賴。如以往被評為不夠「鑊氣」的電磁炒爐，經中電與爐具商共同研發後，擴大炒爐的加熱範圍，並使熱力更均勻地傳送至食物，從而加快上菜速度及提升食物質素。此外，電熱燒烤爐的誕生亦成功解決了令燒味食

efficient equipments. Furthermore, with the recent launch of GREEN^{PLUS} program, CLP can better serve customer needs in the area of energy saving and green products. Entities such as social services organizations, small and medium sized enterprises and businesses in the catering industry can significantly reduce their energy costs with customized energy solutions.

Services Mirror Changing Times

Mr. Chow also pointed out that the new generation now looks for "quality of life", that is, demand for healthy diet and cooking in a cleaner way. As recommended by CLP, such a need may be satisfied by using induction cookers, with heat transfer efficiency up to 90%. Food can be heated rapidly that leads to reduced cooking time by one-third while still maintaining the "wok flavour" of the dish. In the absence of the burning process, there is less smoke and consequently the kitchen is kept at 4 - 5°C cooler than that employing conventional cooking method. The use of induction cookers has created a new era of cooking.

The use of electric cooking not only improves our everyday life, but also the working environment for the catering industry. In recent years, many restaurant owners have proactively sought advice from CLP for turning a 30 to 40°C hot kitchen to a "cool kitchen". Mr. Chow pointed out that restaurateurs are mostly concerned about cost efficiency and therefore, CLP has trained staff specializing in delivering the "electric cooking" concept to the catering industry and proactively suggested solutions to resolve energy consumption issues derived from daily operations and cooking processes, thus leading to reduced operating expenses. Mr. Chow said that "It was a real challenge when CLP started promoting the concept of 'electric cooking' more than 10 years ago. However, with continuous communication with the industry and consideration of industry's suggestions, we have been able to create a triple-win situation among CLP, the catering industry and society." Through more comprehensive communications, the catering industry has gained better understanding of those benefits brought by such technology, which explains the wider adoption of electric cooking among the catering industry in the past 3 to 4 years.

肆「頭痛」的問題。以往許多食肆用燃氣方式燒製食物，但在控制溫度方面比較困難，肉汁容易流失。有見及此，中電聯同爐具商迅速提出解決方案，將烤爐改用電腦程式控制，使食肆在工序及流程上簡化了很多，人手調配因此變得更有彈性。「時代轉變，科技進步，新一代廚師要求相對舒適的工作環境，電能煮食廚房就能迎合此需求，同時亦可提供更多不同爐具供業界選擇，相信這行業會愈來愈多人採用電能煮食。」周先生補充說。若大家同意年輕人追求優質生活的看法，願意為新一代員工提供更好的工作環境，全電能廚房肯定不失為一個吸引人才的好方案。

除了食肆後勤支援，樓面範圍亦可根據不同客戶的特質而度身訂造，因為無論用電量、用電模式等，中電均清楚掌握有關數據，可與餐飲界一起揀選合適的節能燈具，營造出不同色溫和效果，也可設計高效空調和通風系統等，以協助食肆在節約能源的同時，也吸引更多顧客光臨。

節能造就三贏局面

坊間經常有疑問：「中電是能源供應商，但卻鼓勵市民節能，哪豈不是『趕客』？」周立文先生對此看法有另一解讀，他笑說從邏輯推理上似乎是這樣，但卻不代表會影響集團利益，「市民一般不會主動改變日常用電習慣，中電一直做的工作就是推廣能源效益，以鼓勵市民、企業減少不必要的耗能及污染。我們的核心價值一直是可持續發展，要在提供電力配合社會及經濟發展需要的同時，亦要在可能的範圍內減少對環境造成的影響，這才是令業務可長遠發展的關鍵，所以，推動能源效益與中電售電業務是無抵觸的。而且，能源效益代表著以更少的資源締造更大效益。無論是從社會、經濟或環境的角度來說，還是從中電或客戶的角度而言，能源效益愈高，表示更能夠以可持續發展的途徑來使用能源。你可把這情況想像為一個回收步驟，將節約下來的能源循環再用作其他發展經濟的



The new generation of electric cooking appliances has also brought significant changes to reliance on traditional kitchen appliances. For example, Induction Wok Station was previously criticized as unable to deliver "wok flavour" but with the joint effort between CLP and equipment manufacturers, enlarged heating area has enabled heat to be distributed more evenly, resulting in shorter turnaround time and better food quality. In addition, the Electric Multi-Purpose BBQ Oven has successfully resolved the problem of many barbeque and roast food restaurants. It was difficult to control the internal temperature of the traditional gas ovens, which in turn causes meat to dry up fairly easily. In view of this, CLP and equipment manufacturers immediately solved the problem by using a computerised oven with simplified processes and procedures thus allowing more flexible manpower re-allocation. "The world is changing and technology has advanced, new-generation chefs demand a more comfortable working environment, and electric cooking is the solution. As more choices of equipment become available in the market, more people from the industry will adopt electric cooking." Mr. Chow adds. "If you agree that young people now look for quality of life, providing a better working environment with the use of electric cooking may indeed be a good way to attract and retain talents."

Besides providing support to the catering industry for kitchen set-ups, CLP also provides custom-made solutions for improving energy efficiency of the dining area of restaurants. Equipped with substantial information on energy usage and consumption patterns of restaurants, CLP can collaborate with restaurateurs to provide suitable energy saving solutions to source suitable lighting with different colours and effects, and design suitable air-conditioning and ventilation systems which will all be conducive to attracting more customers.

Triple-win from Energy Saving

Many people have queried "As a power company, isn't it contradictory for CLP to promote the idea of energy saving?" Mr. Chow has a different view. With a smile on his face, he noted that it seems logical to think so. He mentioned, "The public generally would not initiate change in its energy consumption habit. CLP has always been promoting energy efficiency, encouraging the public and businesses to reduce unnecessary power consumption. CLP is committed to conducting business in a sustainable manner, with caring for the environment as one of our core values. I see no conflict between promoting energy efficiency and our core business. Try to imagine energy saving as a recycling process: energy originally wasted can now be reused for other purposes in our society that spur economic growth. The more efficient our energy consumption is, the more sustainable our society becomes. In this sense, promoting energy saving not only coincides with CLP's environmental endeavours, but also opens up new green business opportunities."

In response to concerns over global climate change and the demand for a reliable power supply for social development, CLP released "Climate Vision 2050" at the end of 2007 with an ambitious target of reducing carbon intensity by 75% by 2050. CLP also set an interim target of having 20% of CLP's power generated from non-carbon emitting sources by 2020. Apart from setting these targets, CLP will continue its efforts on fostering environmental awareness among the general public. These include supporting the Government's Mandatory Energy Efficiency Labelling Scheme, and actively promoting the eco-care mobile studio "Green Studio" and "PowerWise" website. Through our interactive activities, cartoons and special 3D effects, young people are instilled with the importance of environmental protection and can learn more about energy saving. Furthermore, CLP established Energy Innovation Fund to encourage secondary school students carrying out environmental protection and energy efficiency related research projects.

用途。所以，中電認為推廣節能不但可讓我們履行環保責任，還可以為我們帶來其他綠色商機。」

中電於2007年底發表《氣候願景2050》回應全球氣候轉變的問題和社會發展對穩定電力的需求，更訂下於2050年底前大幅減少碳排放強度75%的目標，當中亦包括於2020年底前，將零碳排放的發電容量，提升至集團總發電容量20%的中期目標。而前線的同事也要做更多功夫，對社會持續教育或灌輸環保知識都是非常重要的，如中電支持政府的強制性能源效益標籤計劃，積極推行「綠D班」環保流動車計劃及「智慧用電」網頁，主要是希望教育新一代認識節能環保的重要性，透過互動、卡通及3D效果，使年輕人較輕鬆地接受資訊；另外又設有中電創新能源基金，鼓勵中學生參與環保節能的研究。

中電在香港屹立百多年，為社會提供可靠的電力服務，周立文先生解釋了集團一直堅守的三個理念：

1) 可持續發展：中電看到香港以至全球客戶，對環保的要求均愈來愈高，若集團只將目光放於眼前，而忘了10年、20年後社會面對的環境問題，這便稱不上是提供服務。故此，除了做好原有的服務，中電也為環保工作作出承擔。希望香港在保持現有的經濟發展之外，也有長遠的持續發展，使地球得以一代一代的延續。

2) 以客為先：由於客戶在服務方面的需求一直轉變，故集團需要與時並進才可迎合潮流和客戶對服務的需求。我們除了要滿足現時的需求，也要對遠景有清晰的計劃，令顧客對中電的服務感到滿意。

3) 道德操守：中電對於道德操守非常著重，堅決拒絕不合乎道德操守的生意。因為集團清楚知道，如果生意是透過不合法或不合乎道德操守而得來，便不能長遠維持，中電之所以屹立至今天，就是因為集團本著「道德操守才是長遠之計」的信念。

早幾年，很多客戶仍未認同環保節能，認為未見成效便要投資一定數量的資金，將現有設備提升效能，他們會提出很多疑問，如「為何我要付出這筆錢？環保跟我有甚麼關係？」周立文先生續說：「最初說服客戶時遇到不少困難，但我們以客為先，謹記應從客戶的角度出發，為他們提供貼身分析，如收集及依據營運的能源使用數據，為他們設計整盤計劃，然後計算回本期，大部份項目能在一至兩年便可回本，又可長遠節省金錢，何樂而不為呢？我們更會提供有關安裝的意見，使他們享有完善的能源服務。」

面對營商環境的不斷轉變，中電的價值觀堅守如一，在提供能源之外，還於各個層面推廣貼身服務，營運路向非常清晰。集團同時希望喚起更多人對採用潔淨能源的醒覺，支持香港邁向低碳經濟。要達到眾多高要求，無疑是一門高深的學問，但以中電整個團隊的專業性及團結性，相信必定能堅定及持續地為香港及地球在環境、社會和經濟發展間取得適當的平衡，以滿足社會大眾追求理想生活的訴求，落實並彰顯集團的長遠競爭優勢。



Being a power utility in the territory for over a century, CLP serves Hong Kong people with three core values, as explained by Mr. Chow:

1) Sustainable Development: CLP is committed to managing its short and long-term impact on the environment responsibly and using resources productively. We will continue contributing to the economic and social development of Hong Kong by providing safe and reliable energy in the most environmentally friendly way, achieving sustainable development that benefits both present and future generations.

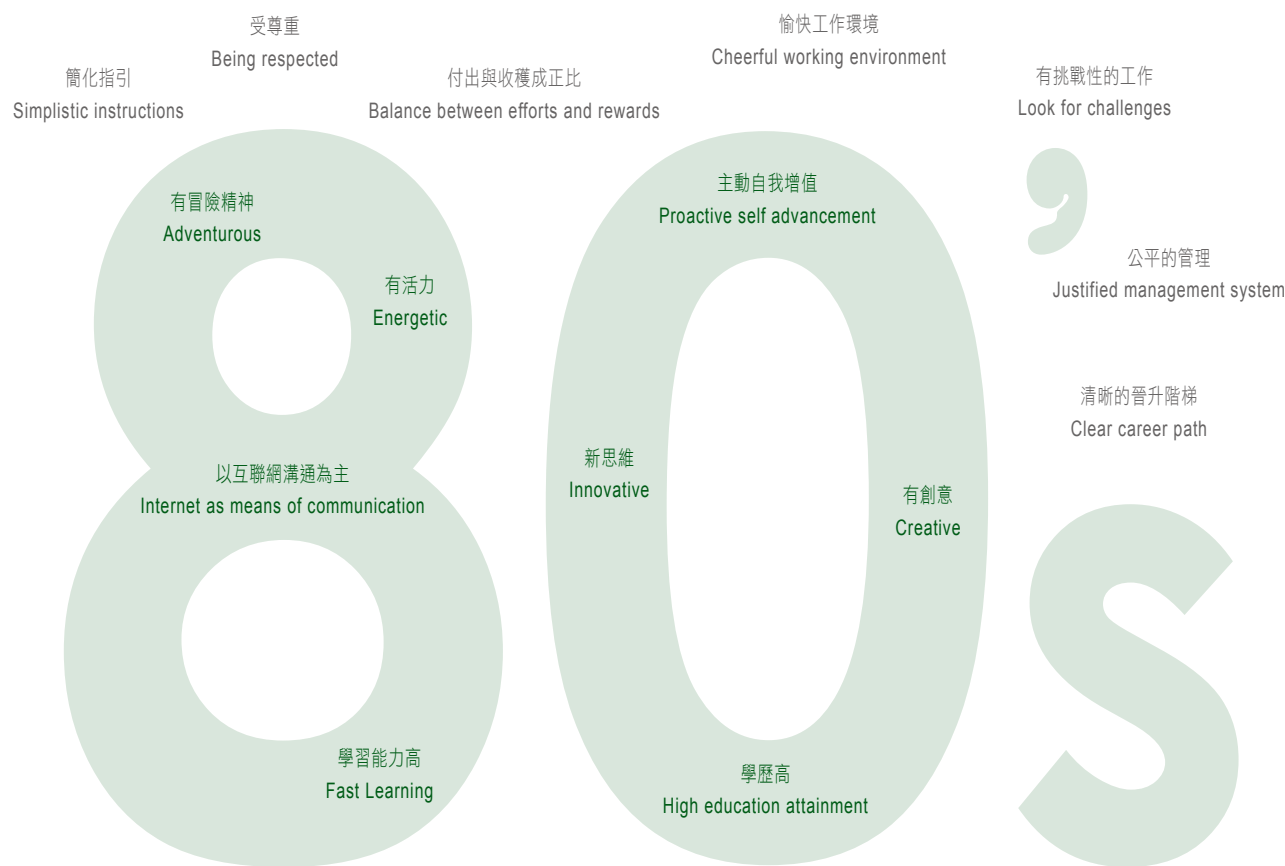
2) Customers Come First: Ever-changing customer expectations drive CLP to keep up with new trends and satisfy customers' needs. We have meticulous plans to ensure timely and effective response to arising customer needs and preferences in relation to our products and services.

3) Ethical Practice: We highly value the importance of ethics in our business operations and do not tolerate any kind of unethical practice. The key for CLP to go from strength to strength for over a century has been its belief that only business built with integrity will last.

A few years ago, clients were not so sensitive to issues of energy saving and environmental protection. Many were reluctant to make substantial investments in these areas. Questions such as "Why do I have to make such investment? What does environmental protection have to do with me?" usually arise. Mr. Chow continued, "Convincing our clients is never an easy task, and is a huge challenge. With 'Customers Come First' in mind, we step into the shoes of our customers and carry out tailor-made energy usage analysis, devise energy saving solutions and prepare corresponding financial calculations for our clients. As the payback periods of most energy saving projects are only one to two years while the long-term cost savings are found to be substantial, customers are generally very receptive to our proposals. To provide a more satisfactory service, we further advise our clients on detailed mechanical and electrical installations."

Albeit the ever-changing business environment, CLP's core values remain unchanged. Its mission is clear - providing world-class products and services of good value to the customers while striving to raise public awareness on clean energy. CLP strongly supports Hong Kong in its transition to a low carbon economy. Though achieving this is no mean feat, given the unity of its professional team and its competitive edge, CLP undoubtedly possesses the capability to satisfy society's pursuit of an "ideal life" by striking a balance between economic, social and environmental goals.

新一代特質與要求 New Generation's Characteristics and Demand



Engaging the Young to be Pillar of Support 帶動新一代成公司主力軍

新一代員工的思維以及工作態度，除成為各機構及學者研究的興趣外，也引起坊間的熱烈討論。繼中央領導人國家主席胡錦濤及總理溫家寶與網民「真情對話」了解民意後，特區政府部門亦先後在網上諮詢及社交網站Facebook開設群組收集民意，可見聆聽新一代聲音的重要性。千萬不要小看與年青員工的相處問題，抗拒新一代的缺點是於事無補，不如主動出擊，從正面了解才是上策。

The mentality and attitude of the new generation of employees are becoming the foci of research by many organizations and scholars. While leaders of China, Hu Jintao and Wen Jiabao exchanged thoughts with netizens, the HKSAR Government also did consultations on the Internet, and opened groups on Facebook to collect public opinions, demonstrating the importance of communication with the new generation. Overlooking the communication problems or being bias against the new generation would not help easing the tension. On the other hand, taking initiation to better understand the situation might be the best way out.

近年社會上出現各種矛盾和紛爭，當中以「年齡分歧」最為嚴重，而這分歧對商業機構於日後招聘、培訓，甚至營運發展都有很大影響。上級指下屬工作態度有問題，員工埋怨上司不體諒等情況屢見不鮮，面對新一代如80後，甚至90後投入勞動市場，管理層可有準備與新入職員工溝通的良方？據G&C「年青一代就業概況」的調查報告發現，超過一半的業界受訪公司中就有五成的員工屬於30歲以下的職場新貴，可見業界確實有必要及早正視這問題。

「軟硬兼施」管理手法

現時社會對於新一代普遍的印象都是「自我中心、耐性不足，性格情緒化及不肯專心工作」，香港理工大學工商管理研究院高級講師洪興立博士指出，大部份僱主認為新一代員工「自恃擁有新知識，不甘於長時間服務於同一崗位」，卻忽略了這些員工「聰明而醒目，學習能力高而可塑性強」的優點。

企業要開展活力、保障持續性發展，聘請年青員工是必不可少，故此企業管理人是時候扭轉固有觀念，因應新一代的性格特質培養他們。洪興立博士則提出施行現代的「軟硬兼施」管理手法：以提供良好的工作條件，鼓勵他們不斷學習及激勵他們的工作動機，當中包括「硬朗的賞罰分明制度」、「硬淨的事業目標」、「軟性的多方面溝通」以及「軟性的工作激勵」。

「硬」管理注重的是賞罰制度。賞罰分明是一個公平制度的代表，僱主或管理層除要明確地編製一套公平而公正的賞罰制度外，更重要的是要確切執行，並且在人才選聘、晉升及薪酬提升方面有清晰和讓人信服的準則。

相反，「軟」管理則著重溝通及認同。洪博士指出，企業應「讓部門之間、同事之間及上下級之間，都有足夠的交流和信任」，因為新一代的員工自尊心強，承受挫敗的能力相應較低，所以只有不斷的溝通才可幫助他們從錯誤中學習。他亦提及，年輕的員工十分需要上司及企業的認同，所以管理層要以鼓勵的方式，引導他們主動學習更多新知識。而且通過權力的授予，讓他們建立責任心和紀律性，從而塑造以年輕新一代為骨幹的企業團隊。

Pizza Hut打造年青團隊

大型連鎖式薄餅及意粉餐廳「Pizza Hut」(必勝客)現時約有4,000多位員工，8成是年青人。集團培訓經理蘇敏華小姐表示，在公司內部，80後已經算是資深員工，其他新進的已經是90後一代，這批年青人是Pizza Hut推行「為客瘋狂」文化的團隊核心成員。

蘇小姐認為時下年青人大多「有活力、有創意、有熱誠」，並表示：「其實他們有能力做很多工作，但卻未必會做。」於是公司提出多項幫助年青員工提升工作興趣的辦法。

1) **正面評價** - 透過認同及鼓勵，讓員工建立自信。在老一輩耳濡目染之下，以往一般主管多對下屬採用「不罵就代表沒做错，做對了亦不用稱讚」的一套；但時移世易，現代員工，尤其是年青一輩，他們均非常重視別人的認同，連小事亦渴望得到上級讚賞。公司在內部

In recent years, conflicts and social tension can be found in Hong Kong society. Amongst all, "generational conflict" is the most serious one, which has profound impact on recruitment, training and even future development of commercial organizations. Whilst the bosses were not satisfied with the employees' working attitude, the employees complained that the bosses were not considerate. When facing the young employees such as the post-80's generation and even the post-90's generation, what should be done to improve the communication with new employees? According to G&C's survey on "youth employment", over half of the employees who belong to the interviewed companies are under 30 year-old. It is indeed time for the industry to take a serious consideration on the issue.

The "Carrot and Stick" Management

The new generation is commonly perceived as "self-centred, impatient, emotional and lack of focus". Dr. Humphry Hung Hing-lap, Senior Teaching Fellow of the Graduate School of Business of the Hong Kong Polytechnic University pointed out that most of the employers thought that the young employees were "too proud of their knowledge and unwilling to stay in a fixed position". However, they overlooked the fact that these employees were "smart and talented, as well as possessing a high ability to learn and adapt".

In fact, to stay dynamic and sustainable in future development, companies need new blood. Executives and managers should have new mindsets to train up new employees according to their personality traits. Dr. Hung suggested a modern "carrot and stick" way of management. To encourage and motivate employees to learn and advance, "a clear reward and punishment system, a sharp career goal, multiple ways of communication and recognition from the seniors" should be given to employees.

The "stick" is the reward and punishment system, which implies fairness. Apart from stating clearly the rules and regulations, it is important to carry it out with consistency as well. Such system is effective when dealing with promotion and pay rise, as it gives clear and convincing rules.

On the other hand, the "carrot" is communication and recognition. Dr. Hung explained that "there should be frequent interaction and trust-building between staff and bosses". The new generation has a strong sense of self-esteem and their ability to deal with failures is weaker. Constant communication helps them learn from mistakes. He also mentioned that young employees were very much in need of recognition from the employers. The "carrot" management will motivate young employees to actively learn new things by rewarding. Through empowerment, a sense of responsibility and discipline can be built among these young employees to become the new backbone of the company.

Pizza Hut Creating a Young Team of Employees

The large chained pizza and spaghetti restaurant Pizza Hut currently has around 4,000 employees, with 80% being young people. Ms. Elsa M. W. So, Training Manager of Pizza Hut, revealed that the post-80's generation employees are already seniors in the company. The new ones belong to the post-90's generation. These young people are the core members participating in the "Crazy For Customers" culture promoted by Pizza Hut.

She pointed out the characters of the new generation are "dynamic, creative and sincere". They have the potentials to do many things, just that they need more guidance. Therefore, the company introduces several ways to develop their interest to work:

1) **Positive review**: Self-confidence is built up through recognition and encouragement. Accustomed to traditional ways of management, many managers tend not to reveal their real thoughts about the employees. No matter the employees are



推動鼓勵文化，店長多對員工作出嘉許。另外又舉辦「員工笑臉選舉」，向他們提供不同指引，從中選出擁有最親切漂亮笑容的員工，既能鼓勵員工留意服務態度，又能對員工作出肯定。

2) 「潮語」字典 - 公司了解到年青員工習慣以網絡及「潮語」(流行術語)等的溝通方法，故亦增加了透過互聯網與員工交流等渠道，如利用社交網站Facebook 發放公司政策、社會時事、同業成功例子等，以吸引他們多留意最新資訊，以及啟發思考。

3) 精簡指引 - 服務質素對餐飲業來說非常重要，由客人光顧到離開約1至2小時內都有不同的注意事項，Pizza Hut雖然已將當中所有服務守則均紀錄於一本非常詳細的員工手冊，但蘇小姐指出「如果要新一代員工全部背誦，可能3分鐘已遞交辭職信。」所以公司必定要以提供清晰、鮮明、簡單的指引為最好，Pizza Hut將10件最需要注意的服務事項，簡化成10個「關鍵時刻」，以及盡量使用簡單口號，使員工容易記得，打好服務基本功。

doing well enough or performing outstandingly, they prefer not to show recognition or even express any comments. However, the new generation often looks upon seniors for recognition even on the most tedious subjects. Therefore, the company promotes a culture of encouragement. For example, competitions such as "The Best Smile Vote" are held to promote the culture. The employee with the most friendly and warmest smile will be voted as champion. In this way, the employees will serve with better attitude while being recognized.

2) “Hot words” bible: As the young employees like to use Internet language and “hot words” (slang) for communication, the company opens up Internet channels of communication with employees. For example, corporate policies, social issues and successful business cases are shared on Facebook, in order to update the employees with new information and gives inspiration.

3) Simplistic instructions: The service codes for catering business include numerous instructions concerning the entire dining experience of customers. Despite these are all included in the employee's handbook of Pizza Hut, Miss So admitted "if you want the young employees to remember them all, they will give up the job in 3 minutes". Therefore, a clear, simple and easy-to-remember service code should be created. Pizza Hut picks up the 10 most important service codes as “the 10 critical moments”. Slogans are also used to help the employees remembering them.

Mutual Recognition Creates Harmony

Results from "Survey on the Positive Psychology of Hong Kong Employees" conducted by Hong Kong Christian Service showed that the new generation of employees are generally pessimistic. Many reasons contributed to such psychological state, including “economic downturn, unfavorable working environment, depreciation of education, long working hours, imbalanced lives, low salary, less promotion opportunities compared with their seniors and being challenged of inadequate experience”. The survey showed that when facing changes or difficulties at work, the new generation of employees tend to be less adaptive. As they lack clear goals and the ability and determination to solve problems, causing their pessimism. The survey reminded the public that the focus should not be put on the negative side of the new generation alone. They have qualities such as high learning ability, wide scope of view, more access to new information, and so on. Therefore, mutual recognition should be promoted to enhance the inter-generational communication.

Mr. Alex K S Tam, Teaching Fellow, Admissions Tutor and Active Learning Leader of the Department of Marketing of City University of Hong Kong advised the employers to encourage new generation of employees to proactively improve their own competence, as well as helping them to be more devoted to work. Results from “University graduates working ability report 2010” carried out by the Department showed that employers have different expectations on existing and future employees. The most important conditions for recruitment screening include “language and communication”, “creativity and critical thinking” and “expression ability”. However, after the employees have taken up the jobs, the expectation of the employers focused more on “affinity and EQ”, “discipline” and “motivation for work”.

Concerning how to meet expectations from employers, Mr. Tam provided several suggestions for employees and enterprises, especially for new generation of employees. Mr. Tam encouraged them to start with developing their life goals and EQ, in order to stay competent. Mr. Tam advised that the employers could help their employees to set goals for work and long term achievement targets to follow, which helps inspiring the employees to work and motivate them to improve their competitiveness via enhancing their communication skills, professional knowledge, self-discipline and overall working ability. For discipline training, apart from rules set by the employers, the more important thing is about the self-awareness of employees.

互相欣賞 建立和諧文化

早前香港基督教服務處「香港僱員正向心理調查」的研究報告指出，新一代僱員的希望感和快樂感偏低，當中背後有多種因素導致他們心理上較上一輩的僱員有所分別，包括「其正值經濟低迷時期入職，身處不利的事業環境、學歷貶值、工時長，工作生活不平衡、薪酬低、晉升機會不及上一代，和常被挑戰其資歷淺等」。調查亦顯示面對工作上的改變或逆境時，新一代僱員適應力較低，由於他們對人生欠缺清晰的目標，也缺乏解決問題的有效方法與意志力，因此他們對前景相對亦較悲觀。是項調查也提醒外界不應只針對新一代負面的評價，他們也有其優點，例如學習能力高、視野較廣闊、能獲取較多新資訊等，故鼓勵「跨世代互相欣賞的風氣」，正面面對和理解各世代的不同。

香港城市大學市場營銷學系特任講師、收生主任及積極學習統籌主任譚桂常先生鼓勵新一代僱員提升個人能力，亦同時建議僱主如何使年輕員工更容易投入工作。從早前學系所進行的「大學生就業力調查報告2010」的結果所得，僱主於招聘時對未來僱員和已聘請的員工有著不同的要求及期望。企業在選拔員工時的其中3大條件包括「語文及溝通能力」、其次為「創新及分析思維」和「表達及論述能力」；但入職以後，僱主對僱員的期望則主要反映在「親和力及情緒智商管理」、「紀律性」及員工的「上進心」方面。

就著如何達到企業僱主對在職員工的要求，譚先生在接受訪問時對員工和企業提出了多項建議，尤其是針對年輕新一代的員工，鼓勵他們從人生目標及情緒智商管理方面著手，從而增加自己的競爭力。另外，譚先生指出，僱主可協助新一代的員工先為自己定下一個目標，認真地問自己「想要達到甚麼，5年後、10年後的目標」，因為只有為著目標方向而努力，才會有工作的熱誠，不斷自我增值，促使他們從專業知識、溝通技巧、自我管理等方面提升及改善工作能力。特別在培養紀律方面，除了僱主以明文規定各種守則外，更重要的是員工自我管理的意識，令自己「自動自覺」去守紀律。

對僱主及企業而言，面對有著截然不同思想和特質的新一代員工，採用清晰和靈活的管理方法最為重要。譚先生指出，年輕一代的工作目標除了賺錢外，很多時是「開心最重要」，而工作環境的氣氛的確會影響他們對工作的態度。「他們喜歡一班人一齊做，不喜歡成為『異類』」，所以同輩的影響對鼓勵他們投入工作有正面作用，因而企業需要建立一種企業文化，營造和睦的工作環境，讓新一代在開心的氣氛下工作，也令他們感受到自己是企業的一份子。

荷里活3D電影《阿凡達》熱潮席捲全球，內裡最扣人心弦的一句話：「I see you」(我肯定你的存在)，是來自地球的Jake和潘朵拉星球的公主Neytiri之間的示愛話語。然而「I see you」除了示愛之意，其實也是僱主、僱員在茫茫職場大海找到對方時，一句由衷的心底話。只要有效打通你和新一代員工的溝通橋樑，防止矛盾加劇，彼此關係其實就能如Jake和Neytiri一樣甜蜜。

For employers and enterprises, a more clear and flexible management style is needed to suit the new generation in the new era. Mr. Tam revealed that apart from earning money, many young people also regard “enjoyment” as their goal of work. The working environment indeed has an influence on their working attitudes. “They like to work as a group, instead of standing out as the odd ones”, therefore, peer influence would encourage them to devote to work. A new corporate culture creating a harmonious working environment should be promoted to let the employees enjoy their work. A sense of belonging would also be nurtured gradually.

In the widely received Hollywood film “Avatar”, the line “I see you” perfectly illustrated the love between Jake from Earth and Neytiri from Pandora. In fact, it could stand for the importance of communication in the employer-employee relationship also. If you could find a way to communicate with the new generation of employees, the tension would be eliminated and a new intimacy could be born.



細聽青年人心聲 Voices from the Young



阿毅 Terry Lam

香港迪士尼樂園酒店晶荷軒・廚師
Crystal Lotus, Hong Kong Disneyland Hotel・Chef

2007全港青年廚師中餐烹飪比賽中奪得河鮮組銀獎及最具創意大獎的Terry今年25歲，05年加入晶荷軒，「公司(迪士尼樂園)很支持我們參加各大小型烹飪比賽，也提供很多培訓。起初我是以助手形式協助大廚，後來自己亦報名參與；總廚會與我們一起研究、試味、給予意見、模擬比賽過程，賽後會作出檢討，平常又會對員工多加鼓勵，使我們能夠放膽比賽，從中亦認識不少廚師朋友，互相交流、增值自己。」得獎令Terry的事業更上一層樓，因晶荷軒以行動鼓勵進取員工，升職及加薪的機會隨之而來，同時充分滿足年青人喜愛挑戰自己的性格。

Terry won the silver prize of seafood group in the 2007 Hong Kong Young Chefs Chinese Cooking Competition. He is now 25 years old and has been working for Crystal Lotus since 2005. "The company (Hong Kong Disneyland) encourages us to join different cooking competitions and provides many trainings. At the beginning, I worked as the chef assistant. Later on, I applied to join the competitions as well. Our sous chef would provide us suggestions, mock competitions and evaluations during the whole process. We were encouraged to try our best in competitions and we made new chef friends through sharing. I did learn a lot." As Crystal Lotus rewards its staff through real actions, that apart from fulfilling the needs for self-challenge, Terry also had his career advanced as he claimed the award.

招聘小貼士 Recruitment Tips

香港人力資源管理學會會長黃錦沛先生
Mr. Wilfred Wong, president of Hong Kong Institute of Human Resource Management

香港經濟逐步復甦，失業率持續下降，對人力需求造成一定壓力，請人難度提升，如何令公司被求職者選擇，要從內部機構文化、薪酬福利制度、同事之間合作、培訓、晉升機會等方面著手，因這些都是求職者或員工留任所考慮的因素。

另外，公司最重要是做到「符合員工期望」，某些機構因招聘困難，而改動職銜去吸引求職者（如將「樓面主任」改成「業務發展助理」），只會造成虛假現象，即使員工進入公司以後，期望度亦會產生落差。公司所需的是增加發展空間的透明度，令員工可見自己在公司前途，有望成為第二、第三梯隊接受公司培訓。

傳統招聘渠道如報紙、招聘會等相對少受年青人留意；而新的招聘方式有網上刊登資料、社交網發布消息等，而推薦計劃亦是一個不錯的選擇，員工成功介紹友人加入，便可獲得獎勵，既可節省招聘費用、增加公司的勞動力，又可營造內部的和諧氣氛。



Mable

Ease House Café・廚師
Ease House Café・Chef

有「少女廚神」之稱的Mable被現任老闆賞識並挖角過來，「我很感謝老闆的支持，因他沒有覺得我是女性、年輕及經驗對相較少而不予錄用，相反了解我喜歡創作的性格，例如融和菜、健康菜式等均讓我們自由創作，支持及讓我研發新菜式，員工都感受到彼此間的信任。更鼓勵我將得獎作品放到餐牌裡，讓客人品嚐，那種滿足感是非筆墨所能形容。」

Mable was headhunted from another company by her current employer. "I'm so grateful for my employer, as he didn't reject me because I was an inexperienced girl. On the other hand, he appreciated my creativity, such as trying out fusion style and healthy dishes. He gave us much freedom to create new dishes. Employees felt trusted here. He even encouraged me to include my award-winning dishes into the restaurant's menu. The satisfaction is beyond words."

The pressure of personnel demand increases as the Hong Kong economy is recovering and the unemployment rate is lowering. To attract manpower, corporate culture, remuneration system, colleague cooperation and promotion offers are all important, as they are the major considerations of job seekers.

Meeting the expectations of employees is essential as well. Some organizations changed the job titles in order to attract applicants (for example, "business development assistant" is in fact cashier). However, this would only confuse the applicants and once they started working, they would be disappointed with the discrepancies. What a company needs to do is to provide more information on the development opportunity, so that the employees can see a future in it.

Young people tend to pay less attention to traditional recruitment methods such as newspaper and recruitment talks. New methods such as online recruitment and releasing information on social networking websites are alternatives. Referral program is also a good option. By rewarding employees who made successful referral, cost of recruitment is saved, manpower is increased and a harmonious working environment will be created too.

人才管理有良方 Effective Means to Human Resources Management

香港上海匯豐銀行有限公司 HSBC

匯豐估計Y世代於2015年將全面成為職場主力軍，集團挽留人才的創意招數層出不窮，包括為員工醒神的「Monday Energizing」：由管理層充當外賣員，每周一為員工派發醒神早餐，包括奶茶、咖啡及薯餅等；「Happy Friday」計劃則訂於星期五送水果；又舉辦數銀紙比賽，以及於個別分行舉辦新春活動，管理層亦特意穿上唐裝衫親身到各分區為員工打氣。另外集團又為員工每年提供最少5日培訓，包括顧客服務及領導才能等。最後成功將員工對公司的滿意度，由兩年前的40%，增至今年的82%。滙豐今年又獲得12個服務界別獎項，創集團歷史新高。

HSBC estimated that by 2015, the Y generation would be the major pillar of employment in Hong Kong. Therefore, the group has been trying different creative ways to attract personnel. "Monday Energizing", for example, is to give a sense of refreshment to employees every Monday. Managers and executives will deliver breakfast including milk-tea, coffee and potato hash to employees. Towards the end of each week, "Happy Friday" is organized to deliver fruit to employees. There are also other fun activities, such as dollar bill counting competition and New Year celebration, in which the executives will wear traditional Chinese customs to visit employees in different branches. Apart from that, the group provides at least 5 days of training to employees every year, such as customer service and leadership training. As a result, the percentage of employees who are satisfied with working for HSBC increased from 40% to 82% in two years time. HSBC also obtained 12 awards in service sector, which is a breakthrough for the group.

鴻星海鮮酒家 Super Star Seafood Restaurant

面對大學畢業求職者要求提高入職薪酬，即使應徵者的條件相對其他競爭對手較高，鴻星也不會因個別情況而破壞既定的薪酬架構；反之，為免錯失雙方合作機會，會向對方解釋公司機制，也會因應工作表現在日後加以獎賞。另外，鴻星相信「魚不過塘不肥」的道理，放員工出外闖也有機會因歸屬感而「回巢」，故只要與僱員保持良好關係，對方從外界吸取更多經驗後回歸，對公司也有莫大碑益。

Nowadays, newly graduated job seekers tend to raise their expected salary. However, even their competence is higher than other applicants', Super Star will not make compromise and break the existing salary structure for them. On the other hand, in order not to miss the real talented candidates, Super Star will explain the company policy to the applicants and give promotion to those with outstanding performance. Super Star also believes that working for different companies can enrich one's experience and skills. Even employees may decide to join other companies, Super Star will try to keep a good relationship with them and always welcome them back.

香港迪士尼樂園 Hong Kong Disneyland

香港迪士尼樂園擁有5,000名員工，平均年齡為30歲，逾7成為80、90後，整體流失率較行業低，目前約8至9%，其管理作風親民，首位華人行政總裁金民豪亦每天主動接觸不少年輕員工。樂園了解年輕人愛新鮮，讓他們嘗試不同崗位、發掘才能，如餐飲部員工可在園內及酒店共13間食肆工作。更從美國引入與員工一對一溝通機制，高層及部門主管每隔一至兩星期與員工面對面溝通，每次約1小時，除公事外亦可談其他問題，有助管理層了解員工想法及需要。

太興環球發展有限公司 Tai Hing Worldwide Development Limited

太興是餐飲業內最先設立資歷架構的公司之一，以現代化管理制度和人才培訓機制，提升公司品質、服務、環境管理水平。太興在員工入職前已提供培訓，員工可反思事業發展及人生目標，了解公司文化和自己是否配合，考慮過後再加入，減少員工離職機會。而不同崗位工作的員工，有不同的晉升機會，通過考試及觀察期後便可躍升和加薪。此外，太興重視內部提升及拔尖計劃，讓員工有機會晉升為分店主任。而且更向領導有成績的中層管理人員分發花紅，把他們當成股東。員工清楚知道自己的路向，便更用心工作。

Tai Hing is one of the catering companies that first set up a qualification system. Modernized management system and personnel training program are employed to enhance the overall quality, service and environment management level of the company. Tai Hing offers training to employees before they start their job. Employees are able to reflect on their own prospects and life goals, as well as considering whether the working culture of the company is suitable for them. As careful consideration for the job is given, turnover rate is low. Employees at different positions have different promotion opportunities. After passing examinations and probation period, promotion would be made and pay-rise would be given. In addition, internal promotion and top talents program are introduced to promote qualified employees as branch managers. Bonuses are given to middle-level managers who have shown distinct leadership at work, as if they were shareholders. As employees are given clear instruction, they are willing to put more efforts at work.

雅虎香港 Yahoo!

令員工有愉快、生動的工作空間，並不一定要花費大量金錢。就以互聯網搜尋器龍頭Yahoo! 為例，他們了解年青員工對自由度及空間的追求，故特意免除部分傳統辦公室規則：如必須穿着套裝上班、打卡及指定吃午飯時間等，讓所有同事體會企業活潑和靈活的文化，自行掌握時間去完成工作。雅虎亦鼓勵員工把心愛的玩具、模型，甚至小寵物帶回公司，佈置自己的工作空間，很多同事桌上都有魚缸、植物，有些位置則像小型玩具店，充滿活力。

To create a pleasant workspace for workers does not necessarily need a large sum of money. Yahoo!, as one of the largest internet search engine companies, knows how to work with young employees. Yahoo! eliminated some traditional office rules in order to give employees a greater degree of freedom. For example, wearing suits to work, clock-in and fixed lunch hour will not be found in Yahoo!'s office. The rationale is to let the employees understand that the company is flexible in giving them freedom to decide their own schedules of work. The company also encourages employees to personalize their workspace. Employees can bring their favorite toys, models and even small pets to work as decoration. Many employees in fact have little fish tanks and plants on their desks, and some of their workspaces are even like little toyshops!

Hong Kong Disneyland currently employs 5,000 workers. Over 70% of them belong to the post-80s and 90s generation, with average age of 30 year-old. Their turnover rate is relatively low within the sector, which is just around 8 to 9%. The management style of Hong Kong Disneyland is people-oriented. For instance, Mr. Kam Man Ho, the first Chinese CEO, gets in touch with young workers every day. Hong Kong Disneyland knows well that young people love new things. Therefore, the workers are given opportunities to work in different positions and their talents are discovered and utilized. For example, staffs of the catering department are able to work in 13 restaurants within the theme park and hotel of Hong Kong Disneyland. A special communication system introduced from U.S. is adopted to tap the needs of workers. Every week or so, managers and executives will talk to workers in person for an hour to discuss work matters, as well as other concerns of workers. In this way, the management level can better understand the needs of workers.

Indi "Anna" Jones in the world of gourmet 安娜的美食世界尋寶記

自 1993年創立景樂集團以來，Anna一直致力為愛好美食及講求食物質素的顧客塑造與別不同的主題餐廳。景樂集團至今已成功創立 23個餐廳品牌，並開設 34間主題餐廳。除了保持各地方美食的精髓外，更為中歐、韓國、中東、俄羅斯、北歐、東南亞以至中國上海、四川及廣東菜注入本地色彩，以迎合香港、內地以至世界各地食客的口味。

Since founding King Parrot Group in 1993, Anna has been venturing to open different theme restaurants. Until today, King Parrot Group has already established 23 brands with 34 theme restaurants. The essence of the culinary traditions is preserved and combined with a touch of local style in cuisines from Middle-Europe, Korea, Middle-East, Russia, North-Europe, Southeast Asia, as well as Shanghai, Sichuan and Guangdong from China. This is all about fitting the different appetites of customers from Hong Kong, China and other parts of the world.

景樂集團行政總裁周麗莉(Anna)

出身餐飲世家，移民加拿大讀書及生活，92年回流香港，並發展自己的餐飲事業。目標是令每位客人滿意，名言：「到我的餐廳用膳，我就要令他們有心滿意足的感覺，否則人家為何不留在家中隨便填飽肚子便算。」

Anna Chow, CEO of King Parrot Group

Born to a catering business family, Anna later moved and studied in Canada. Came back home in 1992 and started her own catering business, her aim is to please every customer, "Providing wonderful dining experience at my restaurants is what I aim at. Otherwise, people will not bother visiting your restaurants when they can fill up their stomach at home."

不喜歡香港節奏 開餐廳予人享受 *Opening Restaurants for Relaxation.*

Erica：相信有很多人問過你最喜歡旗下哪一家餐廳，但我想每一家都是妳的心血結晶，必定很難去評分吧，所以我倒想知道妳認為哪一家餐廳的個性與妳最相似？

Anna：妳說得對，每一家餐廳都像子女般由我一手一腳帶大，我真的不懂選擇最喜歡，但與我性格最相似的.....我會選西班牙餐廳 El Cid，因為西班牙人的生活很熱情和隨意，就像我一樣喜歡追求快樂、自然，與三五知己談天說地就覺得很滿足。

老實說，我並不太喜歡香港的節奏，這裡生活太趕急、太大壓力，可能是賺錢艱難，大家都好像迫得自己很緊，無法呼吸似的。所以我更加希望搞好餐廳，內裡要有娛樂有氣氛，讓大家都傾談和交流的話題！例如俄羅斯餐廳(Balalaika)會玩點火、土耳其餐廳 (Merhaba) 會安排跳舞環節、德國餐廳(King Ludwig Beerhall)則有現場樂隊；有時候我們知道客人生辰，更會安排射燈及唱歌為他們慶祝，希望來餐廳的人都開開心心，一起享受環境和食物。

開了這麼多間餐廳，每一間由選鋪、裝潢設計、與設計師合作、選裝飾品、如何擺設等，到自己繪畫設計制服，以及食物擺碟的賣相，一手包辦整個過程，令我很有滿足感！

要求高 曾灰心 *Demanding Standards Caused Frustration.*

Erica：每一家餐廳也有其特色，經營難度真的非常大！妳每天也親自巡店，一定很辛苦呢。

Anna：辛苦可能是源於我做人事的要求，曾經試過看不到生意前景，因實在太難找到適合的員工，有時候他們所做的未必合我自己的「心水」，甚至連餐廳廁所內的花朵放歪了，我看不過眼就會親自重新再擺放。我性格就是這樣，事事都自己落手參與、自己跟進，同樣地經常要求別人做好一點，當對方做不到，我就會很不開心。朋友看到這樣，就試著開解我：「我知道你很上心，一間餐廳就可以落手落腳做，但開到30多間時又怎麼辦？不能這樣啊，你的要求是否定得太高？」我第一個想法就是「如果降低了自己的要求，便不是自己本來想做的事，那我為什麼要繼續做呢？」那時侯的我曾想過放棄。

後來思前想後，我學懂如何將自己的要求明確地讓員工知道，例如現在我要求每間店都要分店經理提交簡報會文件及客人意見表，將如何指導員工，以及客人反應等細節寫下來，我每天巡完店，大概11時至凌晨2時就在家中看文件，絕不假手於人，看到需要改善的地方，便會拿出來與員工分享，讓他們逐漸地了解我的要求，同時也可保持餐廳水準。

Erica：很多餐飲界的前輩都說，做一種菜系已經很頭痛(懊惱)，為何妳可以這樣成功的炮製多個不同菜系的品牌？

Anna：我常常說「食譜是死的，人是生動的」。其實開餐廳就如烹飪，要將自己當成廚師，以「眼前有甚麼材料都可以煮出佳餚」為目標。煮食知識的根基對我來說非常重要，除了小時候已受從事餐飲業的爸爸影響，以前在加拿大讀書，為了生活而曾經在寄宿學校餐廳打工，每朝6點我便替廚師預備，所以我的烹飪底子比較好，同時學習

Erica：Many people must have asked you about your favourite restaurant, but I bet it's a difficult question as they are equally precious to you. So I'm more interested to know, which one has the closest characters to you?

Anna: You're right. Every restaurant is like my own children as I started them from scratch. I really don't know how to pick a favourite one, but I think the Spanish restaurant El Cid would have the closest character to me. Spanish are passionate and care-free, just like me. I like to pursue happiness and simplicity in life, such as chilling out with friends is already a great satisfaction for me.

To be honest, I don't like the pace of Hong Kong's lifestyle. It's too rush and pressured. Maybe earning a living is very difficult here, and everyone is demanding too much of themselves. This is breathless. Therefore, I open restaurants where people could relax and have fun. For example, you can light a fire in the Russian restaurant Balalaika, dance in the Turkish restaurant Merhaba and enjoy live band music at the German restaurant King Ludwig Beerhall. When it's a customer's birthday, we will celebrate for the customer with singing and spotlights. All we are trying to do is to make every customer happy and enjoy our food.

I've put a lot of efforts in each restaurant. From selecting location, designing interior decoration, working with designers, selecting decorations, to designing work uniforms and even food presentation. I involved in every stage of progress. This is very satisfying!

Erica: It must be very hard to manage the restaurants as each of them is so unique in style and you actually visit them every day.

Anna: That maybe because I have my own standard for work. It's just so hard to find well-suited employees and sometimes they may not meet my standard. For example, if the flowers in the washroom aren't put in the right place, I will adjust it myself again. This is me: I like to be part of everything. Meanwhile, I expect others to do well also, or else I will get upset. Some of my friends advised me, "you take great care of your restaurants and hope to do everything well in each of them. That's fine for a single restaurant, but what about when there are 30 or more of them? How could you manage? Isn't your standard too high?" The first thought came to my mind is: if I lower my own standard, that won't be what I want to do. What's the point then? That really bummed me out and make me feel frustrated.

Later on, I learned how to let the employees understand my expectations clearly. For example, I request every branch manager to hand in a restaurant report and customer's questionnaires in order to keep record of the instructions given and customers' responses. I will read through these documents in the middle of every night after visiting all restaurants. If I spot out any places for improvement, I will share them with my employees. Gradually, they get to know what I want and the quality of our restaurants is enhanced.

Erica: For many veterans in the catering industry, managing a single type of cuisine is already hard enough. How could you create so many different brands of cuisine?

