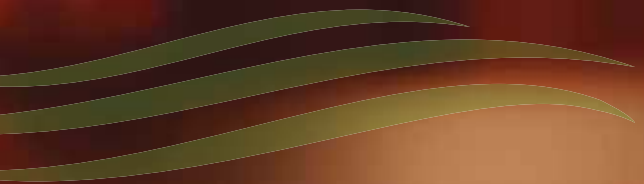


# foodtalk



women's  
world!

>> Succulent **Clearwater Lobster** >> It's a Woman's World (or isn't it?) >> **Cedar River Farms** Beef  
>> 加拿大優質野生龍蝦推介 >> 女大當家 >> 廚師推介美國**Cedar River Farms**天然牛肉



Pure bred, specially fed cattle for

*...full flavour and superior tenderness!*

純種，特別飼養的牛隻 - 含豐富的味道及極細緻質感

Cedar River Farms USDA Choice Natural Beef takes a natural approach to producing cattle. Proven by animal scientists, managing the feeding of a single breed of cattle from birth produces beef that is superior in terms of tenderness and overall palatability when compared to traditional beef.

At Cedar River we believe that beef should be full of flavour – no performance-enhancing antibiotics and added hormones. That's why our cattle are finished naturally, never receiving antibiotics or added hormones during the final 300 days of the finishing period.

And because cattle on the Cedar River program are allowed to grow naturally, they are healthier and more active, producing beef that is wholesome and delicious.



#### Competition 競爭對手

- Mix of breeds and cross-breeds  
雜交品種
- Feed less than half of that  
只有少於一半時間以高能量飼料餵飼
- Designed for quantity over quality  
以量取勝
- Harvested at 22.5 months average  
平均於22.5個月內被處理
- The National average for USDA Prime is less than 3%  
按USDA平均標準，只有3%可被界定為Prime (頂級)

- Pure bred for consistency time after time  
純種，世世代代仍保持其一致性
- 400 days on grain fed, the best high-energy rations  
400天內均以高能量穀物餵飼
- Raised and produced in limited numbers  
限量供應，以確保質素
- Harvested at an early age: 17 months for tenderness  
於17個月內被處理，確保其幼嫩肉質
- Grade-out on average: 20% prime and 80% choice  
20%可被界定為Prime(頂級)，其餘80%均為Choice(選裝)

美國Cedar River Farms - USDA Choice級別天然牛肉是來自以天然方法飼養的牛隻。專門研究動物的科學家證明，自牛隻出生便開始飼養管理，其所產生之牛肉的嫩滑程度和味道均比其他傳統方法飼養牛隻的牛肉為佳。

我們相信牛肉應帶豐富肉味 – 而這些味道不應來自添加劑。因此我們的牛隻完全天然處理，在宰割前300天內均沒有添加任何抗生素或趨促生長的荷爾蒙。

正因所有在Cedar River Farms項目下的牛隻均是天然飼養，因此牠們是較健康和較活躍的一群，其肉質也特別有益健康和味美。



*Cedar River Farms USDA Choice Natural Beef is now available in top-notch restaurants in Hong Kong. For more details, please contact your Angliss sales representative.*

這款美味的Cedar River Farms USDA Choice天然牛肉已於本地很多高級餐廳扒房供應。  
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foodtalk

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二十三期

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## Like these woman, Angliss is going full speed ahead into the future.

安得利也好像廣大女性般致力邁步向前。

Welcome to Issue 23 of Foodtalk.

From now on, Foodtalk will be released quarterly to bring you richer content for a more in-depth look into everything to do with F&B.

This issue, we celebrate women in the industry. It has been a hundred years since the inauguration of International Women's Day, and women are no longer confined to the stoves at home. As consumers, studies show they dine out more and spend more dining out, and behind the scenes, they're an unstoppable driving force. Hot Talk brings you four women who have, and are still, changing the Hong Kong hospitality game, then we look into the past for the lady who was possibly the instigator for the acceptance of females in the kitchen.

Like these women, Angliss is going full speed ahead into the future. In the past few months, we've been working on great new projects, such as a second foodtalk shop. Located in Sai Ying Pun, we are delighted to be bringing our quality foods to gourmards on Hong Kong island. Look out for the opening in May. Our development in China continues, with the opening of the Hangzhou office in January and Chengdu late March.

In March, Angliss hosted a lunch reception in Hong Kong for members of the press to introduce our business and critical factors for success, as well as showcasing select products. We invited Chef Mizuguchi from Kazan restaurant in Tokyo to design a luscious lunch using Angel Prawns from New Caledonia, chilled beef from Cedar River Farms in the United States, and foie gras from Feyel, and guests also had the chance to create their own dessert in a workshop held by Selena Choi of L'Atelier du Goût.