Anna: My watchword is, "recipes are fixed; but people are flexible." Actually, opening a restaurant is like cooking. I will imagine myself as a cook, and aim at "turning what you have into great dishes". Solid culinary knowledge is very important to me. I've been influenced by my father, who was a catering businessman, since childhood. I worked part-time for the dormitory restaurant when I was studying in Canada. I woke up at 6 every morning doing preparation for the cook. Therefore, my cooking knowledge is relatively solid, as I learned to observe and get to know the variety of food. The

留意食材的變化，每一個國家飲食習慣也有他們的特色，但用料離不開豬、牛、羊、雞，只要了解該菜系，知道醬料與食材的配合，便可將其特色盡量發揮，例如有「大盤雞」，其實亦可以煮「大盤鴨」。又例如西班牙菜 **Tapas***是最容易做的，甚麼都可以做**Tapas**，款款都細細碟，最重要是大蒜和新鮮食材，而且少放香料。其實只要深入了解那些國家和菜系，便能夠好好處理及運用。

我真的很喜歡烹飪，小時候考試，每個同學仔都拿著書本讀書，而我卻不停在抄食譜，我不知道抄來做甚麼，但真的感到很快樂，我知道有一天我總會用得到它們的！我平日很喜歡看書，尤其是烹飪書和旅遊書；每次去旅行，下了機第一件事就是跑到附近的街市，看看當地的原材料及風土人情，對於公司的營運也很有幫助。而且有些客人也會幫忙提供意見，在外國看見甚麼文化、食物也會和我分享；也有一次某國的駐港領事甚至問可否替他們的國家在香港開一間餐廳。所以想進軍某種菜系的市場，一定要對其熟悉，有概念、神髓，要計好整盤數，例如一個小時人客的流量多少才夠支出等，否則只會落於失敗之地。

除了留意身邊事物，為客人帶來新鮮感亦很重要，我旗下餐廳變化得最多的是器皿及擺碟設計，食物味道可能一樣，但賣相卻每每令人有驚喜，加上餐廳獨特的氣氛，希望客人享受用膳的時間。

女性在行業發展的優勝 *Advantages of women in catering business*

Erica：一直聽妳的分享，景樂集團的成功，很大程度來自的妳的堅持，更感覺到妳對餐飲業的執著；如果女性想加入此行，妳有甚麼經驗之談？

Anna：其實女孩子現在無論在各個行業發展都比較有優勢，我認為女性做事比較上心，她們做事盡力而且較細緻，轉工的機會率亦較低，相反男性的專注力較弱，經常心多多想跳槽。妳看現在餐飲業，女性的比例高了很多，待遇亦提升了；回想我初入行，因為我是女性，而且又不熟規矩，一些廚房大哥會叫我不要進廚房。但我不服輸，經常和他們聊天，看完烹飪書、節目等，又做一大堆資料搜集，又替他們設計菜譜，起初他們也不太接受我，但我慢慢向他們解釋，「現在出面流行這樣」、「這個材料原來可以這樣煮」，而且「師傅」、「大哥」這樣禮貌周周的稱呼他們。他們平時多在廚房埋頭煮食，很少留意出面的世界，我將新的概念帶入他們的思維，令彼此之間愈來愈多話題，溝通也大有進步。始終女性將溫婉的特質運用得宜，男性也較易接受她們的意見。同樣地，我也這樣教我的前線員工、經理，如何和廚房大哥溝通，雖然各有所持，但需要互相尊重。

* Tapas - Tapa是蓋子的意思，也是動詞，作「蓋上」解。西班牙 Andalusia 省份過去貧窮，衛生情況差，蒼蠅、蚊子等常在酒館飛來飛去，當地人都習慣用一小片火腿或者芝士暫時蓋住盛了酒的小酒杯，免得那些小昆蟲也來「分一杯羹」，久而久之，杯上的小點就成了 Tapas。

dietary habits of different countries vary, but the ingredients are basically the same, such as pork, beef, lamb and chicken. Once you know about a specific kind of cuisine and recognize the appropriate combination of sauce and ingredients, you can thus create more variation of dishes, such as the famous Xinjiang dish "chicken on big plate", it can also be made with duck. The Spanish Tapas* is easy to make, you can actually use any ingredients. The most important ones are garlic and fresh food, with little herbs and spice. All you need is to understand more about the countries and their cuisines, then you could make good use of the ingredients.

I really love cooking. When I was little, all my classmates stuck their heads in books revising for exams, but I liked to copy recipes even though I didn't know what was the point of doing so. But I was happy with what I did as I knew they would be useful some day! In fact, I love reading, especially cook books and travelling books. When I travel to other places, I often go to their markets to take a look of their food, and how local people live once I got off plane. This helps my business too. Some customers are keen on providing information to us as well. They like to share with me what they saw in other countries. One time, a consul even asked me if I could open a restaurant for his country! Of course you have to be familiar with the culture and essence of a cuisine in order to open a restaurant for it. You also have to calculate the cost, such as the turnover rate of customers per hour to balance out the expenses, otherwise failure is waiting for you.

Apart from observation, bringing surprises to customers is also important. I often use new containers and redesign food presentation in order to impress customers. The taste maybe the same, but the new designs and the restaurant's atmosphere give customers a new enjoyable experience.

Erica: The success of King Parrot Group is largely a result of your perseverance. Could you share the experience of working in the catering sector as a woman?

Anna: I think women have the advantages in almost every business these days because they are more careful and attentive to details. They are less likely to quit jobs as well. On the other hand, men are less focused and always want to look for a better job. Take the present catering business as an example, the proportion of female working in this industry is getting much larger than before, and they are receiving better treatment as well. When I first started the business, many cooks did not allow me to step into the kitchens, just because I was a woman and I was not familiar with their work. But I did not give in. I often talked to them, read a lot of cook books, watched cooking programmes, did tons of researches and designed recipes for them. At first, they could not accept it; so I convinced them that "this is the trend" or "the materials can be used this way". I also gave my respect to them by addressing them "chefs" and "masters". As they spent most of the time in the kitchen, they were seldom aware of what is happening outside. What I did was bringing new ideas to them and that improved our communication as well. I believed that the gentleness of a woman could easier convince men. Now, I teach the same thing to my frontline employees and managers on how to communicate with the cooks. Even they hold different opinions, respect for each other is important.

* "Tapas" means "cover" or "to cover" in Spanish. The original tapas were slices of ham or cheese which drinkers in Andalusia used to cover their glasses between sips. This was to prevent fruit flies from hovering over their drinks, as the hygiene was poor in the province in the past. It soon became a popular snack which now known as Tapas.

找個愛餐飲的另一半 *A Catering-loving Partner*

Erica：如果女性立志要在餐飲業發展，有甚麼要注意？

Anna：哈哈！做這一行，工時真的很長，而且要有很高的忍耐力，也要有心理準備失去私人時間。但如果喜歡與人溝通，這一行卻又是個不錯的選擇，我個人便很喜歡和客人聊天，了解他們的要求和需要，盡量滿足他們，同時間我自己也很快樂，這份人與人之間的互動很微妙。相比起要我坐在辦公室、埋頭看文件，我反而覺得很浪費時間。

如果女性們真的有意在這行發展，我建議她們找個同行做另一半，大家有共同話題會比較好，最少對方明白你在做甚麼，遇到困難時又可支持及開解；我和我先生**Jody**(景樂集團執行董事張經泰先生)平日會分頭行事，他屬於「社交類」，喜歡和客人聊天，而我則主力和員工溝通，大家回到家裡，也會分享當天工作的事情，互相問候一下，例如「你今天辛苦嗎？」、「其實可以換個方法再做好一點」。有一個了解自己的伴侶，實在對在這一行發展有很大支持。大家又喜歡「食」，每個星期我也會搞一些聚會，家人、朋友熱鬧開一起分享美食，煮到好吃的又可帶回公司與廚房研究，所以女孩子喜歡烹飪，也是另一種發展優勢呢。

Erica: If a woman want to devote her career to the catering sector, what will be your advice?

Anna: Haha! Be prepared for the long working hours and you won't have much spare time. Much patience is required also. However, if you like to work with people, this is a nice choice indeed. Personally, I love talking to customers to know more about their needs. When they are satisfied, I am happy as well. This interaction is amazing. On the contrary, if I was stuck in a office all day with piles of documents, it would be such a waste of time to me.

If a woman really want to work in this business, it is better for her to find a partner who also works in this industry. You will have more similar ideas to share, and at least he will understand what you are doing, and know how to comfort you when you're in trouble. My husband (Mr. Jody Cheung, Managing Director of King Parrot Group) and I have different job duties. He is more of a social type of person who loves to chat with customers, while I usually communicate with the staff. But when we are at home, we often share what we did on that day and show support to each other by saying stuff like "how have you been today" or "maybe it's better to do it in another way". Having a partner who knows you well is really crucial if you are working in this industry. My husband and I are food lovers, so we often organize gatherings for friends and family to share good food every week. When I cook some new dishes at home, I will bring them to

後語 Postscript



譽源雜誌編輯: Erica

很多人說，景樂集團旗下的餐廳，就如世界寶藏地圖一樣，菜系一應俱全，步進餐廳就如置身異國旅行中。漫遊世界之後，**Anna** 說要回歸基本，開一間西班牙餐廳，製作最傳統、最正宗及最地道的佳餚，讓客人體驗到西班牙菜的真正風味，至於詳情就要賣個關子。也好，到**Anna** 的餐廳，每每最令人期待的都是無窮的驚喜。

Editor of G&C: Erica

To me, Anna is a typical successful woman. She is cheerful, good at communication and got a bright character. In the catering industry where traditionally dominated by men, she knows well how to create her own business.

Many people agree that the restaurants of King Parrot Group are like a map of world treasure, in which all kinds of cuisines could be found. You would feel like travelling to another country when you step in any of their restaurants. After travelling around the world, Anna decided to get back to basic. She revealed that a Spanish restaurant which provides the most authentic cuisine would be opened soon. The details are yet to be known. That's fine though, because the most exciting thing about visiting Anna's restaurants is the endless surprises!



香港消費者信心持續上升 本地中小企及大型企業重拾營商把握

HONG KONG CONSUMER CONFIDENCE CONTINUES TO RISE
LOCAL SMEs AND CORPORATES REGAIN BUSINESS OPTIMISM



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The Nielsen Company is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

全球經濟復甦已接近一年，香港消費者信心亦自2009年第三季起逐步回穩。根據最新的尼爾森消費者信心報告及香港尼爾森商業金融研究報告，隨著全球經濟環境越見樂觀，香港的企業亦對營商環境及其企業之財政表現持樂觀的態度。

根據最新一輪的尼爾森消費者信心報告，2010年第一季的全球消費者信心反彈至自2007年起的最高水平，信心指數達92點，由此可見，全球經濟已逐步走出谷底。香港消費者的信心同時亦維持於99點的良好水平。

It has been almost a year since we saw early signs of global economic recovery. Hong Kong consumer confidence remains strong since its significant rebound in the 3rd quarter of 2009. As the global environment is becoming more positive, Hong Kong companies are also optimistic about the business outlook, as well as their financial performance in the months ahead, according to the latest Nielsen Global Consumer Confidence Survey and the Nielsen Hong Kong Commercial Finance Monitor.

According to the latest Global Consumer Confidence Survey from The Nielsen Company, global consumer confidence in the 1st quarter of 2010 rebounded to reach the highest level seen since the third quarter of 2007 at 92 points, providing the most definitive sign of global economic recovery. Consumer confidence in Hong Kong also remained strong at 99.

隨著消費者信心持續勁強，營商人士對本港的營商信心亦有所上升。根據最新的香港爾森商業金融研究報告所顯示，香港中小企業¹及大型企業對2010年的營商環境充滿信心，中小企業的營商信心指數回升至2007年的水平，達54點（2009年為40點），大型企業的營商信心更強，信心指數達58點（2009年為38點），可見香港整體的營商氣氛頗為樂觀。

香港尼爾森公司董事總經理樂是德先生表示：「在全球經濟逐漸回穩的情況下，中小企業最為關注租金上調及業內的競爭，而通貨膨脹及業內的競爭則為大型企業最關注的事項。」

與中小企業相比，大型企業的決策人對於2010年的營商環境較為樂觀，有七成大型企業認為營商環境將於2010年有所改善（中小企業為48%），較去年大幅上升六成七。隨著整體經濟及營商環境有所改善，各中小企業及大型企業對2010年有信心，接近六成（58%）的大型企業表示其財政表現將有所改善（中小企業為39%）。隨著經濟有所改善，分別有四成及兩成九的大型企業及中小企業表示於2010年打算增加營運投資。而在眾多受訪行業當中，個人服務行業、餐飲業及出入口業的決策人表現最為樂觀。

在營商環境利好的情況下，接近六成（59%）的香港消費者認為他們未來十二個月的個人財政狀況將會是非常好及好。值得注意的是，消費者的消費意慾於2010年第一季度有所上升，表示未來十二個月為非常好及好消費時機的消費者由2009年第四季的四成上升至2010年第一季的四成三。

消費者恢復消費信心

雖然消費者信心自2009年下半年起回升不少，但是未雨綢繆繼續成為港人首要的理財態度，有超過七成（71%）的受訪者表示會把餘錢儲起來。同時，股票市場回穩亦增加香港消費者投資的信心，過半（51%）受訪者表示會把餘錢作投資用途，這個數字已回復至金融危機前的水平。他們亦繼續消費在非必需品上。接近一半（47%）的港人表示會把餘錢花在假日旅遊，及有接近三成（27%）表示會花費在購買高科技產品上。消費者在「外出娛樂」（37%）及「添置新衣」（32%）的花費亦維持強勁。

雖然消費者信心有所改善，在本土經濟依然高度依賴內地旅客的消費及在本港消費者仍未回復2008年消費模式的情況下，我們仍需持審慎樂觀的態度。隨著消費者對消費越見信心，要在2010年突圍而出，首先要清楚了解消費者購物及消費模式之改變，確定銷售良機，因此，創新是非常重要的！

尼爾森全球網上消費者信心指數及消費報告

是次消費者信心指數及消費報告於2010年3月8日－26日進行，訪問了歐洲、亞洲、北美及中東全球55個地區超過30,500名網上用戶。尼爾森全球網上消費者信心指數及消費報告是市場上同類型最大的市場研究報告。主要研究項目包括全球消費者的信心指數、消費習慣/意慾及最關注事項。尼爾森消費者信心指數是綜合消費者對就業前景的看法、個人財務狀況及消費意慾而計算出來的。

Strong consumer confidence levels are also translating into optimism within the business community in Hong Kong, and the future outlook for businesses is looking bright. According to the Commercial Finance Monitor from The Nielsen Company, Hong Kong, "SMEs" and "Corporates" in Hong Kong are optimistic about the strong economic business environment ahead, with the business confidence index rebounding substantially, back to levels seen in 2007. The confidence level of SMEs in 2010 is recorded at 54 points (vs. 40 points in 2009) while Corporates are far more confident - with an increase to 58 points (vs. 38 points in 2009), a promising sign of optimistic business prospects throughout Hong Kong.

While the global economy is picking up gradually, SMEs are more concerned about increasing rental prices and increased competition within the industry, while Corporates have rising concern about competition among industry's and inflation in Hong Kong.

In comparison, Corporate decision-makers are more optimistic about the business environment in 2010, with 70% expecting the business environment to improve (vs SMEs 48%), an increase of 67% from last years' study. As they feel more confident about the future business environment, they are also more optimistic about their respective companies' financial performance, with 58% expecting improvements (vs SMEs 39%), as a result of an improving economic and business outlook.

If we look back to 2009 where the global economy was hardest hit by the financial tsunami, companies around the globe were cutting their operational cost. As the economy is picking up, a respective 40% and 29% of corporate and SME decision-makers tend to re-invest in operations again, as a result of the recent rebound in the Hong Kong economy. Across all sectors surveyed, Personal Services, Restaurants and Import / Export are among the most optimistic sectors.

As with an increase in business optimism for the future, consumers are having strong confidence in their state of personal finances (59%). An interesting note from the 1st quarter of 2010 was to see that consumer-spending intentions have accelerated, from 40% in quarter 4 of 2009, to 43% in quarter 1 of 2010. These are the first signs of underlying growth from the consumer-based economy in Hong Kong.

Consumers Resume Spending with Confidence

Although consumer confidence has picked up a considerable amount since the second half of last year, "saving for a rainy day" still remains as the utmost priority for Hong Kong consumers with almost three quarters (71%) of those surveyed said they will put their spare cash into savings. The stabilization of the stock market has also strengthened consumers' confidence in investment, with more than half (51%) claiming that they will invest their spare cash into stocks and mutual funds. This figure has also reached the pre-economic crisis levels. They also continued to loosen their purse strings on discretionary spending during the beginning of 2010. A respective 47% and 27% of consumers said they will spend their money on holiday /vacations and new technology gadgets. Consumer spending on "out-of-home entertainment" (37%) and "new clothes" (32%) also remains strong.

Although consumers intent to spend has improved, we still need to remain cautiously optimistic about the future, especially given the high dependency on mainland tourist spending, and the fact that some frugal consumers have yet to return to their 2008 shopping behavior. The key to economic success in 2010 will be an understanding of the change in consumers' purchasing and consumption patterns, and identifying key selling opportunities. Innovation will be a key differentiator for businesses!

About the Nielsen Global Consumer Confidence Survey

The Nielsen Global Consumer Confidence Survey was conducted between March 8 and March 26, 2010 and polled over 30,500 consumers in Asia Pacific, Europe, Latin America, the Middle East and North America about their confidence levels and economic outlook. The Nielsen Consumer Confidence Index is developed based on consumers' confidence in the job market, status of their personal finances and readiness to spend. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of ±0.6%.

¹ 中小企業指少於100人的製造業小型及中型公司或少於50人的其他行業小型及中型公司；大型企業指多於100人的製造業公司或多於50人的其他行業公司
SMEs refer to small & medium enterprises with an employee size of 100 or smaller for manufacturing sector and 50 or smaller for other sectors; Corporates refer to manufacturing sector with more than 100 employees and other industries with over 50 employees

再一次重看「吸血新世紀2 新月傳奇」(The Twilight Saga: New Moon)，回想觀眾被男主角Edward如幻似真的愛情吸引入場，完場後卻改投深情男配角狼人Jacob的懷抱。有時候事實證明，配角所給的驚喜絕不能看輕。就如任憑麵包、麥皮、冷麵的表現有多精彩，也需要配角畫龍點睛的扶持。而要選我最喜愛的配角，必定是意大利著名果醬Menz & Gasser 曼嘉牌，它含高達50%果肉成份，啖啖歐洲鮮果的豐富口感，不含防腐劑及人造色素，加上甜度適中，而且共有6種口味，只要花點心思，果醬的食法更可以變幻無窮，每日為生活帶來無盡驚喜！

Very often, we are attracted by the leading roles when we watch movies. Like the second episode of the Twilight Saga Series “The Twilight Saga: New Moon”, we were at first drawn to cinemas by the charming love of Edward, but afterwards, we are surprised that we embraced the supporting role Jacob the “Wolfman” instead. The same theory goes to food that very often, the importance of the “supporting character”, or side dish, is not to be overlooked. Despite of the outstanding performances of the bread, oatmeal or soba, side dishes are indeed necessary to perfect the dish. As for my favourite side dish, it is undoubtedly the Menz & Gasser fruit jam from Italy. Coming in six flavours, this medium-sweet fruit jam contains 50% fruit flesh, no preservatives and colourings, refreshing my palate with every bite. So use your creativity, create your own fruit jam recipe and bring surprises to your everyday life.



香港JUSCO「台灣食品節2010」 Taiwan Food Festival 2010 in Jusco



3/6/2010 @ 香港鰂魚涌康怡廣場 Kornhill Plaza, Quarry Bay

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想不到，剛於上一期我們才談及「誠信」在商業世界的重要性時，香港政府便以擱置中央屠宰中心而失信於本地雞販及廣大市民。

為防止禽流感，政府於98年便提出中央屠宰中心的構思，至近年更已選址北區一空地進行環評，過去不只一次表示人雞分隔中央屠宰為政府最終目標，但輾轉12年後，政府卻指活雞中央屠場商業營運不可行，故決定擱置計劃，更承認連串縮減市面活雞的政策，令鮮雞變成「奢侈品」。

面對失信的商戶，我們還可以選擇取消與該商戶的一切商業往來及交易，但面對失信的政府，眾多小商戶則只能莫可奈何。如果政府當初沒有把握實行中央屠宰，便不應許下承諾，令社會期望產生落差，使眾雞販選擇放棄牌照，讓眾多相關從業員失去工作。到今天實行不了，最少也應該向公眾道歉，清楚交待錯誤評估的因由，而不是說說便算。

政府推行政策，每每都是為了保障市民大眾的利益，但至於如何有效落實執行，還真需要加把勁，最重要是不要給予錯誤期望，正如上期所說，一旦失去誠信，要再建立起來是非常艱辛的事情。

與業內老前輩聚會時，他們提到政府雖已比以前更主動接觸及聽取業界的聲音，然而，可進步的空間還有不少，希望政府繼續努力，加強與業界的溝通，耐心聆聽業界的聲音，確實執行對公眾、對商戶有利的政策，做一個有威信的政府。

While we had discussed the importance of integrity in the business world in the last issue, the Hong Kong Government had failed its promise to chicken vendors and the general public with the decision to shelve the plan of central slaughtering.

The idea of a central slaughterhouse was first introduced in 1998 aiming at complete segregation of humans from live poultry after the outbreak of avian influenza. The proposal, however, is unexpectedly shelved after 12 years of advocacy despite on-site environmental assessment has already been done. Government officials concluded that it is not commercially viable to continue with the proposal and admitted that live chickens have become “luxury items” due to the Government's policies and measures on limiting their supply.

Unlike doing business, where interactions with dishonest business can be discontinued, nothing much can be done to a Government that loses its integrity. Promises should only be made when the Government has the confidence in implementing the central slaughterhouse plan. Chicken vendors who trusted the Government gave up their licences and many were forced to leave the industry. And now when it fails to keep the promise, apologies are at least be made to the public, clearly explaining the reasons behind instead of merely announcing the decision.

It is understood that policies are meant to protect the interests of the general public, thus it relies on the Government to effectively carry them out without painting unreal pictures. As noted in the last issue, it is extremely hard to rebuild integrity once it is lost.

From the words of the industry's veterans, the Government has actually improved by proactively approaching and listening to the voices from the industry. However, more can be done in terms of communicating and listening to the industry. We sincerely hope that the Government will implement policies that benefit both the public and the business sector, so as to build up a reputable and respectable government.

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世衛專家呼籲立法降低食品含鹽量

世界衛生組織營養顧問表示，各國政府如果立法降低食品含鹽量，不僅可節省高額醫療支出，還能挽救數以百萬計人的生命。世衛組織聯合營養中心負責人、英國沃裏克大學心血管疾病專家佛朗哥·卡普喬說，一些食品製造商在自發降低產品含鹽量方面取得進展，各國應尋求以設立法律、法規形式控制國人鹽攝入量。

他說：「人們了解攝入過多鹽份對人體有害，我們吃鹽太多，應該減少攝入量，並應考慮運用監管方式，加強一些食品製造商的自發控鹽舉動。」醫學界普遍認為，減少鹽攝入量可顯著降低罹患高血壓、心臟病和中風風險。

卡普喬說，西方國家鹽攝入量約80%來自食品製造商所用添加劑。英國成年人日均攝入約8.6克鹽，這一數位在美國約為10克，幾乎是世衛組織建議每日鹽攝入量的兩倍。研究人員認為，人體每日僅需攝入約1.5克鹽，世衛組織每日5克的建議攝入量仍然超標。「科學研究顯示，如果人們每天、每周或每月逐漸減少鹽攝入量，人們能使自身味覺得到訓練。所以，我們能做到訓練人們享受清淡飲食。」

法國農食加工企業營業額出現下滑

根據法國國家農食加工業協會(Ania)統計，2009年法國農食加工企業營業額為1,390億歐元，同比下降8%，出現了十多年來的首次負增長。

法國國家農食加工業協會主席Buisson表示，儘管農食加工業下滑幅度沒有汽車(-17%)等其他行業明顯，但這也是一個轉折的信號，宣告了過去美好時代的結束，估計至少要2011年法國農食加工業才能復蘇。

當中下滑的原因包括在金融危機衝擊下，2009年農產品價格下降了7.4%，法國農食加工企業的投資減少了17%。尤其是法國《經濟現代化法》實施一年以來，惠農政策減少，對農產品價格實行了無形的打壓，因此Buisson呼籲法國政府修改此法律的有關條文。

目前，法國位於荷蘭、美國和德國之後，是全球第四大農食產品出口國，是僅次於荷蘭的歐盟第二大農業貿易順差國。農業和農食加工業是全法第二大就業行業，解決了法國40萬人的就業，其中72%是中小企業。

產量下降泰國米價趨升

據泰國《世界日報》報道，泰國農業及合作社部長提臘透露，據農業經濟辦事處報告，預測2010年5月份後，由於中部10個府的早稻產量減剩314萬多噸，上市量減少將推動價格攀升。同時，市場還擔憂，如果越南還遭受貿易逆差及通貨膨脹問題，可能會再度調減幣值，使越南的大米價格比泰米便宜，影響大米價格。

另外，部分大米進口國家轉向減少消費大米，尤其是印度，轉向消費小麥代替，導致2010年印度的大米進口量減少，非洲也轉向增加消費玉米代替，影響大米進口的需求隨著縮減。

提臘表示，為解決大米價格下跌問題，政府必須執行農民收入擔保計劃，每年制訂的稻米生產量計劃，減少農民對種植稻米的依靠度，增加種植其他農作物彌補收入，並準備增加開拓大米出口市場，特別是中東國家，這些國家的購買力高。政府還需要加緊以官方間貿易方式（G2G）出售大米，才有助提高大米價格。



星巴克借世界盃進軍南非

美國星巴克公司經已與南非Emperica Marking Pty. Ltd.達成授權協定，將於世界盃期間通過指定酒店及賭場在南非銷售其咖啡和茶飲料，但不包括食品。這是星巴克首次進入南非市場。

根據該協定，星巴克將在數家Southern Sun酒店和Tsogo Sun賭場出售其飲品，其咖啡和泰舒(Tazo)茶將從5月31日開始在約翰內斯堡、開普敦和德班三個地區分階段推出，為6月11日開幕的世界盃做準備。

南非的咖啡市場近年快速增長且極具競爭，據最新統計資料，2009年南非通過食品服務行業共售出942噸咖啡，其中，Vida e Caffè 和Seattle 咖啡集團的市場分別佔35.9%和 32.7%，佔據了南非專業咖啡業的主導地位，因此，星巴克勢必將面臨與Seattle等南非品牌公司的激烈競爭。

Sainsbury's World Cup Working Scheme

One of UK's largest chain supermarkets Sainsbury's is introducing "World Cup Working Hours" for staff when the tournament kicks off on 11 June so they have the best chance possible of not missing key matches.

Staff will be able to book time off, swap days with colleagues, start or finish earlier and time breaks to coincide with kick-offs for the tournament's four-week duration. "Football is an essential part of the nation's life and we want to do all that we can to help fans enjoy their team's success," said a Sainsbury's spokesman.

While the scheme is open to all of Sainsbury's 150,000 colleagues, it will also let staff to take unpaid leave, make up lost time at a later date, swap shifts with non-football fans and start shifts later or finish earlier.

"The World Cup only happens once every four years and putting these plans in place now will enable our staff to savour every moment while ensuring our business runs smoothly," the spokesman added.

Coca-Cola Offers Recyling Points in the UK

Coca-Cola in the UK is to take part in a recycling scheme that will give green-minded shoppers money off its brands.

It is teaming up with RecycleBank in an extension to a scheme already takes place in Windsor and Maidenhead. 60,000 Householders in the borough are currently rewarded with RecycleBank points redeemable via hundreds of local and national partners depending on how much they recycle in special electronically tagged bins.

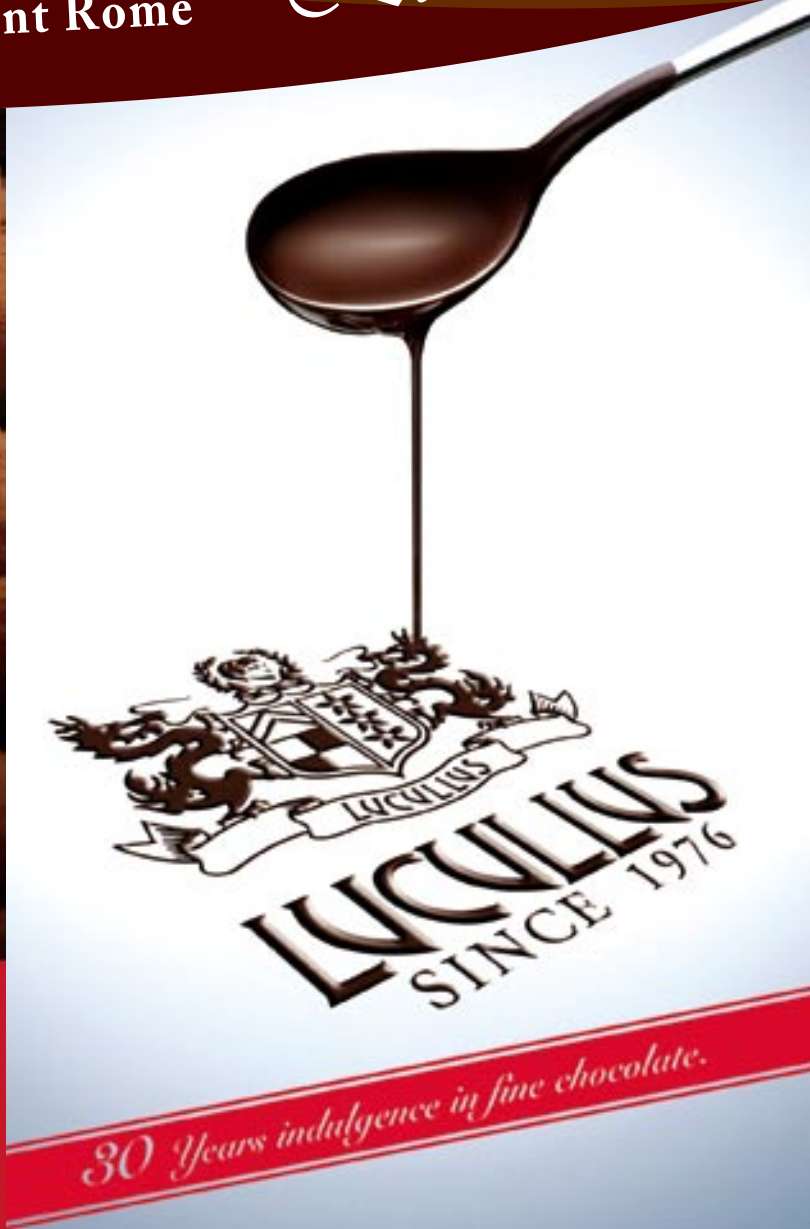
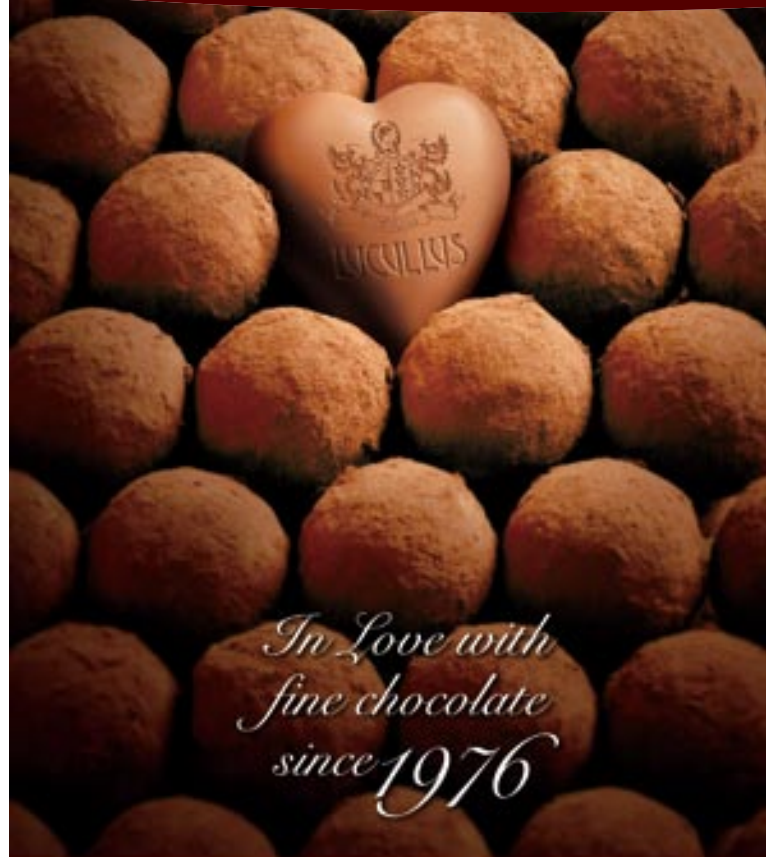
The scheme builds on Coca-Cola's partnership with Wrap to create 80 "Recycling Zones" nationwide. From July they will be able to use points to claim money off Coca-Cola.

黑的、白的、啡的，還有杏仁、酒心、松露、心形、小動物形狀、包裝華麗的……數之不盡，一顆顆珠寶鑽石般的朱古力，口味和造型多如天上繁星。這被譽為「諸神的禮物」，是上帝給人間最美好的禮物，以誘惑、享受和愉快的象徵出現，以香濃醇滑、如苦似甜的韻味挑動世人的味蕾。吃過以後，就知道為什麼有些女性寧可不吃正餐，也不願放下手中的朱古力。

Black, white, brown, almond, liquor filling, truffle, heart-shape, animal-shape, luxurious packing...there are huge varieties of flavours and shapes of the jewellery-like chocolate. Known as the "Gift from the Gods", it is the best present given by the Almighty in the form of temptation, enjoyment and joy, stimulating human sensations with the bitterly sweet flavour and rich creamy texture. With just one bite, one would realize why ladies would give up their main courses but not to put down the chocolate.

愛好美食的古羅馬將軍 龍島 Lucullus

The Gourmet General from Ancient Rome



要做出小巧精緻、柔軟順滑的朱古力，需經過長年累月的經驗結合。龍島食品有限公司可謂當中的表表者，其前身是著名中外的香港半島酒店屬下的中央廚房，提供半島酒店集團的一系列食品，為酒店餐飲業務提供全面的食品供應服務。後來由於業務急速擴展，於1977年便分拆成擁有實力及經驗的龍島作獨立發展，向全港餐飲業，包括各大酒店、航空公司及餐飲機構供應高級朱古力、蛋糕及肉類產品等西式美食，並設立零售店向消費者介紹產品，以提供優質食品給顧客認識及品嚐為目標。

龍島的英文名稱「Lucullus」，原來是一位古羅馬將軍的名字。這位將軍以愛好美食而名留於世，他對食物品質抱持執著及追求，與龍島的經營宗旨可說是不謀而合，因此龍島就以該位古羅馬將軍的大名作為公司的英文名稱。

香港自設廠房擁優勢

擁有20多年製作朱古力的經驗，龍島現時在香港已擁有7間分店，作為本港著名的食品製造及零售連鎖店，他們自設廠房生產，所有朱古力及蛋糕均由人手精心製造，龍島食品有限公司高級銷售及市場主任黃凱盈(Jessica)表示，本地製造絕對是一種優勢，「朱古力產品不用從外地運來，自然比較新鮮。而我們的朱古力是用鮮忌廉製作，口感特別香滑，但保鮮期較短，故其他海外進口的產品，就不能以鮮忌廉為製作材料。」

由於在本地設廠房，龍島確保產品不受長途運輸的限制，專業團隊能在款式設計上多花心思，令產品的外型更加美觀吸引。公司旗下產品以高質素而聞名，提供優質、新鮮及多元化的美食，更以成為「多元化禮品店」作目標，讓客人一想到要買禮物給商業伙伴、親朋好友，或想討自己歡心，也可以來龍島。店內的朱古力、曲奇、蛋糕和禮物籃等包羅萬有，客人可在舒適、高級、優質及多選擇的情況下慢慢挑選心頭好。

It takes years of experience to make the well-crafted, soft and smooth chocolate, Lucullus is one of the best known experts in the industry. The former central kitchen of The Peninsula Hong Kong, Lucullus used to be the food supplier for the food and catering services of The Peninsula Hotels. Due to rapid business expansion, Lucullus spun off to operate independently since 1977. Aiming at introducing and providing gourmet to customers, Lucullus not only supplies to hotels, airlines and catering services establishments with fine western delicacies including chocolate, cakes and meat products, but also sets up retail outlets to present products directly to consumers.

In fact, the company is actually named after "Lucullus", a General of Ancient Rome who was famous for his love for fine food. Knowing his persistence and pursue for quality food are completely in line with the company's mission, Lucullus decided to adopt his name.

The Edge: Self-owned Factories in Hong Kong

With over 20 years of experience in making chocolate, Lucullus is now operating seven outlets in Hong Kong. As a famous local food manufacturer and retail chain, every piece of chocolate and cakes are handmade in its own local production plant. Ms Jessica Wong, Senior Sale & Marketing Officer of Lucullus Food and Wines Co., Ltd., pointed out that it is absolutely an advantage to produce locally. "In order to give a smooth texture, fresh cream is used to make our chocolate. But since fresh cream has a shorter shelf life, it would not be found in products imported from overseas. Our locally produced products thus are relatively fresher in taste."

As produced locally, the professional team of Lucullus can focus on designing the presentation of chocolate to make it more beautiful and appealing without the bother of long haul logistics. Reputed for their luxuriant production, Lucullus provides fine, fresh and diversified food aiming at becoming a "multifarious gift shop", in which customers can choose the ideal gift for business partners, friends and relatives or pampering themselves. Not only does the shop sells nearly everything from chocolate, cookies, cakes and hampers, etc, it also provides a comfortable and luxurious environment for customers to choose their favourite among the varied quality choices.

The Keener the Competition, the Better

In recent years, many international dessert suppliers start sharing a slice of cake in Hong Kong, while a number of new local brands emerge as well to explore the market. With more brands and product kinds, more opportunities are allowed for people of Hong Kong to get in touch with chocolate and cakes, and thus developing a more profound knowledge of the products. They begin to study the source of raw ingredients, the quality and even the brand's history. In view of the keener competition and changes in consumer choices, Jessica said, "Customers are now more knowledgeable and adept at appreciating chocolates, and they know their flavours well. This actually helps us stand out from others with our quality products and build up our reputation and confidence among the customers."



競爭愈大愈好

近年，不少國際性的甜點供應商均進駐香港分一杯羹，亦有不少本地的新興品牌逐漸開拓市場，品牌、產品種類百花齊放，令香港人一下子多了很多機會接觸朱古力、蛋糕這些甜點，認識相對地加深了，開始講究用料來源、品質，更加注重品牌的背景，「顧客對朱古力產品的鑑賞能力及知識亦大為提高，日漸懂得追求自己喜歡的口味，這樣反而更有助他們認識到龍島出品的優質之處，對我們的產品更有信心。」面對競爭日漸強烈的情况，Jessica有這另一番看法。

根據龍島觀察所得，近年市場有了以下的變化：

■ 喜歡甜度較低的朱古力

■ 趨向選擇以黑朱古力做的產品，標榜食得健康

■ 追求新鮮的朱古力，亦講究朱古力的來源地

■ 著重精美的包裝

■ 不再局限用作送禮，自我品嚐亦是主要目的

公司在保持出品質素之外，還致力開發新產品，每月都有「新成員」面世，而且更會針對客戶的特殊需要，度身訂造不同口味、大小、形狀及包裝的產品，讓客人驚喜不絕。過往出色作品包括：迎合注重健康現代飲食潮流的低糖朱古力產品，以及在產品中加入健康元素如健康乾果抗氧化小紅莓、有助降低膽固醇的燕麥等；還有針對年青人市場的「零食類產品」如世界首創勁酸朱古力、朱古力薯片、爆谷朱古力等；季節性食品如中秋節的朱古力月餅、母親節的朱古力玫瑰花等，均讓朱古力可以一個全新的形象及方法表現自己。

除此之外，龍島更搜羅世界各地的優質朱古力原材料，例如比利時的純朱古力、法國不同比例的朱古力，及瑞士聞名於世的牛奶朱古力作為原材料，並因應產地的獨有口味而調製出不同濃度及特色的朱古力，形狀、設計種類繁多，天天供應最優質新鮮的朱古力，務

According to the observation of Lucullus, recently the local market has the following changes:

■ Less sugary chocolate is preferred

■ Products made of dark chocolate, which claims to be healthier, becomes the trend

■ Freshly made chocolate is preferred and chocolate origin is emphasised

■ Stress on posh packaging

■ Chocolates are no longer gifts only, but also for self enjoyment

Apart from maintaining product quality, Lucullus is committed to developing new products with "new members" joining the dessert menu every month. Also, tailor-made products with varied flavours, sizes, shapes and packages are specially made upon customers' requests. The outstanding products of Lucullus include the low-sugar chocolate products that accommodate the modern healthy dietary trend and chocolates with healthy ingredients added, such as cranberries which contain antioxidant and oat that helps reduce cholesterol. The brand has also launched "snack products" targeting at the youth market, such as the World's original super sour chocolate, Chocolate Potato Chips and Choc-A-Corn etc. Festive food items that give a brand new image for chocolate such as chocolate mooncakes during the Mid Autumn Festival and chocolate rose on Mother's Day are also features of the company.

Meanwhile, Lucullus shops around the globe for quality chocolate, for example, the pure chocolate from Belgium, chocolate with different ratio of chocolate to milk from France and the world-known milk chocolate from Switzerland to be its products' ingredients. The brand makes products with varied richness and characters based on the unique taste of chocolates from different origins. Made into different shapes and designs and available daily, these chocolate specialties from around the world are gathered under one roof for customers' convenient shopping. At Lucullus, customers are able to find their favourite and most satisfying flavours. Among all products, the sharp and gallant colour "Red & Gold Gift Boxes" of assorted chocolates is always the customers' first choice as gifts. Jessica said: "This is to make customers feel convenient and to carry through our principle to put our customers in the first place."



求顧客不用四處張羅，就能夠品嚐各地的特色，客人必能在龍島找到自己最心愛、最滿意的口味。其中顏色奪目、外型華麗的紅金色包裝雜錦朱古力禮盒一直以來均深受客人歡迎，更視為送禮首選佳品。Jessica指出，「這是一種方便顧客的市場策略，亦貫徹龍島一向以客為先的原則。」

以「心」待客 善於推介產品

要做到「以客為先」，又要面對不斷改變的市場環境，尤其是「識食」的客人愈來愈多，Jessica表示，除了須具備豐富經驗之外，員工更要用心待客，店內不時安排試食活動，讓更多人可以嚐試到龍島的出品，「公司為前線員工提供完善的培訓，讓他們對產品的成分、味道、特色及製法等有關的認識。當客人問到有關產品的問題，員工也可以對答如流，合適地、貼心地向顧客介紹產品。」

龍島為了開拓更大的客源，無論在食品的種類及味道兩方面，都致力推向多元化。「龍島在過去30多年已累積了一班擁躉，證明我們的產品深受認同。未來亦著力吸納新顧客，目標對象包括年輕、中產顧客及遊客，包括以創新的產品類型及型格包裝攻佔年輕的消費一族，另外除了產品多元化之外，更會在不同地區作多方面嘗試，如最新的東涌店、九龍塘又一城專櫃等，未來只要人流適合就會考慮開店，以吸納更多客源。此外，Jessica透露，希望在開新店時，可劃一部份地方作為「美食區」，客人買完產品便可在店內稍事歇息，細意品嚐龍島的美味食品。這既可吸引更多吃完再買，又可給予一個地方讓客人與朋友分享美食，確實為客人想得周到。

隨著經濟提升，市場上的甜點銷售商，尤其是朱古力品牌如雨後春筍愈開愈多，消費者對其認知及鑑賞能力愈趨提升，品嚐一顆朱古力的講究可能和飲紅酒的道理不相伯仲。如何在保持高質素之餘，又做到貼近市場口味，龍島已完全解釋了他們靠「心」來經營的理念及策略，一步步鞏固品牌在消費者世界的形象，並在市場繼續前進。

可可豆是可可樹的種子，而可可樹主要生長於熱帶地方。據說，早在1,800多年前，人類就開始種植可可樹，可可樹的學名為「Theobroma Cacao」，在希臘文中，以「Theo-」為字首的字詞皆解釋為與「上天」或「神」有關，而「Theobroma」就是「神的食物」的意思。墨西哥的馬雅族人很早已經開始種植可可樹，並從可可樹上取得可可豆來製造食物。最初朱古力是以飲品的形式出現，古人將可可豆磨成粉末，再加入水及不同的香料製成飲料。這種帶苦兼辛辣的飲料只會在特別的宗教儀式中飲用。隨著16世紀歐洲冒起，各國紛紛在殖民地上種植可可樹，也逐漸造就了今天全球熱愛朱古力的風氣。

Hearty Services Build the Brand

To face the constantly changing market environment when more customers become gourmet, it needs solid experience and staff's sincerity to succeed, Jessica said. There are occasional food tasting activities in shops to let more people try Lucullus' products. "The company provides all-around training to frontline staff, from which they learn about products' ingredients, flavours, features and production. When they are asked by customers about the products, they can answer thoroughly and make introduction appropriately and intimately."

Aiming to attract more customers, Lucullus engages in diversifying the variety and flavour of their delicacies. "Lucullus has gained a group of supporters over the past 30 years, which proves the market's acceptance of our products. In the future we will continue to draw new customers including young people, the middle class and tourists, and attract the younger generation with innovative products and stylish packaging. Apart from the diversification of products, we would also try to tap different districts, for instance, the new shop in Tung Chung and the counter in Festival Walk in Kowloon Tong. New stores will be opened at locations with high foot traffic to further expand our customer base." Jessica also unveiled that the company may allocate a "dining area" in the upcoming new stores, where customers can take a break and relax after shopping to taste the delicacies produced by Lucullus. It would attract more people to buy the products after degusting. This is also a thoughtful idea to furnish customers and their friends with a place to share delicacies.

Following the surging economy, the number of pastry distributors in the market, especially those of chocolate brands, has grown quickly. As consumers' understanding and appreciation of chocolate improve over time, tasting a piece of chocolate is similar to tasting red wine. How to maintain high quality while at the same time catering for the taste of the changing market becomes crucial, for Lucullus, hearty services and sincerity are the golden rules that underpin the brand's image to consumers, and motivate the company to continue moving forward in the market.

神之食物 Food of the Gods

Cocoa beans are actually the seeds of cocoa trees. Widely grown in tropical areas, these plants were said to be cultivated 1,800 years ago. The scientific name of cocoa is "Theobroma Cacao", in which the prefix "Theo" refers to things related to "the Almighty" or "God" in the Greek language. "Theobroma" thus has the meaning of "Food of the Gods". Mayas from Mexico, for example, were one of the first tribes to plant cocoa trees and make food from the beans. Cocoa first appeared in the form of a hot, bitter and pungent drink made by mixing cocoa powder, water and different spices and was drunk only in rituals. As Europe started to surge in the 16th Century, cocoa trees were abundantly cultivated in their colonies, stirring up the chocolate tide throughout the worldwide ever since.

Mixed Products, Mixed Flavours, Mixed Strategies = Mixed Advantages

混合產品、混合口味、混合策略 = 混合優勢

China's Juice Market Analysis 中國果汁市場狀況分析

有位任職顧問公司的朋友戲言，這個年頭誰都可以當「專業顧問」了，因為只要以一副專業口吻，告訴客戶：「貴公司的未來就在中國！」那對方就會很滿意地離開；相反，如果你直指對方不宜在中國市場發展，對方反而要懷疑你的專業水準了。把「中國市場潛力無限」的說法掛在口邊，總是沒錯的。

的確，中國龐大的市場令幾乎所有行業的經營者趨之若鶩。但原來許多產業的市場已在改革開放後的短短30年內迅速發展起來，甚至已經呈現飽和，甚至價格混戰之勢。「誰都可以在中國市場賺到第一桶金」，絕對是非常片面的看法。

然而，中國的果汁市場卻仍然是一片低度開發的草原。截至2009年年中，中國人均年消費的軟飲料僅8公斤，為世界平均水準的20%，其中果汁及果汁飲品人均年消費量僅1公斤，是西歐的2.5%而已。中國縣或以下地區及農村居民人均飲料消費量還比較低，可見飲料市場消費力尚未爆發，飲料行業依然是大有可為的朝陽行業。而根據中投顧問發佈的《2009-2012年中國軟飲料行業投資分析及前景預測報告》顯示，未來三年中國將有可能躍居世界果汁飲品第一大國。市場雖大，但是要在這個消費者口味瞬息萬變、而且強手環伺的競技場生存卻非易事。要在芸芸競爭者中脫穎而出，必先要緊貼市場。近年果汁市場的新趨勢，以及一些龍頭企業的應對策略，絕對值得業者參考。

口味兩極化

果汁飲品一般分為低濃度（約10% - 15%）、中濃度（約30% - 50%）、高濃度/純果汁（接近達到100%）三大類別。一般瓶裝果汁都會在包裝上明示其果汁的含量比例，但要注意，果味飲料、低濃度果汁和100%純果汁是完全不同的概念，當然純果汁的營養含量、味道的豐富程度最接近自然的水果。

A friend working for a consultancy has once said that anyone could be a "professional consultant" these days. As long as you told your customers that China is the target of their companies in the future, they would be satisfied with your "professional" analysis. On the contrary, if you said that your customers are not suitable to develop in the China market, they would harbour doubts about your profession. Therefore, it is always better to say that China is a promising market.

Truly, the China market is so huge that industrialists of almost all industries have been longing for. However, most industrial markets have already been flourishing for the past three decades after the China's reform and opening-up policy and many of them have even shown to be saturated with fierce price competitions. The saying that everyone can earn its "first bucket of money" in the China market is only a wishful thinking.

That being said, China's juice market has not yet been greatly developed. Up to mid 2009, the annual soft drinks consumption per capita in China is only 8 kg, 20% of the world average level. In the 8 kg, only 1 kg is the annual juice consumption per capita, a 2.5% of that in Western Europe. Taking into account that the beverage consumption in smaller regions and villages in China is relatively low, there is still much room for development in the beverage industry in China. According to Investment and Forecast Report on China Soft Drinks Industry, 2009-2012 issued by China Investment Consulting, it is likely that China will become the biggest nation in the world juice market within the coming three years. Although the market is huge, it is challenging to survive in a market where consumers' taste keeps changing and competition is intensely fierce. It is crucial to follow the trends in the market closely in order to stand out in the crowd. Hence, taking a note at the latest trends in juice market and the strategies of eminent enterprises in the industry is highly recommended.