Also look out for Cedar River Farms chilled beef this issue. A prominent chef and steak expert talks about why and how he uses this natural beef that is free of hormones and antibiotics, and we've added a recipe for more inspiration.

Enjoy!

**JohnnyK ang**  
Managing Director – Greater China

歡迎閱讀第23期的Foodtalk!

從今期起，Foodtalk將會改為每季出版，讓你更深入認識一切與餐飲業有關的訊息。

今期的主題是餐飲業中的女性。國際婦女節迄今已有一百年的歷史，現今的女性不再只是在家中煮飯。有研究更指出，作為消費者，女性外出吃飯更加頻密、花費也更多；至於不少女性也成為了餐飲業中的掌舵人，是一股不可小覷的勢力。今期的Hot Talk就會為你介紹四位女性，她們都是現時香港餐飲業獨當一面的人物。此外，我們也回顧了一位歷史人物，看看她如何幫助女性提升在廚房中的地位。

至於安得利，也好像廣大女性般致力邁步向前。在過去幾個月，我們展開了多個大型項目，例如第二間的foodtalk專門店將在5月於西營盤開幕。通過這間新店，我們將會把安得利的優質食品呈獻給港島的食家。另一方面，安得利在中國的發展也非常順利，在1月和3月下旬，杭州及成都的辦事處已陸續投入服務。

在3月份，安得利向香港傳媒界舉行了一次午餐會，並向來賓介紹本公司的業務及成功關鍵因素，同場展示了一系列的精選產品。我們邀請來自東京Kazan餐廳的水口廚師，即場炮製了一頓美味的午餐，食材使用了新喀里多尼亞 (New Caledonia) 的天使蝦、美國Cedar River Farms的天然冰鮮牛肉、Feyel鵝肝，此外來賓亦在由L'Atelier du Goût的Selena Choi主持的工作坊中，學習製作自己的甜品。

本期的內容還包括Cedar River Farms的冰鮮牛肉。一位著名的廚師及牛肉專家與我們分享他為何會選用不含激素和抗生素的天然牛肉，並談談會怎樣烹調這些優質牛肉。本期內容還會附帶一份食譜，以其激發大家的更多靈感。

我們衷心希望你會欣賞這一期的豐富內容!

**江文喜**  
大中華區董事總經理



# FOR THE LOVE OF PASTRY



一生不變為糕點

In his thirty-plus years in pastry, **Jean-François Arnaud** has specialised in everything from chocolate to sugar art. He was rewarded the M.O.F., Meilleur Ouvrier de France in 2000, France's highest honour for artisans. He then moved to Asia, to head up the French Culinary School in Asia in Kuala Lumpur, and has now dedicated himself to training in Asia.

在過去三十餘年的糕點製作生涯，**Jean-François Arnaud**從朱古力到蛋糕裝飾等所有範疇都曾涉獵過。在2000年，他榮獲法國國家最佳工匠大獎（Meilleur Ouvrier de France，簡稱M.O.F），為該國頒授予工匠的最高榮譽。其後，他轉往亞洲領導馬來西亞吉隆坡的亞洲法國烹飪學院，致力培訓亞洲地區新一代糕點廚師。

**F (Foodtalk): How did you begin your career?**

**A (Chef Jean-François Arnaud):** It's very simple. My family has been in pastry [for a long time]. I was born into it. My grandfather and my father were both in pastry. I was exposed to it from a very young age, I never wanted to do anything else.

**F: How does one become a M.O.F. (Meilleur Ouvrier de France)?**

**A:** The MOF is the highest title for artisans of handcrafts [in France]. For me it was pastry, confiseries, which is chocolate, candies, caramel and so on. It's like a competition, they're held every three years. Any pastry chef can go for the selection. In 2000, when I became MOF, there were 80 people in the initial selection, after the first round, only 20 made it into the finals, and after the finals, only four were rewarded the MOF. It's not only one person who receives it, you get it when you reach a certain level in the competition. If you get 16 points out of 20, you become a MOF. This competition includes everything about pastry. We have 30 hours over three days, and three different judges. They score on three things, the first is how you work, the second is artistic presentation of the product, and the third thing is the taste. All the judges judge separately, they are not allowed to talk to each other.