Taste becomes polarized

Generally, juice drinks can be divided into three categories, low concentration (about 10%-15%), mid concentration (about 30%-50%) and high concentration/pure juice (nearly 100%). The concentration of juice is usually indicated on the packaging of the bottle. However, it should be kept in mind that juice drinks, juice of low concentration and 100% pure juice are entirely different in concept and that pure juice is the closest to a natural fruit in terms of the fullness of taste as well as the nutrition values.

根據農業諮詢機構東方艾格的資料顯示，目前中國的低濃度果汁飲品市場覆蓋率高達80%，而中高濃度/純果汁飲品市場覆蓋率佔約20%。但對於應該主攻低濃度還是高濃度市場，業界意見分歧。低濃度市場的好處是市場空間大，進場易，而且不論材料和技術成本都較低，有時包裝比果汁本身的成本還要高；另一方面，由於低濃度果汁格價較低，口味較為清淡，所以比其他濃度果汁更適宜日常解渴飲用，故此消費者會較願意經常購買低濃度果汁。

可是，正是由於低濃度果汁佔了約80%的市場份額，競爭會愈趨白熱化，利潤也會隨之減少。而且當消費者對低濃度的成本構成愈來愈瞭解，企業便很難再提升價格了。相反，生產中高濃度/純果汁的企業少，產品也少。所以這些企業往往走高端管道，爭取較大的定價自由度及利潤空間。就眼前所見，現時高濃度果汁市場空間仍然較小，是因為國內消費者對健康功能飲品的意識還有待培養，但隨著健康教育的普及，高濃度/純果汁將有機會成為消費者的保健飲品或佐餐飲品，市場潛力仍然優厚。

既然低濃度和高濃度/純果汁各有千秋，可見未來的果汁市場將走向兩極化：要麼就是日常解渴、「過口癮」的低濃度產品，要麼就是營養豐富，有益健康的高濃度/純果汁產品，而夾在兩者之間的中濃度產品則顯得有點高不成低不就了。的確，很多飲品品牌，已經做好兩手準備，實行「兩條腿走路」，紛紛兼推低濃度及純果汁產品，以充份把握兩端市場，例如匯源在其主力的純果汁以外加推了低濃度的「檸檬me」；而統一早已有「鮮橙多系列」及「100%系列」分別在高、低濃度市場佔一席位。

感性與功能消費並駕齊驅

另一個果汁行業的趨勢是感性消費的冒起，果汁飲料企業一改過去更多強調健康、營養的訴求，不約而同的打起「感性消費」牌。營養價值、體力補充這一類的衡量標準，可以稱為「功能價值」。而飲品的形象、包裝、給予消費者的身份認同，甚至整個消費體驗，則屬於「感性價值」。理論上說，果汁飲品的定位往

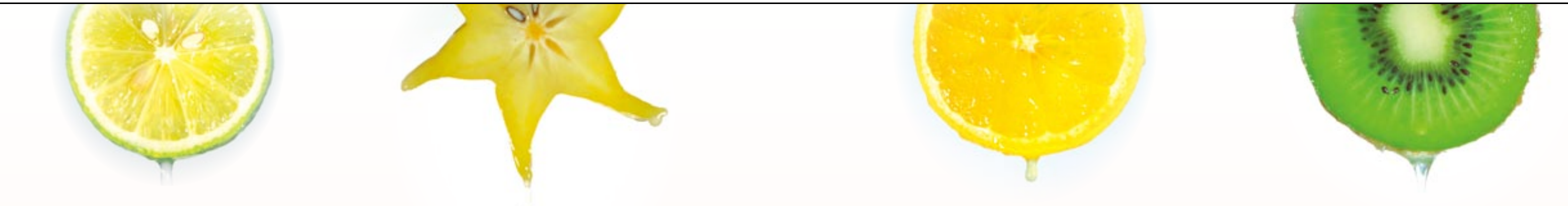
According to the agricultural advisory agency, Oriental Etam, the market coverage of low-concentration juice in China at present is almost 80%, while that of high-concentration/pure juice is about 20%. Nevertheless, whether the low-concentration juice market or the high-concentration juice market should be the target remains debatable. The advantages of targeting the low-concentration juice market are that market space is wide and market entry is easy as the costs of ingredients and technology are relatively lower. The cost of packaging may sometimes be even higher than that of the juice. When it comes to relieving thirst, consumers tend to consume low-concentration juice for the low price and the light flavour.

However, every coin has two sides. As a result of the high market coverage, competition in the low-concentration juice market is extremely fierce, resulting in diminishing profit. Meanwhile, as consumers gain more knowledge on the cost composition of low-concentration juice, it is harder for enterprises to raise their prices. In contrast, as the number of products and enterprises taking part in the high-concentration/pure juice market is small, these enterprises enjoy a greater freedom to set their prices as well as greater room for profit. At present, the market space of high-concentration juice is still small only because the concept of health drinks is not clear among Mainland consumers. However, high-concentration/pure juice is very likely to become one of the popular health drinks as health education becomes more prevalent in China, so the high-concentration juice market offers excellent potential for great retail sales.

As a matter of fact, both the low-concentration juice market and the high-concentration/pure juice market are advantageous, it is anticipated that juice market will become polarized in the future. It is probable that there will be mainly low-concentration juice which relieves thirst and nutritious high-concentration/pure juice in the future juice market, whereas mid-concentration juice drinks will not fit in. In fact, many of the juice enterprises have already prepared to participate in both the low-concentration and high-concentration juice markets with the hope to gain the greatest profit in such a polarized market. For instance, China Huiyuan Juice Group Limited has added a low-concentration juice drink "Lemon Me" to their pure juice collection, while Uni-President has had two collections, Uni-President Fruit Juices and Fresh Taste from the Orchard, in both low-concentration and high-concentration juice markets respectively.

Both Emotional and Functional Consumption Lead the Way

Another trend in juice market is emotional consumption. A lot of juice enterprises have shifted their emphases from being healthy and high nutrition values to emotional consumption in recent years. Various values of a drink are considered when making purchasing decision. Basically, there are two main types of values: functional values and emotional values. Functional values refer to qualities that



往依果汁濃度而定，果汁含量有所不同，其營養價值可以相差甚遠。由此可以推論，果汁含量愈高，飲品便愈向「功能價值」傾斜；相反，果汁含量30%以下的中低濃度果汁飲品，由於其營養價值不突出，則只有主攻「感性價值」一途了。所以很多低濃度果汁會採取以「感性價值」帶動「功能價值」的方式爭取顧客認同，先以形象打動消費者，再突出其營養價值。

老一輩的消費者比較注重產品的功能價值，如營養和增強健康的作用等，而現在的消費者卻愈來愈注重產品的感性價值，產品賦予消費者的「個性」更見重要。記得小時候母親常勸我們要少喝一點「顏色水」（低濃度果汁），多喝一點「真果汁」（高濃度/純果汁）才有益健康。但現在時移勢易，連年屆60的母親也喝起清淡的柑桔檸檬來，說「挺清爽」的——可見感性價值已經逐漸冒起，其重要性甚至與傳統的功能價值不相伯仲。

一個以感性價值打造品牌的成功例子，就是農夫山泉的水溶C100。這款口味極酸、瓶型前衛、果汁含量僅為12%的低濃度檸檬果汁飲品竟能賣到4.5元，遠遠拋離許多一線品牌，例如統一鮮橙多、康師傅鮮の每日C介乎2.5-3元的主流售價。

首先，水溶C100的包裝突破傳統，近乎全透明的瓶子，使消費者可以清楚看見瓶中的乳白果汁，時尚淡雅的包裝、加上以氣質出眾女模做主角的海報，使人感覺有點像在日本百貨店買到的精緻飲品。這正好迎合年輕白領儷人的感性需求，這使水溶C100馬上攻陷全國一線城市的中產群體，產品的包裝設計甚至馬上有人模仿。

而傳統的「功能價值」，則由高濃度/純果汁產品發揚光大。根據上述中投顧問的報告，隨著中國消費者的口味變化，愈來愈重視食品對身體的影響，健康價值將成為未來中國飲品市場的焦點之一。事實上，強調有機、天然、高纖及高營養的純果汁已經無聲無息地佔據了不少市場，售價之高更是超乎想像。主打「功能價值」的一線品牌，如可果美果蔬生活、果汁先生等的定價為9 – 10元，在內地的消費水準來說已是頗為昂貴；更加高

are more objective such as the nutrition values of the drink and whether it can revitalize, while emotional values are qualities concerning the whole experience of the consumption given by the image and packaging of the drink. Theoretically, juice drinks are positioned in the market based on juice concentration and the nutrition values of a drink vary as its juice concentration differs. Hence, drinks of higher juice concentration tend to focus more on functional values, whereas drinks of juice concentration below 30% switch the emphasis to emotional values since the nutrition values of the drinks are not notable. In order to gain recognition, the sales strategy of most low-concentration juice enterprises is promoting the functional values of juice drinks by emotional values. In other words, it is to strike customers with a distinguished product image, followed by highlighting the nutrition values of the drinks.

Traditionally, senior consumers pay more attention to the functional values of a product such as its nutritious values. Nevertheless, consumers nowadays focus more on the emotional values of a product and the character offered by the product is more valuable. We were told that "real juice" (high-concentration/pure juice) is always healthier and more nutritious than "artificially coloured drinks" (low-concentration juice) in the past. But surprisingly, even my mother aged 60 finds drinking low-concentration juice refreshing, which shows that emotional values have become as important as functional values these days.

Nongfu Spring has succeeded in building its low-concentration juice, Water Soluble C100, with emotional values. Water Solution C100 is a low-concentration (only 12%) lemon juice drink which is extremely sour in taste. However, with its avant-garde packaging, it is sold at a price of 4.5 dollars, which is much higher than the usually price of 2.5-3 dollars that many other top brands in China such as Uni-President Fruit Juices and Tingyi Fresh Everyday C adopt. The success of Water Soluble C100 is by no means sheer luck. Firstly, the packaging of Water Soluble C100 is far different from traditional ones. A translucent plastic bottle enables consumers to see clearly the milky juice inside. Secondly, the lemon juice drink is advertised with a poster of a young elegant model, enabling Water Soluble C100 to rival those exquisite and high-end drinks sold in Japanese department stores. Being successful in catering for the emotional need of the white-collar, Water Soluble C100 has become one of the most sought-after juice drinks among the middle-class in China. Such a successful packaging design has even attracted others to follow suit.

As for high-concentration/pure juice enterprises, promoting functional values becomes their principal strategy. With reference to a report by China Investment Consulting, nutrition values will be one of the main foci in China drinks market in the foreseeable future as consumers pay more attention to their health. Indeed, pure juice emphasizing the organic, natural, nutritious and high in fibre content has silently expanded its market coverage and its selling price is unexpectedly

端的產品，例如匯源中華果萃系列枸杞混合胡蘿蔔複合果汁飲料（500ml）賣12元一瓶，國外進口產品如日本進口札幌混合果汁飲料（500ml）更高達接近15元一瓶，價格直逼香港的消費水平。日本果汁生產商可果美早在2005年進軍中國市場，目前已在全國26個城市、地區展開銷售，產品滲透率達60%以上的城市更包括有上海、南京、深圳、廣州等。可見只要產品的功能價值突出，加上有效的市場推廣，即使高濃度果汁暫時所佔市場份額不多，但仍可突圍而出。

其實，更有利的策略是結合功能價值和感性價值，務求全方位捕捉消費者的心。上述的水溶C100，除了主打時尚外形以外，亦強調有「五個半檸檬的維他命C」、「足以補充人體一日所需」的功能價值；而中糧集團出品的「悅活」純果蔬汁，除了力陳產品的保健功能，更從廣告、包裝中處處倡導一種樂活（Lohas）式的健康生活方式，及綠色、關注環保、可持續發展的生活態度，務求取悅追求簡單自然生活的年輕一代。

果汁Mix & Match

讀者可能已經留意到，上文提到的成功產品，有不少都是幾種水果混合，甚或水果蔬菜混合的果蔬汁。國內一家品牌諮詢機構做了一項針對國內20歲至30歲年輕人的調查，結果顯示，有近60%的年輕人對混合果汁飲品感興趣。隨著果汁消費市場日漸成熟，傳統的純橙汁、純蘋果汁已不能完全滿足消費者追求新鮮感的心理。而且市場競爭愈演愈烈，要脫穎而出則要實行差異化（differentiation）。搭配不同的主流蔬果是一種可行策略，更明智的可是從一些「珍稀水果」或「小眾水果」入手，例如藍莓、士多啤梨、紅桑子、番石榴等等再進行混合搭配，使產品變得更具個性化。

Mix & Match，除了是女士打扮自己的金科玉律，更是未來攻佔果汁市場的不二法門。產品品類要mix & match，功能價值和感性價值要mix & match，口味更要mix & match。

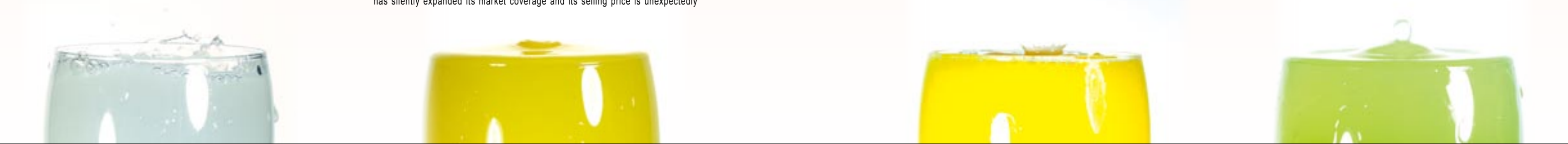
high. Top brands mainly promoting functional values like Kagome All Veg and Mr. Juicy have their drink products sold at 9-10 dollars, which is considered expensive in terms of the consumption level in China. Some more advanced drink products such as wolfberry and carrot compound juice (500ml) in fruit extracts collection by China Huiyuan Juice Group Limited is sold at 12 dollars a bottle, while Sapporo mixed fruit juice (500ml) imported from Japan is sold at 15 dollars each, which is nearly the same as the consumption level in Hong Kong. Japanese juice producer Kagome entered China juice market in 2005 and now has its products sold at 26 cities and regions in China including Shanghai, Nanjing, Shenzhen and Guangzhou where the product penetration increases to more than 60%. In spite of the low market coverage of high-concentration juice, there is still potential for it to bloom in juice market as long as the functional values of the product are outstanding and the communication in the market is effective.

Of course, the most advantageous strategy is combining both functional and emotional values, aiming to cater for all the need of the consumers. For example, the above-mentioned Water Soluble C100 not only has modern packaging, but it also emphasizes its functional values by saying that "it contains the amount of Vitamin C of five and a half lemons," "which is adequate for the need of body a day" in the advertisement. Another example is Lohas vegetable fruit juice collection by COFCO Limited. In addition to stating the nutrition values of the product, the enterprise advocates a brand-new healthy style of living, Lohas, in their advertisement as well as the packaging of the product. Such kind of green, environmentally-friendly and sustainable way of living matches that of the young generation.

Juice Mix & Match

It is easy to notice that most of the successful products mentioned above are assorted juice of various kinds of fruits and vegetables. According to a survey conducted by a brand advisory agency in China targeting at young people aged 20 to 30, there are almost 60% of the young people interested in assorted juice drinks. As juice market is becoming mature, traditional pure orange juice and pure apple juice can no longer satisfy consumers who are always looking for new things. At the same time, in a market of fierce competition, differentiation is definitely essential so as to stand out. Matching different common fruits and vegetables is one of the feasible tactics, but a more intelligent one is to match various unique fruits like blueberries, strawberries, raspberries and guavas to personalize the products.

Mix & Match is no longer an idea reserved for fashion, but it is a crucial strategy for winning a big triumph in juice market in future as well. The kinds of juice products need mix & match, functional and emotional values need mix & match and the flavours of juice also need mix & match.



少不了的冰鮮安佳牛油

襯托香港經典茶餐廳美食

Fresh Anchor Butter

Key Essences to the Classical Cha Chaan Teng Delicacies



The Cha Chaan Teng (local Hong Kong style café restaurant) culture in Hong Kong has a very long history. It evolves from the early days of Dai Pai Dong (open-air food stall in Hong Kong) and the local cafés in the 50s. Although the competition among the catering industry is keen, Cha Chaan Tengs have a strong vitality and their operations evolve over time, representing the adaptability as well as the creativity of the Hong Kong people. Among the many classical delicacies of Cha Chaan Tengs, the freshly baked pineapple buns with butter and crispy French toasts are the definite choices. The soul of these delicious classics is the slice of freezing fresh butter which is naturally and purely made.

Famous food critic Craig Au Yeung, who endeavors to the promotion of local dining culture expressed, "the aroma of the freshly baked French toasts spread with butter and syrup is mouth-watering. The thick slice of frozen butter is even the soul of the bun!" In his book <<The Tastes of Hong Kong>>, he described the delicate taste of pineapple bun with butter as a "distinguished and complicated taste of cold, hot, sweet, savory, crispy and creamy in one time", he also added that "people generally think that margarine is healthier than fresh butter. But in fact, margarine has a large amount of trans fatty acids that are generated during the process of hydrogenation, which actually increases the risk of heart disease. In addition, the rich taste and the creamy texture of fresh butter that boost the aroma of the original taste of the food is something incomparable. After years of travel around the world, I believe that the Anchor Butter is the best."

In order to preserve the culture of these two traditional delicacies, Anchor Butter, in cooperation with Openrice, has organised a campaign, "Voting for the King of Fresh Butter Pineapple Bun & the King of French Toast". By organizing the event, Anchor hopes to recall the local people's memory when tasting these traditional foods and to preserve the classical Hong Kong tastes.



香港的茶餐廳文化歷史悠久，由早期的大排檔，至50年代的冰室一直演變而成。縱然香港餐飲業的競爭激烈，但茶餐廳卻依然擁有頑強的生命力，不停隨時代而轉變經營模式，象徵了香港人兼容並蓄，不斷創新的奮鬥精神。要數當中經典的茶餐廳美食，熱烘烘的菠蘿油和香脆的西多士可謂不二之選。原來，香脆美味的菠蘿油及西多士精髓，全在於一片天然純正的冰凍鮮牛油。

致力推廣香港地道飲食文化的著名飲食專欄作家 — 歐陽應霽先生 (阿霽)表示：「熱烘烘的西多士塗上牛油和糖漿，未放進嘴裡已香氣四溢；而菠蘿油那塊冰鮮的厚切牛油，更是靈魂所在！」他更在其著作《香港味道》中以「一冷一熱一甜一鹹一酥一滑」來形容菠蘿油複雜細緻的口感。他續說：「一般人普遍認為人造植物牛油會比鮮牛油健康，其實人造植物牛油在氫化的過程中會產生出大量的反式脂肪酸，增加患上心臟病的風險。另外，鮮牛油味道香濃，口感幼滑，能夠提升及帶出食物原有的香味，亦非人造植物牛油可媲美。遊歷各地多年，我認為最好的牛油始終是安佳出品。」

而為了延續這兩款屬於香港人的傳統美食文化，安佳牛油更搞搞新意思，特意與「開飯喇！」(Openrice)合作，舉辦「安佳菠蘿油及西多士王者選舉」，藉著活動讓大家在細味經典美食同時，喚醒香港人的回憶，為這一份香港味道出一分力。



安佳菠蘿油及西多士王者選舉

Voting for the King of
Fresh Butter Pineapple Bun &
the King of French Toast



熱門參賽對伍 Popular Candidate

金華冰廳 Kam Wah Café



參選類別: 菠蘿油

金華冰廳座落於旺角弼街，適逢麵包出爐時間，新鮮菠蘿油便會被旋即搶購一空。擁躉們熱愛其香脆的菠蘿油外層，鬆軟的麵包，冰凍的牛油，口感令人難以忘懷。

Participating category: Pineapple bun with butter

Kam Wah Café is located in Bute Street, Mongkok. Whenever the freshly baked bread is put on shelf, the fresh pineapple bun with butter will immediately be sold out. What supporters love about the bun are the crispy outer layer, the soft bun inside and also its freezing fresh butter. The texture is completely unforgettable.



是次活動於4月16日至5月31日於「開飯喇！」(www.openrice.com/anchor)公開接受投票，讓香港人以一人一票的方式，投出他們的所愛。而是次參與選舉的茶餐廳均選用優質的安佳紐西蘭鮮牛油，令食客食得更健康、更安心。在選舉揭幕儀式上，阿霽和旺角金華冰廳老闆娘陳太更即席與資深麵包師傅共同示範製作美味菠蘿油的技巧，最後夾上一塊冰鮮安佳牛油，那美味程度絕非筆墨所能形容！

原來，數十年來廣為茶餐廳採用的「牧童牌牛油」其實正是「安佳牛油」的前身。陳太也表示：「雖然名字改變了，但當中濃郁的乳脂味，濃厚的人情味，是怎樣也改不了的。」深受香港人愛戴的安佳牛油來自紐西蘭，以優質天然的牛奶製成，所有乳牛皆為天然放牧，無須依賴人工飼料餵飼，故此安佳牛油蘊含天然胡蘿蔔素，營養豐富，多年來也保持著超卓品質，為香港人的美食更添豐富口感。

食客於開飯喇之食評:

- 「菠蘿皮香脆而包身軟熟，內裡的牛油亦正在溶掉，和菠蘿包一起吃，味道較豐富。」
- 「金華D菠蘿(菠蘿)飽真係好好味，外脆內軟。新鮮熱熱...>v<抵讚既係佢唔會太甜！好多人話食波羅飽會肥.... 但食金華既1D都唔擔心」
- 「食左5年，味道依然無變！:P」
- 「波(菠)蘿包熱騰騰的傳來陣陣香味，內夾牛油與波(菠)蘿包融為一體，一口咬下去先感受到外層的脆，再體會到內層的鬆軟，再藉著牛油將兩種不同口感融在一起，而且牛油溫度比波(菠)蘿包低，可以感受到不同的溫度變化」

Customers' reviews on Openrice:

- "The outer layer of the pineapple bun is crunchy while the butter inside is melting by the heat of the bun. Such combination is rich and tasty."
- "The pineapple bun with butter from Kam Wah Café is really yummy. It is crispy on the outside while soft in the inside. Something worth mentioning is that the bun is not too sweet. Many people worried that eating pineapple bun with butter would gain weight but I'm not worried eating the buns from Kam Wah Café."
- "I've been eating their butter pineapple bun for 5 years now and the taste remains good."
- "You can smell the fragrance of the freshly baked pineapple bun with butter. The butter slice inside combines perfectly with the bun. When you eat the bun, you can first feel the crunchy outer layer, then comes to the softness of the bun. The butter slice mixes the 2 different textures together. Moreover, since the temperature of the butter slice is much lower than that of the bun, you are able to feel the differences in temperature just in one bite."

The voting activity lasted from April 16 to the end of May. People cast their vote on www.openrice.com/anchor to support their favourite Cha Chaan Teng with the best fresh butter pineapple bun or the best French toast. The participating restaurants all use the premium healthy and safe Anchor butter from New Zealand. At the campaign launching ceremony, Craig and the boss of Kam Wah Café in Mongkok, Mrs. Chan, demonstrated how to make the tasty pineapple bun with butter under the guidance of an experienced pastry chef. The slice of fresh Anchor butter gave the final touch to the toothsome bun, and the taste was simply beyond expression!

In fact, the Boy & Cow Pure Creamy Butter that had been widely used by Cha Chaan Tengs is the former Anchor Butter. Mrs. Chan added, "despite the change in name, the rich creamy dairy taste and our memory of the past times are something that stay forever." The beloved Anchor Butter is produced in New Zealand from natural fresh milk. All the cows are reared naturally by green pasture without the reliance of men-made feed. As a result, Anchor Butter is nutritious and rich in natural carotene. With the consistent premium quality, Anchor Butter continues to enrich the taste of delicacies for the people of Hong Kong.



不經不覺踏入下半年，又到了業內全年重頭戲——一個接一個的餐飲大賽。先有「全港首屆港式咖啡大賽」，繼而有「2010全港青年廚師中餐烹飪比賽」及「明火廚神·國際挑戰賽2010」緊接其後，讓業界有多個交流及聚首的機會，刺激新思維。

剛過去由香港咖啡紅茶協會舉辦的「全港首屆港式咖啡大賽」暨「咖啡文化展覽」非常成功，不但吸引眾多熱愛咖啡的同業到場，更提升大眾對咖啡的認識。更重要的是，從茫茫人海尋得沖泡港式飲料的能手，互相切磋交流，釀造另一個「隱世高人」的故事。記得去年全港首屆沖泡港式奶茶比賽，誕生了香港的「金茶王」，由位於元朗洪水橋的「大發餐廳」以其11元一杯的奶茶擊敗其他對手，奪得公司組冠軍，此後這間原本極為低調的小店亦被媒體陸續公開它的「威水史」，如師傅的濃滑奶茶經過多少年月經驗所得、多少高官名人被它迷倒，以及其希望憑一點力量推廣港式奶茶大計亦成為報章頭條。

冠軍之所以成為「人中龍」，其背後下的苦功、努力著實不足為人道；同樣，一個比賽之所以吸引，除了本身的刺激性，以及為觀眾帶來視覺、味覺等享受，最好看的還是背後人性化、有血有汗的故事。願與業界共勉之。

The second half of every year is always exciting for the catering sector: cooking contests! Competitions such as "Hong Kong Style Coffee Competition", "Young Chef Cooking Contest 2010" and "2010 Gourmet Master Chefs" are coming all the way. These are all great opportunities for exchanging thoughts and ideas within the industry.

Organized by the Association of Coffee and Tea of Hong Kong, the "Hong Kong Style Coffee Competition" and Coffee Exhibition were very mind-blowing. Not only a large number of coffee-lovers within the catering industry attended the events, the understanding of coffee among the general public is increased. More importantly, people who brew authentic quality Hong Kong style drinks could meet and learn from each other in these events. Last year, a "hidden brewing master" quickly rose to fame. "The best tea brewing expert of authentic Hong Kong style milk tea" was selected from the first Hong Kong style milk tea competition. The winner came from a little bistro in Yuen Long called Tai Fat Restaurant, who beat all other competitors with just a cup of \$11 milk tea. Media attention quickly went to this modest local bistro. From the imposing history of the brewing expert, the visits from senior officials just for a cup of milk tea, to the ambition of the bistro owner to promote the Hong Kong style milk tea, all became the headlines of local newspapers and magazines.

For champions, their efforts and hard work paid are hardly spelt out. As in competitions, excitement and pleasure of the contests are of course part of the attractions, but what is more fascinating could as well be the real stories behind every single one of them.

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「明火廚神·國際挑戰賽2010」開幕！ “2010 Gourmet Master Chefs”Action!



27/5/2010 @ 旅遊服務業培訓發展中心
Hospitality Industry Training and Development Centre

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<http://photo.freshmedia.com.hk>

星巴克香港開業十週年 Starbucks Coffee Hong Kong Celebrates 10th Anniversary



15/4/2010 @ 中環交易廣場
Exchange Square, Central

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《國際金茶王大賽2010》 港式奶茶起動禮 International KamCha Competition 2010 (HK Style Milk Tea) - Kick Off



23/5/2010 @ 香港電台 Radio Television Hong Kong

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天才小廚神訓練計劃 Kid Chefs Training Scheme



28/4/2010 @ 鑽石山荷里活廣場
Plaza Hollywood, Diamond Hill

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餐飲業踏上綠色快車道

「民以食為天」，6月份起，北京市的餐飲行業將掀起一場大規模的「綠化」運動，建立百家國家級綠色餐飲企業。

消費者到這些餐廳用膳，將享受到通過正規渠道採購、符合食品衛生標準的食品原料、輔料以及合格餐飲具（包括即棄餐飲具），品嚐到更多低脂、低油、低鹽的菜餚；餐廳在烹飪過程中，還儘量節電、節氣、節水。對於達到一定數量的未食用食物，餐廳將主動提供打包服務。對於餐厨垃圾，這些飯店也將嚴格處理流程。

綜合來看，北京飯店在打造綠色飯店的最初半年多的時間裏，能源節約費用就已達到30萬元。中國飯店協會會長韓明在談及打造綠色餐廳和成本控制問題時說，如果餐飲企業將《綠色飯店國家標準》落實，節約10%-20%的能源是沒有問題的。韓明說，他們的工作目標是，到2012年，在全國創建1萬家綠色餐廳和綠色餐飲企業。

Australian Restaurant Tells Diners to Eat Up

An Australian restaurateur fed up with the waste left by diners has ordered her customers to eat everything on their plates for the sake of the Earth or pay a penalty and not return.

Chef Yukako Ichikawa has introduced a 30% discount for diners who eat all the food they have ordered at Wafu, her 30-seat restaurant in the Sydney suburb of Surry Hills. A list of her restaurant's policies has been pinned on the door to the eatery. This includes finishing all dishes ordered which are organic and free of gluten, dairy, sugar and eggs; finishing your meal requires that everything is eaten except lemon slices, gari (sushi ginger) and wasabi; and ask diners who don't clear their plates to choose another restaurant next time. "Please also note that vegetables and salad on the side are NOT decorations; they are part of the meal too." says also in the menu.

"Wafu is not just a restaurant; it is an extension of Yukako's personal ethos toward nourishment and sustenance," says on the restaurant's website. "We are not only committed to serving meals that nurture and respect the body but are actively dedicated to the notion of waste prevention, and take seriously our responsibility towards the environment and sustainability for the future."

中國餐飲百強 業績大躍進

2009年中國餐飲百強企業營業額合計達1,249.73億元人民幣，較2008年增長22.6%，顯示中國餐飲業逐步走出金融海嘯，營業額出現大幅成長。中國餐飲百強企業中，餐館酒樓、火鍋、速食類企業佔據百強中的八成。其中，速食類企業營業額為各項之冠，達到506.39億元，佔百強總營業額的40.52%，火鍋類企業則佔26.30%，營業額達319.21億元。

去年中心餐飲百強企業資產總額約447.37億元，利潤總額超過100億元，所聘請的從業員合計約100萬人。



日本餐飲公司角逐亞洲市場

日本各大餐飲食品公司正加快在亞洲的發展。鑒於中國和東南亞的新興市場國家國民收入水平不斷提高，中間階層日益壯大，各公司希望以「日式口味」來獲得這部分消費者的青睞，在亞洲市場一決高下。日本國內市場因經濟不景氣和少子老齡化而不斷縮小，故決定進一步擴展亞洲市場。

和民食品服務公司新加坡分店社長栗原聰說：「即便價格稍微貴一點，但追求高品質的人們正在增加。在這裡，與日本味道一樣的午餐套餐價格保持在每人900日圓（約合港幣75.7元）左右。」和民的目標是今後銷售收入一半來自海外市場。主營牛肉飯的「吉野家」去年在中國等地新開設了約50家店鋪，為歷來最大規模。而主營迴轉壽司的「元氣壽司」亦計劃在印尼開店；主營意大利菜系的薩利亞也在積極發展。各大餐飲食品公司正火速將重心移往亞洲市場。

American Culinary Federation Chefs Join Fight Against Obesity

Chefs were chosen to join Michelle Obama's, "Let's Move!" campaign and Sam Kass' initiative to take nutrition message to schools across America. More than 50 ACF chefs participated in the program's kickoff at the White House in early June.

In May, the American Culinary Federation (ACF), the largest professional chefs organization in the U.S., was asked to play an integral part in First lady Michelle Obama's latest "Let's Move!" campaign initiative, the "Chefs Move to Schools" program, which will be run through the U.S. Department of Agriculture and led by Sam Kass, White House assistant chef and the food initiative coordinator.

Chefs nationwide will be adopting a school in their community and working with teachers, parents, school nutrition professionals and administrators to help educate kids about food and nutrition. ACF, the National Restaurant Association and Share Our Strength will work with a select group of chefs participating in a pilot launch of the program over the summer. Volunteers will begin working in schools in the fall. To view the full list of participating ACF chefs, visit www.acfchefs.org/ACFChefsAtWhiteHouse.

河北省北戴河景區餐飲業推「餐前確認制度」

河北省北戴河區景區餐飲業由6月1日起將推行「餐前確認制度」，消費者點菜後要查看清單簽字確認，同時要求海鮮菜餚不得用「時價」的字眼，須明碼標價。

近年來，在北戴河暑期各類消費投訴中餐飲價格佔多，由於大多為餐後投訴，消費者和經營者各執一詞，消費調解難度相當大。針對因「缺斤短兩，漫天要價」等現象容易引發投訴、甚至群體鬥毆的事件，北戴河區工商局借鑒外地景區管理經驗，在景區飯店、海鮮大排檔、海鮮燒烤店等經營場所將推行「餐前確認制度」。

該制度要求景區餐飲行業的經營者在消費者點餐之後，將價格標明在單據上，由消費者簽字確認保留。同時，嚴格落實明碼標價制度，在經營場所醒目位置公佈菜品、酒水價格，做到「一貨一簽、貨簽對應」，不得在標價之外加價。對時令性較強的螃蟹、瀨尿蝦等海鮮菜餚，不得以「時價」等字眼代替，必須標出當天出售的實價。

「餐前確認制度」能有效避免經營者與消費者在價格方面產生消費糾紛，消除個別不法經營者「兩本菜牌」或餐後隨意漲價等欺詐行為發生，從而實現經營者誠信經營。



喜記以一碟避風塘炒蟹，炒起中外人士食慾，連奪飲食界中極高榮耀的法國藍帶美食大獎及法國廚皇會全球之最等銜頭。創辦人廖喜（喜叔）自73年在銅鑼灣避風塘成立「喜記」開始便歷經無數風浪，由1981年政府停止發放海上熟食牌，喜叔決心搬到謝斐道以大排檔式經營，及至07年終於正式租用第一間地鋪，喜記遂得以安心全力發展，並發揚這碩果僅存的正宗避風塘炒辣蟹風。轉眼間，「喜記」今天在內地和香港已開有5間不同品牌的食肆，最新突破，是登陸九龍區，並首次進駐商場開店。原來一切轉變，都與喜記第二代掌門人——廖偉文先生有莫大關係。

The famous dish from Hee Kee Crab – Fried Crab with Chili stirs up the appetite of all nationalities. It has won two international distinguish culinary achievements including one from La Commanderie des Cordons bleus de France, a reputed gourmet society of the world and another one from Ordre International des Disciples d'Auguste Escoffier. The founder of the restaurant, Mr. Liu Hee, started the business in 1973 in Causeway Bay and in 1981 when the Government stopped issuing Food Factory License on sea, Mr. Liu decided to move to shore and ran “Hee Kee” as a street stall. With years of hard work, the brand finally settled in a shop on Jaffe Road in 2007, continuing its effort in preserving the genuine Fried Crab with Chili. In just a few years time, “Hee Kee” has developed five different shops and brands across Hong Kong and China, and the latest news, is their first attempt to settle in a shopping mall, right across the harbour on the Kowloon side of Hong Kong. The reformer of all these changes is Mr. Liu Wai Man, Raymond, the second generation of the family business.

廖偉文先生(Raymond)是喜叔孺子，現為「喜記」董事總經理，Raymond兒時每當做完功課，就跟大姐、二哥和三姐跑到樓下，到喜記大排檔幫手，因此他10多歲時已懂得割蟹。讀畢中五後，他毅然到澳洲攻讀會計，但04年畢業後在當地做了一年會計，便回港投身餐飲業，只因他對這行業和「喜記」的情意結。

接手6年 連推兩大新品牌

Raymond笑說，最初沒有刻意想幫父親手，只是畢業後發覺在澳洲做會計前途一般，於是決定返港回歸「喜記」。

經營家族生意，接手已上軌道的食肆，對Raymond來說似乎沒有太大困難，因為食肆既有知名度，客人不缺，令喜記在市場上獨當一面。但後來市場有了轉變，競爭加劇，所以喜記也要作出轉變。07年於謝斐道開設第一間店，亦即現時的旗艦店，其後再在駱克道分別開設第二及第三間分店，現時其中一間主要經營「蟹buffet」（食蟹自助餐）。09年，喜記正式跨進內地市場，在廣州開設第四間店，而今年，首次衝出避風塘炒蟹「戰事集中地」的銅鑼灣區，「過海」在尖沙咀iSquare商場開第五間分店。同時，由原來老店的「喜記避風塘炒辣蟹」，額外增添「喜記蟹將軍」和「喜記蟹buffet」兩大品牌。

由於市場上大部份主打海鮮的品牌，都以避風塘炒辣蟹作招牌菜，要突出定位，就要由周邊菜式突圍，喜記隨季節每一、兩個月更新菜式，令客人可享用招牌菜之餘，也會有其他新鮮感。老店「喜記避風塘炒辣蟹」繼續一貫風格，吃的是傳統大排檔風味小菜。「蟹將軍」除招牌菜式外，還供應12款新派蟹製菜式，包括不同類型外地進口蟹，如法國麵包蟹和阿拉斯加長腳蟹，並加入不同烹煮方式，如蟹腳凍食、白汁焗蟹等，以迎合年輕食客。而「蟹buffet」則屬全新的經營模式，以「抵、靚、多」吸引食客。



「喜記」董事總經理廖偉文先生
Raymond Liu,
Managing Director of Hee Kee Crab



Raymond is the youngest son of Liu Hee and is now the Managing Director of Hee Kee Crab. In his childhood, he would help out at his dad's restaurant with his brother and sisters everyday after he had his schoolwork done. In his 10s, he has already mastered the skills in cutting up a crab. After completing his study till Form five, he went to Australia to study accounting. Upon graduation in 2004, he worked as an accountant for a year in Australia and decided to return to Hong Kong to start his career in the catering industry. What led to his decision is simply because of his love and passion for “Hee Kee” and the industry.

Two New Brands In Six Years

Half jokingly, Raymond said he did not intend to inherit his father's business in the first place. He returned home only because he felt that the career path of an accountant is not that promising in Australia.

For Raymond, taking over his father's business is not that hard. With the long established reputation and customers of Hee Kee Crab, the brand could be considered as the monopoly in the market. However, in recent years, there were changes in the market and it forced Hee Kee Crab to make their changes. In 2007, Hee Kee Crab opened their first flagship shop on Jaffe Road. In the following year, they opened their second and third branch on Lockhart road, with one of them specializing in “Crab Buffet.” In 2009, they opened their fourth restaurant in Guangzhou, China. Finally this year, for the first time they left the Causeway Bay district where their major competitors are, and opened their fifth branch in iSquare Mall, Tsim Sha Tsui. At the same time, apart from the brand name of the original store “Hee Kee Fried Crab Expert”, they have developed two more new brands: the “Hee Kee Crab General” and “Hee Kee Crab Buffet.”

To stand out from the many seafood brands that also have Fried Crab with Chili as their signature dish, one has to work hard on other dishes as well. For Hee Kee Crab, menus are adjusted in accordance to the seasons in every one to two months. In this way, besides enjoying the signature dish, customers can also try something new every time they come. The original store “Hee Kee Crab” keeps their traditional style, providing dishes with old Hong Kong style. While “Crab General” provides twelve other crab dishes besides their signature dish, it also serves imported crabs such as Alaska King Crab and Brown Crab from France. Together with different cooking styles such as cold dish and crabs baked in cream sauce, it aims to attract younger customers. As for “Crab Buffet”, it adopts a brand new operational concept that the selling points of this shop are broad variety, good quality and the unbeatable price.

跳出香港區 首開商場店

而位於尖沙咀iSquare的新店，對喜記來說有兩大突破，一是首次「過海」到九龍開分店，其次是首次把店鋪開在商場內。對於後者，**Raymond**說，限制較街店為多，店鋪的裝飾或宣傳都要配合商場，「曾經在門外貼了張宣傳單張，但商場說不可貼，否則要收錢。」他顯得很不理解，為甚麼自己店的玻璃貼宣傳單張要收錢？加上當時商場仍有商鋪未租出，因此商場表示暫時不會搞開幕儀式或宣傳，這令他感到制肘及為難，於是決定聯同其他商鋪合作自行推廣。他坦言對在商場開店確有少許擔憂，但此做法絕對提升了品牌的格調。而這次的經驗也未有窒礙他的發展大計，希望將喜記的主要客源由以往純遊客轉為本地客。對於這個轉變，**Raymond**表示現階段就如他首次做蟹buffet般，邊做邊摸索。

Raymond說，食客對「喜記蟹buffet」的喜愛超乎管理層預期，但由於欠缺做自助餐的經驗，以致開業初期在食品入貨和客量平衡方面未能協調，令有客人爭蟹的情況出現。後來逐漸掌握自己一套營運模式，而且可利用自助餐的存貨，供應喜記蟹將軍，「做buffet每日割蟹量大，但主要用蟹肉，蟹膏則較少用，故每天取十多二十斤蟹膏供應予蟹將軍，便可做十幾碟蟹膏蒸水蛋，未來還會繼續研發兩店互補的菜式。」

「改革是痛苦的」

喜記這品牌有歷史、有文化底蘊、有品牌特色菜，具備發展大型連鎖店的優先條件，所欠的，只是一個系統，所以**Raymond**推行這一連串的突破，希望將喜記愈做愈好。

第二代接手家族生意，改革是難免而且痛苦的，**Raymond**為舊式的經營模式，引進POS系統，以電腦取代手寫單，並設員工培訓，又提供一系列培訓計劃書給員工，由知客到廚師，不論經驗多少都要重新培訓。**Raymond**說：「新請的廚師不論經驗，都要由小菜做起，由落料、配料、炒的方法等，都有『天書』和



Raymond即席示範拆蟹鉗，不滿兩秒已完成。
Within few seconds, Raymond has already removed the shell of the crab.

Hong Kong to Kowloon; Street Stall to Shopping Mall

There are two breakthroughs of the new location at iSquare, Tsim Sha Tsui. One is that Hee Kee Crab moves across the harbour from Hong Kong to Kowloon; another is the new attempt to run the restaurant in a shopping mall. Concerning the second breakthrough, Raymond said there are much more restrictions to run in a mall than on the street, especially on the issues of decoration and promotion strategy. "Once we put up a poster on our front door, the mall manager came and asked for extra-charge." He did not understand the logic behind the rule: "why do we need to pay extra for putting up poster on our own glass door?" Also, as there were still unoccupied stores around, the shopping mall decided not to have any opening ceremony or promotion. He felt frustrated and decided to plan their own promotions with other tenants of the mall. He admitted that he did worry about opening stores in shopping malls, however such attempt has really upgraded the brand. Despite the difficulties encountered in the new store, he continued to march forward with target customers expanding from tourists to local gastronomists. In view of such changes, Raymond said he was still learning everything through trial and error, just like what he did in his first attempt to serve "Crab Buffet".

Raymond said, due to the lack of experience in serving buffet, and the unexpected good response from the customers for "Crab Buffet", they had difficulties in stock control. There were even situations when diners fight for crabs in the beginning, but gradually managed to operate the buffet smoothly. They also learnt that the food stocking for "Crab Buffet" can also accommodate the demand from "Crab General", such that more cost-effective use of expensive ingredients can be attained 'Crab Buffet' consumes huge amount of crabs each day, however, only the crab meat are used and not the crab fat paste. Therefore, every day more than 20 catties of crab fat paste can be passed to 'Hee Kee Crab General' for making Steam Crab Paste with Eggs. We will continue to study recipes that allow the two stores to complement each other."

“Reform is a Painful Process”

It takes a high ambition to initiate this series of reform. Raymond understood himself as the aggressive type. However, his nerve is based on the advantages of the restaurant that were already long established: the history and cultural value the brand name carries and the famous signature dish. All Raymond needs is a workable system that can transform the brand into a big scale chain store.

It is inevitable and tough for the second generation to make reform when taking over their family business. Raymond introduced the POS system to his restaurant and replaced manual ordering with the digital system. He also provided his staff with systematic training. From receptionists to chefs, all were required to join the training despite their experiences. "All new chefs were required to begin with cooking stir-fried dishes. We have instruction manual and CD-Rom that cover every steps from seasoning, ingredients to stir-fried skills. We want to make sure the tradition Street-Stall style is preserved in our dishes," said Raymond. The eldest son of Mr. Liu Hee, Mr. Liu Wai Hung is now responsible for the food quality, as well as the training of the new chefs.

At first, many of the staff could not adapt to the new system. Raymond needed to explain to and encourage them patiently. They gradually adapted to the new system in half-year time. Today, the management system is totally transformed, however the spirit of management remains the same. The tradition for the Liu's family to have midnight meals with the staff continues. Raymond recognized that the relationship among the staff is closely related with the operation of the restaurant, and thus it is important to keep up their morale.

光碟跟足步驟學習，要確保廚師做到喜記大排檔風味的炒小菜特色。」現在喜叔的大兒子廖偉雄先生主要負責出品，亦擔任培訓新來的廚師學炒蟹的重任。

最初不少舊員工對新系統有微言，作為太子爺的**Raymond**亦耐心解釋，加上不斷鼓勵，花了半年時間員工才逐漸適應。至今管理系統成功改善，但仍保留一些喜記的傳統，例如廖氏家族和伙記食宵夜等活動的習慣，**Raymond**認為，伙記間的感情，會影響食肆的運作，所以他和家人一定會繼續努力維繫大家的士氣。

不過，對推行新系統的最大阻力可能是來自於兩代的文化和價值觀的分野。**Raymond**從外國畢業回來，思想較西化，認為食肆高格調、有裝潢較吸引，但父親則希望將原有的大排檔文化一直堅守下去。**Raymond**坦言，最初想翻新總店，卻遭到父親喜叔的反對，「父親認為食客就是為了那大排檔風味而來，所以沒必要裝修，其他家庭成員亦不支持。」他花了一段時間才成功說服父親，「當時他說只會投放60萬元，任由我去做。」他於是自墊餘額，一力承擔喜記的裝修事項。而客人光顧總店喜記後，必定與店內的一艘大漁船模型合照，以証明曾「到此一遊」，那模型便是**Raymond**的傑作。

其實，**Raymond**亦很尊重父親那份保留大排檔文化的堅持，當年喜叔做大排檔時，16年間被政府當局檢舉了近500次，但仍努力堅持繼續開業，令**Raymond**體會到父親對喜記的心血，亦明白到避風塘炒蟹是香港獨有的特色，所以即使不斷推陳出新亦要保存傳統特色，希望讓新一代年輕人繼續品嚐往日出色的菜式。所以舊店喜記在牆上仍貼有60年代的相片，新裝潢保留了昔日的飲食風韻和風味，帶出香港文化，「當有顧客看過餐牌後讚菜式有特色，說很少有機會品嚐到這些傳統菜式後，我們就會很開心。」

Raymond亦承繼了父親這一份鍥而不捨的精神，他說：「最初為開拓連鎖店鋪路，便買了一間工廠來為喜記旗下餐廳供應醬料，當時只打算出產一款蟹油蒜蓉王醬料，可惜連鎖店發展停滯，遲遲未有開分店，令廠房運作很難再維持。」但他仍堅守下去，尋找其他出路，結果加添生產其他產品，嘗試在超市售賣搶攻零售市場，又批發予其他餐廳作底料用，令廠房運作漸趨穩定，亦開始有盈餘，現在也陸續供應醬料予喜記旗下多間分店使用。

Raymond最後透露，喜記今年內會再開2至3間餐廳，大圍、旺角和將軍澳區都是目標，現時正在這些區域物色鋪位，而旺角分店已選址朗豪坊。由於該店址適合開酒吧，所以正考慮開設一間新品牌喜記蟹吧，以創新元素來吸引更多食客，「我們構思在招牌菜避風塘炒蟹中加入薯條或薯角，兩者一起炒，初步試驗後味道非常配合，好正！」從大排檔到蟹Bar，喜記實行將招牌菜變出新未來，延續香港獨有的避風塘文化。



A bigger obstacle for business operation may be the generation gap between the father and the son. Raymond received his education from abroad and is more westernized. He perceived that a stylish dining environment is more attractive to customers. His dad on the other hand treasured the traditional street stall style and hoped the culture to be preserved. Raymond admitted that his dad objected his idea on renovating the old store at first. "Dad felt that the customers come for the old Hong Kong style and there was no need for renovation. Other family members also agreed." He spent quite some time convincing his dad. "He only agreed to invest 600 thousand for the renovation project." In the end, Raymond paid for the extra cost and took up the whole project on his own. His effort is eventually paid off when his masterpiece, the huge fishing boat model in the newly renovated shop, becomes a regular photo shooting spot for customers after visiting.

In fact, Raymond did understand his father's persistence on the old street stall style. When Mr. Liu Hee started "Hee Kee" as a street stall, he was prosecuted by the Government for more that 500 times in 16 years, but he persisted in continuing. Raymond understood that Fried Crab with Chilli is a cultural item in Hong Kong; it is a culmination of the painstaking effort of his dad. Therefore, the signature dish will never be eliminated on the menu. It is also a mission for them to preserve the traditional taste for the next generation. As a result, pictures of the 60s can still be found in Hee Kee Crab's old store. The essence of the past generation is retained in the newly renovated restaurant. "We are most pleased when customers comment that they can find the long missed dishes from our menu."

Raymond also inherited the perseverance from his father. He said, "We bought a factory for the production of an exclusive crab sauce to provide for our restaurants. It was meant to be a stepping-stone for our chain-store project. However, our expansion plan slowed down and the opening of our next branch deferred. This affected the operation of the factory greatly." Raymond, however, did not give up. On the contrary, he started producing even more kinds of products in the factory and sold them in the retail market. Apart from providing these sauces to "Hee Kee" shops, they are also sold to other restaurants as base ingredients. With his effort, he stabilized the business of the factory and profit also started coming in.