**F (Foodtalk): 你如何開始你的事業?**

**A (Chef Jean-François Arnaud):** 其實過程相當簡單。我的家族一直都是從事糕點這個行業。我一出生就與糕點結下不解之緣。我的祖父和父親都是糕點師。所以，我從小就接觸到這門手藝，而且從未想過從事其他工作。

**F: 要怎樣才能獲得最佳工匠大獎?**

**A:** 國家最佳工匠大獎是法國授予工匠的最高榮譽。對我而言，有關的工藝就是怎樣做糕點、巧克力、糖果、焦糖等等。這就好像一場比賽，每三年舉行一次。任何糕點廚師都可以參加。在2000年，即我獲頒國家最佳工匠大獎的那一年，一共有80名糕點廚師參加初選，在首輪賽事後只剩下20個人進入決賽。而決賽過後，只有四人獲頒最佳工匠大獎。得獎者往往不只一人，因為如果你在比賽中達到一定水平，你就會得獎。假若在20分裡你獲得了16分，你就會獲頒國家最佳工匠大獎。這項比賽涉及到所有有關糕點的範疇。我們在三天裡需要花30個小時製作糕點，而評判則有三個。他們會就著三方面進行評分，首先是你的製作過程，其次是糕點成品的藝術表現，最後則是味道。所有的評判都會分開評分，並不准互相討論。

**F: 你為什麼會來到亞洲?**

**A:** 依我所見，如果我們所討論的是由人手而非機器製作的糕點，大部份的相關企業現時都位於亞洲。在歐洲，勞工成本實在相當高，很多地方的人都會從工廠購買糕點。事實上，我非常喜歡向其他人示範如何製作牛角包和蛋糕這一類簡單糕點。在獲頒國家最佳工匠大獎後，我才意識到那也是我應該做的，就是通過示範和工作坊與其他人分享自己對糕點的製作心得。



**F: Why did you move to Asia?**

**A:** I think most of the pastry business is in Asia now, when we talk about pastry done by hand, not by machine. In Europe, the cost of manpower is much more expensive, a lot of places buy their pastries from factories. I like to show the people how to make basics like croissants and cakes. After the M.O.F., I realised it is also something I need to do. The way to share what we do is through demonstrations and workshops.

**F: Being in Asia, what are some ingredients in that you've come into contact more?**

**A:** In pastry, spices and tea in particular. For example, we can infuse jasmine tea into cream, and use it with chocolate and make it into a mousse. Or inside a cake, we can just infuse the cream with tea, add a bit of gelatin and it becomes very tasty.

**F: If you were given a pastry product to assess, what steps would you take?**

**A:** You always start by observing how it looks, such as the colour and shine. After that, you cut into it and feel the product, to see if it's soft, or crunchy, or whether it deflates. Then you look at the inside; at this point you can already begin to imagine what it would taste like. Finally, you can put it in your mouth to taste it, asking, 'What is the main flavour?' 'Is the way that they associated the different flavours interesting?' If it's a cake, you then taste the individual layers, one by one, tasting the base, glazing and so on separately, and appreciate the overall taste.

**F: 在亞洲, 你接觸得比較多的是那些食材?**

**A:** 在糕點方面, 我會傾向於選用香料和茶葉。例如, 我們可以把茉莉花茶注入到忌廉裡, 並配以巧克力製成慕斯。或者我們可以把茶味忌廉注入蛋糕, 再加入一些明膠, 它就會變得非常可口。

**F: 如果你要為一件糕點成品進行評估, 你會採取甚麼步驟?**

**A:** 首先我會利用雙眼評估糕點的顏色和光澤。然後我會把那件糕點切開, 看看及感受它是否軟熟、鬆脆, 或有否下塌。再下一步是看看裡面, 單從這就能大概想像它的味道, 無需親身品嚐。最後當然是在嘴裡細細地品嚐。我會問自己它的主要味道是甚麼? 幾種不同味道的配搭是否有趣? 如果那是一件蛋糕, 我會一層一層地試味, 最底的一層、面層的糖漿等等, 然後感受整件糕點的口感。

**F: 依你所見, 在糕點製作方面有甚麼新趨勢?**

**A:** 在過去15至20年間, 糕點製作的變化可以說是相當多。由於法國小圓餅大行其道, 現時的蛋糕都變得非常色彩繽紛, 至於蛋糕的形態也更趨優雅, 裝飾層次更加簡約、更加輕盈。當然, 對於不同類型、不同檔次的餅店而言, 趨勢可能會有所不同。舉例來說, 普通餅店和酒店的糕點潮流就會有一定差異。對高級糕點專門店來說, 它們現時更強調真味。例如, 如果你要做一個綠茶味的蛋糕, 你會想真的在品嚐一杯綠茶, 而不需要費盡心思猜想究竟是甚麼味道。

至於在製作糕點的廚房, 也出現了許許多多不同的設備和技術, 例如花嘴機。如果你要製作的糕點數量相當多, 您可以輕易買到一部這樣的機器, 幫助你製作法國小圓餅、餡皮糕點、餅乾、蛋酥等等, 這樣其形狀就可以非常一致。此外, 你也可以在糕點產品的包裝上多下一點心思, 使其可以配合得天衣無縫。例如, 通過機器製造的

**F: What are some trends you've seen in pastry?**

**A:** There has been a lot of evolution in the past 15 to 20 years. Since the macaron trend, we've seen very colourful cakes; we see more elegant cakes, with cleaner, lighter decoration. Of course, trends will differ for the different types and level of outlets, how trends play out in shops will differ from hotels, for example. For top-level pastries, one trend is that the tastes are truer, for example, if you do a green tea flavoured cake, it will really taste like green tea, and not leave you guessing.



*For top-level pastries, one trend is that  
...the tastes are truer*

對高級糕點專門店來說，它們現時更強調真味

A lot more equipment and technology have come into the pastry kitchen, such as piping machines, if you have a lot of business [and volume], you can easily buy a machine to pipe, it can be for macarons, choux pastry, cookies, meringues, everything, so the shapes can be very consistent. You can use nice packaging for these products too, because it will all fit in nicely. Puff pastry, for example, through machines, will be consistent every time; by hand it depends on who's making it. In a way, these machines have elevated the level of pastry products. Consistency is a good thing for the customer. Customers need to know they're coming back to the same croissant, same colour, and so on. Finger food could be next, macarons are finger food, so maybe we can progress this way.

**F: You've been working closely with Fonterra, what is it you like about it?**

**A:** The quality of Fonterra products is stable. With this new cream, Anchor Extra Whip, I can create a fine lightness, which is good for mousse and for cakes. In Asia, stability of product is very important. We have different temperatures, so it can be quite difficult, but this new cream is very good (in that regard). Some creams can be a bit fat, and can split when you cook it, but this is white and light.

**F: What's next for you?**

**A:** I want to share knowledge, same as before. I will do this until I feel too tired, in Asia and the Middle East.

酥皮糕點，其在形狀上的差異可以減到非常低，如果用人手做則可能每次都不同。在某種意義上來說，這些機器可以說是提升了糕點產品的水平。而一致性對於客戶來說是件好事。原因是客戶可以知道他們下次再光顧時會買到一模一樣的牛角包，而顏色也並無二致。迷你型的糕點可能會是下一個新趨勢，法國小圓餅就是一例，這也許是我們糕點製作日後的發展方向之一。

**F: 你和恆天然 (Fonterra) 合作已經有一段相當長的日子，它有甚麼吸引你的地方？**

**A:** 恆天然公司的出品非常穩定。我可以使用其新推出的忌廉製作非常輕盈的糕點，這對慕斯和蛋糕的製作特別有用。在亞洲，產品的穩定性至為關鍵。亞洲不同地方的溫度都有一定差異，所以要保持產品的質量穩定有時會相當困難，但這種新忌廉在這方面卻非常出色。很多忌廉都可能過於肥膩，而且在煮的時候會分離，但這一種色澤非常白而且十分輕盈。

**F: 未來有甚麼計劃？**

**A:** 我會與過往一樣與其他人分享我的糕點製作心得。我會繼續在亞洲和中東地區推廣糕點製作，直到我老了、走不動才會罷休！





# Anchor Master Pastry Chef Cocktail Reception

## 安佳Anchor烘焙酒會

Fonterra Brands (Hong Kong) Limited has hosted a cocktail reception on March 16 at The Market in Hotel Icon. Renowned French pastry chef, M.O.F. **Jean-François Arnaud** shared his experience in pastry making to more than 30 pastry professionals. The enchanted afternoon ended with many types of finest pastries made from Anchor dairy products and champagne for guests to savour.

恆天然乳品(香港)有限公司於3月16日(星期五)假尖沙咀唯港薈The Market舉行了安佳Anchor烘焙酒會。當日邀得法國烘焙廚神 **Jean-François Arnaud**與業界朋友交流烘焙心得。來賓皆陶醉於品嚐以安佳優質奶製品所烹調的精美甜點和享用香檳飲料，不亦樂乎！