Lastly, Raymond disclosed that there would be two to three more restaurants coming within this year. Tai Wai, Mong Kok and Tseung Kwan O are the potential locations for the new stores and he is actively in search of the right place for the shops. At the moment, it has already been decided that Langham Place will be the location for the Mong Kok branch. The new idea is to open a "Hee Kee Crab Bar" in there as the location is perfect for a bar restaurant. New recipes are also on their way, "We are thinking to add potato chips and potato wedges to our signature Fried Crab with Chili. We are pretty satisfied with our experimental result!" It is clearly seen that Raymond has decided to preserve and continue the traditional Hong Kong dish through innovative and trendy business ideas.



提到泰國菜，頓時令人想起色彩繽紛、酸辣交錯的泰式美食，這個熱情洋溢的島國，各地地區的膳食都在特有的傳統風俗下大放異彩。

泰北屬較原始的地區，膳食最具傳統特色。蒸糯米是主要食糧，當地人會把糯米用手指捏成小球，與多湯汁的菜餚同食。他們又喜歡紅咖喱，味道相比泰國中部和東北部較為溫和。而那裡的「Naem」最受歡迎，是一種辛辣的豬肉香腸。泰北人用以招待人客的晚宴，稱為「Khantoke」。宴會的菜餚除了糯米，還有咖喱、拌有辣椒的魚肉末、沙律、油炸豬肉皮，各種醬汁及調味品。至於甜品，有時候會奉上龍眼，或當地著名的水果「Lycheelike」。

Northern Thailand is more primitive and thus the traditional taste of Thai cuisine is well-preserved. Steamed glutinous rice is the major source of food. Local people will roll the glutinous rice into little balls, and then serve with soupy dishes. They particularly like red curry, which tastes lighter than those in middle and eastern regions. Naem is the most popular Thai food in northern region, which is a kind of chilly pork sausage. "Khantoke" is a kind of Thai banquet used for serving guests in the northern region. Apart from glutinous rice, the banquet also includes curry, fish floss with hot pepper, salad, deep-fried pork skin and many kinds of sauces and seasonings. Longan or sometimes a local fruit called "Lycheelike", will be served as dessert.

大部分香港人認識的泰國料理，其實不少來自泰國中部，也就是首都曼谷的所在地，由於當地有很多唐人聚居，使原本味道相當濃郁的菜餚變得口味較淡；它同時又受印度、日本和波斯(今伊朗)的影響，因此菜式混合著多元化風味。中部盛產稻米、鮮魚和蔬果，還有大蒜及魚露，這些組成了基本的美食元素，而香菜和蕃茄都同樣受歡迎，此外火紅紅的辣椒也是不可或缺的重要食材。

Many popular Thai dishes in Hong Kong are indeed from the middle region, where the capital of Thailand lies. As many Chinese reside there, the flavours of traditional Thai dishes are altered to be lighter to cater for the need of the Chinese. Meanwhile, it is also influenced by cuisines from India, Japan and Persia (Iran today), therefore diversifying the taste of dishes in the middle region of Thailand. Rice, fish, vegetable, garlic and fish sauce are produced abundantly in the middle region, which formed the basic components of the cuisine. Coriander and tomatoes are also widely popular; while the red hot pepper is an irreplaceable ingredient in Thai cuisine.

南部的風景可描繪為藍天碧海，岸邊長滿棵棵高大的椰樹，沒錯，椰子正是南部的盛產。這種奇妙的果實，常被製成椰奶，為泰國佳餚帶來錦上添花的美味。此外，南部的海鮮種類非常豐富，包括海魚、鮮蝦、螃蟹、魷魚及扇貝等。當地的種植園又盛產腰果，通常會作為開胃小食或與雞肉和乾辣椒一起油炸，一種名為「Sataw」的辛辣扁豆亦常用作烹調，使南部美食盡顯其特色。

Bright sky, blue sea and lines of coconut trees form the fabulous scenery of southern Thailand. That's right, the region is abundant in producing coconuts. This amazing fruit is often processed into coconut milk, which brings out the rich taste of Thai food. Besides, the southern region is also rich in seafood, such as fish, prawns, crabs, squids and scallops. Cashew trees are often seen in plantation sites in southern Thailand as well. Cashew nuts are usually served as appetizer, or deep-fried with chicken and dried pepper. A kind of chili bean, "Sataw", is also a common ingredient used for cooking in the southern region.

Speaking of Thai food, one may associate with bright colours and strong tastes. This passionate island nation is characterized with different regional cuisines which are equally excellent.

東北居民喜歡自己生產的食物，菜式偏鹹重辣，最著名的有「Laab」，即「涼拌碎肉末」，其可變化為「Laab Muu(涼拌豬肉末)」、「Laab Bet(涼拌鴨肉末)」及「Laab Kai(涼拌雞肉末)」，其會配以炒米碎、辣椒粉、薄荷及紅蔥頭四種基本調味。另外還有「Som tam(綠木瓜沙拉)」及「Gal yang(烤雞肉)」都同樣受歡迎。淡水魚蝦是當地人的主要蛋白質來源，他們會配以藥草和香料作烹調，或會將其發酵食用。

The northeastern people love to serve local food. The cuisine is saltier and spicier. The most famous dish is called "Laab", which is a type of minced meat salad. "Laab" can be served with different meat to form variations such as "Laab Muu" (pork salad), "Laab Bet" (duck salad) and "Laab Kai" (chicken salad). It will be mixed with four basic seasonings: crispy rice crumbs, chili, mint and red onion. "Som tam" (green papaya salad) and "Gal yang" (grilled chicken) are also widely popular. Freshwater fish and shrimps are the major source of protein for local people. They will serve the seafood with herbs and spices, or have it fermented for longer preservation.



前陣子泰國局勢動盪，至今或許令熱愛泰國旅遊的香港人猶有餘悸。如你未敢前往當地感受異國風情，無法一嚐正宗泰國美食，今期環球美食泰菜篇正好暫時給你吊吊胃口。

Thailand is one of the favourite travelling places for Hong Kong people. However, Thailand's recent political scene has been dominated by protests, riots and bloodshed; which left many Thailand travellers a sense of lingering fear. If you are a fan of Thai food, yet frustrated by the travelling risk in Thailand, this issue of **Worldwide Gourmet - Thai Food** will definitely ease your crave.

泰國菜銷離不開辛辣的味道，然而辣的程度及層次各有不同。泰國菜的辣味主要來自紅辣椒或綠辣椒，而泰國人則會統稱為「Phrik」，也就是辣椒的意思。泰國的辣椒種類多達30種以上，辣的程度可由近乎無辣味至辣如炙傷一樣，最著名有泰語俗稱「老鼠屎」的泰國朝天椒，外形極小但極辣。

泰國既出產種類豐富的辣椒，也盛產多款香甜的水果，彷彿一剛一柔，在菜餚中相映成趣。泰國水果非常多樣化，單是香蕉已有24種以上。泰國中部盛產芒果、榴槤、南美番荔枝、番石榴和柚子；北部有當地著名的水果「Lycheelike」；南部則盛產椰子、芒果、榴槤、小甜鳳梨及如手指般大的香蕉。

由於水果產量多，價錢便宜，是垂手可得的食材。泰國人除了會在餐後享用新鮮水果，也會用來製作甜品，亦會以水果入饌，把水果加進菜餚裡煮食，最常見的有沙律和香港人熟悉的菠蘿炒飯。

Thai food is famous for its spiciness, but there are in fact different levels and degrees of spiciness. The main sources of spice in Thai food come from red chili and green chili, which the Thai called them "Prik" (means "chili"). There are more than 30 kinds of chili in Thailand, which range widely from non-spicy to burning-hot spicy. The well-known "mouse dropping chili" is the tiny yet extremely hot chili in Thailand.

Apart from the hot chili, Thailand is abundant with fresh fruit. The former tastes strong and the latter tastes soft, which create an interesting contrast in Thai cuisine. Thailand has a huge variety of fruit, there are, for example, over 24 kinds of bananas! The middle region of Thailand is abundant with mangos, durians, custard apples, guavas and pomelos. "Lycheelike" is a famous local fruit in northern Thailand, while coconuts, mangos, durians, small pineapples and finger-sized bananas are abundant in southern Thailand.

As the home of fruit, the cost of fruit is low and it is often used in cooking. The local people have fresh fruit after meals, and they also make desserts from it. They even use fruit in main dishes, such as salad and pineapple fried rice.

即使沒嚐過泰國菜的朋友，也必然對「冬蔭功」這個名字不會陌生。泰國的餐湯主要分三大類，第一類是一種清淡的肉和菜湯，第二類是稀米湯，第三類正是「冬蔭功湯」，這可說是泰國的代表食品：濃郁的氣味、鮮紅而濁不見底的湯色，還有令人垂涎的大蝦和蝦膏，就如泰國一樣熱情洋溢，喝下辛辣刺激，又鮮香味美。

「冬蔭功」是泰國人對這種湯的稱呼，「冬蔭」是指酸辣湯，「功」是蝦的意思。湯的材料除了蝦，還有辣椒膏、香茅、蘑菇、椰奶、青檸汁、南薑、甘草、胡椒、冬蔥、金不換、檸檬葉等多種香料。泰國處於氣候炎熱的地區，這種湯正為他們帶來生津開胃的功效，而「冬蔭功」除了熱喝，他們有時候亦會把湯放涼才喝，這樣更具消暑妙效。不過，當地人所烹調的「冬蔭功」，用料其實也視乎經濟而定，較富有的會選用多膏大頭蝦，普遍平民家庭則會多用小蝦代替，他們有時又會加入酸筍、臭魚等發酵食物。

「冬蔞功」除了味美，原來藥用價值亦相當高。日本京都大學和泰國曼谷大學一項研究發現：泰國人的消化系統癌症發生率較其他亞洲國家和歐美國家普遍低50%，這歸功於冬蔞功湯所使用的南薑、香茅和檸檬葉等，這些配料在泰國常被當作藥材使用，研究證實，它們含有的「ACA」抗癌物能有效阻礙癌症發展，效果比目前認為最佳的抗癌物β胡蘿蔔素更強。

Even you have never tasted Thai food before, "tom yum goong" would not be a stranger to you. There are three main types of Thai soup, including the light meat and vegetable soup, the thin rice soup and tom yum goong. In fact, tom yum goong is the symbol of Thailand: the strong flavour, the bright red colour and the sweet prawns with rich paste are just like the passionate Thai people. The spiciness of chilli and the sweetness of seafood are the best match.

"Tom yum goong" is how the Thai call this soup. "Tom yum" means sour and spicy soup, while "goong" means prawns. Apart from prawns, the ingredients of the soup include chili paste, lemongrass, mushrooms, coconut milk, lime juice, galangal, licorice root, pepper, shallots, basil and lemon leaves. The strong taste of the soup is the best refreshment for people living in hot and humid regions. Tom yum goong can be served as a cold soup in summer to soothe the summer heat. The ingredients for tom yum goong can vary accordingly to the economic situations of people in Thailand. The richer ones will use big prawns with rich paste, while the common people will use smaller prawns and occasionally add preserved bamboo shoots and salt fish.

Tom yum goong does not only taste good, but also has actual medical values. The Kyoto University of Japan and the Bangkok University of Thailand conducted a research and found that the incidence of digestive system cancer among Thai people is 50% lower compared to other Asian and Western countries. The herbs used in tom yum goong such as galangal, lemongrass and lemon leaves contain a substance called "ACA" which inhibits the growth of cancer. The effect is proved to be even more effective than beta-carotene, the best anti-cancer substance at present.

香港九龍城之最—金寶泰國菜館

飽閱泰國的獨特飲食風味後，若然你已食指大動，以下正好為你推介香港出色的泰國餐廳。金寶泰國菜館位於有「小泰國」之稱的香港九龍城衙前墘道，開業近20年，至今仍每天客似雲來，其傳統與創新兼備的泰國菜式，不但迎合饞嘴的香港人，也吸引無數名人到訪，蔡瀾、陳奕迅、朱茵等知名食家藝人均是餐廳熟客，多年來傳媒追訪更一直未見中斷。

金寶的「醬爆蝦丸」是老闆的自創招牌菜，外表金黃香脆的圓碌碌蝦丸內藏乾坤，裡面釀入蝦膏，咬下滿口鮮味甘香，為平凡的蝦丸添上濃厚的味道。這裡的「活蝦刺身」是食家蔡瀾最欣賞的菜式之一，生割的冰鎮活蝦，蘸上秘製的泰式香辣醬汁，刺激味蕾之餘，也能嘗到活蝦的爽脆鮮甜。「牛油大頭蝦」是金寶開業已有的菜式，受歡迎程度有增無減，這道把泰國傳統的「辣椒膏炒大蝦」改良，以香港人較喜歡的牛油香代替辣椒膏，更能突顯傳統中帶創新的特色。

每間泰國菜館都必備的「冬蔭功」，金寶又如何在這道湯突圍而出？原來湯中所選用的蝦是越南大頭蝦，烹調起來較普通蝦隻更香，味道更濃，加上湯的辣度和鹹度都比傳統「冬蔭功」有所改良，更適合港人口味。

Cambo Thai Restaurant: the best in Kowloon City!

After learning so much about Thai cuisine, you are probably wondering where to go for a good Thai meal. Here is one of the best Thai restaurants in town: Cambo Thai restaurant in Kowloon City. In fact, Nga Tsin Long Road in Kowloon City is known as the "Little Thailand" in Hong Kong. Cambo Thai restaurant has been standing there for almost 20 years, and is still crowded with customers every day. Its dishes are innovative, yet maintaining traditional taste that the local people are very fond of. There has been a lot of media coverage of Cambo, while many celebrities such as the famous local food critic Cai Lan, singer Eason Chan and actress Athena Chu are also its frequent visitors. Cambo's "deep-fried shrimp balls" is the signature dish created by the owner. It is no ordinary shrimp balls. The crispy golden shell in fact contains a rich fluid shrimp paste that burst in your mouth when you bite it. Another famous dish is the raw shrimp salad, which is recommended by Cai Lan. The shrimps are iced and dipped in a special Thai spicy sauce which brings out the sweetness of fresh shrimps, while stimulating your appetite. Fried prawns with butter is one of the signature dishes since Cambo first open. It substitutes the chili in traditional Thai fried prawns with butter, which better suits the local taste.

Every Thai restaurant serves Tom Yum Goong. How does Cambo make it special? The answer lies with the Vietnamese prawns, which taste better than ordinary prawns. The spiciness and saltiness are also adjusted for local taste.



泰語小詞典 Little Thai dictionary

三餐 Regular Meals				
早餐 Breakfast		午餐 Lunch		晚餐 Dinner
Ahan tschau		Ahan gangwan		Ahan gen
肉類 Meat				
鴨肉 Duck	雞 Chicken	牛肉 Beef	豬肉 Pork	魚 Fish
Ped	Gai	Nuah	Mo	Plah
香料及醬汁 Herbs and Sauces				
香茅 Lemongrass	小辣椒 Small Chili	椰奶 Coconut milk	咖喱醬 Curry paste	
Takrei	Prik shi fa	Ka ti	Kruang gang	
水果 Fruit				
芒果 Mango	椰子 Coconut	檸檬 Lemon	橙 Orange	
Mamuang	Maprao	Manao	Som	
菠蘿 Pineapple		山竹 Mangosteen	西瓜 Watermelon	
Sapparot		Mangkut	Teang mo	
常見菜式 Common Dishes				
海南雞飯 Hainan Chicken Rice		烤蝦串 Grill Shrimps on a Stick		
Khao man gai		Gung yang		
甜辣牛肉沙拉 Sweet and Spicy Beef Salad			海鮮炒飯 Seafood Fried Rice	
Yam nuah			Kao pad tale	
椰子咖喱雞湯 Chicken Curry Soup with Coconut				
Tom ka gai				

金寶泰國菜館老闆吳創木相識滿天下，店內的牆壁盡是食客和名人的簽名，還有很多傳媒的報導。

Cambo Thai Restaurant is known as the "dining room of the celebrities". The owner, Mr Ng, is also friend of many famous food critics.



吳創木先生出生於柬埔寨，自小喜歡烹調，對柬埔寨、泰國和越南等地的菜餚美食有豐富的認識。曾上電視教烹飪，也曾踏足美女廚房，更有出書教煮泰國菜。

Mr. Ng, was born in Cambodia. A passionate cook since young, he is particular familiar with cuisines of Thailand, Cambodia and Vietnam. He is also famous for giving cooking demonstrations on television shows and published Thai cook books.

名人話你知—泰趣事

香港人都知道，吃泰國菜就去九龍城。在那裡開泰菜館開到街知巷聞，金寶老闆吳創木先生見證著九龍城20年的發展。他說，泰國菜在90年代引入香港，當年不少九龍城寨的中國人到泰國娶妻回港，泰國人便開始在這裡聚居。他們為了維生，就在附近開食店，而租金較便宜的九龍城衙前圍道一帶，便成了這類店鋪的聚集地，也帶起了吃泰國菜的潮流。

很多人或許覺得吃泰國菜應該越正宗越好，吳老闆卻不認同：「正宗的泰國菜其實很鹹很酸，甚至會辣到苦，泰國人喜歡這樣的口味是基於當地的炎熱氣候，濃烈口味的菜能使他們更開胃更有體力。但香港人不同，他們根本接受不到這種味道，所以必須有所改良，把菜式味道調淡一些。另外，炮製泰國菜不必被傳統規限，例如用香港人喜愛的大閘蟹，配合調製冬蔭功湯的材料來蒸，也很有泰國風味。」

Interesting Thai stories

Everyone knows Kowloon City is a good place for having Thai food in Hong Kong. Mr Ng Chong Muk, the owner of Cambo witnessed the development of Kowloon City in the past 20 years. He revealed that Thai cuisine was imported to Hong Kong mainly in the 90s, when many Chinese men who lived in Kowloon Walled City got married in Thailand and returned to Hong Kong. In order to earn a living, they opened Thai restaurants around Nga Tsin Long Road in Kowloon City, where rents were cheaper. As time went on, a cluster of Thai restaurants was formed.

Many would think that the more traditional the Thai cuisine is, the better taste it should give. Mr Ng disagreed. "The traditional Thai cuisine is in fact very sour, salty and spicy that it even tastes bitter. The people in Thailand like it because such strong taste give them refreshment in hot and humid weather. However, Hong Kong people are not used to such strong taste. Therefore, the taste should be adjusted to be lighter. Moreover, making Thai food can be creative and should think outside the box. For example, the Chinese mitten crab (or the hairy crab), which is very popular in Hong Kong, can be steamed with Tom Yum Goong ingredients. The taste is great, and still maintain the essence of Thai cuisine." Mr Ng explained.



除金寶泰國菜館，九龍城還有很多泰式餐廳供食客選擇，每逢假日必人頭湧湧。

Apart from Cambo Thai restaurant, there are many good Thai restaurants in Kowloon City. They are often packed with customers in holidays.



九龍城城南道一帶的泰國雜貨店提供很多烹調泰國菜的材料，是愛入廚人士的寶藏。

There are many Thai grocery stores around South Wall Road in Kowloon City.



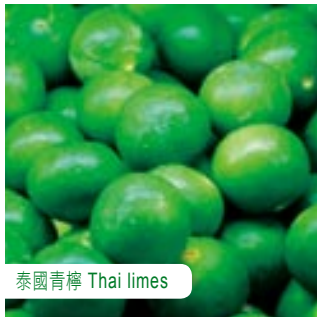
香茅 Lemongrass



泰國小辣椒 Thai chili



泰國茄子 Thai eggplants



泰國青檸 Thai limes

泰易烹調小貼士

喜愛入廚為樂的朋友，定必想親自動手，一嘗烹調泰菜的樂趣。泰國料理最常用的香料及醬汁有泰國辣椒、泰國茄子、青檸、檸檬葉、香茅、咖喱醬等，配合基本的食材如各種肉類、蔬菜、飯或海鮮，便能輕易炮製簡單美味的菜餚。

推介食譜：

- 1) 《少年食神系列 – 曼煮泰菜》 林澄光
- 2) 《吳老闆教煮泰菜》 吳創木
- 3) 《沖入廚房煮泰菜》 胡慧冲

除九龍城城南道及打鼓嶺道一帶的泰國雜貨店，香港有不少地方亦有售賣烹調泰國料理的香料及醬料，以下網址可作參考：

<http://www.wanlibk.com/cook/buy.htm>

Tips for Thai Food Cooking:

Having said so much, people who love cooking should feel their itchy hands and start making some of the Thai dishes. Here is an easy and simple tip: herbs and sauce like chili, Thai eggplant, lime, lemongrass and curry sauce are the basis for Thai cooking, simply mix them with ingredients such as meat, vegetable, rice and seafood, and you can make a delicious Thai dish.

Recommended recipes:

- 1) 《Bangkok Gourmet》 by Michael Lam
- 2) 《吳老闆教煮泰菜》 by Ng Chong Muk
- 3) 《Thai Dishes》 by Roger Wu

*These books are in Chinese

Apart from South Wall Road and Tak Ku Ling Road in Kowloon City, you may visit the following website for other places in Hong Kong where you can find all kinds of Thai herbs and sauce.

<http://www.wanlibk.com/cook/buy.htm>

“Be the Boss” Part 1 – Personality Decides Your Destiny 「我要當老闆」之一・性格決定命運

做老闆是不少打工仔的夢想，很多人一鼓作氣嘗試創業，結果處處碰壁，最終重返打工仔生涯。但原來做老闆不是人人適合，我們一連6期，請來人稱「創業醫生」的一站式創業顧問服務公司BOSSible創富者市場總監周騫先生分享創業成功要素，甚麼人適合做老闆？創業前要有甚麼準備？搞飲食最難在甚麼地方？想創業的您必定不可不看。

To be the boss is the ambition of many. People might have the nerve to start a business, but they might fail eventually and are sadly forced to return to the mundane life of an employee. Obviously, not everyone has what it takes to be the boss. In a series of six, we invited the market director of BOSSible, Mr. Harry Chow, who is also known as the “Doctor of Entrepreneurship”, to share with us his tips for successful business founding. Which type of person has the quality to be the boss? What are the preparations to start a business? What to be aware of when investing in catering industry? If you are one of the many who want to be the boss, you should not miss it.



BOSSible創富者創辦人兼市場總監
Founder and Marketing Director of BOSSible

從事市場推廣多年，且具前瞻性的市場發展方向，為資深創業顧問，尤其擅長餐飲業品牌策劃。歷年協助近40個品牌發展特許經營業務，對飲食業創業營商有豐富心得，獲譽為「創業醫生」。

A senior business consultant with years of marketing experience and insightful marketing perspectives, he is particularly experienced and proficient in catering brand building. He has assisted almost 40 brands developing franchising business and thus honoured the name "doctor of entrepreneurship".



很多人憧憬做老闆，卻忽略了做生意除了要講財力和市場推廣，還要承受巨大壓力。做生意是一場高風險遊戲，尤其在香港的餐飲市場，不但競爭大，且由消費者主導，所以創業的人士事前工夫要做足，「不少生意是因與創業者性格不合而結束」。初次創業人士不妨看看自己否以下條件：

做老闆要看性格

閣下是否可以抵受龐大壓力？做老闆承受的精神壓力很大，每月要應付租金和人工開支，尤其飲食業要管理不少員工，食客要求又高，所以做老闆要有很高EQ（情緒智商），若怕輸或承受不了太大壓力便很容易會放棄，繼而退出。

另外，自問又是否靈活及具備開發的能力？現今市場環境資訊快又多，做生意要適應市場，故須有高度應變力，不時自我審查，回應市場轉變。所以，銷售單一產品很難維生，能否在產品被市場淘汰之前，及時開發新產品滿足市場需要，是成功關鍵之一。



營運規模看財力

租金、人工及前期推廣都需要資金，創業人士應視乎規模及營運形式，計算創業所需資金，並正視個人財力決定生意規模大小。尤其不要忽略守業資金，剛開業時未必即時有收入，可能要守3至5個月。建議應預留3至6個月租金和薪金等作現金流。

有否財務管理的基本概念？由店鋪每日營運的現金處理，到整盤生意的資金運用，都要求財務管理技巧，即使有理財軟件協助，創業人士亦要有基本概念。

Many know that it takes capital and marketing strategy to start a business, but few are aware of the ability to withstand pressure is also a must to succeed. Doing business is a high-risk game, especially in the catering market of Hong Kong. Not only that the market is competitive, it is also dominated by the consumers. Much preparation must be done before starting any business, "Personality clash between the entrepreneur and the business is a common reason for failure." For those who are eager to be the boss, let's check and see whether you have what it takes:

Personality of a Boss

Can you withstand significant stress? The mental pressure of being a boss is massive. You need to pay the rent and salary each month. Especially in the catering industry, there is much staff to manage. The customers are also very demanding. You need high EQ (Emotional Quotient) to be the person in charge. If you cannot bear the great mental pressure and the fear to lose, it is easy to give up and quit.

Do you have the flexibility and creativity? The information flow of the market is fast and flooding. You need to always be adapting to the market change. You must be a person with flexibility, always making sure your goods and services are relevant to the market need. It is very hard to survive if you only sell a single kind of product. A key to success lies on whether you can create a new product to meet the new market need before your old ones are outdated.

Sum of Capital Determines Size of Business

Rent, salary and promotion all take up money. It is necessary to estimate the sum of money needed according to the scale and style of operation. At the same time, the scale of the business is also determined by the amount of capital one can invest. It is easy to overlook the need for cash in the first few months after the business starts. In this period, the income is usually very low, if there is any. It is suggested that an amount of 3-6 months rent and salary should be saved for this purpose.

Do you have the basic concept for money management? From the daily cash flows of the store, to the capital management of the whole business, all demand skill in money management. Even with the help of budgeting software, one still needs the basic concept.

新手入行揀邊行

入行應做哪一行，都應由熟悉程度或興趣出發，並要設好定位，很多人喜歡選擇開食肆，卻眼高手低，沒有深入了解經營食肆的難度。

作為創業顧問公司，我見過不少創業失敗的例子，有些例子是客觀環境很好，但最後還是要結業。例如有位客人經我們介紹頂讓了一間小菜館，生意做得不錯，亦很快有盈利，可惜做了半年左右，那位客人還是要放盤，結束做老闆生涯。

原因？做食肆工作時間長，繁忙時間流程緊張，而管理員工和處理客人投訴亦帶來很大壓力。上述例子的客人因為未能承受這些壓力，結果身體出現不適，最後決定將生意出讓。可以說是因為性格不合而結束創業生涯。

面對現實勿錯配

除了以上基本條件，首次創業人士常見的毛病，是只會構思一個創業的美景，卻忽略了市場和實際需要，眼高手低自然做得辛苦。曾經有個客人，將以往在銀行做管理層的經驗和高紀律的要求，搬到他的果汁店裏，但由於果汁店只屬小本生意，聘請員工以家庭主婦，他的要求太高，管理方式不切實際，最終令員工嚴重流失，這是管理和規模不相稱所致。

這類情況不時發生在創業人士身上，他們構思理想，卻沒有考慮市場需要，導致營運和規模、或期望和事實的錯配（mismatching），所以創業之前，應先了解行業的情況和認清自己能力。

Deciding Your Industry

To decide which industry to start off with is important for every beginner. Starting with something you are familiar with or interested in is always a safer move. To clearly define the objective of your business in the market is also important. A lot of people like the choice of opening restaurant. However, they usually underestimate the difficulties in running a restaurant.

As a business founding consultancy firm, we have seen quite a lot of failing examples. Objective conditions of some business may be very good, but failure might be the result of subjective concern. For example, a client through our company bought a restaurant from its previous owner. The business went well and profit came in really soon. However, after six months, the clients still needed to give up the restaurant and ended his career as an entrepreneur.

Reasons? Running a restaurant involves long working hours with super intensive schedule during peak hours. Enormous stress also comes from staff management and customer complaints. My clients could not bear such pressure and his health was adversely affected. Finally, he decided to sell his business. This is a typical example of "personality clash" between the business and the entrepreneur.

Mismatching of Reality and the Ideal

Other than the basics we have covered, another common mistake for beginners is assuming too ideal conditions for the business while overlooking the practical market needs. Once the reality does not match their expectation, they become disappointed and discouraged. A client of mine applied his staff management skills from previous banking job to his new juice store. He demanded high discipline from his new staff. However, the juice store was a small-scale business. The staff were housewives and his demands were basically impractical, resulting in a high turnover rate of staff. This is an example of a "mismatching" style of management and scale of business.

This happens to beginners a lot. They have an ideal for their business but do not consider the need of the market, the practical operation, or the scale of their business. This can be understood as the mismatching of reality and the ideal. Before we start any business, we must be informed about the industry we are in and have a fair and objective judgment of your own ability.

After you have defined the market position of your business, it is suggested to look for a successful competitor in the industry. Have your store opened close to them, observe their weaknesses and turn it into your own strengths. In this way you can win over their customers. Beginners without experience can always locate their target customers from their competitors. Your enemies can give you a clear objective for your business.

I have encountered a young couple returning from Canada with a limited sum of capital. They took the hotdog store that they saw in Canada as an example, and opened a similar store in a factory building in Hong Kong. They used the Internet for promotion and receiving take-away orders. They started from a small-scale business with little capital, expanded only after the business become stable with regular income. Finally, they developed into a franchise business and invited franchisee to join them. This is a successful example of "matching" capital use and market strategy.

設立定位後，不妨從市場上找出成功的競爭者，在對方附近開業，同時找出對方的弱點，鑽研應對方法並將之成為自己店鋪的優點，吸納對方的顧客。因為欠缺經驗的創業者可以從競爭者處找到目標顧客，且有具體清晰的目標。

過去我見過一對年輕人由加國回流，創業資金不多，二人參考在加國常光顧的熱狗店，在工廠大廈內開設熱狗專門店，利用網絡宣傳及接受外賣訂單，由小規模和低成本做起，隨着生意漸上軌道才擴充，甚至成為特許經營商，招納加盟商。這是財力和市場環境配對成功的例子。

創業方式各有利弊

創業從何入手？最普遍有三種方式：自己一手一腳創立、頂讓、加盟特許經營，三種方式各有特點，如何揀選視乎創業者性格：

全攻型

全攻型的創業人士可自行創立公司，滿足感更大，並且成為自家品牌的持有人，對日後發展有利，但創業人士若沒有經驗，風險更高。

穩守突擊型

這類型風格的人士適合頂讓原有店鋪，這方式大大降低守業的風險及成本，因為繼承上手的好處，首日開業已有生意。但接手經營初期即要面對成熟的經營模式，必須有足夠人手及技術等支援以應付。其次要注意上手的經驗和人脈不能承繼，如供應商提供的優惠價只予上手負責人，接手後供應商未必再提供。

實事求是型

欠缺經驗而又實事求是的人士，適合參加特許經營，由找供應商、管理上的指導，以及找人手，加盟商都有責任提供協助。但由於要支付一筆顧問費，所以成本較貴，而且品牌不屬個人所有。

了解自己性格過後，接下來幾期將有更多精彩部分，由選店、出牌、人手至採購、存貨，以及出品等問題為您逐一擊破！



Choose Your Way to Start

How to get started? There are three ways in general: Build everything from scratch, buy a business, or join a franchise. They all have different pros and cons. You might want to choose one that matches your personality:

The Aggressive Type

If you are the aggressive type, you should consider building your own company. In this way, you can create your own brand for future development. Your sense of satisfaction would be high. However, without experience, the risk is also high.

The Defensive Blitz Type

The defensive blitz type can consider buying a business to run. This reduces the risk and cost of the first few months, which are also the hardest few months. Continuing with the work of the previous owner, the income start coming in from day one. However, the transition period might be hard, as the new employer needs to take over the mature system. You need to have sufficient labour and technical support. Secondly, special attention should be paid to the transition of personal connection and relationships. A supplier who provides discount for the previous owner might not give you the same price cut.

The Conservative Type

For those who are realistic and without experience, joining a franchise might be your best choice. From the suppliers, staff recruitment to management directions, the franchiser has the responsibility to provide assistance. The disadvantage to join a franchise is the huge sum of consultant fee involved, the cost is relatively high and you do not own the brand name.

After considering your personality type, in the coming series, we will go over topics concerning store location, licensing, staff management, procurement, storage and the final products. I am sure you have found your guide to be the boss!



海景嘉福酒店 InterContinental Grand Stanford Hong Kong

海景軒總廚梁輝雄師傅 Chef Leung Fai Hung, Chinese Head Chef

超過30年的入廚經驗。籍貫廣東的梁師傅曾先後於多個國家及地區工作，如中國、日本、南韓、香港等，不斷鑽研廚藝。梁師傅於2008年更獲頒發「國際中餐大師」的榮譽。

With over 30 years' of culinary experience, a native of Guangdong, Chef Leung has worked in many countries and regions over the course of his career, including China, Japan, South Korea and Hong Kong. In 2008, Chef Leung received the accolade of "International Master Chef for Chinese Cuisine".

贊酒秘技 The Art of Sprinkling Wine

與朋友交流入廚心得，當談及贊酒一項，他們總開玩笑說：「贊酒這動作不可省略嘛，你每次都是這麼說的。」

事實上，打開食譜，烹調方法中經常有「贊酒」一詞，它是中華烹飪技藝中獨有的一個術語，即是烹調時加入適量酒類提升香味，意思簡單直接，但是運用起來，卻是相當深奧，大有學問的。

按中菜傳統，贊酒多用米酒與紹興酒，也可因應口味選用其他酒類，如玫瑰露、白蘭地或西式酒品。只要能配合菜餚的顏色需要即可，烹調原色食物時，如玻璃蝦球，油泡帶子等，通常以白酒、清酒為宜，否則贊酒會破壞整道菜餚的美感，產生反效果。

贊酒之目的，是攝取其酒中香氣，卻也是最難把握的一部分，必須從贊酒的方法入手。行內有兩種方法，一是在烹調開始時就贊酒，可避免菜餚中留有過多的酒精味道，不過，這個方法講求雙手的配合，左手把酒澆入熱鑊內，右手就要注入清湯，整個過程要在瞬間完成，務求酒蒸氣可被水份融合吸收，有酒香無酒味就是最高境界。粵菜中的紅燒大鮑翅，西湖牛肉羹等湯類的製作，可說是此一方法運用的典範；又或者可在烹調結束前把酒贊入，以讓食物材料能吸收酒精遇熱時產生的香氣，此方法通常與包尾油(*烹調至最後加入適量油份，使菜餚看上去能更立體和美觀)一同運用，特別之處是不可把酒澆到食物上，只灑在鑊邊讓其受熱，再把食物翻勻沾吸酒香，並立即加入包尾油將香氣包裹及鎖定，大部分的煎炒菜式都可選用這一秘技。當然，成功與否，還要看掌廚者之功力。

In Chinese cooking, I always mention that wine sprinkling is the final and one of the most important steps you can never miss.

In fact, when we look at almost every Chinese recipe, there is always the step "sprinkle with wine" at the end. "Wine sprinkling" is very unique in Chinese cuisine cooking. It actually means sprinkling wine from the rim of the wok and letting it simmer. This step adds a magical touch to the dish by infusing the food with wine aroma. A simple technique, yet involves skills and knowledge when applying.

According to our tradition, wine used for sprinkling is usually Rice Wine or Xiao Xing Wine. However, choices such as Chinese rose wine, brandy and imported liquor can also be considered. Apart from the matching of taste, whether the colour of the wine matches with the food is also a factor to consider. For instance, when cooking sautéed shrimp and scallop, rice wine or sake will be used. Otherwise, the presentation and the taste will be affected.

The purpose of sprinkling wine is to basically add aroma to a dish. To achieve this purpose, two methods can be applied. You may sprinkle wine in the beginning, which will prevent excessive alcohol retained in the dish as it evaporates during the cooking process. However, this method requires sprinkling wine with one hand, while adding broth with another hand in order to let the alcohol evaporate and the aroma retains in the broth. The ideal result is to create the aroma without the taste of the wine. This would be the best of the best in Chinese cooking. The technique is commonly used in dishes such as "Braised superior shark's fin in brown sauce" and "Minced beef soup with egg white". The alternative method is to add wine from the rim of the wok at the end of the cooking process, and allow the food to absorb the aroma at the final stage. A usual practice in making stir-fry dishes is to add wine with oil (it helps wrap up the aroma and gives the dish a better presentation) around the wok instead of sprinkling directly onto the food. However, whether it can be nicely done still depends on the chef's culinary experience.



煤氣烹飪中心 Towngas Cooking Centre 傅季馨 Margaret Fu

Margaret現職煤氣烹飪中心烹飪導師，自小便好吃如命，亦因此而培養出她對烹飪的濃厚興趣。Margaret曾於加拿大修讀專業廚藝訓練，及後更遠赴意大利於當地數間米芝蓮餐廳工作。自展開其烹飪導師生涯後，Margaret一直不停鑽研創作多款西菜甜品美食，將專業菜譜化繁為簡，使各位廚藝愛好者在家也可烹調出大師級水準！

Margaret is currently a tutor at the Towngas Cooking Centre. She has always been a lover of food and therefore developed an interest in cooking. Margaret has been to Canada for professional cooking training, and then worked for several Michelin Star restaurants in Italy. Ever since she has become a cooking tutor, Margaret has been creating recipes of countless western dishes. Her vision is to simplify the professional recipes for all cooking lovers.

Tapas狂熱 Tapas Mania

想起西班牙的飲食文化，一定會想起Tapas。西班牙人一般的晚飯時間較遲，他們習慣在晚上9時以後，甚或午夜時份才進餐，所以他們都喜歡於黃昏happy hour 時段四出「bar hopping」，既可與友人把酒言歡，又可享受美味小吃，免受飢腸轆轆的煎熬。

Tapas一字於西班牙文是「蓋上」的意思。其起源有很多說法，有說是古時的西班牙人喜愛飲用甜些利酒，但卻惹來果蠅的纏繞，於是便於杯上蓋上一片麵包或火腿，以防果蠅掉進酒裡。漸漸酒吧東主便由此設計出多款小吃，以作招徠。另有一說法是卡斯蒂利亞王國國王阿方素十世(1221-1284年)曾得重病，利用飲酒及多餐小食的方法治療而痊癒。他康復後便下令所有酒館必定要有佐酒食物才可賣酒，於是衍生了Tapas的出現。除了上述兩個傳說，坊間還有很多其他說法。但不論Tapas從何而來，它已是西班牙飲食文化中極具代表性的一環。

Tapas作為小吃，顧名思義是份量要細小、輕巧，而且顧客站着也能方便進食。西班牙盛產橄欖、杏仁、蕃茄、辣椒、燈籠椒、薯仔、豬肉等，就地取材，在Tapas餐牌內亦必然有以這些材料製作的食物。而在沿海地方，當然亦會加入時令海鮮，如八爪魚、魷魚、鮮蝦、鯷魚等。Tapas便是將食材加入各種香料而製成。

Tapas這個源自西班牙的餐飲概念，近年在香港亦大放異彩，特別是在酒吧食肆林立的地區，Tapas Bar如雨後春筍。雖然有愈來愈多的Tapas bar加入戰線，但大多還是其門如市，可見Tapas是多麼受香港食家的歡迎。Tapas bar能夠盛行起來，想必是這概念能迎合勞碌都市人的渴求：試想在辛勞工作一天甚至一星期後，終於可以放下工作，來一杯美酒加惹味小吃，與友儕們談天說地，放鬆身心，是多麼愜意！而且Tapas種類多不勝數，單看餐牌便已目不暇給，只要到過一次Tapas bar的客人，總按捺不住要一去再去。對餐廳東主而言，酒水的銷售對餐廳的盈利是非常重要的，如顧客一面享受美食，一面多點飲料，自然也是門可觀的生意經。

When it comes to Spanish dining culture, one will not miss the traditional "Tapas". Dinners in Spain usually start late, they may start from 9pm onwards or even midnight. Thus, Spanish like going for "bar hopping" during happy hour at dusk, on one hand sharing some time with friends, and on the other hand have some snacks to fill up the stomach before dinner.

"Tapas" in Spanish literally means "a cover or lid". The origin of "Tapas" comes from various stories, one of which is said that in the old days, Sherry was the Spanish favourite, but the sweet wine attracted fruit flies whining around. In order to prevent them from getting into the wine, bread or ham were placed on top of the glass. Gradually, taverns adopted the custom and transformed it into small dishes as "Tapas". Another story tells that King Alfonso X (1221-1284) of Kingdom of Castile was once suffered from severe illness, he later recovered by drinking wines and eating small dishes frequently. Afterwards, he made an order that all taverns must serve wines accompanied by something to eat, which derived the dish "Tapas". Aprt from the above two stories, there are many other folklores regarding the origin of the dish. But putting that aside, Tapas remains as a representative of Spanish dining culture.

As snacks, Tapas is served in small portions so that customers can easily consume while standing. By mixing with various herbs and spices, ingredients for Tapas come from local produce, which include olive, almonds, tomatoes, chili, bell pepper, potatoes and pork etc. For areas along the coast, seafood, such as octopus, squid, prawns or anchovies etc becomes the must-have item in Tapas.

This Spanish dining concept is gradually sweeping through in Hong Kong, especially in crowded dining areas, Tapas bars spring up like mushrooms after rain. Despite the increasing number of Tapas bar joining the battle, they are all crowded with people, which actually tells the popularity of the culture in town. The reason for their popularity is understandable, that they truly accommodate the demand from the toiling working people: after a whole day or even a whole week of work, Tapas bars provide a nice and cozy place for them to relax and have a few drinks and snacks with friends, what a life! Added to the menu is the long and exhaustive list of choices of Tapas available, which one cannot resist but keep visiting. For the owners, revenue from beverages is indeed important, thus if customers are attracted to consume more beverages to accompany their food, this could be something enticing.

**詠藜園巧膳坊 Wing Lai Yuen Qiao Cuisine 李紅凱師傅 Chef Li Hongkai**

來自四川的李師傅屬「國寶級」大師，1989年開始練習製麵及切麵技術，期後獨創世上比頭髮更幼的麵線，甚至可當線來穿針。2006年在中央電視台的比賽中，切出了直徑為0.067毫米的幼麵，更被列入「健力士世界紀錄大全」，成為「最細的手工切麵」得主，至今仍未被人打破。

Coming from Sichuan Province, Chef Li is a "national-class" gastronomy master. Started his practice in noodle making and cutting since 1989, he then created the world's first thread of noodle that was thinner than hair, capable of threading through the eye of a needle. In a competition hosted by China Central Television (CCTV) in 2006, he broke the world record by cutting a thread of thin noodle with only 0.067mm in diameter, entitling him the holder of Guinness World Records thinnest handcraft noodle until now.

煥發茶香的菜餚 Dishes with the scent of tea

茶是一種最佳的天然食品材料，每100克茶葉約含200毫克維他命C，具有延緩衰老、降低膽固醇、淨化血液、抑制和抵抗病毒細菌、助消化、降血壓血脂、防癌抗癌等功效，它還有助減壓、放鬆心情等，而且可以預防和改善缺鐵性貧血，因茶葉中的含鐵量比山楂高18倍，比葡萄高29.8倍。它不僅可以做麵，而且還可以煲湯、煮粥、做飯、入菜、製點心、做水餃等，當中的變化萬千。

這次想跟諸位分享製作「綠茶麵」的心得。

配方：麵粉500克、雞蛋2隻(去殼後約重90至100克)、綠茶粉15至20克、清水160克，加碘鹽6克。

- 1*. 和麵、揉麵—將麵粉、綠茶粉、鹽充分拌勻後加入雞蛋和水揉至三光(即盆光、手光、麵光)，然後用濕毛巾蓋上靜置半小時再揉3至5分鐘，照此方法揉三次即可製。
2. 擀麵—將靜置後的麵團搓成長條壓薄，再摺疊切成粗細均勻的麵條(粗細、形狀等憑自己的愛好而定)。
3. 煮麵—將切好的麵條放入沸水中煮熟即可。煮麵的水可加入茶葉枝，做成原湯，這樣整碗麵的茶香味更能透徹散發。
4. 調味—此麵的茶香味濃，故最好少油、少辣、與清湯或蔬菜一起食用最佳。

用茶來做食材，茶葉必須泡開，一般而言，茶葉給攝氏80度的水泡2分鐘後即可做菜(10克質量好的乾茶葉宜用600毫升左右的水沖泡)。

茶與其他原料搭配不能隨意，從茶性的角度說，龍井茶等綠茶香味清淡，因此適合做較清淡的菜餚；而鐵觀音葉綠且大，香味較濃，適合泡發後炸製配菜；普洱茶的茶湯色澤紅亮，適合做燜製、燒製的菜色；紅茶香味濃郁，與腥味較重的食材搭配效果最佳。

從食性的角度來說，海鮮性寒涼，適合與綠茶相配，如龍井蝦仁。雞、鴨肉性溫，適合與烏龍茶相配，如樟茶鴨。牛肉性熱，適合與紅茶相配；但茶葉中含單寧，不能與螃蟹一起做菜，否則會發生不良的化學反應。

在用茶做菜餚的過程中，為保證茶的香味與特色，應盡量少用花生油、豬油、奶油、芥辣和黃油，以及辣椒、花椒、蒜頭等香辛調味料。而且烹調時間需要「速戰速決」，過久的燒煮不僅會極大地破壞茶葉中所含的維他命及其他營養成份，更會使茶葉變黑，影響菜餚外觀，一般燒煮時間不宜超過5分鐘，如「牛肉燜紅茶」就是第一次下茶葉煮3至5分鐘後，把茶葉抽出來，菜餚煮好後上碟，可再灑新鮮茶葉在上面；這樣就確保既有茶的香味，又不會煮得過久。然而：

1. 茶葉中含有大量的兒茶素，故胃病患者應慎用，因食用不當容易引發胃潰瘍。
2. 茶的量不宜過多，濃茶中含有大量的咖啡因、茶鹼等，刺激性強，會導致失眠、頭痛、耳鳴、眼花、腸胃不適等，還會使人產生嘔心感。

如緊記使用適當份量的茶葉入饌，那就可以食得安心又健康！

Tealeaves, one of the best natural food ingredients, contain 200mg of vitamin C in each 100g portion. Its benefits are numerous: delay aging, reduce cholesterol, cleanse blood, inhibit and resist viral and bacterial infection, help in digestion, reduce blood pressure and lipid, prevent and help fight against cancer. To add with, it can also help soothe stress, prevent and alleviate Iron Deficiency Anemia, as iron content in tea leaves is 18 and 29.8 times more compared with that in hawthorn and grapes respectively. Apart from making noodles, it can also be used in making soup, congee, dim sum, dumplings or mixed in rice and other dishes.

This time I would like to share with you the tips in making "Green Tea Noodles".

Ingredients: Flour 500g, 2 Eggs (90g-100g unshelled), Green Tea Powder 15-20g, Water 160g, Iodine Salt 6g

- 1*. Kneading – Mix flour, green tea powder and salt thoroughly, then add eggs and water and knead until the stage of "three smoothness", (smoothness of dough, smoothness of hands and smoothness of the basin). Cover the dough with a wet towel for 30 minutes and knead again for 3-5 minutes. Repeat the kneading process twice.
2. Rolling - Rub the dough into long shapes and flatten, then fold up and divide into noodles of an equal width (with width and shape as you like).
3. Boiling – Cook the sliced noodles in boiling water. Tea stalks can be added to the water as soup base to enrich the scent of tea for the noodles.
4. Seasoning – Thanks to its richness in tea scent and taste, the noodles are best to be served with a minimum of oil and spice if desired, together with clear broth and vegetables.

Using as food ingredient, tealeaves must be brewed separately, usually with 80°C water for 2 minutes (brew 10g of good quality dried tea leaves with 600ml of water)

The coupling of tea and other ingredients cannot be done haphazardly; concerning tea characteristics. Green tea such as Longjing, with its light taste, is suitable for cooking light-tasted dishes. Tie Kuan Yin is suitable to be deep fried as side dishes as the leaves are green and big with a strong scent. Puerh Tea, with a rosy colour after brewing, suits roasted or stewed dishes. As for black tea, with its strong concentration, it would be best to be served with food ingredients with a strong fishy smell.

Considering the characteristics of food, seafood is a good match with Green Tea thanks to its "coldness", an example will be Longjing Shrimps. Chicken and duck meat are "warm" and are best served with Oolong tea, as in Tea-smoked duck. Beef matches with black tea for being "hot". Note that since tealeaves contain polyphenols, they cannot be served together with crabs, lest for undesirable chemical reactions.

It is better to avoid, or use as least as possible, peanut oil, lard, cream, mustard and butter, as well as spicy seasonings such as chili, Sichuan Pepper and garlic, when cooking dishes with tealeaves in order to preserve their scent and characters. Cooking has to be quick as well, as prolonged cooking not only causes grave damages to vitamins and other nutrients stored in tealeaves, the leaves will also be blackened which affects the appearance. The usual cooking time is kept within 5 minutes. Take "Beef stewed with black tea" for instance, tealeaves are first cooked for 3-5 minutes then extracted from cooking. Fresh tealeaves are spilled onto the dish when the cooking is done. By this way tea scent can be preserved while cooking time is under control. However:

1. As tealeaves contain ample catechins, patients with stomach illness should consume with care as inappropriate use can lead to Gastric Ulcer.
2. Tea portion should not be excessive; concentrated tea contains a large amount of caffeine and theophylline, which are stimulating and may cause Insomnia, Headache, Tinnitus, Giddiness, Gastrointestinal upset and even Nausea feeling.

Do remember to serve a proper amount of tealeaves with dishes to enjoy healthy and delectable meals!

*注：綠茶粉可以先用攝氏80度的水泡3至5分鐘後，再將水和茶放入麵粉中揉搓，這樣麵的茶香味會更濃。

*Note: Mixing the Green Tea Powder in water at 80°C for 3-5 minutes before kneading with flour will result in a stronger tea scent from the noodles.

**Chez Patrick Chef Patrick Goubier**

來自法國里昂，Chef Patrick Goubier自16歲起已開展其廚師事業。曾於世界多個地方如布良地、里昂、倫敦、加勒比海和越南等地工作，於2002年來港主理中環Chez moi高級法國菜而打響名堂。其後在2006年開設Chez Patrick法國餐廳，並獲得2009及2010年米芝蓮推介。Chef Patrick亦是「Les Toques Blanches du Monde」的會員之一。

Coming from Lyon, France, Chef Patrick Goubier started his gastronomic career at the age of 16. Being a member of "Les Toques Blanches du Monde", he has worked in places such as Burgundy, Lyon, London, the Caribbean and Vietnam before taking over the restaurant "Chez Moi" in Hong Kong in 2002. He opened his own restaurant Chez Patrick in 2006 and is now the owner and head chef of the recommended establishment of MICHELIN Guide Hong Kong Macau 2009 and 2010.

來自祖母的烹調回憶 The Grandma's Taste

我的祖母是個農夫，雖然生活並不富裕，但至少在小時候的我眼中，她是個快樂的祖母。她擁有一個美麗的庭園，裡頭種著各種蔬菜水果，還飼養了如雞、鴨、羊、豬等動物，對我來說簡直如天堂一樣。小時候因此常常與祖母擠牛奶、做芝士、忌廉等，我還記得自家製的牛油比雪還要白。而這些與祖母的點滴和對新鮮食材的掌握都成為我日後做菜的靈感和關鍵。

在祖母那裡學到的其中一道菜是「雞鵬黃金酥」(Golden Chicken Liver Cake)。那時我還不知道這原來是附近大城市里昂的一道著名菜式。

里昂位於法國南部，從該城市初建立開始已經是著名的美食城市，但直至19世紀後期「les Mères Lyonnaises」(里昂媽媽)的出現，「私房菜」才發揚光大。「les Mères Lyonnaises」本來是一些富裕家族的家廚，後來自立門戶所開設的餐廳。當中最著名的是由Eugénie Brazier女士於1921年創立的「La Mère Brazier」，已故法國總統戴高樂和前里昂市長赫里歐也曾經是座上客。而餐廳的其中一道招牌菜就是「Gâteau de Foie de Volaille de Lyon」，亦即是祖母的「雞鵬黃金酥」。

「Gâteau de Foie de Volaille de Lyon」或「Gâteau de Foie Blond」外表像甜品「梳乎厘」，內裡是由雞鵬、火腿、牛仔柳、乾蔥、大量的歐芹和雞蛋混和然後焗製而成。另外為了餡料更軟滑，一般都會混入浸透了牛奶的麵包一同焗製。

而我跟祖母一起做的與餐廳的相似，但沒有牛仔柳。做法也大致一樣：先把所有材料用刀切碎並與蛋黃混和，然後放入一個大盤中，最後加入打勻了的蛋白再焗至金黃色。這是一道與家人好友分享的前菜，我們家通常配以蕃茄醬和「quenelle」(小湯圓)。

現在我把這道菜進一步改良，除了加進了鵝肝，我亦把份量減至一人份量。而在廚房裡的用具也改善了，機器取代了刀來把食物切碎混和；從前的炭爐也被更精準的電爐取替。可是即使時代不斷變遷，菜式的美味依舊，也勾起我與祖母的絲絲回憶。

My grandmother was a farmer, not rich, but she was a happy woman, at least as I believed. Seeing her with my child eyes, surrounded with whatever she needed: a lovely garden, plenty of red fruits, nice vegetables, many animals, chicken, ducks, goat, pigs etc, it was a real paradise for me. As a small boy, I was able to milk the cows and help make the goat milk. We were doing nice simple cheeses, fresh or more dried, making our own cream and the butter which we made was as white as the snow. My childhood spent with my grandmother and the quality of the produce thus became an essential part in my cooking.

One of the dishes that I have learnt from my grandmother in my childhood was to make the "Golden Chicken Liver Cake". As a young boy I didn't know at that time that it was a classic from the nearby big city of Lyon.

Lyon has been famous for its food probably ever since the town exist, but the homemade cuisine has not come into play not until the rising of "les Mères Lyonnaises" (The Lyonnaises mum), who used to be house cooks of rich and affluent families, pursue their own ventures and set up their own businesses in the second half of the 19th Century. One of these renowned restuarants is "La Mère Brazier", opened in 1921 by Eugénie Brazier who catered to gastronomes and ambassadors such as General de Gaulle and Mayor of Lyon Édouard Herriot. Among her many signature dishes, a classic from the region she made was the "Gâteau de Foie de Volaille de Lyon" (Golden Chicken Liver Cake).

"Gâteau de Foie de Volaille de Lyon", or sometimes known as the "Gâteau de Foie Blond", is a Soufflé like cake in which mixture of chicken liver, cooked ham, veal fillet, shallots, lots of parsley and eggs is baked until it rises and becomes golden in colour. Bread soaked in milk is also added into the mixture to make it softer and bring a consistence to the mixture.

While the cake my grandmother made with me was the same style, , there is no veal inside. We chopped and mixed all the ingredients with knives and added in egg yolks. The mixture was then put into a large round pot with beaten egg white added in just before baking. A wonderful appetizer served with tomato sauce and the quenelle (dumpling), it was a huge family dish convivial to share.

Now I make the dish something more simple in my "new" recipe, I serve it in individual portion, and there is as much Foie Gras as chicken liver. The tools have also emerge: from knives to machines, from coal oven to more percised electronic oven. But the delicious taste remains the same as in my memories, which always reminds me of my wonderful time with my grandmother.



Cake Square Ltd營運總監 Chief Operation Officer, Cake Square Ltd. 余莉薇 May Yu

從2000年開始為普及「結婚蛋糕文化」而全身投入推廣。10年來親手主導公司，由網上生意發展到現今略具規模的結婚蛋糕專門店。

Dedicator to the promotion of "wedding cake" culture since 2000. Personally in charge of the company, it has now developed from an online shop to a sized wedding cake specialist.

結婚蛋糕背後的祝福 The Blessing from Wedding Cake

經營結婚蛋糕生意多年，曾有數百對新人向我提問有關結婚蛋糕的起源和意義。

其實，遠於 3,000多年前的古希臘與埃及帝國人民會在他們的婚宴上享用由麵粉、蜜糖、乾果及果實種子混合焗製而成的麵包，而當中含意是「幸福與喜悅」。到了公元一世紀的羅馬，新郎更會於新娘子的頭紗上擘餅（將餅分開的意思），其寓意好運、子女眾多及長壽。而賓客們亦會拾取餅屑，希望藉此分享到新人的幸運及喜悅。

由於人們漸漸追求更高層次的蛋糕款式及口味，所以到公元15世紀，由威尼斯、佛羅倫斯、羅馬及意大利等頂級餅師，聯同法國廚師共同研製出多層式的「新娘子」蛋糕，於法國正式面世。因為蛋糕製作需時，礙於當時沒有足夠的冷藏設備，故此，當時的蛋糕便塗上一層厚厚而肥美的豬油用作保鮮。這方法一直沿用到17世紀，隨後由白色糖衣所取代，除了味道比之前優勝外，雪白的糖衣更能與新娘的嫁衣互相輝映。

結婚蛋糕在西方一直流傳到現今，在每一個婚禮上，「它」靜靜地守候在旁邊；見證著每對新人訂下山盟海誓的重要時刻，並默默地送上真摯的祝福。作為結婚蛋糕從業員的我，畢竟已是堅持了10多年去推廣這項西方文化，目的就是希望每對新人都能夠擁有一個完整而完美的婚禮。所以，看到今天香港的新人們在婚禮上望著「它」，眼神流露著幸福、喜悅及歡欣，我內心那份滿足感已非能用筆墨所形容。

Having been in the wedding cake business for a number of years, I have always been asked of the history and meaning of wedding cakes by many couples.

As early as 3,000 years ago, ancient Greeks and Egyptians began having bread baked with flour, honey, dried fruits, seeds and kernels during wedding ceremony, and such bread symbolised "felicity and joy". Until AC1 in Rome, bridegrooms would break the bread over their brides' head, taken as a sign of good fortune, and a blessing for long life and many children. Guests would also obtain a crumb for themselves to share the joy and happiness from the newlyweds.

As people are demanding for more stylish and tasty wedding cakes, thus in the 15th Century, pastry chefs from Venice, Florence, Rome and Italy, together with chefs from France, jointly invented the multi-layered "elaborate wedding cake" in France. As it took days to prepare for such cake, and there was a lack of modern refrigeration in those days, lard was used to cover the whole cake to keep it from drying out. This practice had been continued till the 17th Century, in which icing sugar was used to replace the lard. Not only did it give a sweeter flavour to the cake, the white colour of sugar was a wonderful pair to the white wedding gown of the brides.

For centuries, wedding cakes have been standing silently in every wedding ceremony in the West, witnessing the couples making solemn pledges of love to one another, and conferring sincere blessing to the newlyweds. As a wedding cake maker, I have dedicated myself to promoting this Western tradition in Hong Kong for more than a decade, hoping that every newlywed will have a complete and perfect wedding. Thus, I am particularly satisfied and joyous to witness how the sense of felicity, joy and happiness flow through in the eyes of the newlyweds when looking at the lovely wedding cake.





生活創藝家 Life Arts Creator Bonnie Yves

把源源不斷的藝術創意，配合天然的方式與素材，融入手藝、食物、生活與家居的設計裡，令藝術美學實踐在生活每一環節。專研各類食材並擅長製作果醬、天然糕餅及香草種植。著有多本食譜，包括：《Home Sweet Home 精緻家甜品》及《戀戀果醬》等。為Yves Kitchen創辦人，專欄作者，電視台及電台生活節目嘉賓。曾為Hong Kong Design Centre擔任客席講師。

Integrating art creativity and natural ingredients into handcrafts, food, life and home design in a natural manner, Bonnie realises arts in every single part of life. Specialised in making jams, cakes and herbs growing, she is also the author of books "Home Sweet Home" and "Mes Confitures". Founder of Yves Kitchen, she is as well a columnist, guests for TV and radio shows, and teaching fellow for Hong Kong Design Centre.

果醬不只塗麵包 Jam is not only for Bread

在生活及工作上，我與果醬可謂形影不離；雙方的「親密」程度足以讓很多人問我：「您真的很喜歡吃果醬嗎？」其實，最初我只是對果醬產生了研究的好奇，後來想不到會出版書籍，與大家分享製作果醬的樂趣。

正因為完全浸淫在果醬的研究及創作境界裡，家中少不免囤積了一瓶二瓶果醬的實驗品。雖然果醬已經被我加入成為不同的甜點，或是加入香草茶作調配；不過家中的存貨依然驚人。有一天，忽然想起，中國人素有以水果入饌的理論；再加上西方飲食文化裡，亦有不少加入水果烹調的食譜，於是乎我的創作腦袋又再次活躍起來，嘗試將果醬替代糖份來烹煮，因果醬帶有水果的香甜味，必定既美味又醒神。

有了這個想法，我的實驗廚房又開鑼了。平日煮西菜，很多機會加入果醬來平衡味道。不過，以果醬來煮中菜，味道又會如何呢？經過一輪的反覆試驗，我終於得到一些啟示，總括而言，以果醬入饌，有以下的好處及特點。

- 1) 醃肉用 – 果醬中的水果含有果酸，能有效分解肉的纖維，令肉質鬆化起來，再不必使用梳打粉來醃肉，吃得更安心及健康。
- 2) 替代砂糖 – 因為果醬本身以冰糖來製作，間接令烹煮時少了使用砂糖的機會，可以吃得更健康。
- 3) 去油膩 – 果香的清新味道，大大減低了肉類的油膩感，既開胃又惹味。
- 4) 方便醬 – 用法有如其他的方便醬，因為不同的果醬可以用來炒肉、煮咖喱、蒸肉餅等等的美味菜式。

不知不覺已經寫好了40多個以果醬來烹煮的菜式，希望在今年書展，可以和大家好好分享吧！

I have a close relationship with jam both in my personal life and at work. The intimacy between us would make many people curious: "Are you really that into jam?" In fact, at the beginning, I was merely interested to study jam. But later, unbelievably, I even publish a book about it to share with others the fun of making jam.

Inevitably, My home is stocked with jars of experimental jam because I have completely soaked myself in studying and making jam. Though jam has become an ingredient of a varied desserts and I also use it to prepare herbal tea, the amount of stock at home doesn't seem decreasing. One day, an idea suddenly popped up in my mind. Chinese has a long tradition to have fruit in dishes, while there are also a number of recipes with fruit in the Western dining world. This idea activated my creativity again to use jam to replace sugar in cooking, which must be delicious and refreshing with the sweet taste of fruit.

So here my experimental kitchen opens again with this new idea. Usually, jam is used for seasoning in western cuisine, however, what would it taste to have jam in Chinese dishes? I eventually got some clues after having repeated experiments. In a nutshell, the followings are the advantages and features of preparing food with jam:

- 1. To soften tough meat - fruits in jam have fruit acids which can effectively dissolve the fiber in meat, resulting in tenderer meat. With the fruity jam, we don't need to use baking soda anymore and be able to enjoy our food in a healthier way.
- 2. To replace white sugar - as jam is made of crystal sugar, less white sugar is used in preparing food and making the dish healthier.
- 3. To make food less greasy - the refreshing taste of fruit could greatly reduce the greasy taste of meat, whereas the sweet and sour taste is appetitive and flavorful.
- 4. As an instant sauce for cooking - jam can be used as a seasoning sauce in cooking stir fried meat, curry, steam mincemeat cake, etc.

All of a sudden, I have finished writing the recipe for some 40 dishes that are cooked with jam. Hoping that I can share them with all of you at this year's book fair!

納帕谷葡萄酒研討會及品嚐會 Napa Valley Wine Seminar and Tasting



24/05/2010 @ 美國會順風餐廳
Shun Fung Restaurant, American Club

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聖皮爾精品葡萄酒 春季美酒展 ASC Spring Wine Fair



28/04/2010 @ 香港萬豪酒店舞廳
Ballroom, JW Marriott Hotel Hong Kong

✎ 詳情請瀏覽 For details please visit :
<http://photo.freshmedia.com.hk>

「酒之家」World's Finest Tequilas 2010 龍舌蘭酒品牌發佈會 Wines R US Launch of World's Finest Tequilas 2010



19/05/2010 @ 蘭桂坊酒店
Azure Azure, Lan Kwai Fong Hotel

✎ 詳情請瀏覽 For details please visit :
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布民地葡萄酒酒委員會晚宴 Dinner with Burgundy Wine Board



24/05/2010 @ Cépage

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<http://photo.freshmedia.com.hk>

不經不覺，2010年轉眼已過了接近一半，但對酒界而言，工作量還沒到達一半，因為各項的大小節慶活動和展覽會均陸續在下半年舉行，包括美食博覽、R&B 2010、香港國際美酒展等，行程實在非常緊湊。

至於筆者，也過了很充實的2個月。早前應西班牙商務署邀請到了巴塞隆拿和里奧哈地區，參觀在當地舉行的國際大型食品餐飲展Alimentaria 2010以及著名西班牙酒莊，實在是大開眼界。回港後，又乘上另一列車，向酒壇盛事之一Vinexpo Asia-Pacific進發。再度在香港舉行的Vinexpo，對香港一眾酒業人士可說是非到不可。通過親身參與這旅程，讓筆者對葡萄酒更為了解。

在Vinexpo期間獲邀出席一個以產區為主題的葡萄酒晚宴，當晚有超過40瓶的葡萄酒讓嘉賓品嚐，也沒有安排特定菜式配搭，完全讓大家自由選擇。而坐在鄰坐的酒莊主人令筆者印象很深刻，他沒有一直只介紹自己的葡萄酒，反而大方拿起其他酒莊的葡萄酒，並與在坐人士介紹和解釋，細心品嚐和討論葡萄酒的風格。大家樂意去把握機會品嚐其他酒莊出品的態度讓人衷心欣賞，顯示他們對葡萄酒的熱誠並不只局限於自家的出品，而是真正喜歡葡萄酒。從事葡萄酒這行業是一件很快樂的事，因為大家很包容，先品嚐，再下定論。好的會讚，不好的會給意見，大家重視的是交流過程，而且細心聆聽別人的意見，這確是非常難得。畢竟分享葡萄酒是件快樂的事，獨個兒舉杯難免有點傷感。

說到傷感，一連3天的Vinexpo Asia-Pacific終於完滿結束，是否有點寂寞？不過，為著接下來的連串活動，大家應該已經回過神，繼續為下半年而努力吧。

Time flies. Without noticing, we are already halfway through the year of 2010. But to many in the wine industry, the commencement of the second half of the year means their hectic schedule is back again with the many festive celebrations and expositions going to take place, such as the Hong Kong FoodExpo, R&B 2010 and the Hong Kong Wine and Spirit Fair.

Having said that, the past two months were another exhaustive yet fruitful journey. Invited by the Spanish Trade Commission, I was fortunate to have participated in one of the world's largest food show Alimentaria 2010 in Barcelona, followed by eye-opening visits to a number of famous Spanish wineries. Returning from the country, I hopped onto the fast train that brought us to one of the highlights this year – Vinexpo Asia-Pacific. A “must-go” event for industry players, the exposition invited us once again to explore the world of wine.

During Vinexpo, I was invited to a wine dinner featuring a wine-producing region, in which over 40 wines were available for tasting. As a result, specific food and wine pairings were not provided, and guests were free to make their own choice. Given the opportunity, a winery owner who sat at our table demonstrated to us the generosity and passion people have in the wine industry. Instead of his own wines, wines from other producers were picked up, introduced, tasted and discussed. Such willingness to try and share among one another serve as a proof of their passion to wines, and not just to their own. People make comments only when they have tried the wines. Also, exchanges and feedbacks are taken seriously, which is indeed something very fascinating in the wine industry.

Sharing is indeed an important element in the wine industry. While the three-day Vinexpo Asia-Pacific has come to an end, ahead of us are many more events and activities, providing us with more opportunities for sharing and exchanges. Let's work hard together to everything fruitful and worthwhile.

text & photo ~ Carmel Yip
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新世界葡萄酒闖出新天地

在由專業的品牌評估公司進行的世界烈酒和葡萄酒領導品牌研究中，新世界葡萄酒在「2010影響力前100排行榜」上佔據超過90%的席位，可說是擁有絕對優勢。

影響力前100排名包括7個美國葡萄酒品牌：Gallo、Robert Mondavi、Hardy's、Beringer、Sutter Home、Blossom Hill以及Kendall Jaccson。澳洲則共有5個品牌入圍：Yellowtail、Jacob's Creek(傑卡斯)、Lindemans、Wolf Blass(禾富)和Penfolds(奔富)。西班牙的Torres是唯一上榜的歐洲品牌，下降兩個位置排名第79位。

然而，對香檳品牌而言，這一年有些難過，像是Dom Perignon(香檳王)、Lanson(朗松香檳)、Nicolas Feuillatte(麗歌菲雅)和Taittinger(泰亭哲)都跌出了前百排名。來自新世界的葡萄酒逐漸成為領導者，他們正努力向優質葡萄酒、嶄新的管理和具有品牌影響力的方向邁進。

阿根廷葡萄酒出口穩步增長

據《金融界報》報道，阿根廷有關行業機構統計報告顯示，今年前4個月阿根廷酒類和飲料出口創匯2.69億美元，與去年同期相比增長了11.4%。其中葡萄酒出口創匯2.11億美元，同比增長15.2%。據悉，今年阿根廷葡萄酒出口創匯增長主要得益於出口價格的上漲，從去年同期的每升2.02美元上漲至今年的每升2.61美元。

阿根廷葡萄酒主要出口國是美國（36.5%）、加拿大（13.3%）、荷蘭（6.5%）、英國（5.1%）、巴西（5.1%）和巴拉圭（3.5%），上述6國集中了阿根廷葡萄酒出口總量的70%。



Australia's Largest Brewer to Quit Wine

Australia's largest brewer Foster's has called time on its loss-making wine division with plans for a formal demerger from its beer operation.

Potential bidders include the three largest Japanese groups Suntory, Asahi and Sapporo, with a takeover price of up to A\$13.5 billion (£7.6 billion) being suggested by analysts. London-based SABMiller, the world's 2nd-biggest brewer, was also mentioned as a possible bidder. China's 2nd biggest brewer Tsingtao might also be keen in the bidding.

Ian Johnston, Foster's Chief Executive, said: "While the beer and wine businesses are market leaders, they operate in separate market segments with different strategic and operating characteristics."

Foster's diversified into wine in 1996 and has since built up as the second-biggest in the world in the wine business, after that of Constellation Brands, the US drinks group. It owns some of Australia's most famous wine brands, including Lindemans, Wolf Blass, Penfolds and Rosemount. Other wine brands include Beringer, in America, and Castello di Gabbiano, in Italy.

Business started to run into trouble in 2006 and 2007, when the soaring Australian dollar hit sales in the crucial US market and operations in Australia were hit by drought.

First Asian Master of Wine Jeannie Cho Lee Launches her Website

Following her master classes at Vinexpo Asia-Pacific in Hong Kong, renowned wine and food writer, and Asia's first woman Master of Wine Jeannie Cho Lee MW launched her new website, which she described as a distillation of 54 notebooks amassed over a period of 15 years.

Taking her years of effort, the website AsianPalate.com has a database holding 7,000 wines, with "1000 or more notes" free to view. While the paid section of the site, Club Rouge, costs US\$50 a year and gives access to food and wine pairings, investment advice and other information.

The majority of the notes are on red wines, Cho Lee said, because the Hong Kong community drinks 70% red wine. There is also a "huge focus on Bordeaux, because that is what is poured and enjoyed here". Strong focus on Germany and Burgundy can also be found. A multilingual site, it contains a database of different Asian foods, arranged by the ten "Culinary Capitals of Asia" as well.

Her mission, Cho Lee said, is to "start the dialogue between Asian food and wine. Wine should not be relegated to only western restaurants."



加拿大葡萄酒漸搶啤酒風頭

加拿大統計局(Statistics Canada)公佈的最新調查結果顯示，截至2009年3月底，加拿大共消費了88億加元的啤酒，較上年增長2.2%。雖然啤酒仍是加拿大最受歡迎的酒精飲料之一，近年來，其市場份額逐漸被葡萄酒所擠佔。

資料顯示，加拿大人的啤酒消費從1993年的鼎盛期開始下滑。1993年，啤酒消費量佔加拿大人酒類消費總量的53%，到2009年，下滑至46%。相反，在1993年僅佔18%的酒精飲料市場份額的葡萄酒，在最新資料中顯示，目前已經增長至29%。2009年，加拿大人消費了57億加元的葡萄酒，較上年增長4.6%。而2000至2009年，加拿大人紅葡萄酒消費額增長了161%，白葡萄酒增長了50%。

在葡萄酒消費中，加拿大人更青睞國產酒，國產葡萄酒的增速超過進口葡萄酒。加拿大統計局稱，葡萄酒消費量的上升主要是由於紅葡萄酒的流行，紅葡萄酒和玫瑰酒的消費量佔加拿大人葡萄酒消費總量的64%。

White Wine from Wales Wins Top Accolade

The family-run Ancre Hill Estates vineyard, near Monmouth in Wales scooped a bronze medal with its 2008 first vintage white wine in the International Wine and Spirit Competition (IWSC).

Winemaker Richard Morris a retired chartered accountant, sold his transport and logistics business to follow his passion for wine. He said he discovered that the soil from his vineyard was similar to that found where Chablis is produced in France.

He said: "I've always had a passion for wine and when we discovered the quality of the site near our home we followed our dream to plant a vineyard.

"We sent samples of the local soil for analysis to a geology master and were delighted to discover the white rocks that intersperse the clay loam soil are Jurassic limestone - responsible for the excellent terroir of the Chablis region in France." While judges from the competition said it was "extraordinary" for a winery that was only set up in 2005 to win such an award.



Understanding Your Wine 了解你的葡萄酒

1. 「舊世界」和「新世界」究竟是甚麼？

它們其實是全球主要的葡萄酒生產國。

2. 甚麼國家是屬於「舊世界」？

一般而言，所有歐洲產酒國都屬於「舊世界」，這包括法國、德國、意大利、葡萄牙、西班牙和瑞士等。

3. 甚麼國家是屬於「新世界」？

在歐洲以外的產酒國都會歸納為「新世界」，如阿根廷、澳洲、智利、紐西蘭、南非和美國等。

4. 市面上有哪些普遍的紅酒的葡萄品種？它們於哪些產區最為著名？

赤霞珠，黑皮諾，梅洛，切拉子或沙拉，品麗珠，馬貝克，格那希，加美，巴貝拉和添帕尼優是市場上最常見的紅酒的葡萄品種。巴貝拉和添帕尼優分別是意大利和西班牙具代表性的品種；加美則是布區地薄酒來的釀造葡萄；至於澳洲的切拉子也很著名。

5. 市面上有哪些普遍的白酒的葡萄品種？它們於哪些產區最為著名？

白酒的諾，沙當妮，長相思，賽美蓉，白詩南，灰皮諾，麝香葡萄或慕赫玲和玉璽獎為常見種類。紐西蘭的長相思已在酒界很有地位，至於慕赫玲和玉璽獎則是法國阿爾薩斯的主要葡萄品種。

6. 「香檳」和「有汽葡萄酒」有甚麼分別？

香檳是產自法國香檳酒區的有汽葡萄酒，而只有在這產區出產的才可以稱為「香檳」。由於此區採用傳統的「香檳釀製法」，即第二次發酵是在玻璃瓶內進行，因此釀造時間較長，成本也較高。而其他地區生產的就只能稱為「有汽葡萄酒」，或個別名稱如西班牙Cava，意大利Spumante等。有些有汽葡萄酒的第二次發酵過程會採用碳化法或在木酒槽內進行。

7. 為甚麼我不能在酒標上找到該瓶所用的葡萄品種？

這是歐洲地區生產，特別是較高質素的葡萄酒的慣常做法。但現時有些地區的酒庄如波爾多等，也因應市場的需要，開始在酒瓶背後標籤提供葡萄品種和該瓶酒的描述。

1. What is "old world" and "new world"?

They are the major wine producing countries in the world.

2. What countries are considered as "old world"?

In general speaking, all the European wine producing countries, e.g. France, Germany, Italy, Portugal, Spain and Switzerland etc, belong to old world category.

3. What countries are considered as "new world"?

Wine producing countries outside Europe are then considered as the New World, e.g. Argentina, Australia, Chile, New Zealand, South Africa and the US etc.

4. What are the popular red wine grape varieties? Where are the famous producing regions of these grapes?

Cabernet Sauvignon, Pinot Noir, Merlot, Shiraz or Syrah, Cabernet Franc, Malbec, Grenache, Gamay, Barbera and Tempranillo are the most common red varieties in the market. While Barbera and Tempranillo are typical varieties for Italy and Spain respectively, Gamay is the varietal for making Beaujolais from Burgundy and Shiraz builds its name in Australia.

5. What are the popular white wine grape varieties? Where are the famous producing regions of these grapes?

For the white, Chardonnay, Sauvignon Blanc, Semillon, Chenin Blanc, Pinot Gris or Pinot Grigio, Riesling and Gewürztraminer are the popular ones. Sauvignon Blanc made its name in New Zealand, Riesling and Gewürztraminer are the common varieties from Alsace in France.

6. What is the difference between "Champagne" and "sparkling wine"?

Champagne is the sparkling wine that is made in the Champagne region in France and is the only place that is allowed to name their product as "Champagne". They are made with the champagne or traditional method, allowing the wine to have a second fermentation in the bottle, which takes time and higher cost. The sparkling wine from the other countries can be called sparkling or Cava in Spain and Spumante in Italy, for example. The method is different from champagne, such as, Carbonation method or method in tank.

7. Why I cannot see the grape variety listed on the wine labels for some wines?

It is a usual practice or tradition in Europe, especially for the high quality wine. However, wineries of some regions, e.g. Bordeaux, start to have a wine description with grape variety on the back label of the wine because of the demand of the market.

8. 玫瑰酒是用玫瑰造的嗎？

不是。玫瑰酒是由紅葡萄釀製的。紅酒的顏色是來自葡萄皮的，因此當減少了葡萄汁與葡萄皮接觸的時間，就能得出玫瑰酒那淡紅色和較柔和的質感。

9. 「甜酒」是不是因為加了糖所以甜？

不是。甜酒中的糖份來自葡萄本來的果糖。但有各種方法增加葡萄內糖份的濃度，例如晚收葡萄，即推遲採摘的時間讓糖份更濃縮。

10. 酒瓶裡的軟木塞是用甚麼製造的？

用以製造軟木塞的是生長在西班牙或葡萄牙的橡樹樹皮。橡樹的平均樹齡要達16至25年，才可以每隔9年把最表面的一層皮剝下，確保沒有影響樹的生長。

11. 市場上多了很多螺旋蓋(扭蓋)的葡萄酒，它們與用軟木塞的有分別嗎？

採用螺旋蓋是近年來普遍的做法，尤其是新世界生產的葡萄酒。從成本角度，螺旋蓋是較軟木塞便宜，而且能夠保持瓶中葡萄酒的質素穩定達4至6年。螺旋蓋對消費者來說也很方便因為不用開瓶器也能享受葡萄酒。

12. 為甚麼酒瓶的形狀有的修長、但有的有個「肥肚臍」？它們的容量是否一樣？

酒瓶的形狀是各產區的傳統和代表。雖然外型有別，但容量一致，標準的容量是750毫升。而不同形狀的酒瓶其實也有特別的作用，例如波爾多酒瓶的「膊頭位」是於倒酒時用以盛載酒中的沉淀物；而阿爾薩斯的修長酒瓶由於較薄，可加快葡萄酒冷凍的速度。



Mr. Eric Kwok 郭智恆

香港專業品酒師協會高級品酒師及法國波爾多葡萄酒學院認證導師。法國香檳指令會和梅鐸及格拉夫木碗長官會會員，現為Merit Wine Boutique Director及新城財經台〈飲食得喜〉客席主持。

Senior Sommelier of The Hong Kong Sommelier Association, International Bordeaux Wine Educator of L'ecole du vin de Bordeaux. Member of L'Ordre des Coteaux de Champagne and Commanderie du Bontemps du Medoc et des Graves. Director of Merit Wine Boutique and currently co-host of radio programme Lagourmet at Metro Finance.

8. Is rosé made from roses?

No. It is made of red grapes. During the making process, it allows the juice to have a brief skin contact in order to give the light red colour to the wine, as well as the texture.

9. Is sugar added to the "sweet wines"?

No. The sweetness of the sweet wines is from the sugar of the grapes itself. However, there are different ways to allow the grapes to have a higher sugar content, for example, late harvest.

10. What is the cork for bottle closure made of?

Corks are made from the bark of a type of oak tree found in Spain and Portugal. The bark can be stripped every 9 years without harming the tree and the age of the tree is normally between 16 - 25 years old.

11. I see wines with screwcap in the market, are they different with the wines with cork?

It is a trendy closure in the market now, especially New World wine. In terms of cost, screwcap is cheaper than wooden cork and also able to keep the wine in more consistence quality for 4-6 years. It also allows customers to enjoy the wine easily even they don't have a wine opener.

12. Why some of the wine bottles look long and slim but some have big "tummy"? Do they contain the same amount of liquid?

It is a tradition and the shape of the bottle can represent its own region. The volume is the same (750ml) for bottles in different shapes, e.g. the bottle for Bordeaux, Burgundy and Alsace wine. In practical way, the shape of the bottle also serves functional purposes. For example, the shoulder of the Bordeaux bottle is able to hold the sediment of the wine while it is being poured. Alsace bottle is able to allow the wine to be chilled in a short time because it is thin.

P.S.

了解你那瓶葡萄酒背後的故事後，
接下來的一期我們將說說試酒的簡單步驟。
Having learnt the background story of wine, let's move on
to practical steps in tasting wines in the coming issue.

酒吧枱後的那人是誰？

Who is that at the Bar?

在酒吧裏工作，已不再被視為一份臨時或是過渡性工作。現在，調酒工作是一個需要先天能力、培訓、全情投入和計劃的事業。

在酒吧枱背後的工作是明顯不過，也是經常在電影情節裡出現：調酒員在酒吧為客人提供服務，為侍應生做好需要的飲品，保持酒吧在良好狀況，確保玻璃杯的清潔和不斷確認客人得到了他們所需要的東西。他們也需要準備飲料的裝飾品，維持足夠供應量的冰、玻璃杯和其它的酒吧用品，要保持酒吧範圍絕對地清潔。調酒員還需要製作酒精和無酒精飲料，為在酒吧旁坐下的客人供應食物，他們或許也需要收取付款、運作收銀機、清洗玻璃器皿和用具。

調酒員一定要迅速和準確，對於工作中的調酒員之首要要求是認識烈酒種類，它們的歷史和於淨飲及雞尾酒中的用法。由於他們需要照顧著整個酒吧枱，整潔和有條理的人會較容易在這行業發展。理想的調酒員會是具有友善、穩定性格者，因為調酒員在有需要時要勸止客人繼續飲用酒類飲品，如何圓滑地處理客人的要求是他們必須學會的。此外，調酒員通常都樂於保持對時代發展的觸覺，與客人的交談和行業內的最新小道消息絕對能夠為調酒員提供第一手時代的脈搏。

如果調酒員想更上一層樓，那就不要放過新的培訓機會。他們當中有一些會透過聰明才智和表現花式調酒技巧能力而得到名聲，有一些會透過集中鑽研傳統技巧，或是培養出一份對葡萄酒和烈酒的熱誠而得到發展。這一切都可以使較為優秀的調酒員可比別人更勝一籌。

這聽來是否相當吸引呢？如果你不介意漫長、經常性地缺乏交際時間及辛勞工作，而你又享受與不同階層及世界不同地方的人接觸的話，那就開始與調酒中人交談，詢問並了解他們的真正工作是怎麼樣的。可是你要準備好由低做起，清潔桌子、洗杯等工作，直至你可以與熟練的調酒員接觸，向他們學習。建議先在一個不太忙的酒吧展開工作，直至你找到自己的能力。另外，在參與行業裡的培訓班的同時，你可以多閱讀有關調酒工作、配方和混合飲料書籍，觀看與調酒有關的錄影片等，但不要單憑這方法學習，在日常工作中多利用所學習的東西才會使技術更熟練。

雖然調酒員學校有它們的培訓價值，但它們並不可以完全取代在酒吧的實際工作經驗，與及由具經驗員工、管理層所給予的在職培訓或是調酒師協會所提供的特別培訓。

其中一個學習的傳統方法是觀察具經驗者在前線的工作並從中學習，了解與客人一對一時的交往技巧及如何圓滑地處理困難的客人，如一些飲酒過量的顧客，如何作出應對而又不會使到在未來失去了這些客人。而如果你能令顧客稱心滿意並持續回來光顧，管理層會很高興的。畢竟口碑是酒吧最有價值的推廣工具，而一切是在於你如何去建立它。

text ~ Maggie Beale | 香港調酒師協會顧問代表



China Hong Kong Bartenders Association 香港調酒師協會

一個為身處於中國、香港和澳門的調酒員/侍酒員而設的非謀利協會，讓會員們能互相交換資訊、觀點和意念，增進友誼並推廣一份同業彼此之間的互助情操。

A non-profit making association for bartenders/wine stewards in China, Hong Kong and Macau, serving as a platform for news, viewpoints and ideas exchange among members and promoting friendship and fraternity of mutual aid within the association.

The days of working in a bar as a part-time or fill-in job are rapidly disappearing. Now, Bartending is a career that requires natural ability, training, dedication and planning.

Basic duties behind the bar are clear as those represented in movies; bartenders serve customers at the bar, make up the drinks' orders, keep the bar in good condition, make sure glasses are clean and constantly check that customers have what they need. They make up and serve alcoholic and non-alcoholic drinks, and serve food to customers seated at the bar. Apart from that, they prepare garnishes for drinks; maintain an adequate supply of ice, glasses, and other bar supplies and keep the bar area spotlessly clean. They may also collect payment, operate the cash register, and wash glassware and utensils.

Bartenders must be fast and accurate. The first requirement for working bartenders is to recognise the types of spirits, their history and uses in straight-up drinks and cocktails. A natural inclination to be neat and orderly helps greatly in reaching the top of the profession for they are required to take care of everything in the bar. The ideal bartender will also have a friendly, steady disposition to interact with customers, especially in times when they have to stop people from drinking too much. Bartenders are usually keen to keep up with what's going on, thus interactions with chatty customers and industry gossip always help keep bartender up-to-date!

Of course, keeping constantly alert for new training opportunities helps bartenders further move up the ladders. Some achieve fame through dexterity and the ability to perform "flair-tending", others by concentrating on classic skills or by developing a nose for increasing requests for wines or spirits. All these assets keep better bartenders ahead of the rest.

Does it sound appealing? If you think long and often unsociable hours and hard work are for you and enjoy meeting people from many walks of life, then start by talking to bartenders and asking how they did it. Be prepared to start at the bottom, clearing tables, washing glasses until you connect to experienced working bartenders and learn from them. Start off in a less busy bar until you find your equilibrium. Attend industry training classes. During this time you can read up on bartending, recipes and mixes, and watch videos but don't expect to learn everything this way, just use what you learn to familiarise yourself with the work in general.

Although Bartending Schools have their value in training new bartenders; they cannot fully replace practical experience at the bar, plus on-the-job training from experienced staff and management or bartender associations' training sessions.

One of the traditional ways of learning is to observe experienced staff working on the front line. They can teach many skills about one-on-one interaction with customers and how to diplomatically handle "difficult" customers such as the person who has drunk too much, and how to do it without losing these future customers. Management will be appreciative if you give satisfied customers a reason to keep coming back. Word of mouth is the most valuable promotional tool a bar can have - and it's up to you to create it!

text ~ Maggie Beale | Consultant Delegate for the Hong Kong Bartenders Association

格蘭傑— Glenmorangie – The Kaleidoscope in the Tranquil Glen 蘇格蘭恬靜溪谷中的萬花筒

說到市場上的飲酒趨勢，有點像命運之輪，這瞬間烈酒可能是各人的寵兒，但可能一轉眼又被另一些酒品取而代之。當然，歷久彌新的酒品仍然存在，縱使近年雞尾酒在市場上炙手可熱，但威士忌與知己的相交卻沒有被潮流沖淡。格蘭傑單一麥芽威士忌(Glenmorangie)不單在蘇格蘭是響噹噹的名字，根據國際葡萄酒及烈酒研究機構(IWSR)的數據顯示，它亦是香港單一麥芽威士忌市場的「Big Four」（四大之一）。於1843年在蘇格蘭高地地區Ross-shire創立，「Glenmorangie」在蓋爾語(蘇格蘭其中一種母語)中解作「恬靜的溪谷」，但這平靜的溪谷在國際單一麥芽威士忌舞台上卻刮起大風，於國際葡萄酒與烈酒大賽(IWSC)及國際烈酒競賽(見表一)上大放異彩，以多款風格獨特的換桶(wood finishes) 單一麥芽威士忌，再次表現何謂優秀的單一麥芽威士忌。

格蘭傑的蒸餾廠位於蘇格蘭的高地地區，以蒸餾廠附近、含豐富礦物質的Tarlogie湧泉造酒。而格蘭傑用以造酒的單式蒸餾器是蘇格蘭當地管線最長的蒸餾器，只有最輕、最純的蒸氣才能被冷卻並留在酒中，給予威士忌特別輕身的味道。而各種威士忌迥然不同的風格是來自各種用以陳釀的木桶。如格蘭傑品牌經典的Original所採用的是波本木桶；另一款格蘭傑Lasanta則以西班牙Oloroso雪莉酒桶作進一

Drinking trend is like a wheel of fortune, in a particular period, spirits might be the obvious choice, but in the next minute, it could be something else. Some drinks however, are strong enough to persist. Despite the domination of cocktails in recently years, whiskies continue to be the soul mate of many inimitable drinkers. Glenmorangie, a big name of single malt Scotch whisky producer in Scotland, is in fact one of the “Big Four” in Hong Kong single malt whisky market, according to the International Wine & Spirit Research (IWSR). Established in 1843 at Ross-shire, Highland, Scotland, the name “Glenmorangie” in Gaelic (one of the native languages used by the Scottish residents) literally means “the glen of tranquility”. At the International Wine and Spirit Competition (IWSC) and the International Spirits Challenge (See table 1), Glenmorangie has once again defined, as an award winner, what it makes to be the outstanding single malt whisky producer with their series of wood finishes single malt whiskies of distinctive characters.

The spirit is produced at the Glenmorangie Distillery located in the Scottish Highlands. Pure water rich in minerals, from the nearby Tarlogie Springs is used, and the alcohol is distilled in the tallest malt whisky stills in Scotland, ensuring only the lightest and purest vapours can ascend and condense into spirit, giving the spirit an extremely light taste. As much of the characters of single malt Scotch whisky come from the second-hand wood casks in which the sprit is aged after distillation, Glenmorangie has also worked on a variety of wood finishes, such as using bourbon casks for its iconic Original, Spanish Oloroso sherry casks for the Glenmorangie Lasanta, ruby port pipes for the Quinta Ruban and French barrels for another award winning Nectar D’Or.

單一麥芽威士忌

威士忌如何在蘇格蘭流傳至今已無從考究，但坊間普遍認為威士忌的蒸餾技術是在12世紀從愛爾蘭傳入。而這次提及的單一麥芽威士忌，其實就是從單一蒸餾廠所生產和裝瓶的麥芽威士忌，由於沒有與其他蒸餾廠所生產的麥芽威士忌混合或調和，所以稱為「單一麥芽威士忌」。蘇格蘭作為世界著名的威士忌產地，大部分的蒸餾廠均建立在東北的斯佩塞特(Speyside)，其他主要的產區則包括高地區(Highlands)、低地區(Lowlands)、艾雷島(Islay)以及島嶼區(The Islands)等。有趣的是，在蘇格蘭、加拿大和日本生產的威士忌，其英文名稱會串成「Whisky」；而在愛爾蘭和美國所生產的威士忌則以「Whiskey」為名。

About Single Malt Scotch Whisky

Although the history of producing whisky in Scotland can no longer be traced, it is commonly believed that the distilling technique was imported from Ireland in the 12th Century. By means of single malt whisky, it is the product produced in one specific distillery that has not been mixed or blended with malt whisky from other distilleries. Among the major single malt whisky producing regions in Scotland, most of the distilleries gather in the Speyside region of Northeast Scotland, with other distilleries spanning across The Highlands, The Lowlands, Islay and The Islands. An interesting note about the spelling of the spirit, that those produced in Scotland, Canada and Japan are named as “Whisky”; while those produced in Ireland and the USA are spelt as “Whiskey”.

步陳釀；而寶紅色波本酒桶用以額外成熟陳釀Quinta Ruban；品牌的另一獲獎代表Nectar D’Or則在法式木桶內陳釀。

格蘭傑擁有一系列優秀的單一麥芽威士忌，而更重要的是還有一群忠實的支持者，但格蘭傑亞太區業務發展總監David Ridley先生坦言，對比調和式威士忌，單一麥芽威士忌的市場仍然偏小：「全球而言，調和式威士忌的確是蘇格蘭威士忌市場的主導，所以單一麥芽威士忌的角色需顧及一些喜愛較豐富厚身麥芽威士忌的愛好者。」因此，格蘭傑致力為單一麥芽威士忌的同好提供多彩多姿的出品。品牌亦歸納了8種於格蘭傑單一麥芽威士忌中常見的風格：分別是「舒適及幼滑」、「絢麗及熱帶氣息」、「醇香及成熟」、「清新及涼快」、「柔和及細緻」、「刺激及清爽」、「優雅及華麗」以及「愉快及活潑」，為格蘭傑建構如萬花筒般的威士忌體驗。

要享受這多層次的香氣和味道，其實並沒有特定的品嚐規則，但Ridley先生也建議因應個人口味選擇品嚐的方法：「可以以純飲的方式去細味那誘人、複雜的芬芳和如絲般幼滑的口感；或是於威士忌中加點水，讓酒中的香氣、味道和質感徹底地綻放。」其實享受格蘭傑單一麥芽威士忌，當然不只是品嚐威士忌本身，而是好好地享受品嚐威士忌的時刻與體驗。

With the loyal support from inimitable single malt whisky lovers and the brand's outstanding spirits, Mr. David Ridley, Business Development Director - Asia Pacific of The Glenmorangie Company frankly said the market for single malt whisky worldwide, however, is still a relatively niche one, “globally, blended Scotch whisky dominates Scotch whisky, so single malt whisky always play a smaller role for the more discerning consumer, who appreciates the richer, fuller body of malt whisky.” For these discerning consumers, Glenmorangie has been endeavouring to provide the rich, colourful, diverse yet harmonic sensations to their single malt whisky lovers. The brand has thus identified eight families of commonly recognized characteristics of their whiskies, namely “comforting & silky”, “luscious & tropical”, “mellow & mature”, “refreshing & cooling”, “soft & sensuous”, “stimulating & zesty”, “velvety & sumptuous” and “warming & vibrant”, all producing a kaleidoscope of the single malt whisky experience.

With the eight families of characters brought about by the spirit, there are no restricted rules on how to fully enjoy the Glenmorangie sensations. Some suggestions made by Mr. Ridley, include drinking it straight or with a drop of water, “You can drink Glenmorangie neat in its purest form as the smooth, silky texture and alluring complexity aromas are revealed at their fullest intensity; or by adding a drop of water to open the full spectrum of Glenmorangie aromas, tastes and textures.” The pleasure of tasting Glenmorangie does not only lie on how the whisky is drunk, but also how the drinkers take up and enjoy the drinking experience.

表一：格蘭傑於2009國際葡萄酒與烈酒大賽獲得的獎項
Table 1: Accolades of Glenmorangie at the International Wine & Spirit Competition 2009

威士忌系列 Whisky Series	2009國際葡萄酒與烈酒大賽獎項 Awards at International Wine & Spirit Competition (IWSC) 2009
Glenmorangie Original	「單項最佳」金獎 — 10年陳釀高地單一麥芽酒 Gold medal, “Best in Class” 10 year-old Highland single malts 銀獎 — 蘇格蘭單一麥芽酒 Silver medal, Scotch single malts
Glenmorangie Lasanta	銀獎 — 蘇格蘭單一麥芽酒 Silver medal, Scotch single malts
Quinta Ruban	「單項最佳」金獎 — 高地單一麥芽酒 Gold medal, “Best in Class”, Highland single malts
Nectar D’Or	銀獎 — 高地單一麥芽酒 Silver medal, Highland single malts
Glenmorangie 18 Years Old	「單項最佳」金獎 — 18年陳釀高地單一麥芽酒 Gold medal, “Best in Class”, 18 year-old Highland single malts
Quarter Century	銀獎 — 25-26年陳釀高地單一麥芽酒 Silver medal, 25-26 year-old Highland single malts
Signet	銀獎 — 高地單一麥芽酒 Silver medal, Highland single malts

A Magical Rendezvous of Ice, Wine and Glass

冰・酒・杯的奇妙相遇

提起加拿大，大家自然想到那一棵棵的楓樹，又或者其體育強項冰上曲棍球；較少人留意的是，其實加拿大還是眾多釀酒國的其中一員。但不久之前，代表加拿大釀酒業的「大使」成功地以一瓶「加拿大冰酒」把這國家帶進國際葡萄酒的舞台，告訴大家：「其實我們也釀酒，而且是高質素的。」

在美國原住民的語言中，「Inniskillin」是「被雲覆蓋的山嶺」的意思，它亦是加拿大著名冰酒釀造商的名字。1991年，雲嶺酒廠(Inniskillin)憑著一瓶1989年的維代爾冰酒，於當時在波爾多舉行的Bordeaux Vinexpo 奪得最高榮譽的「Le Grand Prix d'Honnuer」，從此，雲嶺酒廠成為世界最佳冰酒生產商之一，而「Inniskillin」也差不多成為加拿大冰酒的代名詞。雲嶺酒廠可說是帶領了加拿大的釀酒業進身世界釀酒舞台，除了釀造出蜚聲國際的冰酒外，它亦是「葡萄酒質量認證聯盟」(VQA)的先行者，在1989年為加拿大定下確認葡萄酒產地的認證和優質葡萄酒的標準。

相傳冰酒(「icewine」或德文和奧地利文中的「Eiswein」)是18世紀在德國因一次意外而釀造了出來的。作為雲嶺酒廠的旗艦，這些非一般的甜酒產量並不多，因為它是由經歷過嚴冬所結成的冰粒葡萄釀製而成，所採用的葡萄品種主要包括維代爾、惹絲玲和品麗珠，這些葡萄會被留在葡萄藤上直至加拿大一月期間，即氣溫降至零下8至16度的時候，於嚴寒的午夜時分由人手採摘。由於這時候採摘下來的葡萄已經結冰，果實中的糖分被濃縮，每顆只留下數滴的葡萄汁，解釋了它們極少的產量和其珍貴之處。

在5月14日，聖皮爾精品葡萄酒公司，聯同雲嶺酒廠的出口總監Randy Dufour先生及Riedel酒杯香港分銷商「寶屋」的董事總經理Ravi Gidumal先生，於香港萬豪酒店Q88 Bar的Riedel Room舉行了冰酒品嚐研討會及午餐。有別於其他的試酒活動，這次的試酒研討會融合了酒與酒杯配搭的試驗，以不同形狀的酒杯品嚐同一酒款，從而體驗酒杯對發揮葡萄酒香氣和味道的影響。

當冰酒被倒進特別設計的冰酒酒杯後，被誤以為極甜的冰酒，轉眼變為酒體結實、果香味濃、帶酸度，充分帶出酒中酸度和甜度的平衡。這次試酒會共品嚐了三款雲嶺酒廠的冰酒，更有趣的是，是次的午餐並不是以甜品配酒，而是佐以小吃、芝士和水果。當中帶酸的冰酒與濃厚的芝士一拍即合，兩者互相平衡。除了配襯芝士外，在雲嶺酒廠的網頁裡也提供多款以酒廠旗下冰酒入饌的菜式的食譜，讓各冰酒愛好者更好地享受這精緻的金黃酒液。

When it comes to Canada, the first iconic representation to many of us would be her maple trees, followed by, perhaps her ice hockey. Her wine producing industry, however, may not sound familiar. But not long ago, an outstanding ambassador for the Canadian wine industry has finally made his appearance, leaped to the international wine stage with a bottle of Canadian Icewine, came up and said, "well, we actually produce wines, and of excellent quality too."