[1] Chef Arnaud using Anchor cream [2] Sharing pastry tips with guests [3] Fonterra team with Chef [4] Showcase of pastries made from Anchor dairy products [5] Anngiss General Manager Winnie with guests [6] Sharing pastry tips with guests [7] Mango Burger [8] Lemon Basil Mousse Cake [9] Fonterra Country Manager Cortina, Anngiss Sales Manager Maritna and guest [1] 大廚 Arnaud 以安佳忌廉作示範 [2] 與業界朋友交流烘焙心得 [3] 恆天然團隊與大廚 Arnaud [4] 各式各樣以安佳奶製品所製成的精美甜點 [5] 安得利General Manager Winnie 與業界朋友 [6] 與業界朋友交流烘焙心得 [7] 芒果漢堡 [8] 檸檬羅勒慕斯蛋糕 [9] 恆天然Country Manager Cortina, 安得利Sales Manager Maritna 與業界來賓





Maymay Wan

# It's a Woman's World

March 8th this year marked the 100th anniversary of International Women's Day. More than a century since the first women's reforms, how have women's lives changed in the workplace? We speak to four of Hong Kong's leading ladies.

## 女性撐起「整」片天

今年的3月8日是國際婦女節的100週年紀念。婦女解放運動迄今已經超過一個世紀，女性在職場中的待遇有何改變？以下我們將會看一看本港四位餐飲業女性的經歷。

Since she was little, **Maymay Wan** has wanted to be a pâtissière. "Cakes are delicious and the shapes are so intricate - it's almost magical," she would muse. These were the things that lured her into training professionally as a pastry chef. From her first job at popular chain Italian Tomato, she moved through hotels like the five-star Hong Kong Hotel, and then started her own custom cake business. "It was my dream, to be able to create and realise my concepts," Wan says, but after a few years she found that she "could go further with (her) creativity," and when the SARS epidemic hit, it was a sign for her to end her entrepreneurial phase and rejoin the workforce to learn more. She started at premium patisserie chain Le Gouter Bernadaud, most famous for their macarons, around 8 years ago, and has since led the fledgling pastry kitchen for around five. "Men have accepted that they will be working with women, but whether they want them to be management is another thing... Only after 17 years in the industry have I been accepted as a leader, to be capable of leading other men". Her kitchen makes around 1000 macarons a day, plus numerous cakes and other pastries for the chain's five outlets across Hong Kong.

**Maymay Wan**從小就希望成為糕點師。她當時心想：「蛋糕又好吃、又好看，懂得做蛋糕的人就好像會變魔法一般。」所以長大後，她就決定要接受糕點製作的專業培訓。她的第一份工作是在連鎖店Italian Tomato擔任糕點廚師，其後她轉到酒店服務，如在五星級的香港酒店，最後甚至開始了自己的定制蛋糕業務。**Maymay Wan**這樣娓娓道來：「我的夢想就是能夠將心中所想化為現實。」但幾年後，她發現自己「在創意方面可以走得更前」。當時香港正受非典來襲，**Maymay Wan**亦結束了自己所開的蛋糕店，重投打工市場，希望在糕點製作方面更上一層樓。她加入了Le Gouter Bernadaud這間高級的糕點連鎖店，這間店舖以法國小甜餅聞名。她在那裡工作了大約8年，其中5年更領導糕點製作的業務。「許多餐飲業中的男性現時已經接受與女性合作的需要，但能否接受女性擔當管理層，則可能是另一回事……我在餐飲這一行已經工作了17年，人們才接受我擔當領導，在店舖管理男下屬」。她的廚房每天製作約1000個法國小圓餅。Le Gouter Bernadaud在香港擁有五間店舖，除了小圓餅外，亦會製作蛋糕和其他甜品。

**Maymay Wan**在力爭上游的過程中確實遇到不少困難：「許多男人都太不願意相信女性可以做得和他們一樣好」。但她認為：

It's a bit of an uphill struggle at times, "many men have trouble trusting that women can be as good as them," but Wan believes that "in another decade, there will be many more women in management... at entry level, we're seeing many more girls, it's around half-half now."

**Phyllis Lam**, Product Manager at Pacific Coffee Company, sees a similar trend. Before joining Pacific Coffee, she spent more than a decade in the pastry kitchens of JW Marriott. Back then, "there were around 23 people on the team, and only two were women... there are more nowadays." She adds that many women are afraid to enter the industry because traditionally "kitchens consist of mostly men. As possibly the only woman, you'd feel quite lonely".

In addition to psychological barriers, physical constraints are also at play. **Bonnie Gokson**, creator of high-end bar and restaurant SEVVA, patisserie Ms B's CAKERY and C'est La B café-bar, says, "if it is a Cantonese kitchen, I doubt that women can handle the extreme heat and operating the weight of those heavy woks." Even in pastry, it's not all just dainty sugar art, "in our kitchens, there's a lot of heavy lifting, hauling around huge sacks of sugar, for example," says Wan. "It's true that women tend to struggle with heavy lifting," says Lam, "but that's just how it is, and you learn to work around it and take on tasks that the men might find difficult or are less willing to do".