Inniskillin, literally means "clouds over the mountain summit" in Native American language, made its name as one of the world's best icewine producers at Bordeaux Vinexpo 1991 with its 1989 vintage Vidal Icewine awarded the highest accolade Le Grand Prix d'Honnuer. A name almost equivalent to Canadian icewine thereafter, Inniskillin has since opened the door for Canadian wines to join the world's stage of wine. It is the leader of the Canadian wine industry also because the winery was the first to introduce the Vintners Quality Alliance (VQA) system in 1989 to set a standard for wine quality and identity of appellation of origins to Canada wine industry.

The flagship of Inniskillin, icewine, or "Eiswein" in German and Austrian, is said to originate from Germany in the 19th Century out of an accident. A sweet wine with very limited production, icewine is made from iced grapes with common varieties include Vidal, Riesling and Cabernet Franc. These grapes are left on the vines to undergo the tough and chill winter of Canada and are handpicked in the middle of the night during January, in which the temperature reaches -8°C to as low as -16°C. As grapes harvested are by that time "frozen", the sugar content is extremely high and only a few drops of grape juice are retained, explaining their preciousness and rarity.

On 14th May, ASC Fine Wines, joined by Mr. Randy Dufour, Export Director of Inniskillin and Mr. Ravi Gidumal, Managing Director of Town House, distributor of Riedel wine glass, held an icewine tasting seminar and lunch in Riedel Room at Q88 Bar of JW Marriott Hotel Hong Kong. Unlike the usual wine tasting, glass tasting was also incorporated in the day's event. Glasses of different shapes were used to taste the same wine, allowing us to experience the effect wine glasses made to the aroma and flavour of the wines.

Once the icewine was poured into the specially designed icewine glass, the thought-to-be intensely sweet icewine was constantly transformed into well-structured and fruity sweet wine with an acidic highlight. The balance between the wine's acidity and sweetness was clearly brought to the surface. A total of three wines from Inniskillin were tasted, and more interestingly, the wines were not accompanied by desserts, but canapés, cheeses and fruits instead. Particularly in the pairing with cheeses, the acidity of icewine actually cut, through their creamy texture, balancing off the richness of the cheeses. There are also a list of icewine recipe available on the website of the winery to share with icewine lovers how to savour the delicate golden liquid.

Riedel 酒杯香港分銷商: 寶屋
Riedel Hong Kong Distributor: The Town House Group

電話 Tel / 2375 0005



當天的主講者：雲嶺酒廠的出口總監Randy Dufour先生(右)及Riedel酒杯香港分銷商「寶屋」的董事總經理Ravi Gidumal先生(左)

Guest speakers of the day: Mr. Randy Dufour, Export Director of Inniskillin(right) and Mr. Ravi Gidumal, Managing Director of Town House, distributor of Riedel wine glass.(left)

Riedel Vinum Extreme 冰酒酒杯 Riedel Vinum Extreme Icewine Glass

自1999年11月在多倫多首次舉行的一系列工作坊之後，在雲嶺酒廠的主席Donald Ziraldo先生的要求下，Riedel Vinum Extreme冰酒酒杯在2001年誕生，也是Vinum Extreme機器吹製杯款系列的第六款。酒杯擁有鑽石般的外型，酒杯肚略帶菱角，再收窄杯口，務求增加冰酒「呼吸」的面積，保留著酒的香氣的同時帶出酒中的酸度，以提高冰酒的幼滑程度。

The Riedel Vinum Extreme Icewine Glass was designed following a series of workshops first held in Toronto in November 1999, at the request of Mr. Donald Ziraldo, president of Inniskillin Winery. It is the sixth in the Vinum Extreme collection of machine-blown lead-crystal glasses and named for their bowls' extreme contours. The diamond-shaped icewine glass angles out dramatically before narrowing at the top, creating a wide evaporation surfaces that intensify bouquet, bring the acidity to the fore and enhance silkiness in the mouth.

Bruno Paillard 酒莊 Maison Bruno Paillard

Bruno Paillard NV Champagne Dégorgement 2001

Bruno Paillard於1981年在法國香檳酒區成為以自己為名的Bruno Paillard Champagne House。有別於一般不列年份的香檳，Bruno Paillard出產的香檳均會在酒標上列出香檳除渣的年份，亦即香檳製造完成的年份。酒莊這做法是因為Bruno相信香檳跟其他葡萄酒一樣有陳年的潛質，在陳釀後會有不同的變化。

In 1981, Bruno Paillard, established his own Bruno Paillard Champagne House. What is different from other Champagnes available is that for Bruno Paillard non vintage Champagne, unlike other Champagne house, the year of dégorgement is labeled, for the owner strongly believes that Champagne can transform through aging just like wines.

品評筆記 Tasting notes

顏色：稻草黃色、顏色清徹，氣泡細緻
Colour: Straw-yellow colour, very clean and delicate, fine bubbles

香氣：優雅芬芳，熟透的水果如蘋果、梨子和正在烘烤的麵包的香氣，滲透著甜杏仁和多士的味道。
Nose: Elegant in aroma, mature fruit such as apple, pear, bread(in the oven), hints of honey almond and toast.

味道：酒體中度，酸度適中，細緻，成熟的果實如蜜桃、梨子和帶堅果的味道；餘韻悠長。
Palate: Medium-bodied, delicate, ripe fruit peach, pear, medium acidity, nutty and medium long lasting

食物配搭：鴿肉沙律配輕身醬汁如橄欖油和意大利香醋；鹵水鵝片；豬肉乾
Food Pairing: Pigeon salad with light salad dressing such as oil and balsamic vinegar, thin goose slice in Lao Sui Lao Sui Sauce or dried pork slice.

供應商Supplier：寶泰貿易有限公司 Ponti Trading Limited



評酒：梁志恒
Wine Taster: Gon Leung

著名法國及地中海餐廳Cépage
品酒師
Sommelier of Cépage, the French & Mediterranean restaurant in Hong Kong



富利來酒莊 Forrest Estate

Forrest Sauvignon Blanc 2008

1988 年，分子生物學家John Forrest博士與其妻子Brigid Forrest返回馬博羅(Marlborough)釀造自己的葡萄酒，並於Wairau River流域的倫維克(Renwick)建立酒莊的第一個莊園。旗下的Forrest Sauvignon Blanc 2008來自六幅在馬博羅Wairau River流域的葡萄園。雖然各自有不同的土壤，但都擁有多石、易於排水的土質。

Leaving behind careers in molecular biology and medicine, John and Brigid Forrest returned to Marlborough in 1988 to establish their first vineyard at Renwick - at the heart of the stony Wairau River Valley. The Forrest Sauvignon Blanc 2008 was drawn from six sites located from vineyards throughout Marlborough's Wairau Valley. Whilst all have distinctive terroir, they share very stony, free-draining soil types.

品評筆記 Tasting notes

香氣：黑加侖子、歐百里香、接骨木花，帶點熱情果和礫石氣香
Nose: Blackcurrant, lemon thyme, elderflower, a hint of passion fruit and a mineral aspect reminiscent of wet stones

味道：柑橘、白色鮮花香味，帶著醋栗、熱帶水果和礦物混合的味道
Palate: Citrus and white flower aromas, with gooseberry and tropical fruit flavours combined with hints of minerality and a dry finish.



供應商Supplier：聖皮爾精品葡萄酒香港及澳門分公司 ASC Fine Wines Hong Kong and Macau

奔富酒莊 Penfolds

Magill Estate Shiraz 2007

Christopher Rawson Penfold 醫生與妻子Mary從英國移居澳洲，於1844年創建了奔富酒莊。經過多年努力，成功把奔富酒莊成為家喻戶曉的品牌。Magill Estate Shiraz則是品牌於1983年推出的單一葡萄園產品，其葡萄生產以至整個釀製過程都是在1844年建成的Penfolds Magill Winery內進行。

Established in 1844 by a young English doctor Dr. Christopher Rawson Penfold, Penfolds was fast to become a household name in South Australia with the effort of Dr. Penfold and his wife, Mary. First introduced in 1983, the single vineyard Penfolds Magill Estate Shiraz is sourced from and made on-site at the Penfolds Magill vineyard and winery built in 1844.

品評筆記 Tasting notes

顏色：鮮紅色的酒體，帶著深紅色的光環。
Colour: Bright red colour with a dark core

香氣：黑胡椒，花香、甘草和紅果的完美結合。有著陣陣亞洲香料、玉桂和巧克力醬的香氣。
Nose: Lifted and perfumed, enrobed in floral & red fruits, red liquorice. Shifting back and forth from soy & Asian spices and cinnamon & cocoa butter.

味道：中度至飽滿的酒體；果香伴隨著橡木氣息、單寧豐富、酸度適中；意大利羅馬蕃茄蓉的味道夾雜著麥芽、磨碎的咖啡或蒸餾咖啡芬芳。
Palate: Medium to full-bodied demeanour. Fruit, oak flavours and tannins go alongside tight acidity. Flavours of fleshly Italian Roma tomato puree with malt, coffee grind or taste of espresso.

供應商Supplier：捷成洋酒 Jebson Fine Wines



DiGiorgio酒莊 DiGiorgio Family Wines

DiGiorgio Francesco Reserve Cabernet Sauvignon 2000

Stefano DiGiorgio與家族成員從1956已開始在澳洲昆士蘭省釀製葡萄酒。DiGiorgio Francesco Reserve Cabernet Sauvignon是低產量的葡萄酒，而且只有在好的年份的葡萄才會釀造。葡萄酒亦會先陳釀最少5年才推出。

From 1956, Stefano DiGiorgio and his family started working with wines in Queensland, Australia. DiGiorgio Francesco Reserve Cabernet Sauvignon is made in small quantities and only from vintages where the quality is outstanding. Wines are aged for at least 5 years before releasing.

品評筆記 Tasting notes

顏色：酒色磚紅
Colour: Brick red colour

香氣：黑加侖子、黑李和香料的芬芳
Nose: Blackcurrant, black plum, spice

味道：結構完整、酸度平衡、緊緻和柔順的單寧；黑加侖子、黑李、巧克力、烘烤及甘草的味道中夾雜泥土和礦物的氣息。
Palate: Blackberry, blackcurrant, cocoa, toasty & licorice flavors with the touch of earthy, mineral. Tight & soft in tannin and well balanced with the acidity.



評酒：莫志德
Wine Taster: Perry Mok

酒鄉有限公司營運經理，持有WSET證書並為認可西班牙葡萄酒教學者。
Operating Manager of Premier Fine Wine Limited, WSET Certified and a Certified Spanish Wine Educator



供應商Supplier：酒鄉有限公司 Premier Fine Wine Limited

Liv-ex Fine Wine Market Report



* Source: liv-ex.com

REGION	% April Trade	% March Trade	% 2009 Average	% 2008 Average
Bordeaux	97.6	95.2	88.6	91.8
Burgundy	1.0	1.2	5.2	3.6
Champagne	0.4	1.7	1.9	3.0
Rhone	0.7	0.8	1.2	0.5
Italy	0.1	0.4	1.7	0.7
Others	0.3	0.7	1.4	0.5

* Source: liv-ex.com

Despite the mounting concerns in the financial markets over Greece and sovereign debt, the fine wine market emerged from April unscathed. Trading was up 103% on 2009 (a promising start to the second quarter) and all of the Liv-ex indices hit record highs. First Growth demand continued at pace, with 2009 en primeur price expectations resulting in a notable uplift for the 2008s. And whilst Mouton, Margaux and Latour continued to benefit from a general swell in interest, the thirst for Lafite proved unquenchable.

As usual, late-spring trading belonged to Bordeaux. April saw its share of trade hit a new exchange record of just under 98% of total turnover. 2006 proved to be the most popular vintage with 21.5% of trade, whilst 2007 and 2008 saw their shares increase to 13.2% and 13.7%, respectively. Aside from the aforementioned First Growths, Carruades de Lafite, Lynch Bages, Pontet Canet and Clerc Milon all enjoyed robust trade. Beyond Bordeaux, trade of Italian wines dropped to barely a whisper at 0.1%; the lowest level since April 2008.

Wines	RP	JR	WS	NM
Angelus	96-100	17.5	94-97	92-94
Ausone	95-97+	18-	97-100	97-99
Calon Segur	92-94+	18	93-96	91-93
Carruades de Lafite	92-94+	17	89-92	89-91
Cheval Blanc	98-100	18.5	96-99	94-96
Consillante	95-98	16	95-98	96-98
Cos d'Estournel	98-100	16.5+	97-100	89-91
Ducru Beaucalliou	96-98+	17	96-99	93-95
Evangile	96-100	18	90-93	91-93
Forts de Latour	93-95	18	92-95	91-93
Grand Puy Lacoste	91-93	17	94-97	94-96
Gruaud Larose	92-94+	16.5	94-97	92-95
Haut Brion	98-100	19	97-100	96-98
Lafite Rothschild	98-100	19	96-99	98-100
Latour	98-100	19	97-100	98-100
Leoville Barton	93-95+	17+	92-95	91-93
Leoville Las Cases	96-100	18	97-100	96-98
Leoville Poyferre	97-100	17.5	91-94	92-94
Lynch Bages	94-96+	17	NA	94-96
Margaux	98-100	19+	96-99	96-98
Mission Haut Brion	98-100	18	94-97	95-97
Montrose	96-100	16.5	97-100	95-97
Mouton Rothschild	96-98+	18.5	97-100	94-96
Palmer	94-96	18	95-98	94-96
Pavie	96-100	18	94-97	93-95
Petrus	96-100	19	97-100	94-96
Pichon Baron	93-95	18	92-95	95-97
Pichon Lalande	96-98	17	95-98	93-96
Pontet Canet	97-100	18.5	95-98	94-97

*Sources: liv-ex.com / RP & NM - erobertparker.com / WS - winespectator.com / JR - jancisrobinson.com

Liv-ex 2009 En Primeur Survey Results

This year's Liv-ex En Primeur Survey produced some interesting results – most of which were in step with critical opinion. Latour was named the number one wine – moving up from second place in 2008 – with 71% of respondents including it in their top five. Calon Segur was the favourite “value for money” wine whilst Cos d'Estournel was voted “most disappointing”. Overall, respondents judged “2009” 96 out of 100 on average and compared it most closely to 2005 – though many were reluctant to draw any comparisons. But if scores are high this year, prices are expected to follow suit, with estimated price hikes of 120% on 2008 and 6% on 2005 in euro terms.

Robert Parker Bordeaux 2009 Notes

After months of hype and speculation, Robert Parker released his Bordeaux 2009 notes at the end of the month week – unveiling his highest scores to date. Parker declared the Left Banks, “the finest vintage I have tasted in 32 years of covering Bordeaux”, adding, “the overall style of this vintage is one of opulent, voluptuous textures with abundant fatness and succulence. In short, I do not think I have ever tasted such extraordinary Cabernet Sauvignons.”

Comparing the scores for 30 major wines in the 2000, 2003, 2005, 2008 and 2009 vintages (using the mid-point of the score range for the latter two years), only the 2000s approach the profundity of 2009's best offerings (with an average score of 96.24 compared to 96.72). After these we have 2005 (95.03), 2008 (94.71) and 2003 (94.14).

In addition, Parker also singled out more than 100 wines as “the finest potential of all the offerings I had ever tasted from that estate in nearly 32 years of barrel tasting samples in Bordeaux.”

The table besides shows the scores of Robert Parker, Jancis Robinson, the Wine Spectator and Neal Martin. Parker certainly leads in enthusiasm, followed by James Suckling with Neal Martin's bringing up the rear.

Liv-ex is a leading fine wine exchange based in London. It is an independent information, trading and settlement platform for fine wines trade. For details, please visit www.liv-ex.com



1/ 戀酒絮語

Wine and City



作者：陳匡民
Author: Vivien Chen

身為女性的葡萄酒愛好者，陳匡民一直自認不是嚴肅的品飲者，雖然因為工作需要而要以客觀的角度品酒及分析，但在日常生活中，她與葡萄酒的相處，其實更像是戀人之間的親密關係。本書結集共32篇文章，由淺入深介紹各種葡萄知識，包括作者接觸葡萄酒多年的心得、葡萄酒在她生活中所扮演的角色、實用的基礎訊息、常被誤解的觀念Q&A等。本書從葡萄酒的種類談起，一路介紹侍酒、買酒到喝酒等相關知識，甚至從女性的角度重新看待葡萄酒這門學問。對初次接觸葡萄酒的讀者，這可說是葡萄酒文化的簡介；但對那些已對葡萄酒有認識的人士，這反而是一本讓大家以更多角度了解和欣賞葡萄酒的叢書。

As a woman wine lover, Vivien has never admitted that she is a serious wine appreciator outside work. She described her relationship with wines in her daily life as more like lovers. A collection of 32 pieces of work, this book is a simplified wine guide, including the basic information about wines, the common misunderstanding of wines and the author's personal experience with wines, as well as a new angle to look at wine from a woman's point of view. For beginners to wines, this book serves as a simple introduction to wine culture; for wine connoisseurs, this book refreshes your memories while at the same time provides you with a broader view about your beloved wines.

分類：生活百科 > 葡萄酒
Classification: Leisure > Wine

2/ 來吃義大利－傑米奧利佛的美食出走

Jamie's Italy



作者：傑米·奧利佛
Author: Jamie Oliver

這本以傳統小餐館的菜單為編排結構的食譜書，收錄了意大利燉飯、燒烤、意大利麵以及燉菜等120道全新食譜，並將讀者帶到意大利各地向烹飪大師請益及一起下廚，分享從西西里島到托斯卡尼等各地區的漁夫、家庭烘焙者等傳承好幾世代的食譜與烹調訣竅。作者帶回來的不只是讓人口水直流的食物，還有意大利飲食文化的精神：不管置身意大利何處，就是這種精神使烹飪與飲食成為他們家庭生活不可或缺的重心。這本書洋溢著真實生活的溫馨與盛情，同時也是獨一無二的旅遊見聞錄與日記，在書中可以見到正宗意大利風味和當地居民的面貌。喜愛以真誠熱情烹調出的珍饈美食的讀者，一定放不下這本書。

In his book, Jamie included 120 brand new recipes from risotto to roasted dishes, pasta and Italian stews. Reading this book is like cooking with and learning from local culinary masters of Italy including fishermen, family bakers, and of course "Italian mamas" from Sicily to Tuscany. They share with us their cooking tips, which are also family legacy of generations. The author did not only bring with him mouthwatering food , but also delivered the spirit of Italian food culture – no matter which part of Italy you are in, it is such cooking and eating culture that bonds families together. The authentic description of bonding and relationships of Italian families give the books its personal touch. The book is more than a do-able recipe; it is a unique travel journal. Food lovers, this is definitely not to be missed.

分類：生活百科 > 飲食文化
Classification: Leisure > Cookery

3/ 星巴克：比咖啡更重要的事

It's Not About the Coffee: Lessons on Putting People First from a Life at Starbucks



作者：霍華德·畢哈·珍妮·葛史坦
Author: Howard Behar, Janet Goldstein

星巴克這個耳熟能詳的咖啡品牌創建於1971年。自1992年在納斯達克成功上市，星巴克的經營一飛沖天，其銷售額平均每年增長20%以上，利潤平均增長率則達到30%。今天星巴克已遍佈全球40多個國家和地區，連鎖店達到一萬多間，其股價亦攀升了22倍，收益超過可口可樂、微軟及IBM等大型公司。霍華德·畢哈為星巴克前國際部總裁，他於1989年開始擔任高級主管，當時星巴克只有28家分店。他歷任多個部門及職位，為星巴克的發展做出了不可磨滅的貢獻，成功建立星巴克的咖啡文化，強調人重於利益，協助該公司成為一家全球知名的品牌。他在書中透露指導方針的十大原則——然而，其中沒有一項是和咖啡有關...

Established in 1971, Starbucks' exponential growth exploded after its successful listing on NASDAQ in 1992. An average sales growth of over 20% is recorded each year, and its profit increase rate reaches 30%. Owning more than 10,000 stores in over 40 countries and regions in the world, its stock price raised 22 times throughout the years, exceeding those of General Electrics, Pepsi, Coca Cola, Microsoft and IBM.

Howard Behar is the former president of Starbucks Coffee International. He joined Starbucks in 1989 as vice president of sales and operations when Starbucks had only 28 stores. Having served in various departments and positions, his contribution is undeniable that shaped Starbucks today. He established the Starbucks Culture, which prioritize people before revenue and aided the company to become a world-known brand. In his book, he is revealing the ten principles of his leadership. To our surprise, none concerns coffee...

分類：商業與金融>管理及領導
Classification: Business & Finance > Management & Leadership

- 1/ 推薦對象：對葡萄酒有興趣人士
Recommended to: Wine lovers
中文版 - NT\$260 (@HK\$87)
- 2/ 推薦對象：廚師、食物出品監控員
Recommended to: Chefs, Food Quality Controller
中文版 - NT\$380 (@HK\$127)
English version - HK\$320
- 3/ 推薦對象：管理層、有意投身外資企業人士
Recommended to : Managements, Readers interested in working at foreign-owned enterprises
中文版 - NT\$250 (@HK\$83)
English version - HK\$143

以上書籍於各大書店均有發售。
Recommended books are available at major bookstores.



「西」遊記： 尋找西班牙美酒佳餚

要說歐洲中最喜歡吃的國家，非西班牙莫屬，皆因她在食物上的人均消費冠絕全歐洲。由吃的西班牙火腿、餐前小吃，到喝的Cava、雪莉酒等，無一不顯示西班牙對美酒佳餚的鍾愛。受西班牙商務公署及ICEX的邀請，我們再次踏足這片陽光燦爛的國度，在加泰隆尼亞、佩內德斯、里奧哈和巴斯克地區，尋找她們既傳統又創新的佳餚，並探索西班牙歷史悠久的酒莊的百年故事和佳釀。



Journey to the West *In Search of* ——— Spanish Gastronomies and Wines

With her nationals spending more on food per capita than anyone else in Europe, Spain has once again demonstrated to us their love for food and wine, from Tapas to Jamón, from Cava to Sherry. Invited by Spanish Trade Commission and Spanish Institute for Foreign Trade (ICEX), we landed on the country of sunshine and explored the many more of their traditional yet innovative cuisine in Catalonia, Penedés, La Rioja and the Basque Country. Also on the itinerary, long-established Spanish wineries opened their cellar doors and welcomed us with their century-old stories and renowned wines.



▲ 過百款不同品牌、口味的橄欖油整齊地排列供參觀人士品嚐。

Olive Oil tasting: More than a hundred different kinds and brands of olive oil from Spain were displayed for tasting



◀ 西班牙首位葡萄酒大師 Pancho Campo先生，他以前其實是位職業網球員。

A former tennis professional, Mr. Pancho Campo is the first Master of Wine in Spain

► (左left) Ms. Maria Antonia Fernández-Daza

(右right) 西班牙駐港商務公署市場分析師和首席貿易主任陳詩敏

Ms. Sandra Chan, Market Analyst and Chief Trade Officer, Spanish Trade Commission Hong Kong



全球餐飲界矚目盛事 — Alimentaria 2010

我們有幸參觀了於3月22至26日在西班牙巴塞隆拿舉行的全球餐飲食品界的大型展覽 — 第18屆Alimentaria 2010。佔地94,500平方米，是次的展覽會吸引了超過14萬的參觀人士，當中五分之一來自世界各地150多個國家，這也當然包括我們一行9人呢！

世界三大食品展覽會之一，Alimentaria 2010共劃分為13個展區，每個展區均以不同食品種類為主題。其中亦分別設有西班牙及國際展館，讓來自西班牙本土及其他國家的參展商展出他們優秀的產品。

World's Eye-catching Food and Beverage Exposition - Alimentaria 2010

One of the highlights in the food and beverage industry internationally was the 18th edition of Alimentaria held in Barcelona from 22-26 March. Occupying 94,500 m² of exhibiting space, the exhibition has attracted more than 140,000 professional buyers, of which one-fifth of them were international visitors from more than 155 countries.

Divided into 13 single-theme shows, each one specialising in a food product family, Alimentaria 2010 remained as one of the world's top three most important food & drink trade shows. In addition, there are the Spanish Regional Pavilion and the International Pavilion, in which representatives from countries and regions proudly presented their regional produce.



▲ **Cecina火腿**：與西班牙火腿Jamón很相似，同樣以後腿來製造，但所用的是牛的後腿；而且除經過風乾，Cecina還需要經過煙薰等過程。Cecina外層如燒焦的顏色來自其風乾和煙薰的過程；內裡栗子和櫻桃混合的顏色以及如雲石般分佈的脂肪為火腿增添了香濃多汁的味道。

Cecina in leg form: Similar to Jamón, Cecina is air-dried and smoke cured beef made from the hind leg of cattle. The dark toasted colour on the outside is formed during the curing process, while the inside is of rich maroon cherry colour with a light marbling of fat that enhances the succulent flavours.

西班牙汽泡酒巨人 — Freixenet

位於巴塞隆拿南面佩內德斯地區內，是西班牙汽泡酒Cava的法定產酒區D.O. Cava，而全球最大的汽泡酒生產商Freixenet就是座落在這酒區內。由Ferrer家族擁有，Freixenet於1914開始製造汽泡酒，直到現時，酒莊已出口至150多個國家，國際銷售佔酒莊一半的總銷售。

參觀完畢，大家各獲贈一瓶被The Royal Spanish Academy of Gastronomy 選為2010全球最佳西班牙汽泡酒的Elyssia Pinot Noir Rosado。

Spanish Cava Giant - Freixenet

Spanish sparkling wine, Cava, is part of a controlled appellation (D.O. Cava), which is located in the Penedés region, south of Barcelona. Freixenet, the largest sparkling wine producer in the world, is situated right inside this region. Owned by the Ferrer family, the winery started to produce sparkling wine in 1914, Freixenet has international sales to more than 150 countries that account for more than half of the group's total sale.

At the end of the visit, we were each given a bottle of Elyssia Pinot Noir Rosado, which was also chosen as the Best Cava in the World 2010 by The Royal Spanish Academy of Gastronomy.

FREIXENET

Mr. Xavier Flores Benítez (Dpto. De Relaciones Públicas) | xavier.flores@freixenet.es | www.freixenet.es



▼ Freixenet於1920年代著名的標誌：一名夾著一瓶Freixenet的紅衣男孩。
The renowned icon of Freixenet in the 1920s: A young boy in red with a bottle of Freixenet under his arm



▲ 獲獎的Elyssia Pinot Noir Rosado
The awarded Elyssia Pinot Noir Rosado

秉持大膽創新信念的酒莊 — Can Rafols Dels Caus

建於海拔600米以上，佔地450公頃，Can Rafols Dels Caus是一座興建於17世紀的莊園宅第。酒莊主人Carlos Esteva在經過25年的耕耘後，決定建造一座新的釀酒設備。新建築的獨特之處在於其完全與自然環境融合，在地面是看不見任何建築物，整座設施是從開鑿石灰岩的山丘而建成。

酒莊共種植了15款新、舊葡萄品種，其中最罕有的是一種以Pinot Blanc和惹絲玲雜交而成的意大利品種「Manzoni」，此葡萄的全球總種植面積只有8公頃。因應著酒莊所種植的葡萄特性，酒莊釀酒的宗旨就是以藝術家的品味調教出富個性化的葡萄酒。

Wines of Bravery and Conviction - Can Rafols Dels Caus

Can Rafols dels Caus is a 17th Century manor house located 600 metres above sea level and covers around 450 hectares. Twenty-five years after starting out his wine-growing venture, Carlos Esteva, the owner of the winery, constructed a new cellar that completely merged into nature. Carving out of the dolomitic Garraf limestone matrix from the mountainside, the cellar is invisible from the above ground.

There are over 15 different old and new varieties of grape cultivated, the rarest being "Manzoni", an Italian cross between Pinot Blanc and Riesling, of which there are about 8 hectares in the whole world. These varieties are used as an artist's pallet to create very individual wines.

CAN RAFOLS
DELS CAUS

www.canrafolsdelscaus.com

綠色酒莊 — Bodegas Miguel Torres

西班牙星級酒莊之一，Torres家族在加泰隆尼亞釀酒歷史可追溯至17世紀，他們亦在釀酒的同時竭力保護環境，並在今年2月在倫敦獲著名雜誌Drinks Business頒發Green Company of the Year，以表揚酒莊對環保的貢獻。

Torres的酒莊致力推動環境保護，其設於酒莊內的太陽能熱板，為酒莊的裝瓶廠提供了所需的一半熱水；另外酒莊亦參與了風力發電計劃，並利用生物能源(釀酒後餘下的葡萄渣滓和梗)製造電力、能源及冷凍混合物。

The Green Winery - Bodegas Miguel Torres

One of the star bodegas from Spain, the Torres family started making wines since the 17th Century in the Catalonia region. They are also one of the pioneering wineries that commit to green wine production. In February 2010, Bodegas Miguel Torres was awarded Green Company of the Year in London by the magazine Drinks Business for the 2010 Green Awards.

By using solar panels to produce hot water for example, a 50% of the hot water requirements of the bottling plant is supplied. The winery will also participate in a wind park promotion to generate energy and launch a macro-project to utilise biomass (marc and stalk of grapes) to produce electricity, calories and frigorific mixture.

BODEGAS MIGUEL
TORRES

Mr. Marc Kolling (Tourist Promotion Manager) | mkolling@torresles | www.torresles | Importer: 寰盛(香港)洋酒有限公司 Maxxium Hong Kong



酒莊陳釀室的一部分。
Part of the winery's barrel cellar



酒窖是從附近的石灰岩的山丘開鑿而成。
The cellar was built by digging natural limestone in the mountain



▲ 酒莊內用以製造熱水供應裝瓶廠使用的太陽能板。
Solar panels for producing hot water for bottling plant

◀ Torres於今年2月在倫敦獲頒Green Company of the Year。
Torres is awarded Green Company of the Year in London 2010

西班牙最大酒莊 — Bodegas Campo Viejo

Campo Viejo酒莊是全球第2大葡萄酒及烈酒公司Pernod Ricard 集團旗下Domecq Bodegas的11個酒莊的其中一員。酒莊是由2位釀酒師在1959年創立，位處於羅馬帝國時期參戰獲勝的老戰士所被賜予的土地Campus Veteranus，因而把酒莊命名為「Campo Viejo」。

Campo Viejo在Logroño的新酒莊於2001年落成，單是建築物已佔總面積110公頃。其新的酒窖能同時容納7萬多個橡木桶，是世界最大的橡木桶酒窖。這龐大的酒窖，配合通往酒窖的那道高5米、厚半米的大木門，確實壯觀。

The Largest Bodegas in Spain - Bodegas Campo Viejo

Bodegas Campo Viejo is one of the 11 wineries of Domecq Bodegas, part of the world's second largest wine and spirits company Pernod Ricard group. Established by two winemakers in 1959, the name "Campo Viejo" comes from an emblematic spot called Campus Veteranus, an area of vineyards which was historically handed over to the veterans of the Roman legion as a reward for victories for the Empire, and where the winery was first started up.

The new Bodegas Campo Viejo, now located in Logroño, the heart of La Rioja, was inaugurated in 2001 and occupied a total of 110 hectares excluding the vineyards. With an impressive five metres tall and almost half metre thick wooden door, Campo Viejo has the world's largest cellar for storing oak barrels. Some more than 70,000 oak barrels are neatly laid out, giving a spectacular view.

BODEGAS CAMPO VIEJO

Mr. Javier Elizalde (International PR Manager) | javier.elizalde@domecqbodegas.com | www.bodegascampoviejo.com | Importer:保樂力加香港 Pernod Ricard Hong Kong Ltd.

里奧哈葡萄酒先驅 — Herederos Del Marqués De Riscal

Marqués De Riscal酒莊對里奧哈葡萄酒的發展可說是舉足輕重，因為他們是首個從波爾多引入釀酒技術到里奧哈的酒莊，並且以西班牙本土葡萄釀造，重新塑造里奧哈的葡萄酒。

除了改寫里奧哈的葡萄酒歷史，Marqués De Riscal更於1865年，即酒莊推出葡萄酒的第5年，成為第一個非法國酒莊在第13屆波爾多展覽會中獲得最高榮譽的Diploma of Honour (Diplôme d'Honneur)。自此，這個獎狀一直成為酒莊的旗艦產品Reserva及Gran Reserva等酒瓶上的一部分。

The Pioneer of Rioja Wines - Herederos Del Marqués De Riscal

Herederos Del Marqués De Riscal was the first in Rioja to totally adopt Bordeaux wine making style with the use of Spanish local grapes and was the winery that re-invented wines from Rioja.

In 1865, five years after the wines were first commercialised, Riscal became the first ever non-French wine to be awarded the coveted Diploma of Honour (Diplôme d'Honneur) in the 13th Bordeaux Exhibition. The award is still featured on the label of the winery's flagships, such as Reserva and Gran Reserva.

HEREDEROS DEL MARQUÉS DE RISCAL

Mr. Javier Ybañez Creus (Export Manager) | jybanez@marquesderiscal.com | www.marquesderiscal.com | Importer:聖皮爾精品葡萄酒香港及澳門分公司 ASC Fine Wines Hong Kong and Macau



我們獲邀在酒莊內午膳，這是窗外的葡萄園景觀。
Vineyard view outside the dining room of the winery where we were invited for lunch

Campo Viejo系列
The Campo Viejo series

▼由加拿大建築師Frank O. Gehry設計的新酒店Hotel Marqués De Riscal。

Hotel Marqués De Riscal, designed by Canadian architect Frank O. Gehry



▼Viña Collada最近成為香港景樂集團新的house wine。

Viña Collada from the winery becomes the latest house wine of King Parrot Group of Hong Kong



▲Barón de Chirel Reserva是酒莊特別釀造的，每顆用以釀製的葡萄均經過人手精挑細選。

Barón de Chirel Reserva, a limited wine from the winery with which exceptional grapes are manually selected on the selection tables

西班牙少數第五代酒莊傳人 — Grupo CVNE

創立於1879年，CVNE集團是西班牙少數由家族第5代傳人接手管理的酒莊，他們的葡萄酒也深受國內外市場的歡迎。多年來，這家族經營的酒莊以2座截然不同的釀酒廠聳立在里奧哈酒區，這包括酒廠建築如一大型橡木桶的Viña Real；以及在Viña Real附近，設立在一16世紀酒窖裡的Contino。

Contino是由CVNE集團及Madrazo家族共同擁有，創立於1973年，是個只有62公頃的單一葡萄園，意即釀酒的葡萄來自單一個的葡萄園，而且釀造過程和裝瓶均在同一莊園內。30多年來，酒莊的出品都展現了優雅、富果香的佳釀。

A Rare Fifth Generation Winery in Spain - Grupo CVNE

Founded in 1879, Group CVNE is one of the few wineries of Spain in its fifth generation. Wines from the Group are popular, both on the home market and internationally. Over the years, the family has consolidated their position in Rioja with two other winery sites: the Viña Real site, a modern, barrel-like construction, and the Contino estate, a traditional country house with 16th Century cellars.

Contino, established in 1973 by a separate company owned by Group CVNE and the Madrazo family, is a 62 hectares winery in Rioja as it is a single estate winery. Its grapes are obtained exclusively from a single vineyard and wines are made and bottled within the estate. For 30 years, the winery has gained its fame based on the Rioja tradition while attaining a fruity, elegant character.

GRUPO CVNE

Mr. Oscar J. Urrutia (Key Markets Director) | oscar.urrutia@cvne.com | www.cvne.com

回饋葡萄酒所給的一切 — Bodegas Dinastía Vivanco

到達Dinastía Vivanco酒莊，第一個參觀的地方並不是他們的葡萄園，也不是那裡的釀酒設備，而是他們於2004建成的葡萄酒文化博物館。博物館由Vivanco家族擁有，內裡的珍藏都是家族成員在過去40年從世界各地搜集回來。這樓高4層的博物館展出有關葡萄酒文化及其發展相關的資訊和展品，從葡萄酒的歷史到以葡萄酒為主題的藝術品也照顧到，確實為參觀人士帶來全面的葡萄酒體驗。

我們有幸得到Dinastía Vivanco酒莊其中一位繼承人Rafael Vivanco Sáenz先生從他繁忙的日程中抽空親自帶領這博物館的導賞團，並特別准許我們在內拍攝，還於試酒的期間為大家親身講解，令大家更了解博物館和酒莊背後的故事。

Giving Back What Wine has Given - Bodegas Dinastía Vivanco

Instead of visiting the vineyards and wineries, the focus is rather to the Dinastia Vivanco Museum of the Culture of Wine, a private establishment opened since 2004. A world-class standard museum that stretches for a whole of four storeys, it displays a 40 years of collection of the Vivanco family, from the birth, growth and maturity of grapes, to the wine-related art pieces by various famous artists. The museum offers visitors a panoramic understanding of the culture of wine.

An honour of our tour to the museum, we were guided by Mr. Rafael Vivanco Sáenz, Director of Bodegas Dinastía Vivanco, who not only allowed us taking photos inside the museum, but also led us through the wine-tasting session out from his hectic schedule of the day.

GRUPO DINASTÍA VIVANCO

Mr. Robert P. McArdle (Director de Marketing Y Comunicación) | rob@dinastiaivivanco.es | www.dinastiaivivanco.es | Importer:香港美酒之家 Cellarmaster Wines (HK) Ltd.



隱藏在一旁的Vinedos del Cortino辦公室
The hidden office of Vinedos del Cortino

Viña Real的陳釀酒窖
The barrel cellar of Viña Real

1974年是Contino首次推出的年份，莊主慷慨的於午膳時與我們分享。
Contino Reserva 1974, the first vintage of Contino, was generously opened by the host during lunch



博物館外標誌性的葡萄雕塑
The iconic grape sculpture outside the museum

博物館內介紹里奧哈葡萄酒的一角
A section dedicated to winemaking in the Rioja region

VINEXPO Asia-Pacific

創新紀錄確認亞洲區世界級葡萄酒及烈酒樞紐地位

Record-breaking VINEXPO Asia-Pacific Reflects Asia as World's Wine and Spirits Hub



假座香港會議展覽中心舉行的VINEXPO Asia-Pacific為亞洲最大型國際葡萄酒及烈酒商貿展，經三天極為成功的展覽後終圓滿結束。不論是參展商及出席人數，以至所創造的商機均打破歷屆紀錄，創下驕人成績。

為期三天的商貿展於5月25至27日期間第四度選址香港舉行，而本屆規模更為歷年最大，所佔面積逾8,500平方米。雲集超過880間來自全球32個國家的參展商；包括澳洲、保加利亞、智利、中國、法國、德國、希臘、意大利、新西蘭、葡萄牙、羅馬尼亞、南韓、西班牙、瑞士、英國和美國等。多個國家亦於本屆VINEXPO Asia-Pacific首度亮相。

此僅為業內人士而設的商貿展吸引了眾多葡萄酒及烈酒入口商、批發商、零售商、免稅店及航空公司採購員，以及餐飲業專才進場參觀及洽商。吸引合共超過12,000名業內人士蒞臨，與VINEXPO Asia-Pacific 2008相比錄得接近40%增幅。當中約58%來自25個亞洲國家，其中以中國為主，緊接為台灣、日本、韓國及新加坡。VINEXPO Asia-Pacific行政總裁Robert Beynat先生在評論本屆破紀錄的驕人數字時指出：「我們重臨香港的決定絕對正確，且深信對於所有與會人士來說均成功，不論是代表世界各大葡萄酒及烈酒生產國的參展商類型及商譽，以至訪客的質素，均達到極高水平。」

另一方面，一向為展會焦點的「VINEXPO學院」更舉行了42場品酒會、研討會、試酒班及簡報會，全部由葡萄酒及烈酒界中的領航人物主持，吸引了大批與會者及傳媒嘉賓出席。當中包括介紹以韓國烈酒為主的雞尾酒的研討會，還有介紹來自意大利威尼斯、西班牙拉曼恰自治區、法國聖埃米利永-波美侯-佛龍薩克等地區的葡萄酒研討會。

VINEXPO Asia-Pacific, the region's largest international wine and spirits exhibition, came to an end at the Hong Kong Convention and Exhibition Centre (HKCEC) following three record-breaking days in terms of exhibitors, visitors, and business opportunities.

Held in Hong Kong for the 4th time lasting from 25 – 27 May, the three-day event was the largest to date occupying over 8,500 sq. m. of the HKCEC and welcomed more than 880 exhibitors from 32 countries around the world, including Australia, Bulgaria, Chile, China, France, Germany, Greece, Italy, New Zealand, Portugal, Romania, South Korea, Spain, Switzerland, UK and US. A number of countries were making their first appearance at VINEXPO Asia-Pacific.

The strictly trade show attracted wine and spirits importers, wholesalers and retailers, duty free and airline buyers, and food and beverage professionals, reaching a total number of more than 12,000 visitors, an approximate increase of 40% on VINEXPO Asia-Pacific 2008. Among, 58% of visitors were from 25 Asian countries, led by China and followed by Taiwan, Japan, Korea and Singapore. Commenting on these record-breaking figures, Mr. Robert Beynat, Chief Executive of VINEXPO Asia-Pacific, said, "Our decision to return to Hong Kong was right; this has been a resounding success for everyone, from the impressive range and reputation of the exhibitors who represent all of the world's major wine and spirits producing countries, to the calibre of the visitors."

As always a major attraction of the show was the VINEXPO Academy which offered a programme of 42 tastings, seminars, master classes and presentations hosted by leading figures from the world of wine and spirits. They included the seminars regarding Korean Liquor in cocktails, wines of Veneto from Italy, wines of Castilla-La Mancha from Spain, wines of Saint Emilion - Pomerol – Fronsac from France and wines from many other regions.

中國大型釀酒商滿意表現

有鑑於香港這窗口市場的重要性，以及作為收集國際葡萄酒潮流和市場資訊的平台，中法合營的王朝酒業集團有限公司也二度參展VINEXPO Asia-Pacific。王朝酒業總經理及執行董事高峰先生(高總)在接受訪問時指：「參與這些國際性的展覽會有利王朝日後的發展，對管理層、香港辦事處人員及我們的酒師來說都有擴闊眼界的作用。」他笑說「有些費用是值得花的」。由於王朝的展位位於會場入口附近的當眼處，高總在總結時指「主席白智生先生一直都處於興奮狀態。他說今次在各方面都做得很好，尤其是展位的位置非常好。」

是次王朝於VINEXPO推出了3款新酒品，包括王朝至尊皇族系列 - 珍藏赤霞珠2005年、王朝玫瑰香起泡葡萄酒，以及王朝五星級窖藏冰葡萄酒。此外，亦首次展出全新一系列以梅鹿(Merlot)為骨幹的葡萄酒，但這批展品屬「樣品」，用來測試市場反應，確實的標籤還未定下來，銷售方面的安排也正與分銷商商討。



王朝酒業有限公司總經理及執行董事高峰先生
Mr. Gao Feng, General Manager and Executive Director of Dynasty Fine Wines Group Limited

China Wine-producing Giant Satisfied

In view of Hong Kong's strategic position as the gateway to the global market, Sino-French company Dynasty Fine Wines Group Limited took the opportunity to participate in VINEXPO Asia-Pacific for their second time, exploring the trend and of the global wine market. Mr. Gao Feng, General Manager and Executive Director of Dynasty Fine Wines said during an interview "No matter it is for the management, our staff in Hong Kong or our winemakers from China, we have learnt a lot from the exposition." He also said that "it is worth spending the money." Located right next to one of the entrances of the exposition, Mr. Gao stated in the conclusion that "President Mr. Bai Zhisheng is still very excited about the whole event. He is particularly satisfied with the location of our booth."

This year, there were three featured at Dynasty's booth, namely Premier Royal Selection - Dynasty Cabernet Sauvignon Reserve 2005, Dynasty Muscat Sparkling Wine as well as Dynasty 5-star Icewine Reserve. Also exhibiting with these three wines was a new series of Merlot-blend wines, but since they were experimental samples, labels and sales details were yet to confirm.

VINEXPO Asia-Pacific 活動搜影 VINEXPO Asia-Pacific Events Snapshots



1 聖埃米利永-波美侯-佛龍薩克品酒會
Saint Emilion – Pomerol – Fronsac Wine Seminar

2 研討會：威尼斯本地葡萄品種：從普賽克至阿馬羅內
Wine Seminar: Venetian Native Grape Varieties: from Prosecco to Amarone

3 意大利威尼托葡萄酒晚宴
A Night for Veneto Wine
@ 新紀元廣場 Gaia Ristorante
Gaia Ristorante, Grand Millennium Plaza

4 Piper Heidsieck Rare香檳晚宴
Piper Heidsieck Rare Launching Wine Dinner
@ 香港喜來登酒店天寶閣中餐廳
Celestial Court Chinese Restaurant, Sheraton Hong Kong Hotels & Towel

5 塔維爾及教皇新堡葡萄酒晚宴
Tavel & Chateauneuf-du-Pape Dinner
@ 中國會
The China Club

6 研討會：當雞尾酒戀上韓國烈酒
Wine Seminar: Cocktail in Love with Korea Liquor

7 阿根廷Bodegas Norton午宴
Bodegas Norton Wine Lunch
@ Bentley's

8 葡萄牙“Meeting the Douro Boys”晚宴
“Meeting the Douro Boys” Wine Dinner
@ Club Lusitano

9 意大利Siena Enoteca Italiana葡萄酒晚宴
Enoteca Italiana di Siena Dinner
@ 國際金融中心二期 Isola
Isola, ifc Mall 2

10 研討會：西班牙葡萄酒 —
品嘗源自卡斯蒂利亞—拉曼恰的葡萄酒
Wine Seminar: Wines from Spain - tasting of wines from Castilla la Mancha

11 智利Santa Carolina Herencia葡萄酒晚宴
Santa Carolina Herencia Launching Wine Dinner
@ 香港會議及展覽中心金紫荊粵菜廳
Golden Bauhinia Cantonese Restaurant,
Hong Kong Exhibition and Convention Centre

12 Pays d'Oc午宴
Pays d'Oc Networking Lunch
@ 海都海鮮酒家
Victoria City Seafood Restaurant

詳情請瀏覽 For details please visit : <http://photo.freshmedia.com.hk>

美食博覽載譽歸來！A Glorious Return of FOOD EXPO



佳餚美饌 Delicious Delicacies

香港貿發局美食博覽歷史悠久，一直深受歡迎，出席買家可以發掘最新的食品意念和口味，推動業務蒸蒸日上。

The HKTDC Food Expo 2010 is a long-standing and highly popular event at which buyers can taste the latest developments in food ideas and tastes to enhance their food business.

全球美食 Global Aromas

美食博覽不斷搜羅環球美饌，品種一屆比一屆豐富。美食博覽2009吸引了來自24個國家及地區逾600家商號參展，較上年增加23%，各式各樣美食共冶一爐。

The fair is taking an increasingly international flavour with each edition. The 2009 event attracted more than 600 exhibitors from 24 countries and regions – 23% more than the previous year – adding further variety to the types of foods available.

食指大動 Appetising Treats

大會舉辦一連串特別活動，其中包括名廚廚藝示範，不單為參觀人士帶來更多姿彩的飲食體驗，也為業者締造良機，掌握最新的食品業趨勢，大展鴻圖。

Special events, including celebrity cooking demonstrations, entertain participants while addressing the serious business of the latest food industry trends.

各取所需 Trade and Public Tastes

美食博覽劃分為貿易館及公眾館，滿足買家的不同需要。貿易館專為飲食界業內人士而設，方便他們與供應商和生產商會面洽商。公眾館於展覽期間開放予公眾參觀，除香港參展商外，外地企業也可參展，館內更特設美食薈萃廊，推介質素卓越的食品。

To meet the needs of buyers, the fair is divided into the Trade Hall and the Public Hall. The Trade Hall is the place for food and beverage industry professionals to meet with suppliers and manufacturers. The Public Hall is open entirely to members of the public in which exhibitors from outside Hong Kong are as well included. It also features the Premium Food Zone for special gastronomic treats.