Front of house, women tend to see the industry in a more a holistic light. To **Lindsay Jang**, the philosophy behind Yardbird, the wildly popular yakitori eatery that she and her partner chef Matt Abergel opened late last year, goes "beyond cauliflower and chicken," the dishes for which the restaurant is famous. "Of course the food is amazing, but it's more than that. The waiters remember your name, talk to you, it's the whole experience". Jang grew up working in her parents' restaurant in Canada, then moved to New York, making her way through different restaurants working front of house and in event coordination, eventually landing a job on the opening team of Nobu 57, the renowned chef's midtown establishment, in 2005. Three years later, she moved to Hong Kong with her partner, chef Matt Abergel. Her role has grown from front of house aspects like staff training and operations into catering for events outside the restaurant, such as the recent collaboration between luxury department store Lane Crawford and fashion boutique Liger, and consulting for the Pedder Group at Lane Crawford's new Library Café in Harbour City, Tsim Sha Tsui. The concept of lifestyle is also ingrained in Gokson's outlets, "it's just an extension of a lifestyle I have been shown as a small child and grown into... it's just like throwing a party and entertaining well at home everyday".

「在未來十年，我相信餐飲業的管理層中將會出現更多女性.....例如在初級管理職位，女性的人數的確增加了，男女的比例幾乎是一半一半」。

至於Pacific Coffee的產品經理**Phyllis Lam**也留意到類似的趨勢。在加入Pacific Coffee之前，她在JW Marriott酒店的糕點部服務了超過十年。當時，「在23人左右的團隊中，只有兩人是女性.....現時的情況當然大大不同了。」她補充說，許多女性都不太敢進入餐飲這個行業，原因是傳統上「廚房中看到的幾乎都是男人。如果你是唯一的女性，可能會覺得相當孤單」。



Bonnie Gokson

除了心理障礙外，也有一些實際問題會造成影響。**Bonnie Gokson**是高檔酒吧和餐廳SEVVA、Ms B's CAKERY及C'est La B餐室酒吧的創辦人。她指出：「在粵菜廚房中，女性實在很難熬得過去，因為那裏非常熱、鏟又相當重。」即使是糕點製作，也不一定是輕鬆的工作。Maymay Wan這樣回應：「以我們的廚房為例，當中就有許多繁重的工作，例如要把盛載白糖的巨大麻布袋搬來搬去」。Phyllis Lam則指出：「不錯，女性需要學習應付在廚房中怎樣搬重物。但無論如何，你都需要學習適應，並主動發現有甚麼工作是男性覺得很難或不太願意做的，然後請纓幫忙」。



Lindsay Jang

至於在前台款待方面，女性的情況似乎較佳。Lindsay Jang與其身為廚師的夥伴Matt Abergel於去年底開設了Yardbird這間串燒餐館，他們最受歡迎的菜式是椰菜花及雞串燒。「我們的食物當然非常吸引，但我們餐廳的過人之處還包括侍應會記得你的名字，跟你聊天。因此整個進餐體驗總是令人非常難忘。」 Lindsay Jang年少時在父母位於加拿大的餐廳工作，然後搬到紐約，她在不同的餐館擔當過款待的工作，並負責特別活動的統籌。她其後更有幸在2005年肩負起著名餐廳Nobu 57的開幕統籌工作。三年後，她與合作夥伴廚師 Matt Abergel移居香港。而她所擔任的角色自此變得更加全面，從原本的統籌員工培訓、管理餐廳營運擴展到安排餐廳以外的特別餐飲活動。舉例來說，最近她就為高級百貨商店連卡佛以及精品時裝店Liger的合作出力，並為Pedder Group 於尖沙咀海港城連卡佛新開設的Library Café 提供諮詢服務。至於Gokson對生活的態度亦充份在其店舖中體現出來：「這種生活態度是我從小一直培養的……就像每天在家裡開一場派對，總是快快樂樂的」。

“Sometimes I think it’s easier when you’re a girl, because it’s a very social environment...”

Females grow up learning how to navigate social situations”

“我有時覺得身為女性反而更好，因為餐飲是一個涉及社交的行業…… 女性的人生經歷使她們更懂得處理社交場合”

- Lindsay Jang

Do women have their own place in the industry nowadays? In terms of gender perception, “not much has changed,” says Lam, but women are finding their own niche and using to their advantage. Lam observes that “many female pastry chefs are now doing in fields such as custom wedding cake design, which is something (she thinks) men in general are less interested in.” On the management front, for Gokson, “being the boss” means she “[does] not have power struggles”. “I am given a lot of respect in which I am very thankful for,” she adds. Jang says, “I have never, in my own experience, felt any (gender) divide... Sometimes I think it’s easier when you’re a girl, because it’s a very social environment... Females grow up learning how to navigate social situations”.