同期展覽 Side Dishes

香港國際茶展(8月12至14日)以及國際現代化中醫藥及健康產品展覽會暨會議(8月12至16日)將與香港貿發局美食博覽同期舉行，為買家帶來更多商機，拓展相關業務。

Two concurrent events – the Hong Kong International Tea Fair (12-14 August) and the International Conference & Exhibition of the Modernization of Chinese Medicine and Health Products (12-16 August) – offer opportunities to expand business into related areas.

買家評語 Buyers' Comments

中國北京市商務委員會處長雷瑋

Lei Kun, Division Chief, Beijing Municipal Commission of Commerce, Beijing, the Chinese mainland

「北京市商務委員會於2009首次組織商貿交流團出席美食博覽，包括30家企業共80名代表，這些企業都是中國內地十分著名和歷史悠久的傳統及特色商號，其中不少更是百年以上的老字號。我們和主辦機構合作愉快，他們為我們的商貿交流團提供了龐大支援。」

"Beijing Municipal Commission of Commerce has organised our first trade mission to the Food Expo this year (2009), comprising 80 personnel from 30 enterprises. These enterprises are all well-known traditional and featured enterprises with a longstanding history in the Chinese mainland. Many of them have been running business for more than 100 years. We enjoy a very cheerful co-operation with the organiser, who has provided enormous support to our trade mission."

日本 NPO Cool Storage for Food by Snow Energy 市務及研究部 Mari Iwahara
Mari Iwahara, Marketing and Research, NPO Cool Storage for Food by Snow Energy, Japan

「這是我第一次參觀美食博覽，想不到會有這麼多參觀人士。我知道香港人喜歡各類美食。我們有意2010年租用一個展覽攤位，介紹我們的食品和冷藏系統。」

"This is my first visit to the Food Expo. I'm surprised there are so many visitors at the fair. I understand that Hong Kong people are fond of various kinds of foods. We are interested in taking a booth to introduce our food and cool storage system next year (2010)."



立即索取免費入場證！
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業內人士現可立即透過下列渠道索取免費入場證：

For trade visitors, register now for your FREE admission badge through one of the three following channels:

網站—香港以外買家請於7月21日或之前及本地買家請於8月5日或之前登入www.hktcdc.com/tc/hkfoodexpo 預先登記；
Website – register at www.hktcdc.com/hkfoodexpo - on or before 21 July for buyers from outside Hong Kong and on or before 5 August for local buyers;

智能手機資訊站—立即登上iPhone App Store、BlackBerry App World或Android Market下載HKTDC FAIRS；
Smartphone Info Site – download HKTDC FAIRS at iPhone App Store, BlackBerry App World or Android Market; or

手機資訊站—hktcdc.com/wap
Mobile Info Site - visit hktcdc.com/wap/en

日期 Fair Date	公眾館 (展覽廳1及3E) Public Hall (Hall 1 & 3)	貿易館 (展覽廳3C-D) Trade Hall (Hall 3)
8月12至13日(星期四至五) 12 & 13 August (Thu & Fri)		10am-6pm只供18歲或以上的業內人士免費入場參觀* 10am-6pm Free admission for trade visitors aged 18 or above only *
8月14日(星期六) 14 August (Sat)	10am-10pm開放給公眾人士參觀 # 10am-10pm Open to public visitors#	10am-10pm開放給公眾人士參觀 # 10am-10pm Open to public visitors#
8月15日(星期日) 15 August (Sun)		
8月16日(星期一) 16 August (Mon)	10am-6pm開放給公眾人士參觀 # 10am-6pm Open to public visitors#	

* 業內買家可在位於博覽道入口之買家登記處免費登記入場

* Trade visitors can register for free badge at the Buyer Registration Counters, located at the Expo Drive Entrance.

- 3歲或以下小童及65歲或以上長者免費進場

- 展覽會每日關閉前45分鐘停止售票及進場

- Children under 3 and elderly over 65 will be admitted free of charge

- There will be no admission to the venue 45 minutes before the announced daily closing time of the Expo

最佳環保拍擋 — 中華電力為「泰安雞」農場帶來綠色新體驗

CLP - The Best Partner for Energy Saving Bringing Innovative Green Concept to Tai On Chicken Farms



「環保節能」這個議題近年在社會備受廣泛關注，各大小機構相對更重視可持續發展的需要，大部分均希望改善公司環保設備，惟在坊間似乎無從入手，但如果有專業人士從旁作針對性指導，對加強環保節能而付出的投資，不但可用得其所，更能回本有道，甚至可為公司開拓綠色商機。而在本港服務超過100年的中華電力有限公司，除一直擔當穩定可靠的能源供應商角色外，其專業團隊還致力從需求方面大力推廣能源效益，近年相繼推出多項嶄新服務計劃及產品，以配合各類型客戶群的不同需要，以推動社會對環境保護的關注，支持香港邁向低碳經濟。

其中一家受惠於中電節能計劃的本地品牌「泰安雞」於2004年成立，並在市場成功建立事業，大受市民歡迎，酒樓食肆紛紛向其訂購雞隻。他們出產家禽品質優良已無容置疑，但農場方面仍希望在推動環保方面作出貢獻，同時藉此提升競爭力。

「泰安雞」品牌東主香欽俊先生屬農場第二代主持人，由其父親開設首家農場飼養雞隻至今已有多50多年歷史。現時香先生以三個農場出產「泰安雞」，分別是鴻運、香基及鴻利農場，合計平均每月最高出產超過約28,000隻雞，該品牌每日供應約佔全港活雞市場七份一。而單是位於打鼓嶺的鴻運農場，面積已超過4萬平方呎，最高可飼養雞隻數量達38,500，平均每月最高出產12,800隻雞。

鴻運農場以各種大小面積的雞舍組合經營，過往主要以傳統白熾燈 (Incandescent light bulb)及T8光管(T8 Fluorescent Tubes)作為照明工具。而維持雞雞溫度，則採用熱水導管傳熱形式，利用柴油鍋爐將熱水經由水管送到雞雞雞舍，提供空間加熱，以維持雞雞的體溫。此外，農場亦特設冷藏櫃保存受精蛋。但由於農場各個部分的運作完全獨立，故相對在節能環保、減少開支方面，擁有很大的空間和潛力。

與此同時，中電團隊發現「泰安雞」所需要的改善地方，正與公司推行的「綠倍動力」計劃互相配對。「綠倍動力」不但依據農場使用能源的數據，來籌劃適合的節能方案和計算回本期，更能為原有和將開發的農場，度身訂造各項環保節能措施。這對著重環保、健康的「泰安雞」品牌來說，就能更進一步實踐理念；香先生自認識中電專為環保節能推出的計劃後，彼此一拍即合，積極落實改善農場的能源系統。

在下一期，我們會繼續深入了解「泰安雞」如何透過「綠倍動力」改善能源系統，達致全面節能、減省開支、提升競爭力的成效，對閣下公司的營運提供寶貴的參考資料，敬請密切留意。

"Energy saving" has become the buzzword today. Many organizations now place greater emphasis on sustainable development and energy efficient equipment installation, which requires specific skills and knowledge from energy professionals. Besides being a reliable power supplier serving Hong Kong for over 100 years, CLP is committed to promoting energy efficiency in the territory and supporting Hong Kong's transition to a low carbon economy. By providing comprehensive energy services and products, CLP assists companies to minimize the payback period of their green investment and helps open up new green business opportunities.

Tai On Chicken is a good example of local brands benefited from CLP's energy saving services. Founded in 2004, Tai On Chicken has been well received by the market, particularly the catering industry. Having secured a substantial market share with its quality poultry produce, the company started to look into ways to make contribution to protecting the environment while enhancing their competitiveness.

Mr Heung Yam Chun, the second generation of Tai On Chicken, inherited his father's business, which was started 50 years ago. The company currently owns three farms, namely, Hung Wan, Heung Kee and Hung Lei, supplying over 28,000 chickens each month, accounting for one-seventh of the Hong Kong market. Located in Ta Kwu Ling, Hung Wan Farm occupies a total area of 40,000 square feet, accommodates up to 38,500 chickens at one time and produces 12,800 chickens every month.

Hung Wan Farm is basically an assembly of chicken house units of different sizes. Illumination is provided by traditional incandescent light bulbs and T8 fluorescent tubes. Temperature is regulated by a system of pipes with running hot water heated up by diesel-fired boiler, which provides warmth that is necessary for the incubation of eggs. In addition, the farm is equipped with refrigerators to preserve fertilized eggs. Different parts of Hung Wan Farm operate as independent units. Under such settings, there are substantial potentials for energy saving and cost reduction.

After thorough investigation, CLP finds that "GREEN^{PLUS}" programme can cater to the improvement needs from Tai On Chicken. Based on the farm's energy data, "GREEN^{PLUS}" programme can help the farm devise energy saving plans and analyze the investment and payback period accordingly, with tailor-made measures for the farm's current and future development. Mr. Heung is surprised by the potential benefits and is eager to realize the suggested measures. Thanks to the "GREEN^{PLUS}" programme, Tai On Chicken can truly integrate its values of caring for the environment and human health into its daily operation.

The "GREEN^{PLUS}" programme revolutionizes Tai On Chicken's energy system and brings huge benefits to the company in terms of energy saving, cost reduction and competitiveness enhancement. Please do not miss the report in the coming issue. It will be definitely inspirational to your company's operation.

能源效益展覽中心

中電旗下位於九龍深水埗的「能源效益展覽中心」是一個集時尚和針對工商業界所需於一身的能源效益科技展覽館，並公開予相關業界機構參觀。中心透過嶄新和特別的影音效果，有效地展示先進的能源效益產品及電器的用途和益處。除此之外，更設有專人介紹及導賞服務，讓參觀者能親身接觸及實際應用節能科技，藉此提高客戶及市民的保護環境意識。



Energy Efficiency Exhibition Centre

Located in Sham Sui Po, CLP's Energy Efficiency exhibition centre is both fashionable and practical in displaying the latest energy efficient technologies for the commercial and industrial sectors. Through advanced audio-visual equipment, the centre demonstrates the use and benefits of the electrical appliances. In addition, guided tour and personal service are available for visitors to learn more about the actual use of energy saving technology, which help raise the sense of environmental protection among customers, as well as citizens.

7大展區遊覽攻略！Tips of Touring the 7 Zones!

整個2,000平方呎的場地共分為 The 2,000 sq. ft exhibition area is divided into:

空調展區 Air Conditioning Zone
空調系統的能源使用量佔一般樓宇的能源消耗達3成以上。因此展區內陳列多種與空調系統相關設備，以提供節能和舒適環境新方案。 In many buildings and facilities, air conditioning accounts for over 30% of energy consumption. The Air Conditioning Zone displays a variety of ventilation system designs which allow an efficient use of energy and provide a more comfortable environment for people to work and live in.
電器展區 Electrical Zone
為了幫助業界提升用電效能及縮短投資回報期，展區展示各款節能照明系統和電器，同時更包含一些改善電力質量的產品。 In order to promote energy saving and offer a shorter payback period, the Electrical Zone displays different kinds of
供熱展區 Thermal Zone
對於需要有效且穩定熱水供應的行業及用戶，這展區中不同類型的熱泵及加熱技術，能助業界更有效地節省達6成的能源開支！ For businesses which need a stable supply of hot water for optimal performance, the Thermal Zone showcases different types of heat pumps and water heating technologies that can save more than 60% energy costs!
工業展區 Industrial Zone
此區包含使人印象深刻的能源管理系統示範，透過有關系統及軟件的結合，有效監控能源消耗，並可優化相關生產流程，從而提高生產力。 In the Industrial Zone, different energy management systems are demonstrated to show how they could work together to monitor power consumption, lighting systems and other industrial processes.
學習展區 Inspire Zone
佈置充滿現代感，加上製作精緻的「環保城市模型」，配合電腦模擬及互動展覽，示範如何將技術應用於不同行業機構。 The Inspire Zone features a scale model of a green city that employs energy efficient technologies. Visitors will learn about how these technologies can be applied to different workplaces, with the help of multi-media programmes and interactive exhibitions.
廚房展區 Kitchen Zone
中電專為餐飲業而設的商用電能化廚房，爐具設備一應俱全，並由專人講解及示範，參觀者可輕輕鬆鬆體驗用電煮食的清爽舒適新感覺。 The kitchen area displays a full range of cooking equipment in a stimulated commercial kitchen. Through on-site demonstrations, visitors are able to experience the benefits of using electrical cooking appliances.
劇場展區 Theatre Zone
此區是整個中心的最後一站，有關推廣能源效益的研討會及工作坊均在此舉辦，並配合資料短片播放，使參觀者更容易了解能源效益的好處。 The Theatre Zone is the last zone of the tour, which presents an overview of the energy journey. Seminars and workshops on efficient energy use are held there. Together with short movie clips showing, visitors will be able to understand more about the benefits of energy saving.

欲了解詳情，請瀏覽 For details, please visit : <https://www.clponline.com.hk>

INDUSTRY ELITES

香港環境資源及安全學會會長譚淑玲小姐

Ms. Iris Tam, President of the Hong Kong Environmental Resource and Safety Institute



- 1973年開始投身教育行業
- 及至1998，身為校長的她首次接觸「五常法」（5S）環境管理
- 帶領學校成為全港首間考獲ISO 9000證書的學前教育機構
- 此後全心投入及改良5S在各行業的實踐
- 08年發起組織香港環境資源及安全學會，並創立「源全5S管理方法」，落實工作現場實施規範化管理
- 學會在北京、上海、深圳、新加坡、日本等地設立了辦事處，受惠機構多不勝數。
- Engaged in the field of education since 1973
- First encountered "5S" environmental management system in 1998
- Being the principal of a pre-school education institute, she led the school to be the first in Hong Kong obtaining ISO 9000 certification
- Since then, she dedicated herself entirely to improve and promote the 5S System
- Established "HKERS 5S system" to promote standardization management in workplace
- With offices set up in places such as Beijing, Shanghai, Shenzhen, Singapore and Japan, HKERS has been helping organizations standardizing their management systems

太興環球發展主席兼董事總經理陳永安先生

Mr. Chan Wing On, Ken, Chairman & Managing Director, Tai Hing Worldwide Development LTD.



- 早年投身社會，在街市肉檔工作
- 廿多歲已開始創業，變身肉檔老闆，期後更掌管6間肉食公司
- 於1989年創立「太興燒味」，由位於西灣河太安樓的傳統小規模燒味快餐店，逐步改革成以燒味為主題的連鎖餐廳集團。
- 集團現時共有30多間分店，遍佈港、九、新界，以至中國深圳。旗下餐廳品牌包括：「太興燒味餐廳」及「太興新世代」。
- 業務發展已漸趨多元化，致力開發其他食品市場，如火鍋店「南燒北鍋」
- 現任香港餐飲聯業協會會長，為業界熱心服務

- Worked at the butcher in market in earlier days
- Became the owner of a butcher shop in his 20s and later oversaw six meat companies
- Established "Tai Hing" in 1989 as a small fast food shop selling barbeque meat at Tai On Building in Sai Wan Ho. The brand gradually developed into fast food restaurant chains
- The group currently owns over 30 outlets spanning across Hong Kong and Shenzhen in China, with some running under the name of "Tai Hing Roast Restaurant" and "Tai Hing New Century".
- Further diversifying the business, the Group recently opens "Roast Pot" featuring hotpot
- Mr. Chan is currently the president of HKFORT, devoting his passion and experience to the betterment of the industry

獨立管理及培訓顧問鄭柏禮先生

Mr. Paul Cheng, Independent Management & Training Consultant



- 畢業於香港浸會學院（現為香港浸會大學）經濟學系
- 英國曼徹斯特大學深造，取得人力資源發展學碩士學位
- 從事企業培訓多年，曾任職的企業包括香港中銀集團、稻香集團、翠華餐廳集團
- 近年關注香港中小企業的管理發展
- 善於結合其個人豐富的經驗，以及眾多不同的真實個案作企業分析及指導
- 曾編著多部有關企業管理的著作

- Graduated from Hong Kong Baptist College (now known as Hong Kong Baptist University) majoring in Economics
- Obtained his Master Degree in Human Resources Management from the University of Manchester
- He has engaged in corporate training for years and has previously worked with Bank of China (Hong Kong), Tao Heung Holding Ltd. and Tsui Wah Restaurant Group
- He is currently interested in the management development of SMEs in Hong Kong
- He has also published books related to corporate management and is good at using real cases for corporate analysis and guidance.

香港專業品酒師協會主席周國明先生

Mr. Nelson Chow, Chairman of the Hong Kong Sommelier Association



- 畢業於南澳大學工商管理學系
- 從事品酒師廿多年，是波爾多葡萄酒學院認可講師，並自1997年開始成為香港專業品酒師協會主席
- 曾先後於中國會、文華酒店、富麗華酒店、馬會及香格里拉酒店等身居要職，現為美麗華集團飲食業務營運及發展副總裁
- 保持「零return」的紀錄，首次開酒以來，從未有客人在試味後要求換酒
- 在「中菜配美酒」方面極有研究，以推動品酒文化及提高酒類從業人員的實務技能為己任

- Graduated from the University of South Australia majoring Business Administration Management
- With over 20 years of experience working as sommelier, he became the Chairman of the Hong Kong Sommelier Association in 1997 and is an accredited lecturer for L'Ecole du Vin de Bordeaux
- Currently Vice President - Food & Beverage Operations & Development of The Miramar Group and has previously worked for The China Club, Mandarin Oriental Hotel, Furama Hotel, The Hong Kong Jockey Club and the Shangri-La Hotels
- A record holder of "zero return", he has not been asked to change the wine he chose for customers since day one
- A veteran of wine and Chinese food pairing, and has been devoting to the promotion of wine culture and professionalism in the industry

Vinexpo Overseas 主席Dominique Heriard Dubreuil 女士

Ms. Dominique Heriard Dubreuil, Chairman, Vinexpo Overseas



- 畢業於法律學校公共關係學系，並於國際公共關係行業任職達20年
- 於1988底加盟人頭馬集團，並於2004年擔任人頭馬君度集團董事會主席
- 於1994年至1998年擔任由70家法國高級品牌公司組成的Comité Colbert主席，致力維護法國產品的質素及創意
- 自2001年起擔任Vinexpo Overseas 主席，積極於法國以外地區推動葡萄酒文化
- 積極參與社會經濟事務，為「女性經濟與社會論壇」(W.E.F.C.O.S.)董事會成員，並且擔任「法中委員會」主席

- Graduated from Law School majoring in Public Relations, she has worked in the field of International Public Relations for more than 20 years
- Joined Rémy Martin in 1988 and became Chairman of the Board of Rémy Cointreau in 2004
- Chairman of Comité Colbert from 1994 to 1998, an association of 70 French luxury companies dedicated to excellence and creation
- Took up the post of Chairman of Vinexpo Overseas since 2001, actively involved in the promotion of wine culture outside France
- An active participant in social and economic issues, she is currently the Board member of Women's Forum for the Economy & Society (W.E.F.C.O.S.) and the Chairman of Comité France Chine

「淘大處處是關心」 AT AMOY WE CARE

Strive for Perfection,
Care for Customers' Needs

產品力臻完美 關懷顧客所需



提到「淘化大同」，很多人自然會聯想到它的醬油、急凍食品，進一步就是其百年歷史、香港人不可缺少的必需品；淘大之所以能夠成為公眾心目中的成功品牌，業務網絡遍及全球每個角落，是源於這一間代表著質優味美的企業，堅守「八大文化與承諾」，孕育出「淘大處處是關心」(at Amoy we care)的信念，其中一個堅守的原則，就是關懷客戶及消費者。淘大明白到，作為食品製造企業，必須為客戶及消費者提供安全、高品質、健康、美味、和具創意的產品。

When talking about Amoy, one would immediately think of its sauces and frozen food. Next is its hundred-year-old history serving as a necessity of Hong Kong people. Amoy is a successful brand in the eyes of the public, with business network stretching across every corner of the world. The reason lies with the Amoy's principle of "eight cultures and promises", which breeds the concept of "At Amoy We Care". One of the promises is to care about customers. Amoy understands well that as a food producer and manufacturer, the safety, quality, taste and creativity of food products are equally important.



創新美味 與社會同步

淘大為每位客戶提供創新產品，堅持與消費者的口味同步前進，一切都是源於關懷大眾的需要及期望。集團旗下的產品不斷推陳出新，掌握嶄新的市場機會，例如過往曾經推出全球首創瑤柱蠔油皇、瑞士汁，完全革新了當時尋常百姓家的煮食習慣。集團的努力研發，將最複雜的醬汁，以一個最簡單、方便的姿態供消費者使用：在繁忙工作一天過後回到家中，下廚一煮即食，毫不花費多半點功夫，便可在安樂窩煮出美味佳餚。



而點心方面，更加是驚喜不斷，以最新推出的叮叮馬拉糕來說，放進微波爐「叮」數分鐘，未撕開包裝已飄來陣陣雞蛋香味，捺不住要放進嘴裡細意品嚐，很多消費者嚐過後表示：「難以想像叮出來的點心，也像蒸一般有香滑鬆軟的效果！」。過去淘大在研製創意美點方面的成就，得到各界認同。淘大在2000年及2001年分別推出全港首創一叮即食的「叮叮腸粉」及「叮叮粥」，為急凍食品市場帶來新突破；其後再接再厲，推出「叮叮炒粉麵」及「湯粉」，以鞏固其領導地位。集團不僅令大眾可享受多元化又美味的食品，更令他們隨時隨地想吃便吃，方便至極。

Innovative and delicious products: never go out of style

Amoy aims at providing new products that suit the taste of customers, which originates from their care for the needs and expectations of people. The group is keen on exploring potential new markets and inventing new products. For example, the dried scallop oyster sauce and Swiss sauce are revolutionary products to many home kitchens. The group has done a lot of R&D in turning complicated sauces into much simplified and easy-to-use ones for customers. As a result, after a busy day of work, customers can easily make great dishes with Amoy's sauces and enjoy a nice dinner.

The dim sum series from Amoy gives customers even more surprises. For example, just reheating a pack of Ding Ding Cantonese Sponge Cake in a microwave oven for a few minutes, the sweet scent of eggs fills the air even without opening the package. Many customers expressed their satisfaction: "The cake is soft and spongy as if it's freshly steamed!" In fact, Amoy's innovative dim sum has been well-received. In 2000 and 2001, Amoy introduced the Ding Ding Cheong Fun (rice noodle rolls) and Ding Ding Congee respectively, which was a breakthrough in the market of frozen food. Later on, Ding Ding fried noodle and soup noodle were also introduced, which fortified Amoy's leading position in the market as a sauce and frozen food manufacturer. The frozen food provided by Amoy is not only diversified and delicious, but also extremely convenient for customers.





驕人成績憑努力創建

「淘大」憑藉多年來的努力，先後奪得多個重要獎項，包括2002年的「香港工業獎：消費產品設計獎」、2004年獲香港管理專業協會「優質管理獎」之優異獎、以及2008年「香港驕傲企業品牌選舉」之「評選團大獎(食米、糧油及副產品類別)」等；而其中尤以「香港工業獎：消費產品設計獎」更是香港第一間、亦是唯一一間食品公司奪得此獎，足以印證淘大在提供創新美味食品方面的驕人成績。



為了確保客戶及消費者享受的每一件淘大產品都是優質、衛生及安全，淘大在食品監控這課題上更是一絲不苟。在研究及發展方面，部門每次構思新產品時，均要進行多次測試，且有一套完善的標準指引供生產。例如叮叮粥的煮製過程要分開生米、熟米，而肉絲的厚度、份量均有既定準則，員工按照準則為客人生產優質食品；此外，淘大亦有「試味專員」及「100人測試大會」，根據嚴格的試味及評分審核，設計出最為大眾接受及歡迎的產品，每次測試大會最少要有70人以上表示讚好，才能通過該次產品測試；而在推出市場後，集團亦不斷了解市場反應，力求盡善盡美，例如為大眾提供試食，收集口味建議，更會透過顧客座談會，分享、交流客戶對產品及公司的意見。研究及發展部亦會定期為產品進行味道及各項測試，嚴格訓練試味專員，為產品做多方面的試驗，確保產品質素穩定，不會出現誤差。

Success built on diligence

Amoy has won several important awards for its hard work, including "Hong Kong Awards for Industry: Consumer Product Design" in 2002, "HKMA Quality Award: Certificate of Merit" in 2004 and "2008 Hong Kong Corporate Brands Award (Groceries)". In particular, Amoy is the first and only food manufacturing company to have won the "Hong Kong Awards for Industry: Consumer Product Design", which proves its success in providing innovative manufactured food.

In order to ensure that every product consumed by customers is safe and of good quality, Amoy is very scrupulous in food monitoring. For R&D, a new product has to pass many tests and produced according to a set of instructions. For instance, the rice used to make Ding Ding congee has to be separated as uncooked rice and cooked rice during the process. The thickness and portion of shredded meat are also standardized. There are also "taste testers" and "100 taste testers meetings" to test and grade the new products in order to perfect their products. A minimum of 70 people's approval is required for the new product to pass the product test. After introducing to the market, Amoy will keep tapping market responses. For example, public taste-testing, collection of taste suggestion and customer forums are held to communicate with customers. The R&D department will also make various kinds of product tests as well as provide training to taste-testers to ensure the stability of product quality.

Quality found in details

To produce quality food, the monitoring of raw materials is important. Amoy has an effective certification inspection system starting from purchasing raw materials that allows it to track down the origin of food. When the materials have arrived factories, sample inspections are carried out by professionals to ensure that the materials meet production specification. Amoy also has its own laboratory to inspect the raw materials of dim sum, such as vegetables and meat. While the

把握細節 保持出品質素

要做出優質食品，原材料的監控是不容有失，淘大由購買貨物開始已遵守有效的檢驗證明，方便追蹤來源、產地。當原材料到達廠房後，全部均有專業人員進行抽樣檢查，以確保合乎生產規格。淘大又特意設立專門化驗室，檢驗原材料如製作點心的蔬菜和肉類等。深圳淘大的冷凍食品廠房於2006年獲中國合格評定國家認可委員會簽發「實驗室認可證書」，是中國華南區唯一一間食品製造商之實驗室測檢結果獲政府認可。

儲存倉庫方面，淘大亦有極高規格的要求，目的是確保食品不會受到感染。集團運用「及時採購方案」(JIT, Just in time)，每次只會儲存最少量的主要貨物或原材料，以控制倉存貨量，用完再補，確保其新鮮及安全。生產亦依據「標準運作程序」(SOP, Standard Operational Procedure)，確保所有產品都合乎嚴格規定，沒有差異；此外，集團的品質控制員，會仔細檢查，例如檢驗產品顏色、重量、味道等，確保產品合乎公司嚴格的品質要求。製成產品存倉後，更會安排質量保證專員，做詳細檢驗，一切合乎標準才可推出市場。

要將優質產品送到客人手中，每個步驟均要細心考慮。在產品設計階段，淘大已需做很多密封測試，例如集團有一儀器可模擬盛載醬油的玻璃樽在車上震動和搖擺的情況，以監測樽蓋會否在運送過程中出現滲漏，亦同時衡量玻璃樽的硬度、厚度是否適合，以確保產品可以安全運送。而且，淘大自設運輸車隊，確保運送過程均在集團監測之內，產品不會出現差誤，客戶及消費者自然吃得安心又放心。

一直以來，「淘大」為實踐對客戶及消費者的關懷，提供安全食品而努力不懈，其堅持獲得「HACCP」食物安全重點控制認證、英國零售協會「廠商審核標準證書」及「ISO 9001:2000」質量體系管理證書(工業部及供應鏈)認可。集團更連續獲得多個獎項及嘉許的驕人成就，足以證明「淘大」此品牌及產品獲得大眾的認同。淘大又同時獲選為2003年「香港名牌」和2005年「香港卓越名牌」，正是對其多年努力的最佳鼓勵。

「淘大處處是關心」這份關懷文化，早已融入到每位客戶及消費者的生活中，為市場提供最優質、方便的產品，淘大這張成績單絕對成功及亮麗；然而，集團並沒有鬆懈，更承諾在未來繼續推出更多迎合顧客口味的食品，以感謝顧客的支持。這一切都源於淘大以心出發的關懷文化。



frozen food factory of Shenzhen's Amoy has received the "Accreditation of Testing and Calibration Laboratories" from the China National Accreditation Service in 2006, which made Amoy the only food manufacturer to receive such accreditation in Southern China.

The storage of food is strictly monitored as well to prevent contamination. By adopting the JIT (Just in time) policy, only a minimum amount of goods and raw materials is stored every time. This is to make sure the safety and freshness of food. The production also follows the Standard Operational Procedure (SOP), to maintain the quality standard of products. Apart from that, the quality control specialists will inspect the colour, weight and taste of goods carefully. Even the stored products are double-checked before selling in the local market.

To deliver quality product to the hand of customers, every single step should be well considered. At the product design stage, Amoy has carried out many seal tests. For example, an apparatus is employed to simulate the vibration of a bottle of sauce carried on a vehicle, so as to test whether the bottle caps are safe enough to prevent leakage. Meanwhile, the hardness and thickness of the bottle are also measured to secure safe delivery. Furthermore, Amoy has its own transportation team to ensure that the transportation process is under close monitor.

The world-class certifications received by Amoy such as "HACCP", "BRC" and "ISO 9001:2000" certification (Industrial and Supply Chain Divisions) prove that Amoy has always put safety of products as their priority to show the care for customers. In fact, Amoy has been a regular winner of various awards every year, which ground the popularity of the brand. The company has been chosen as the winner of "2003 Hong Kong Top Brand" and "2005 Hong Kong Premier Brand", which are great encouragement to the company for its hard work over the years.

The motto "At Amoy We Care" has already infiltrated into lives of every customers and consumers as Amoy provides the most convenient quality food in the local market. Yet, Amoy does not slack off. The company promises to introduce more new products that suit customers' needs to thank every customer. All these are stemmed from Amoy's culture of care.





食品安全是始終牽掛在消費者心頭的一件大事。這些年來，很多地區性的及特定的食品安全標準陸續推出，以保障食品安全，從且解決製造商、供應商、零售商及消費者所提出的關注食品安全問題。最近，全球食品安全倡議（GFSI）通過了一項食品安全新標準：FSSC 22000。FSSC 22000結合了大家所熟悉的食品安全標準中的內容，例如ISO 22000:2005、HACCP、BRC、IFS，以及PAS 220：2008。

FSSC 22000為所有食品生產製造商提供了一個全面的食品安全解決方案。鑒於其建立在ISO 22000：2005的基礎上，所以FSSC 22000可直接與ISO 9001、ISO 14001及OHSAS 18001等管理體系標準整合，成為所有食品製造商在促進產品品質及保證安全方面的重要部分。不僅如此，FSSC 22000還成為企業將食品安全和業務流程有效結合的管理工具，同時也保證了企業能夠滿足全球客戶對GFSI認可的供應鏈食品安全認證殷切需求。

FSSC 22000的頒佈表示食品安全標準向統一化及全球認可邁近了一步。FSSC 22000結合了ISO 22000：2005食品安全管理體系PAS 220：2008及其他附加要求。其內容也被全球食品安全倡議（GFSI）認可。GFSI旨在維持食品安全管理方案的基準審核流程，以實現食品安全標準的統一。同時，通過採納全球零售商公認且普遍認同的GFSI標準，GFSI致力於促進整個食品供應鏈的成本效率。

FSSC 22000是一項全球性的、可審核的食品安全管理體系標準，結合了良好操作規範（GMP）、HACCP以及其他管理體系要求。FSSC 22000為食品企業提供了一套全球認可的標準，證明其已建立全面的管理體系，並充分滿足顧客及行業法規在食品安全方面的要求。此標準在設計之初就考慮到涵蓋食品供應鏈的所有過程，無論是直接還是間接和最終產品相關。它為食品供應鏈上的企業提供了統一的食物安全管理方法，並易於被處於食品供應鏈不同環節的組織接受、實施及審核。

Food safety is always an issue on consumers' minds. Over the years, many regional and customised food safety standards have evolved in order to enhance food safety and address the issues raised by manufacturers, suppliers, retailers and consumers. Recently, the Global Food Safety Initiative (GFSI) approved the content of a new food safety standard, FSSC 22000. FSSC 22000 incorporates food safety elements already known from previous standards such as ISO 22000:2005, HACCP, BRC and IFS as well as from specifications such as PAS 220:2008.

FSSC 22000 presents one of the most comprehensive approaches to a food safety management system for those engaged in the manufacturing of food items. Because of its basis in ISO 22000:2005, the new standard seamlessly integrates into other quality management systems such as ISO 9001, ISO 14001 and OHSAS 18001, making it an integral part of any food manufacturing organisation's ability to improve quality and ensure safety.

The introduction of FSSC 22000 marks a major step closer towards a single, internationally accredited and recognised superior food safety standard. It combines the ISO 22000:2005 Food Safety Management standard with the Publicly Available Specification (PAS) 220:2008 and other additional requirements. Its content has been approved by the Global Food Safety Initiative (GFSI), an organisation committed to benchmarking food safety management schemes with an aim to foster a convergence between food safety standards. GFSI also focuses on improving cost efficiency throughout the food supply chain through the common acceptance of GFSI recognised standards by retailers around the world.

A combination of ISO 22000:2005, PAS 220:2008 and some additional regulatory and customer requirements, FSSC 22000 was approved by GFSI in May 2009 as a global benchmark in food safety management. Once fully implemented, FSSC 22000 is expected to become the sixth standard to join the stable of GFSI recognised schemes. This move will help drive cost efficiency and consistency in supply chains around the world when sourcing food and deliver greater confidence to the end users of third-party certification whilst providing flexibility and choice.

FSSC 22000在ISO 22000：2005及PAS 220：2008基礎上，增加了什麼？

FSSC 22000增加了一些條款，再次強調了製造商及供應商必須遵守的標準中的一些重要條款。這些附加要求明確規定：

- 製造商應當保存一套適用於公司的國外食品安全方面的法律法規，包括適用於原材料、服務、生產及運輸的產品。另外，製造商的行為應當符合食品安全良好行為規範、客戶要求，或其他任何與食品安全有關的要求。
- 食品安全體系必須確保並證明符合上述要求。
- 製造商應記錄可能影響產品品質的所有服務的特性（包括公共設施、運輸及維護），其詳略程度應與危害分析相適應，並且要符合PAS 220:2008第9條款的要求。
- 最後，製造商應確保有效的人員監管，以保證他們的行為與食品安全原理和規範相一致。

FSSC 22000為何被全球認可？

FSSC 22000是最為全面的食品安全管理體系標準，因為：

- 更容易地同其他管理體系標準相融合，例如：品質、環境與安全管理體系；
- 結合ISO 22000：2005、PAS 220：2008前提方案、HACCP、及CODEX要求；
- 獲得GFSI批准；
- 控制/減少食品安全危害，促進食品安全方面的持續改進；
- 重視法律法規符合性；
- 增強整個食品供應鏈的透明度；
- 允許較小或處於發展階段的組織實施外部開發的控制措施。

另外，FSSC 22000結合了其它GFSI認可的食品安全標準，並將其整合在一起。

FSSC 22000不僅成為企業將食品安全和業務流程連結起來的管理工具，同時也保證了企業滿足全球客戶對GFSI認可的供應鏈食品安全認證的日益要求。FSSC 22000強調最高管理層可衡量的承諾，同時要求組織分析客戶要求、定義流程，以及證明其對所識別的危害採取統一的控制方法，更新並不斷改進體系，以適過程中流程、要求及法規的變化。無論組織規模大小及複雜性，也無論企業是活躍在世界範圍內的食物鏈的哪一個位置，FSSC 22000為組織提供了真正的價值。

下期預告：專訪食品安全體系主任審核員

Next issue: An interview with the Lead Auditor of Food Safety Management System



SGS香港通用公證行創立於1959年，一直擔當著品質服務的先鋒。我們擁有逾50年的本地專業經驗及1,100多名訓練有素的專家。作為「一站式」品質服務的領導者，香港通用公證行致力為不同行業的產品提供卓越的測試、驗證、技術顧問及檢驗服務。此外，透過培訓及認證的專業服務，我們協助不少客戶提升其管理水平。香港通用公證行服務對象廣泛，客戶包括商業客戶、政府部門及國際機構等。

SGS Hong Kong was founded in 1959 as the pioneer in quality services. With over 50 years of local experience, SGS is now equipped with a strong team of over 1,100 committed professionals in multi-disciplines. As the leader in one-stop total quality services, SGS Hong Kong offers high-level expertise in testing, verification, technical consultancy and inspection of products from various industries. Our professionals also contribute to the enhancement of clients' management standards through training and certification. With its high standard of services, SGS serves commercial clients, governments and international institutions.

WHAT DOES FSSC 22000 ADD TO ISO 22000:2005 AND PAS 220:2008?

FSSC 22000 includes additional requirements that re-emphasise the criteria already covered under the component standards with which manufacturers and suppliers must comply. These additional requirements stipulate that:

- Manufacturers should have an inventory of applicable foreign, regulatory and statutory requirements on food safety, including those that apply to: raw materials; services provided; and products manufactured and delivered. In addition, the manufacturer should comply with codes of practice related to food safety, customer requirements on food safety and any other additional requirements on food safety determined by the customer.
- The food safety system should ensure and demonstrate conformity with these requirements.
- The manufacturer should also ensure that all services (including utilities, transport and maintenance) which may have an impact on food safety, have specified requirements, be described in documents to the extent needed to conduct hazard analysis, and be managed in conformance with the requirements of PAS 220:2008, clause 9.
- Finally, the manufacturer should ensure the effective supervision of the personnel in the correct application of the food safety principles and practices commensurate with their activity.

WHY FSSC 22000 WORKS?

FSSC 22000 is the most comprehensive food safety management systems standard because it:

- Integrates food safety management easily with other management systems, such as quality, environmental and safety management systems;
- Fully incorporates ISO 22000:2005, PAS 220:2008 Pre-requisite Programmes (PRPs), HACCP, and the application steps of CODEX;
- Is approved by the Global Food Safety Initiative (GFSI);
- Controls/reduces food safety hazards and promotes continuous improvement on Food Safety Aspects;
- Fosters legal compliance;
- Increases transparency throughout the food supply chain; and
- Allows small and/or less developed organisations to implement an externally developed system.

In addition, FSSC 22000 incorporates many of the principles of other GFSI approved food safety standards and combines them in a single approach.

FSSC 22000 combines the benefits of a business management tool linking food safety and business processes with the ability to meet growing global customer requirements for a GFSI approved supplier food safety system certification. FSSC 22000 stipulates measurable senior management commitment and requires organisations to analyse customer requirements, define processes and demonstrate consistent control over identified hazards, updating and improving the system to adapt to changes in process, requirements or regulations. It provides real value to organisations irrespective of size, complexity or and the levels of the playing field for suppliers and buyers throughout the food chain and around the world.

如有任何查詢請聯絡：

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上海浦東麗思卡爾頓酒店 打開中國區商務社交的金鑰匙

The Ritz-Carlton Shanghai, Pudong Key to Business and Social Lives in China



麗思卡爾頓酒店集團公司簡介

麗思卡爾頓酒店集團公司總部位於美國馬里蘭州Chevy Chase，旗下擁有73家酒店，遍佈美洲、歐洲、亞洲、中東、非洲及加勒比海地區。全球還有超過30個酒店及公寓項目正在進行中，其中包括迪拜金融中心、阿拉伯聯合酋長國、中國上海浦東和香港九龍。麗思卡爾頓酒店公司以其享有盛名的個性化服務受到廣大公眾的認可，也是唯一兩度獲得美國Malcolm Baldrige國家質量獎的酒店服務公司。

欲查詢更多資訊，請致電1-800-241-3333，與當地旅行社聯繫，或登入www.ritzcarlton.com。麗思卡爾頓酒店集團公司為萬豪國際酒店集團全資擁有的附屬機構。

The Ritz-Carlton Hotel Company

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, Md., currently operates 73 hotels in the Americas, Europe, Asia, the Middle East, Africa, and the Caribbean. More than 30 hotel and residential projects are under development around the globe with future openings including Dubai International Financial Centre, United Arab Emirates; Shanghai, Pudong, China; and Kowloon, Hong Kong. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service. For more information, or reservations, contact a travel professional, call 1-800-241-3333, or visit the company web site at www.ritzcarlton.com. The Ritz-Carlton Hotel Company, L.L.C. is a wholly owned subsidiary of Marriott International, Inc.

麗思卡爾頓酒店集團公司即將迎接於上海的第2家新酒店的開業，以進一步鞏固其作為中國區領軍奢華酒店品牌的地位。

上海浦東麗思卡爾頓酒店將於今年6月21日開業，這標誌著麗思卡爾頓酒店集團在中國區將擁有第7家豪華酒店及度假村。同時，麗思卡爾頓集團也是唯一一家同時在北京和上海分別擁有2家酒店的管理集團，另有2家座落於中國的門戶城市廣州及深圳，而旗下首家中國區度假酒店則座落於炙手可熱的海南省亞龍灣—中國最受歡迎的度假目的地。

麗思卡爾頓酒店集團亞太區副總裁Mark DeCocinis先生表示：「早在12年前，當麗思卡爾頓首家酒店在華開業時，我們便意識到了中國市場的重要意義。如今，事實證明了我們當年決策的正確性。我們致力將新開業的酒店打造成世界頂級酒店，以此鞏固集團在本區域乃至全球豪華酒店管理公司的重要地位。酒店由亞洲地產發展商新鴻基地產發展有限公司開發，從豪華購物商場、辦公樓、住宅區到酒店，是一項卓越的項目。能夠擁有如此出類拔萃的合作夥伴，我們倍感榮幸。」

作為名列前茅的奢華酒店，麗思卡爾頓酒店集團創造了極致優雅的住宿環境。即將開業的上海浦東麗思卡爾頓酒店則會是打開中國區商務、社交、休閒城市的金鑰匙，並成為中國區甚至全球奢華酒店品牌的標準。

The Ritz-Carlton Hotel Company will further strengthen its position as the leading luxury hotel brand in China with the opening of The Ritz-Carlton Shanghai, Pudong.

The Ritz-Carlton Shanghai, Pudong, opening in June 21, will see the luxury brand represented with the seventh hotel and resort in China. The Ritz-Carlton is the only luxury hotel company that offer two hotels in both Beijing and Shanghai, in addition to properties in the key gateway cities of Guangzhou and Shenzhen, as well as its luxury resort in Hainan Island's Yalong Bay - China's most popular resort destination.

"We made the decision more than 12 years ago when we opened our first hotel in the country, that China was strategically important to us and we have again shown our commitment to and belief in China as a crucial business and leisure market." said Mark DeCocinis, Regional Vice President, The Ritz-Carlton Hotel Company. "We are now far and away the leading luxury hotel brand operating in the country. The new property we are opening this year is truly world class and will further cement our leadership position in offering some of the very best hotels across the region and globally. The hotel is being developed by Sun Hung Kai Properties, one of Asia's property developers, who have proven excellence in creating world-class mixed use developments incorporating luxury retail, office, residential and hotels. We are delighted to be working with such an excellent partner on these projects."

Having established itself as the leader in luxury city hotels, The Ritz-Carlton brought a new level of refinement, elegance and product to resorts in China. The company's newest hotel is located in one of China's key business, social and leisure cities and will set the benchmark for the brand and for luxury hotels in China and beyond.

The 285-room Ritz-Carlton Shanghai, Pudong is Shanghai's ultimate destination for



麗思卡爾頓酒店集團公司亞太區副總裁狄高志(左)及上海浦東麗思卡爾頓酒店區域副總裁及總經理博瑞恩(右)出席於香港外國記者會舉行的新聞發佈會。

Mr. Mark DeCocinis (left), Asia Pacific Regional Vice President of The Ritz-Carlton Hotel Company, L.L.C., and Mr. Rainer J. Burkle (right), Area Vice President & General Manager of The Ritz-Carlton Shanghai, Pudong at the Press Conference held at Foreign Correspondents' Club, Hong Kong.

位於浦東金融貿易區核心地帶、上海國金中心一期大樓頂部的18層樓裏的上海浦東麗思卡爾頓酒店，擁有285間豪華舒適的客房和套間。酒店將於6月21日正式營業，迎接上海世博會。新穎時尚的設計風格恰到好處地闡釋了30年代老上海裝飾藝術風格與現代感的完美結合。而所有客房及餐廳均可飽覽上海外灘、擁有全世界最豐富的裝飾藝術風格建築群的美景。

由Richard Farnell做室內設計，上海浦東麗思卡爾頓酒店擁有 50至400平方米不等的客房及套房，以及富麗堂皇的麗思卡爾頓套房。其中有三層行政樓層。每間行政客房均可享用位於49層的行政酒廊。酒店另設有Sky大堂、大堂酒廊AURA、中餐廳「金軒」及由世界著名設計師Super Potato親力打造的意大利餐廳SCENA。獨特的頂層餐廳酒吧FLAIR是賓客休閒、商務會談及朋友小聚的時尚生活選擇。

酒店1,135平方米的大宴會廳可容納最多840位賓客，另外還擁有三個會議室。上海浦東麗思卡爾頓酒店可承辦各式大小型會議，專業的世界級技術設施及卓越的麗思卡爾頓服務更是錦上添花。另外，位於酒店55層的麗思卡爾頓ESPA水療擁有10個理療室。賓客更可流連於上海國金購物中心，體驗無限購物樂趣。上海浦東麗思卡爾頓酒店為賓客在滬城的住宿提供了更多選擇。

luxury and style and will occupy the top 18 floors of the Shanghai ifc South Tower in Pudong. Opening in June 21 to coincide with the World Expo, the design and style of the hotel is contemporary with hints of a modern interpretation of 1930's Shanghai Art Deco. This gives a great sense of place to the hotel as guest rooms and restaurants will have magnificent sweeping views over The Bund – the most in-tact collection of Art Deco architecture anywhere in the world.

With interior designs by Richard Farnell, The Ritz-Carlton Shanghai, Pudong's guest rooms will range in size from 50 to 400sqm for the palatial Ritz-Carlton Suite. There will also be three floors of Club accommodation. Each Club room will have access to the hotel's stunning Club Lounge on the 49th floor. The hotel will offer a Sky Lobby, Lobby Lounge AURA, Chinese restaurant "Jin Xuan" and Italian restaurant SCENA designed by the world famous Super Potato, as well as a destination rooftop bar and terrace FLAIR that promises to be the new lifestyle destination of choice for those wishing to entertain clients, business associates or friends in the city.

The 1,135sqm ballroom that seats more than 840 guests and three further meeting rooms enable The Ritz-Carlton Shanghai, Pudong to host large and small meetings in stylish surroundings, offering world-class technology and facilities underscored by The Ritz-Carlton outstanding service. While in addition, the hotel's ESPA on the 55th floor will feature 10 treatment rooms. Shanghai ifc mall will offer luxury retail outlets and will become a natural new destination of choice in Pudong.

「下午茶」 Vs 「High Tea」

在香港，我們經常把去飲下午茶說成去「high tea」，但其實在早期的英國，「下午茶」與「high tea」兩者有著顯著的分別。有說「下午茶」的起源，是17世紀英國貝德福德公爵夫人Anna Maria「發明」的。由於她的午餐與晚餐的時間相隔頗長，因此她以紅茶佐以小吃如餅乾、烤餅或小蛋糕來渡過那夾在進餐時間的「漫長」的等待。相反「high tea」其實是英國工人階層的日常習慣。於17與18世紀，英國大部分人都以務農為生，所以一天的主餐是於中午吃的午餐，晚餐則以清淡為主。但自工業革命後，工廠和礦場的長時間輪班工作，令一頓豐富的午飯變得奢侈，因此於傍晚時分以濃茶配豐富熱葷的「high tea」文化逐漸形成。與下午茶不同之處是，「high tea」是一天裡的主餐，而下午茶只是填補午餐與晚餐之間的小吃。

Afternoon Tea Vs High Tea

In Hong Kong, we always make afternoon tea as an equivalent to high tea, which is a light meal in between lunch and dinner. But in fact in the early days in England, the concept and content of "afternoon tea" and "high tea" were very much different. As perceived to be "invented" by Anna Maria, the 7th Duchess of Bedford in the 17th century, "afternoon tea" was indeed a light meal consisted of tea and light snacks, such as biscuits, scones or cakes and was served in order to let the Duchess survive through the long hours between lunch and dinner. Yet for the idea of "high tea", it was a more common practice for the working classes. During the 17th and 18th centuries when most were engaged in agriculture, the working classes tended to have the main meal at midday, with a much lighter dinner late in the evening. But after the industrial revolution, when people were employed for long shifts in factories or mines, hot midday meals were thus less convenient. The custom of having a high tea in the late afternoon therefore developed, in which strong tea, and hearty, hot food were served. Unlike afternoon tea, high tea was the main meal of the day, rather than a stop-gap between lunch and dinner.

誰發明「卡拉OK」？

「卡拉OK」於上世紀70年代由日本人井上大輔發明。他本身是一名鼓手，某次他錄製一盒伴奏音樂帶時，得到啟發而發明了卡拉OK伴唱機。此外，「卡拉OK」一詞的來源也跟「伴奏」不無關係。在日文中，「kara」解作「空」（沒有），「oke」則是「樂隊」的簡寫，加起來便有「無人伴奏樂隊」之意。

Who Invented “Karaoke”?