Without a doubt, food and beverage is, as Gokson says, “a very challenging business”. What makes these women forge on? “With the opportunities that we’re afforded right now, with all that’s happening in Hong Kong,” says Jang, “we want to take that energy we create (at Yardbird) and put it forward”. The overall sentiment is neatly summed up by Lam, who says, “I love what I do”. Gokson’s advice is, “if one is serious and has the passion and dedication to be in the F&B business, then go for it.” We can all take a leaf out of that book, whatever your chromosomes are.

女性現今在餐飲業中是否擁有自己的地位？在性別認知方面，Phyllis Lam認為「並無太大改變」，但女性逐漸找到自身的優勢並加以善用。她留意到「現在，有許多女性糕點師在做定制婚禮蛋糕設計，而她認為一般男性對這個領域一般不太感到興趣」。至於管理方面，Gokson認為如果自己當「老闆」，「就不會有權力鬥爭」。她補充說：「能獲得很多人的尊重，我心存感激」。Lindsay Jang則說：「我自己從來沒有感到任何的兩性鴻溝……有時我覺得身為女性反而更好，因為餐飲是一個涉及社交的行業……女性的人生經歷使她們更懂得處理社交場合」。

毫無疑問，如Gokson所言，餐飲業是「非常具挑戰性的行業」，女性可以怎樣迎頭趕上呢？Lindsay Jang這樣說：「香港餐飲業的發展提供了不少機會，以Yardbird為例，我們未來將會全力以赴」。至於Phyllis Lam則對整體情況作出了很好的概括：「我熱愛我的工作」。最後，Gokson的意見如下：「如果你願意認真投入餐飲業，並且對它充滿了熱情和專注，你就應該選擇這一行」。事實上，不論你的性別是什麼，我們都能在餐飲業創出一片天。



Phyllis Lam

# Escoffier – Le Guide Culinaire

## 廚師的指路明燈

Born in Nice, French chef George Auguste Escoffier is often cited as the father of modern French cuisine. He revamped and managed the kitchens of London's prestigious Savoy Hotel. The Prince of Wales is said to have been a fan of Escoffier's food.

Escoffier was also active in culinary writing, penning multiple books and started a food magazine. He wrote the first edition of *Le Guide Culinaire* in 1903, and it is seen as one of the most important books on French cuisine; some even credit him for being the first man to codify French cookery.

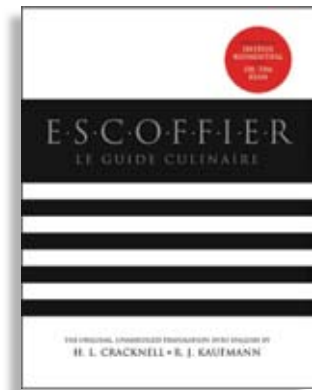
This revised edition, also known as *Escoffier's Complete Guide to the Art of Modern Cookery*, is published by Wiley and edited by H. L. Cracknell, R. J. Kaufmann. This is a reprint of the fourth edition, originally printed in 1921 and edited by Escoffier himself. It comes complete with his own foreword, with added forewords by renowned chefs Heston Blumenthal and Tim Ryan, President of the Culinary Institute of America.

There are more than 5000 recipes in the book, in 17 chapters, from sauces to sweets via garnishes and guinea fowl, plus Escoffier's own introductions to each chapter and ingredient. Unlike most cookbooks, the recipes are written in prose.

In this new English edition, the editors have tried to elaborate on Escoffier's original "truncated" recipes, but even so, the instructions or descriptions are rarely more than five lines. Those expecting an encyclopaedia, like Larousse Gastronomique, or a comprehensive cookbook, such as *The Joy of Cooking*, may be disappointed. It functions as more of a window into Escoffier's time, his work and his kitchen. The recipes in this new edition is completely loyal to the last one Escoffier worked on, with no additions of dishes that came into fashion later, such as chicken Kiev.

This is a graphic-free book. The tight kerning and size of the font make it a little difficult to read. While undoubtedly a valuable addition to any chef's library, it is likely to be just a source of historical reference and a blast of inspiration from the past.