“Karaoke” came to in this world in the 1970s thanks to Daitsume Inoue from Japan. A drummer himself, he came up with the idea of “karaoke” machine by chance while he was recording a music cassette. As for the name “karaoke”, it is also closely related to accompaniment. In Japanese, “kara” means “empty” and “oke” is the abbreviation of “okesutura”, meaning orchestra. By adding the two words together, it formed “empty orchestra”, or without orchestra.

吃北杏會帶來不幸？

在中國，以杏仁入藥已有數千年歷史，《本草綱目》早記載：「杏仁性味辛苦甘溫、有小毒，入肺與大腸經。有止咳平喘、潤腸通便之功效。」所以，杏仁至今仍是煲湯或煮甜品的「常客」。眾所周知銀杏有毒，但原來特別是北杏，同樣不能過量食用，否則可能有氰化物中毒的風險。更重要的是，兒童僅吃12夥北杏已有可能被奪去小生命。建議食用杏仁前，將之長時間泡於水中，再以沸水徹底煮熟；而食用次數亦不應太頻密。

The Bitter Apricot Kernel Mystery

Bitter apricot kernel (Semen Armeniacae Amarum) has been used for medical purpose for thousands of years for the Chinese. Noted in the Compendium of Materia Medica, the authority text of Chinese medicine from Ming Dynasty, “bitter apricot kernel is bitter in flavour, warm in nature, slightly toxic. Tropistic to lung and large intestine meridian, it stops cough, ease pant, and relieve intestinal stagnancy”, it is therefore a common ingredient in soup and desserts. Just like Ginkgo, bitter apricot kernel also contains toxin, that excess intake of bitter apricot kernel will lead to Cyanide poisoning. More importantly, for children, a mere 12 pieces of bitter apricot kernel could kill. It is thus advised that before consuming, the nuts should be soaked in water for a period of time and be cooked thoroughly in boiling water. Also the consumption frequency should be less often.

罐頭蕃茄比新鮮蕃茄還好？

有很多水果和蔬菜最好是趁新鮮吃，蕃茄也不例外 — 但卻不適用於德國。因為在德國，製造罐頭用的蕃茄是來自於陽光充足的地區，當它們完全成熟而採收下來時，會馬上被製成罐頭或加工成蕃茄汁。而那些進口的新鮮蔬果都是在半青不熟之時就採收下來，它們吸收的陽光也不足夠，因此罐頭蕃茄會比較好吃，而且維他命的含量也比較高。

Canned or Fresh Tomatoes?

For many fruits and vegetables, the best time for consumption is when they are still fresh. Tomatoes are in no exception, but not in Germany. Tomatoes used for canned tomatoes usually come from sunny regions in Germany. They are harvested when completely ripe and canned or processed into juice immediately. While for those used for exports, they are harvested when half ripe, and have not absorb sufficient sunshine for growth. Thus when comparing fresh and canned tomatoes, the latter will usually taste better and contain a higher amount of Vitamins.



鴛鴦

鴛鴦創製自香港茶餐廳，是一種用咖啡、西式紅茶和淡奶混合而成的特色飲品。

它最正宗的份量，其實是有口訣的：「七茶三啡適量奶」，即七份西式紅茶，三份咖啡（至於紅茶與咖啡各自的沖調份量則會因應不同師傅的沖調方法而有所不同），再加入適量的淡奶；冷飲會加入白糖漿，而熱飲就要隨自己喜好加入砂糖。

之後還發展出一種叫「鴛走」的沖調方法，當熱飲時，將淡奶轉為煉奶沖調；因為煉奶本身經已有甜味，所以這樣沖調的熱鴛鴦不需要加糖，只需用茶匙混和一下就可以喝。

Yuan Yang

“Yuan Yang”, literally means mandarin ducks, is actually a kind of special drink in Hong Kong originated from Cha Cheen Teng (Hong Kong style tea bistro) by mixing coffee, red tea and evaporated milk together.

To make quality “Yuan Yang”, the best proportion of the three components should be 70% tea, 30% coffee (the making of both tea and coffee however, depends very much on individual tea master) with appropriate amount of evaporated milk. Sugar syrup will be added for drinking cold while white sugar will go with the hot drink.

There is also a variation of “Yuan Yang”, serves particularly as hot drink in which condensed milk is used instead of evaporated milk. As condensed milk is sweetened, sugar is not needed for the drink. By simply mixing coffee, tea and condensed milk together, then a nice cup of hot “Yuan Yang” is made.



食品安全管理 – 商譽攸關不容忽視

Food Safety Management – Goodwill concerned. Don't ignore it.

確保食品安全除了是食品企業必須履行的責任外，還往往押注了企業的商譽，所以經營者不能對食品安全管理掉以輕心。

全面的食品安全管理，有以下幾項要點：

食物供應鏈中，客戶及供應商之間必須有互動及有效的溝通，貫徹地防止食品安全問題。而食品生產商或供應商亦應該參照相關的法例法規、行業指引或顧客要求，採用或自訂一套日常工作的規範，以維持基本的衛生環境。

食品危害分析是食品安全管理的關鍵，能讓食品企業掌握有關控制及預防危害所需的知識。步驟包括：識別可能的食品危害，例如：生肉可能含有細菌；確定能預防、控制或消除危害的關鍵控制點，例如：蒸煮過程能把細菌殺死；訂定關鍵限值，例如：蒸煮的溫度和時間；監控關鍵控制點，例如：以時計監控蒸煮時間；當偏離關鍵限值時，應採取糾正措施，例如：當蒸煮時間不足，需處理該批食品及調校或修理蒸煮器具；建立有效的記錄，以便評審及調整關鍵控制點的狀況；定期驗證，以確定運作正常。

要確保食品安全管理的有效性，應有系統化的管理。其中，應有明確介定的工作程序；對食品安全的關注、理解、以及承擔，應從管理人員的策劃，貫徹於操作人員的執行；而管理體系當中，亦應具有監察、評審等持續自我完善的運作。這樣，才可以建立良好的食品安全管理體系。



香港品質保證局

香港品質保證局是由香港政府於一九八九年成立的非牟利機構，致力協助工商業發展質量、環境、職業健康和
安全、衛生及社會責任管理體系。



林寶興博士 Dr. Michael P. H. Lam

香港品質保證局總裁
Chief Executive Officer, Hong Kong Quality Assurance Agency

林博士是管理科學的專家，擁有多年評審及管理經驗，現任香港檢測和認證局、認可諮詢委員會及氣體安全諮詢委員會之成員。

Dr. Lam is an expert in management science, having years of experience in assessment and management. He is currently a member of the Hong Kong Council of Testing and Certification, the Accreditation Advisory Board, and the Gas Safety Advisory Committee.

Ensuring food safety is not only a responsibility for the food industry but also a gamble of their goodwill. So the food industry operators must be very careful on the management of food safety.

An all-rounded food safety management includes the following:

Within the food supply chain, customers and suppliers must obtain interactive and effective communication to thoroughly ensure food safety. Food manufacturers or suppliers should also adopt or conclude an operation standard according to related government policies and ordinances, guidance of the industry or demands of the customers. To ensure the effectiveness of food safety management, there should be a systematic management and to maintain the consistency of every task and to maintain the hygiene of the environment.

Hazard Analysis and Critical Control Points (HACCP) is the key to the food safety management in which operators of the food industry are able to grasp the knowledge of controlling and preventing food hazards. The steps in hazard analysis and control include: identifying the possible food hazards such as raw meat may contain bacteria; ensuring the key control points of the prevention, control or elimination of food hazards, for example, the cooking process is able to kill the bacteria in the food; setting the key limit, for instance the temperature and time for cooking; monitoring the key control point, such as the use of timer for cooking time control; adopting a corrective policy, for instance, when food is under-cooked, rules should be set on handling the food, or adjust the settings of the cooking appliances or fix them; establishing effective records in order to evaluate and adjust the condition of the key control points; carrying out regular checks in order to ensure that the operations can run smoothly.

Food safety management can effectively be exercised under a systematized management. The management team should make plans regarding to the attention, understanding and responsibility to food safety and make sure that the operation staffs work as planned. Moreover, the management team should possess the qualities like monitoring and evaluating the manufacturing processes in order to improve the operation. The foremost intention of establishing a good food safety management system is to prevent accidents related to food safety. This not only protects the health of citizens, as well as able to improve the image of the enterprise.

Hong Kong Quality Assurance Agency (HKQAA)

Established in 1989 as a non-profit-distributing organization by the Hong Kong Government, Hong Kong Quality Assurance Agency (HKQAA) helps industry and commerce in the development of quality, environmental, occupational health & safety, hygiene and social responsibility management systems.

慎防假貨 雙管齊下

A Two-pronged Approach against Fakes



吳展耀 Raymond Ng

香港貨品編碼協會營運總監
Chief Operating Officer of GS1 Hong Kong

Raymond致力推動及促進本地業界採納全球供應鏈標準與技術及最佳實務守則，協助香港企業提高市場競爭力。

Raymond is committed to enhancing Hong Kong enterprises' competitiveness through the provision of global supply chain standards, enabling technologies and best practices.

購物本應是賞心樂事，但若然誤購冒牌假貨，實在令人雅興盡掃、得不償失。香港素有「購物天堂」的美譽，不僅全球商品匯聚，且購物環境令消費者放心，因此每年均吸引大量遊客來港購物。為了刺激消費者的購買意欲，企業積極研發新產品及不斷提升產品質素。與此同時，為保障品牌的信譽，防止假貨入侵，不少商家也展開各種防禦工作，例如在產品上加入鐳射標籤、正貨標貼，以讓本地外地消費者「買得放心」。

防偽標貼 易被複製

為了打壓假貨，不少企業已著手積極於產品包裝上加入鐳射防偽標籤等技術，以茲識別。此等鐳射防偽標籤的最大優點在於成本低，可以大規模應用在商品上，讓消費者藉此識別商品真偽。然而，普通防偽標籤的製作成本比較低，未能有效地制止假冒的行為，自身也易成了被假冒的對象，甚至成為假冒商品的護身符。

市場上存在著不少不法之徒，覬覦具知名品牌的市場地位與利潤，伺機仿製及偽造產品，致令市場上仍不時出現偽冒產品，如名牌手袋、服裝、手錶、健康食品、中成藥以至大閘蟹等，情況令人擔憂。

劣質產品 危害健康

劣品的出現，不但令企業聲譽受損，打擊香港「購物天堂」、「正貨之都」的美譽及消費者對品牌的信心，更重要是，這些冒牌產品的品質低劣，在安全性方面更是沒有保障，市民若誤購假藥或冒牌食品，不但招致金錢上的損失，更有機會危害健康。

要保障企業利益，免受冒牌貨品的影響導致損失，必須雙管齊下，一方面從技術方面著手，透過創新的防偽技術及追溯產品來源的平台，讓消費者可以更方便快捷地取得可靠及全面的產品資訊，驗證產品的真偽，另一方面是加強宣傳和教育工作，提升公眾對產品安全及真品正貨的認識和關注，並加強消費者對防偽技術的認識，從而分辨出產品的真偽，令假貨無所遁形。

去年，香港貨品編碼協會在香港特區政府的資助下，推出「正貨」驗證服務，旨在藉著提高產品資訊的透明度，提升品牌的可信度。下期，筆者將會詳細探討防偽技術與產品來源追溯平台的應用與效用。

Shopping by nature is an enjoyable activity. Buying counterfeited goods by accident is however a spoiling experience. Hong Kong is long renowned as a "Shoppers' Paradise". It is not only a global hub of goods, but also a trustworthy shopping place. That's why every year there are millions of tourists choosing to shop in Hong Kong. With the aim of stimulating consumers' shopping desires, brand owners are committed to new product development and quality enhancement. At the same time, in order to strengthen the confidence of local and overseas consumers in shopping in Hong Kong, brand owners are committed to combating counterfeited goods by, for example, using security hologram labels and "No Fakes" labels.

Security Hologram Labels – Anti-counterfeiter Counterfeited

In a bid to fight against anti-counterfeiting, some brand owners apply security hologram labels on their product packaging. The low unit cost of security hologram labels enables them to become a popular way for consumers to differentiate genuine goods from fakes. Unfortunately, the low cost gives another side of the same coin: security hologram labels themselves can become a counterfeiting target easily. The counterfeited labels in turn authenticate spurious goods as genuine.

The huge profits generated by, especially, large brands are always coveted by counterfeiters. The victims range from luxury bags to clothing, watches, health food, Chinese patent medicine, and even hairy crabs. The situation is worrying.

Inferior Goods –Harmful to Health

Counterfeited goods damage not only the long-established reputations that brand owners have built, but also Hong Kong's reputations of "Shoppers' Paradise" and "Shopping Paradise for Genuine Goods". More importantly, counterfeited goods are of inferior quality and unwarranted. Taking counterfeited medicines or foods may hurt consumers physically and financially.

Technology and education are two pillars that help fight against counterfeited goods and protect brand owners. New technologies for anti-counterfeiting and product traceability facilitate consumers' access to reliable and comprehensive product information for product authentication. Education through, for example, publicity campaigns can enhance public awareness of product safety and authenticity, and strengthen public understanding of anti-counterfeiting technologies. Counterfeited goods can never grow in well-educated society.

Last year, GS1 Hong Kong, with the support of the HKSAR Government, launched a GENUINE Product Authentication Service. The service aims at bolstering customer confidence in brands through sufficient disclosure of product information. The next issue of this series of articles will detail the application and effectiveness of the anti-counterfeiting technologies and product traceability platform.



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ERS 5S – Mechanism 源全5S – 標準機制

5S(整理、存放、清潔、標準、修養)原本是5個步驟的品質管理工具，著重人、物、法的管理，但欠缺5M1E（機、人、物、法、環、檢）中的機制、環境、檢查。

食品製造業最近的大事件莫過於全球食品安全促進會(GFSI) 認可了由PAS 220(PAS-公開且可獲得的標準)及ISO 22000結合而成的FSSC 22000認證，因為PAS填補了GFSI一直認為ISO 22000的不足。

香港環境資源及安全學會(源全學會) 除了將5S由工具層面提升至系統層面，強調資源運用及安全，也運用了5M1E，使機構更易達到國際體系的前提方案。

源全5S將標準機制放第一。就如聖經所說：「沒有異象，民就放肆；惟遵守律法的，便為有福」(箴言29:18)，標準機制能有效維繫傳統5S中對人、物、法的管理。雖然傳統的第4S也是標準，但作為一個持續改善的系統，5S中每一環節都需要定立標準機制。

以第2S存放為例，傳統的第2S著重把有用的東西放在合適的位置，但傳統5S單次週期的特點欠缺對日常營運中各項目的管理。源全5S將收貨程序列入第2S的機制內：制定並列出收貨及臨時存貨區、收貨標準、時間、收貨責任人、供應商衛生合格證及聯絡方法，並定時對貨品進行檢測，以及對原材料保質期、出成率、切配配份標準等監控。

5S (Sort, Systemize, Shine, Standardize, Self-discipline) was a 5 steps tool used in quality control management, which emphasized the management on Man, Material, and Method, but not much on Mechanism, Environment and Measurement, which add up as the famous 5M1E(Machine, Man, Material, Method, Environment, Measurement).

The latest headlines for food manufacturers, must be the fact that Global Food Safety Imitative (GFSI) has recognized The Foundation for Food Safety Certification 22000 (FSSC 22000), an ISO 22000 and PAS 220 (PAS – Publicly Available Specification) based certification scheme, in which PAS can complement the inadequacy of ISO 22000.

Hong Kong Environment & Safety Institute (ERS Institute) has lifted 5S from just a tool to a system, emphasizing resources management and safety issue, and also implementing 5M1E, which enables companies to easier meet the prerequisite programmes of international standard.

"Mechanism" is the first emphasis that ERS 5S put on. As the Bible said, "When people do not accept divine guidance, they run wild. But whoever obeys the law is joyful." (Proverb 29:18, NLT), Mechanism can keep the management of man, material and method in good shape. Despite "Standardize", as the 4th "S" in the original 5S, share the same idea, , there should be mechanism in every single "S" to promotes continuous improvement.

Take 2nd S (Systemize) as an example. It was used to focus on putting useful things in proper place, but as 5S was a one cycle tool, it did not focus on daily operation procedures. Goods receiving procedures are listed in ERS 5S under 2nd S – Mechanism: setting up and list out goods receiving and temporary storage area, goods receiving standard, time, person-in-charge, suppliers' hygiene certificates and contacts, and carrying out testing on goods periodically, monitoring shelf life and production rate of raw materials, as well as the standard amount of allocation.

ERS - 5S準則 - 標準機制 ERS - 5S Standards - Mechanism		
蟲害預防及處理 Pest control and handling procedure	物品存放的系統 System on materials storage	廢物控制及處理措施（例：5R） Wastage control and handling procedure (e.g. 5R)
顏色管理及目視管理 Colour codes and visual management	清潔標準機制 System of cleaning standards	整理的機制 (例: 生命期) Mechanism of Sort (e.g. lifespan)
收貨生產/銷售計劃指標及展示 Display of goods received / production and sales target	出入口保安及監察系統 Security and monitoring system for exits and entrances	貴重 / 私人物品保存及限制 Storage and control of valuable / personal items
細菌控制或防止交叉感染處理 Bacteria control /prevention of cross contamination	維修標準機制 System of machine maintenance standards	能源的統計及控制(例：水、電、煤等) Energy and resource data collection and control (e.g. water, electricity, gas, etc.)



鍾鴻興先生現職大昌行物流業務發展總經理，擁有20年以上國際供應鏈管理及中國物流經驗。積極參與多個物流及專業機構，擔任管理及決策制定工作。現時為香港物流商會副主席、供應鏈及綜合物流委員會主席、英國物流運輸學會香港分會特許委員、國際青年商會資深會員等。鍾在多年前獲澳洲皇家墨爾本頒授物流管理碩士榮譽，及在香港修畢工商管理大學課程。
Ken Chung is the Business Development General Manager at the Dah Chong Hong logistics. More than 20 years experience in international supply chain and China logistics. Ken has been actively participating many logistics and professional organizations. Currently he is the Vice President of the Chamber of Hong Kong Logistics Industry (CHKLI) and is also the Chairman of the Supply Chain and Total Logistics Committee. He is a Chartered Member of the Chartered Institute of Logistics and Transport (CILT) and is the Senior Member of Junior Chamber International Hong Kong (JC/HK). Ken was graduated from the University of Royal Melbourne Institute of Technology (RMIT), Australia with Master degree in Logistics Management. He also hold a Bachelor degree in Business & Marketing from University in Hong Kong.

Current situation of logistics in 香港物流與國內物流的現況 Hong Kong and Mainland China

現時香港的第三方物流企業正面對租金及人力資源成本上漲的壓力，另一方面卻受到客戶的減價挑戰。大部分的品牌產品企業，每當物流合約到期時均會向現時物流供應商要求減價。同時會邀請其他物流公司提供報價，得到最低的報價後，便會向現時物流供應商施加壓力，令物流供應商就範。如此做法，不但令物流企業在有限的資源下運作，亦打壓物流業的發展空間，迫使物流公司將資源投放在國內發展。

反觀國內的物流發展空間卻極大，各個省市均以發展現代物流為策略性發展，作為提升產業競爭力的方案之一。國家將物流業納入十大行業振興規劃體現了對物流業的高度重視，《珠江三角洲地區改革發展規劃綱要》和國家《物流業調整和振興規劃》的實施，亦為各省市加快物流業發展帶來了新的機遇。近年內地的各個省市領導均主動到香港與物流業界作交流及招商，香港物流商會參與國內領導會面時，亦感受到各省市領導的熱情及對物流專業的尊崇。

內地的物流規劃發展一日千里，各地的物流園均以大規模及現代化作為競爭力，但現時國內物流專業人才並未達到現代化物流市場需求。一些擁有國際物流視野及經驗的專才亦不易在國內尋覓，香港因有面向國際及多年現代化物流發展的經驗，已在實踐中培養了不少這方面的專才，故很多時與內地的領導在席間交流時，他們均希望香港物流業界能到當地考察及提出共同發展物流規劃的意見。相對兩地在物流的不同發展情況，香港的物流業界已在國內尋找發展新的空間及方向，令業務有持續性及合理回報的發展。

在下期我會與大家分享有關現時熱門話題的綠色環保物流最新發展及歐洲的WEEE（Waste of Electrical and Electronic Equipment Directive）指令與產品回收物流的關係。

Nowadays, 3rd Parties Logistics (3PL) companies in Hong Kong are suffering from the rise of rent and labor source, at the same time, clients are seeking to reduce the price. Most of the branded enterprises demand a lower price during the renewal of contract, which depresses logistics companies and even the whole industry, so that they are forced to focus on mainland China for further development.

We notice there is a huge development opportunity for logistics in mainland China. because enterprises are devoting to increasing supply chain and logistics efficiency and taking it as the competitive edge for their business development. What's more, the China government keeps on establishing policies in favor of developing domestic logistics. That's why we could see new logistics parks are being set up in large scale with modern facilities. However, in comparison with its logistics hardware, China mainland is now lack of professionals in this domain. Talents with international logistics vision and experience are highly demanded. In Hong Kong, such professionals have been well trained thanks to years of logistics development. For this reason, leaders from different provinces of China usually ask Hong Kong logistics company for development suggestions. By comparison of the different situation of HK and China logistics environment, it is revealed why most 3PL logistics companies are focusing in China market development.

In subsequent issues of the magazine, we will talk about the development of Green logistics and the relation between WEEE (Waste of Electrical and Electronic Equipment) Directive and reverse logistics.



梁漢榮 Wayne Leung

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Guru of information technology and creativity. One of the instructors in Department of Information Systems, City University of Hong Kong, teaching courses on information management and ways to sharpen business competitive advantage through innovative technologies. Love watching movies in Broadway Cinematheque and reading books in the Kubrick nearby, creating new dishes at home is also one of my favorites.

The Smallest Voices at the Busy World Expo New Business Opportunities Brought by E-commerce 世博·「細搏」商務智能帶給旅遊業的新機遇

相信近期最熱門的話題一定是上海世博，雖然我還沒有假期到上海一睹各國展館的展覽，但一則世博新聞卻帶來一些反思。該則新聞講述匯通天下 (expotia.com) 為到上海世博的人士帶來一站式的網上預訂旅遊服務，無比方便。Expotia.com 其中一個核心理念是帶給旅客貼心及最佳的體驗。市場對這概念已悉能詳，但企業要怎樣做才能夠比競爭對手做得更好更個人化呢？簡單來說，要做到比顧客更早設想他們的需要，從而提供更合適的服務才能贏取顧客的讚賞。雖然大多數人都深明這道理，但若要按照顧客是每日成千上萬或更多人次，要做到個個貼心一定不是一件容易的事。

其中一種解決辦法是應用「商務智能」(Business Intelligence) 於處理顧客及交易資料方面，以帶給顧客意料之外的貼心服務。例如有一位遊客預訂了早班火車票，企業可根據該遊客的個人資料、過往交易記錄及其他相類似的顧客資料作分析，從而推測該遊客預訂早班火車的原因，有很大機會是想參與一個節日慶典後，便乘中午另一班火車到第二個目的地。若旅行社把握這個機會去提供節日慶典相關的服務，而不是盲目推銷酒店房間，新的商機便由此產生，顧客也會因為得到異常貼心的服務而大大提高對該旅行社的評價。

雖然「商務智能」的應用潛力很大很廣，但要將它發揮得淋漓盡致，營運者需精通商業科技 (business technologies) 及商業運作 (簡稱「雙專才」)，兩者缺一不可，因為了解商業科技者可以更快取得有用資料，亦能作出更準確的分析；了解商業運作則可把分析得來的新見解，用於設計更具成本效益及貼心的服務。

旅遊業是香港經濟支柱之一，本港於商業科技運用相對成熟和廣泛應用，再配合具「商務智能」雙專才加以發揮，相信業界不難發掘新商機。其實勝負只在於營運者對「細」處脈「搏」之洞悉、掌握及反應。

The hottest topic in town must be the World Expo in Shanghai. Although I do not have the chance to visit in person, a piece of news has caught my attention. The news is an introduction to a website called "expotia.com". This website provides convenient one-stop booking service for travellers to the Shanghai Expo. Its core idea is to bring personalized services to its clients that are best suited for their individual travel needs. This is not necessarily an innovative concept; how to excel other competitors in bringing better quality, better customized services is however the question. All competitors understand that the key to succeed in the industry is to plan ahead, to envisage the details of journey even before the clients find out their needs. However, if there are hundreds and thousands of clients each day, we might need some extra help to meet every single individual's need.

We might need the help from a new technology – "Business Intelligence". When it processes transaction data of the clients, it calculates their potential needs and suggests exclusive services that are beyond clients' expectation. For example, if a traveller books a morning train ticket through the system, it would process his data according to his past transaction and those of other similar clients. The enterprise can hence predict that the biggest chance for the client's itinerary is to attend a celebration event in the destination and leave for his next stop in the afternoon. If the travel agency steps in at this point and suggests services concerning the celebration event, instead of blindly promoting hotel accommodation, a new business opportunity is created. Moreover, the rating of the travel agency would highly raised as the client receives extraordinary customized and fitting services.

The potential for "Business Intelligence" is great and wide. However, in order to maximize the potential and fully utilize its capacity, you need to master both "business technology" and "business operation" (Double Expertise). Business technology allows you to obtain useful information quicker and process them more accurately; and only an expert in business operation can make good use of the processed results, and turns them into cost-effective and personalized services. You cannot succeed with only either one.

Tourism is one of the pillars of Hong Kong economy. The use of business technology is also relatively mature and widely used. If we adopt the idea of "Business Intelligence" and develop such double expertise, I'm sure business opportunities is awaiting for us everywhere. The key to succeed lies in whether we can listen, perceive and react to the smallest voices of our customers' needs.

「設計，讓生活更美好」

唸設計的人，通常會培養出一種對生活周邊發生的事物特別敏感的觸角，而我當然也不例外。無論什麼的設計，不論好與壞的設計，成功與失敗的設計，只要與設計有關連的，加上了人與設計間相互牽動之元素，用設計讓生活更美好，我都不會放過。因為最能啟發設計靈感的根源，就是從最基本的生活中去發掘。

正因如此，最近跑往上海一趟出差兼旅遊找靈感。今次到上海有兩大目的，第一是參觀「第十三屆國際焙烤展覽會」；第二當然是參觀祖國首次主辦，而且是歷屆規模最大之「中國2010年上海世博會」。說實話，原先絕對是借烘焙展之名義，出差來上海參觀世博為實。但當抵達位於浦東的上海新國際博覽中心之展會場地時，即時對自己說要作出心態之調整。原來這個烘焙展共有三十多個國家，超過千間國內外眾多知名企業參展，共用了6個展館，超過6.7萬平方米之展覽面積。此次展覽會已達到世界級之水平，是亞洲最大規模的烘焙設備展，並且成為中國業內最專業的展會。參與展會的企業包括烘焙原材料的生產廠商、生產加工設備、食品機械設備、器具、包裝材料到成品製造的整合式及系統化展覽會。

當然我並沒有打算在此為這個展會作宣傳，只是希望在此讓大家了解今天於中國的烘焙業、包餅業的市場之大，絕非三言兩語所能描繪；但從單一行業之展會已達到此規模，絕對不難想像各行各業之蓬勃發展。大家同時可從此細想一下，國家之急速發展絕對產生對國民生活質素之提昇，讓生活更美好。我隨意往上海市內走走，走訪不同之麵包店，當中有法式、日式、台式、星加坡、意大利甚至地中海式；有連鎖式集團經營者，也有自家經營者的特色小店。雖然各師各法，但他們都有一個共通點，就是很專注地做到他們的最好，從食材料、包餅造形、包裝設計、店面裝潢等等，讓每一個客人都感覺他們對烘焙業之熱情及用心。

我相信，這正正是我們祖國之發展速度何其之快的主要原因。來吧，香港的同業們，為了讓生活更美好，請為我們的城市共同努力！



蔡偉傑 Ricky Choi

東京麵包餅食集團執行董事暨營運總裁
畢業於香港理工大學設計學系獲取工業設計榮譽學士及於英國 Kingston University 建築學系取得建築學(設計與理論)碩士。Ricky 在拓展業務的同時，在公餘時間亦致力參與社會公益活動，努力與社區建立良好關係。現為職訓局環境保護業行業培訓小組委員及香港理工大學「名道」顧問委員會之委員；並為職訓局全人發展項目辦事處及勞工處「青年就業起點」擔任客席講師。最近更獲選參加北京國家行政學院之青年領袖國情研習班。筆者同時亦為香港餐飲聯業協會之會董，擔任多個部門之委員，為業界服務。



梁淑意 Rebecca Leung

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Rebecca Leung is an international wine judge, WSET (Wine & Spirit Education Trust, UK) Certified Educator, online wine show personality & wine writer.

不要忘了那抹紅

人類世界內，有很多既定的常規，不論人或事，進入了某個框框，要超越就有困難，酒的世界亦然。

香港的媒體報章，不知從何時起，喜歡將葡萄酒都稱為紅酒，彷彿只有紅酒才值得喝，完全省略了白酒和粉紅酒；說到紅酒，又好像只有波爾多的才算是好酒，作為葡萄酒愛好者（注意：不只是紅酒愛好者！），見到如此情況我會不勝唏噓。事實當然是每個產酒區均有好酒，也時有驚喜。所以，身為葡萄酒導師（又請注意：不獨是紅酒導師！），我唯有執意努力，盡量把開明的品酒態度弘揚開去。

大家常說舊世界的酒高雅細緻，其實新世界同樣有超班的出品。

以紐西蘭為例，大家都熟悉他們的長相思白酒（Sauvignon Blanc），也認同南島Marlborough區的最為出色。Marlborough位於南島最北端，葡萄園主要集中在區內的谷地，因為這裡充滿從前流經的河留下的砂礫淤泥，充滿礦物質，因此能種



植出帶有豐盛礦物氣息和芳香果味的葡萄品種。誠然，Marlborough的長相思是最著名的，品種也是當地種植範圍最大，產量最多，這裡出產的長相思芳香濃郁，果味熱情豐富，充滿熱帶水果、花香、蘆筍風味，混合新鮮草青味，教人一試難忘，紐西蘭憑著Marlborough長相思這種世上獨一無二的風味，於八零年代成功吸引世界酒壇注意。時至今天，Marlborough的長相思仍是引領著紐西蘭酒業的龍頭大哥，不過大家可不要忘記Marlborough的黑皮諾（Pinot Noir）紅酒也做得很好。

黑皮諾在Marlborough的種植面積是區內的第二大，僅排在長相思之後，並日漸增長，可見這種難伺候的葡萄在Marlborough的潛力。Marlborough區的陽光充沛，晚間清涼爽利，雨量低，葡萄熟成期長，很適合黑皮諾的生長。這區出產的黑皮諾酒體多為輕盈至中等，味道多為草莓、紅莓和香草，酸度適中，丹寧柔若絲，表現含蓄細膩。紐西蘭酒業翹楚的Montana所釀製的Marlborough Reserve黑皮諾就很容易入口，難得的是收結帶點礦物香。雖然其複雜度未能媲美法國布根地Premier Cru的雅緻高尚，但價錢更是經濟實惠，酒的果味鮮明，酸度果味平衡，且收結帶果香回甘，夏天稍作短暫冰鎮然後享用，自是一樁樂事。

Montana是紐西蘭最大的葡萄酒生產商，是首家商業酒莊進駐Marlborough區，並造出能引人注目的長相思，更豎立了Marlborough長相思的風格準則。現時集團以製造日用餐酒為主，長相思當然是主角，其中一些較高檔次的葡萄酒其實質素很不俗，能充分表現到酒區的獨特風味。

由於Marlborough區種植黑皮諾成績理想，同時也有不少莊園種有優良莎當妮（Chardonnay），Montana遂引入法國香檳莊Champagne Deutz的技術，利用黑皮諾和莎當妮釀造具備紐西蘭特色的氣泡酒：Marlborough Deutz Cuvee，其豐盈果味絕對是夏天飯餐價廉物美的好伴侶。

談談2009酒花

如果葡萄酒是用來送到嘴裏，我是盡可能遠離Robert J. Parker先生的評分。原因很簡單，他喜歡成熟、豐滿、果味甜美的「大酒」，作為釀酒人，誰都想釀出一瓶Parker滿分青睞的傑作，一登龍門，升價十倍。他的評分已經嚴重影響著全球的葡萄酒風格逐漸走向單一化，我不想有一天，我們飲的每一口葡萄酒都是Parker Style。

但另一方面，作為葡萄酒投資顧問，我無可避免投向Parker先生的懷抱，原因是他的評分，的確影響著酒價的高低起伏。剛收到Parker先生的試酒報告，2009年的木桶樣辦葡萄酒中，有潛質獲得100分滿點的，足有二十種以上，就是不必將葡萄酒送到嘴裏嘗，也預視了繼1982、2000後又一個世紀年份的誕生。

但是在酒花的投資市場上，世紀年份不一定是賺大錢的年份，執筆之際，大部分酒莊的葡萄酒期貨還未定價，尤其一級酒莊，更擺出一副敵不動、我不動的姿態，不過可預料的是，各家獲得高分評分的酒莊，定價一定不會太低。以最受國人追捧的拉斐酒莊(Château Lafite-Rothschild)為例，據說「暗盤」已達每箱一萬英鎊的水平，假如酒莊真的以貼近這個價格來開售，到期貨成為現貨時，還有多少上升空間？

記得去年開售的2008年期貨，由於年份並不超卓，加上金融海嘯的陰霾未散，酒莊的定價都非常克制，拉斐開售的時候，僅一千五百多英鎊一箱，一年後的今天，一箱的價格已升至四千多鎊，一年間已有三倍升幅。當然事實是2008的酒，雖不至超卓，但其實也不差，由此可知，葡萄酒的投資跟股市一樣，尋找價值被低估的，而非追捧熾熱的年份。

至於2009年的葡萄酒花，由於是世紀之年，因此定價亦肯定不會低，預期利潤空間，反而及不上一些被低估的年份。當然如果你是飲家，又是另一番故事，因為葡萄酒投資者也有一句格言：「萬一投資失利，可以拔出瓶塞喝掉它！」



蔡榛原 Jordan Choy

香港葡萄酒學會創辦人，波爾多葡萄酒學院認證導師，身兼酒評人、葡萄酒專欄作家、葡萄酒導師及葡萄酒投資顧問。
Founder of Hong Kong Wine Institute, Le Ecole du Vin de Bordeaux Certificate Educator, wine columnist, and wine investment consultant.



悠學坊 Wellness Club Ltd. 創辦人及董事、碳中和顧問、香港專業市務師
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悠學坊是「商界展關懷 2008-10」及 2009 年「滙豐當商新動力獎勵計劃」得獎公司。

11 Great Advice You Did Not and Will Not Learn in School

Bill Gates once shared how feel-good, politically correct teachings created a generation of kids with no concept of reality and how this concept set them up for failure in the real world. He explained 11 things youngsters did not and will not learn in school. I think that applies to kids of ALL ages.

Rule 1: Life is not fair - get used to it!

Rule 2: The world doesn't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.

Rule 3: You will NOT make US\$60,000 a year right out of high school. You won't be a vice-president with a car phone until you earn both.

Rule 4: If you think your teacher is tough, wait till you get a boss.

Rule 5: Flipping burgers is not beneath your dignity. Your Grandparents had a different word for burger flipping: they called it opportunity.

Rule 6: If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.

Rule 7: Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talking about how cool you thought you were. So before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.

Rule 8: Your school may have done away with winners and losers, but life HAS NOT. In some schools, they have abolished failing grades and they'll give you as MANY TIMES as you want to get the right answer. This doesn't bear the slightest resemblance to ANYTHING in real life.

Rule 9: Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you FIND YOURSELF. Do that on your own time.

Rule 10: Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.

Rule 11: Be nice to nerds. Chances are you'll end up working for one.



劉潤森 Lau Yun Sum Eric
香曾任職於 Regent Hotel、香港君悅酒店(麗晶酒店)、華美達麗新酒店、香港萬麗酒店、鷹君酒店等。
現為香港朗廷酒店總調酒師，中國香港調酒師協會行政會員。曾以個人或酒店名義代表香港調酒師協會
到廣州、上海、澳門比賽，亦曾於香港一些調酒比賽中獲獎。

調酒師？

大家好，

很高興可以與大家分享我26年調酒師生涯中所見所聞及調酒心得，藉此讓大家更了解調酒師到底是甚麼一回事。

首先想跟大家分享何謂雞尾酒

雞尾酒是指由五種不同材料混合而成的飲料。(可以是2至3種烈酒加上 Daily Product 而成。)

雞尾酒可以是傳統地跟著已有的配方(recipe)而調製，也可以因應客人的喜好而調製一杯特色雞尾酒。

如何調製一杯傳統雞尾酒或調製一杯特色雞尾酒，而又得到客人的認同，在我個人認為最主要出於心，凡事出於心，不論對人，對事都會得到認同。

那麼何謂Mixology (調酒術)

Mixology (調酒術) 不單是指調製一杯雞尾酒，而是將藝術和調酒技巧混合一齊，使客人享受到視覺、聽覺、嗅覺、味覺的一種調酒術。

其形(視覺、聽覺)、其髓(嗅覺、味覺)

視覺，乃是注視調酒師如何將所須材料放入調酒器，用一種優美動作而調製成的一杯雞尾酒，當然還有加上漂亮的裝飾物。

聽覺，指的是享受冰塊在調酒器內撞擊所發出的優美聲響。

嗅覺，乃是客人品嚐一杯雞尾酒前的重要時刻。原因何在？如果一杯雞尾酒只有其形，不得其髓，就不算是一杯雞尾酒。一杯毫無香氣、尤如死水的雞尾酒，又如何教客人暢飲？這就是我們所說的「Kick」，沒有了這個「Kick」，客人就不能暢飲。

味覺，客人一呷一呷的細味，每一呷面上就有不同歡欣，這就正正是調酒師的期望。因為調酒師的心血，得到客人的認同。





text ~ Jessi Siu

向世界各地奶茶出發！

Embracing the Multiculturalism of Milk Tea

台式珍珠奶茶深受香港年輕人歡迎，連鎖店亦開得成行成市，不論品牌數目或款式種類之多皆可媲美繁星。但好喝歸好喝，珍珠奶茶的成份倒是嚇人。在街上售賣的珍珠奶茶含奶精，但不含奶；含茶粉，但不含茶！奶精加茶粉沖水，再加入用木薯粉製成的「珍珠」便成了一杯香濃美味的珍珠奶茶。奶精的主要成份是氫化植物油，是一種反式脂肪酸。大量吸入反式脂肪酸會增加心血管疾病及腫瘤的發病率，更會導致女性月經失調、抑制男性精子活力等問題，專家建議珍珠奶茶還是少喝為妙。

除了台式珍珠奶茶外，嗜茶的人其實還有很多不同選擇，例如自家香港地、英國和馬來西亞也有自己一套與眾不同的奶茶文化。相信很多人會同意「每天必到茶餐廳細味港式奶茶！」這說法。港式奶茶又稱「絲襪奶茶」或「大排檔奶茶」，它的出現始於英國殖民統治時期。那時英國人把「下午茶」這個概念帶到香港，因英國人習慣在午飯至晚飯的一段時間，享受紅茶及西點，而他們喝茶時會加入淡奶和糖，使其更香滑；這杯「紅茶」便是港式奶茶的始祖。

港式奶茶以真材實料見稱，製法亦相當講究。要沖泡出香滑濃郁的港式奶茶必需要用上上好的錫蘭紅茶及優質淡奶。首先把預先調校好香味、色澤及濃度的錫蘭紅茶葉放入棉紗網內進行過濾，然後將茶渣隔去，倒進茶壺內蓋上蓋浸焗數分鐘，再把茶注入另一茶壺，重複翻倒數次，最後撞進淡奶，過程非常考茶水師傅的功力。

香港有港式奶茶，馬來西亞、星加坡及汶萊則有十分聞名的拉茶。拉茶源自移居馬來西亞的印度人，拉茶說實在亦是奶茶的一種，只是用上黑茶(**black tea**)和煉奶來沖製，味道較港式奶茶甜，然而沖泡拉茶最講究的就是茶水師傅「拉」的技藝。「拉」茶是指把已調校好的黑茶加入煉奶，從一茶壺由高到低倒進另一茶壺，壺與壺之間的距離愈遠愈好，來回工序數次直到奶茶起泡。奶泡愈多代表味道愈好，享受拉茶之餘能順道觀摩拉茶師傅的造詣，真是別有一番風味。

香港應有盡有，無需周遊列國，就在彈丸之地便可品嚐以上提及過各式各樣的奶茶。說到底，生在香港實在是不可多得的福氣！

港式奶茶 / Hong Kong-style milk tea	珍珠奶茶 / Pearl Milk Tea
鴛鴦 / Yuan Yang (coffee mixed w/ milk tea)	蛋撻 / Egg tart
奶油多士 / Toast with condensed milk & butter	茶水師傅 / Tea master

The Taiwanese “Pearl milk tea” has once again grasp the heart of the many youngsters in Hong Kong, chains of stores started to flourish all over the place with countless brands and categories. In spite of the tastiness of these favourite drinks, the list of ingredients could be quite scary. For the “pearl milk tea” available on the market, many are made of creamer, which is non-dairy; and tea essence, which contains no tea. The delicious, aromatic drink is indeed a mixture of creamer, tea essence, water and “pearls” made from tapioca starch. Creamer is actually made up of hydrogenated oil, which is a type of trans fatty acids. Excess intake of these trans fatty acids will actually increase the risk of cardiovascular and tumorous diseases, and even lead to menstrual disorder for women and inhibition of sperm motility. It is therefore suggested by experts that for the sake of our health, it would be better to lower the consumption of “pearl milk tea”.

Apart from the Taiwanese “pearl milk tea”, tea lovers do have a broad range of favourites, and places such as Hong Kong, England and Malaysia have their respective tea culture. In Hong Kong, a daily visit to Cha Cheeng Teng in the morning for a sip of the Hong Kong style milk tea is probably a habit practised by many. The Hong Kong-style milk tea, or often referred by the locals as “silk-stocking milk tea” or “Dai Pai Dong milk tea”, arrived at the city during the British colonial period in Hong Kong. The English brought with them their “afternoon tea” culture, in which hot tea and light snacks were served during the time break in between lunch and dinner. They would add evaporated milk and sugar into their tea to make it smooth. This delicate cup of “tea” is the foundation of the Hong Kong-style milk tea.

Famous for its quality, experts and masters are very particular about the making of the Hong Kong-style milk tea. Starting from the raw ingredients, the best quality Ceylon tealeaves and evaporated milk are to be used. To make a cup of rich and silky milk tea, the tea master has to first premix the Ceylon tealeaves to adjust the flavour, aroma, colour and concentration of the tea, then sieve the tea leaves through a filter made from cotton yarns to filter out the tea dust. Then the leaves are soaked in hot water and sit for a few minutes in an enclosed container. The liquid is then poured into another container, and this action has to be repeated a number of times and finally pour in the evaporated milk. It sounds simple just by reading the procedures, but it is indeed a skill that takes time and continuous practice to master.

While locally we have Hong Kong-style milk tea, Teh Tarik is another style of milk tea famous in Malaysia, Singapore and Brunei. Teh Tarik originates from Malaysian Indians and can be considered as a kind of milk tea. Made from black tea and condensed milk, Teh Tarik is sweeter than the Hong Kong style one and focuses on the technique of “tarik”, or “pulling”. By means of “tarik”, it is the pouring of mixed tea and milk from one container to another from high to low, and from distance apart. The further the two containers are apart the better the tea will taste, and the process has to be repeated a number of times until the liquid bubbles. Good quality Teh Tarik contains much more bubbles than the others. It is an enjoyable experience when you are watching the tea master pulling the tea while having a sip of the milk tea.

It is fortunate for us to be living in this multifarious city, where without getting on cruises and planes, we can still enjoy the many kinds of milk tea in Hong Kong. We are indeed a group of blessed epicures!

落實保障消費者權益

對中、小企業之機會與挑戰

text ~ 資深百貨從業員KC

新營養標籤規例經過多年的諮詢、立法及過渡期後，將於今年七月份正式實施，近期有關業界都忙於作好準備，以避免誤蹈法網。

近年來，政府為了加強保障消費者或改善環境，而推行了一連串之措施及立法，例如：食物及藥物(成分組合及標籤)規例、新營養標籤規例、揮發性有機化合物規例 (VOC)、以至膠袋徵費等等，對業界不多不少都帶來影響；一方面，大家看到在諮詢、立法過程中，政府比以前更主動接觸及聽取業界的聲音；另一方面，透過這種互動關係，亦促使了業界更主動、積極地參與了有關事務；同時亦看到了代表業界之功能組別立法會議員方剛議員，扮演了一個重要之橋樑角色。

每一條新規例，都會對業界做成一定程度之影響，例如：新營養標籤規例及食物及藥物(成分組合及標籤)規例，由於香港市場相對比較細，以致部份外國的供應商，不一定願意專為香港市場改變包裝，導致本港供應商需要在本港加貼有關標籤，從而做成成本增加，更有些可能索性退出香港市場；而對中、小企業來說，由於人力資源所限，要花時間及人力去瞭解及執行有關要求，無可避免地會做成營運成本之增加。

市場變動是永恒規律，香港作為購物天堂，保障消費者權益是責無旁貸！

「適者生存」，作為中、小企業面對各項市場挑戰，唯有調整資源，多留意各項措施之諮詢與推行的進展，並在過程中盡可能參與並表達意見，爭取平衡在保障消費者或改善環境之前提下，減少對業界之影響！

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2010年8月14日(星期六) 香港會議展覽中心

各組比賽日期：

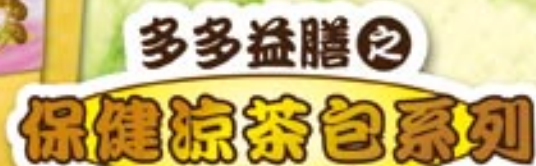
中國華中區決賽(上海)	2010年6月9日(星期三)
澳門區決賽	2010年6月13日(星期日)
中國華北區決賽(北京)	2010年6月23日(星期三)
中國華南區決賽(深圳)	2010年6月27日(星期日)
香港青少年組決賽	2010年7月10日(星期六)
澳洲區決賽(悉尼)	2010年7月24日(星期六)
加拿大區決賽(多倫多)	2010年8月1日(星期日)
香港區決賽	2010年8月12日(星期四)
香港區決賽	2010年8月13日(星期五)

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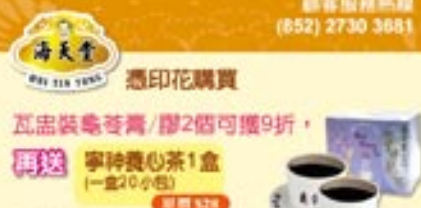
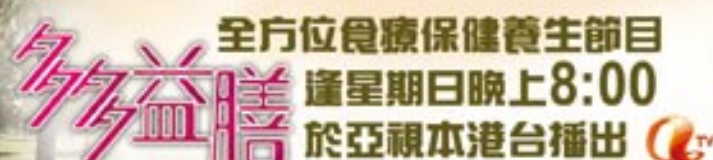
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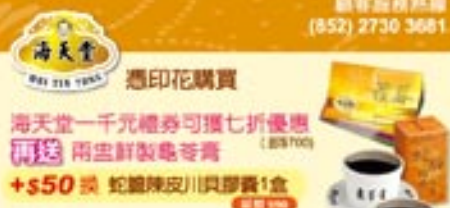


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與眾不同

2010年10月28 - 30日 中國 澳門



《亞洲美食佳釀暨酒店及餐飲設備展》是華南地區美食、美酒、餐旅行業唯一專業貿易展覽

“展會的專業程度給我們留下了深刻印象。這是我們在亞洲所參加過最好的展會之一。我們明年一定會再來參觀。”

Alfred Abbatangelo 先生
Lansell House 總監 (買家)

“亞洲美食佳釀暨酒店及餐飲設備展為我們提供了一個可以同時與業內人士進行會面的最佳平臺。而展會同期舉辦的配套活動如亞洲酒類博覽賽則有助於提高澳門餐飲行業服務標準，激發行業活力。我們的客戶也一致認為參加這樣一個國際性展會是正確的選擇。”

馬文龍先生
創權貿易有限公司 董事總經理

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“展會效果非常理想。參展商在此有機會與澳門進口商進行洽談。買家對西班牙火腿、紅酒和巧克力頗有興趣。我們希望明年能繼續吸引更多公司前來參展。”

Sandra 陳女士
西班牙駐香港領事館 貿易委員會貿易總監

“我們與來自香港和廣東的客戶建立了良好聯繫。我很喜歡這個展會。攤位裝修十分漂亮。我在展會期間忙得不可開交。”

游龍凡先生
西班牙阿拉貢自治區對外局 中國首席代表

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“開幕酒會非常精彩。這項活動與我們的業務關係緊密。由於贊助了廚師制服，酒會期間我們的產品特別引人注目。”

Angela 陳女士
香港豐利有限公司 商務專員

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“我們公司的產品已經出口至澳門很多大型酒店。我們希望借此機會與這些客戶建立更進一步的聯繫。明年我們還會再回來。”

陳定輝先生
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白加路先生
Ramos 酒莊經銷商

《亞洲美食佳釀暨酒店及餐飲設備展》創辦三年來，在華南地區美酒美食及餐旅行業享有盛譽，是您在南中國餐飲服務市場的最佳投資貿易展。

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