人們許多時會將法國廚師 George Auguste Escoffier 稱為法國現代美食之父。他出生於尼斯，最初在他叔叔的餐廳幫忙，其後獲邀與其他多位廚師為倫敦著名酒店 Savoy 的廚房來個大翻新，並出任其管理層。據說威爾士的王子也曾是 Escoffier 的擁躉。



Escoffier 亦相當活躍於烹飪書的寫作，曾出版多部著作，並創辦一本美食雜誌。他在 1903 年出版了第一版的 *Le Guide Culinaire*，並獲公認為法式烹飪最重要的著作之一，有些人甚至將他譽為使法國菜得以留芳百世的第一人。

*Le Guide Culinaire* 的新修訂版《*Escoffier's Complete Guide to the Art of Modern Cookery*》由 Wiley 出版，編輯為 H. L. Cracknell 及 R. J. Kaufmann。該書是根據 Escoffier 自己所編的 1921 年第四版重印的。這個版本附有 Escoffier 自己所寫的前言，而著名廚師 Heston Blumenthal 及 Tim Ryan 亦有撰寫前言，後者為美國烹飪學院的總裁。

Escoffier 的這本書包括 5000 多個食譜，並分為 17 個章節，從醬料至甜品、由配菜到法國珍珠雞，無一不包，在每個章節前 Escoffier 會親筆介紹，而所用的食材也描述得相當詳細。但與其他食譜不同的是，這本書是以散文形式寫成的。

在這個新的英語版本中，兩位編輯試圖擴寫 Escoffier 所撰寫的食譜，因為原本的文字看上去太過短促，說明或描述很少超過五行。對專業廚師來說，這本書是那個時代法國美食很好的參考著作。但這本指南並不會像百科全書《*Larousse Gastronomique*》或《*The Joy of Cooking*》那樣全面詳盡。這並非一本無所不包的百科全書式巨著，它只能讓我們一窺在那個時期 Escoffier 是怎樣工作的、他廚房的情況怎樣。而這個新版本的食譜完全忠實於 Escoffier 著作的最後一個版本，所以你並不會找到一些其後才出現的流行菜式，例如是基輔雞。

這本書並無插圖。此外，字體相當小，而且排得密密麻麻，讀上去實在有點困難。無論如何，這的確是一本廚師們不可多得的參考書，既可以發掘歷史淵源，又可以從過去獲得一些靈感。如果你打算在菜單上提供一些懷舊風味（具體而言，這裡的「懷舊」是指 Escoffier 所身處的 20 世紀初），這本書將能大派用場。



# CLEARWATER LOBSTER

FRESH, SUCCULENT & SUSTAINABLE

## 新鮮、美味、可持續發展的加拿大CLEARWATER 龍蝦

**Clearwater is the world's largest premium lobster exporter. Their lobsters come from the pristine waters of Nova Scotia in Atlantic Canada, where the rocky shores and cool waters create the perfect environment for lobsters to inhabit.**

**Clearwater 為全球最大的高級龍蝦出口商。其龍蝦來自加拿大新斯科舍省 (Nova Scotia) 水質純淨的大西洋海域，該處的岩岸和冰涼的清水絕對是適合龍蝦居住的完美環境。**

Nova Scotia has long been the ideal breeding ground of lobsters, served by many individual inshore lobster fishing areas. Clearwater's lobsters are bought from very select fisheries inshore, as well as taken from the offshore areas (50 miles from the coast), from which Clearwater owns the exclusive rights to harvest lobsters. Strict fishing regulations are in force in the fishing areas to ensure that there is no risk of depletion of the supply of lobsters. In order to keep supplying the world these wonderful lobsters, Clearwater believes strongly in sustainable practices. They have also developed a sophisticated storage system to guarantee the supply of the lobsters year-round and worldwide.

Clearwater's biologist-designed facilities ensure that lobsters are handled efficiently and humanely, while maintaining the highest possible quality. In both the inshore and offshore fisheries, lobster traps are used; they are generally hauled up once per day. These traps are designed such that the lobsters can move in and out freely without any damage or stress, and redfish and mackerel are typical baits used to lure them in. After collection comes assessment. Clearwater uses a unique and efficient system that scans each and every lobster that comes in. Lobsters are assessed for disease, nutritional state, moult stage and condition. A resident biologist takes samples to ensure quality standards are met. A scanning machine, inspired by MRI technology, is also used in the sorting process.

新斯科舍省長期以來一直為養殖龍蝦的絕佳地點，近海區域有許多個別的龍蝦養殖區。Clearwater的龍蝦均購自近岸非常優質的漁業經營者，另外Clearwater在離岸的水域（大約離岸50英里），擁有捕捉龍蝦的獨家權利。該捕魚區域採取非常嚴格的捕撈規定，以確保龍蝦供應不會被過份捕撈的危險。為了確保這些全球首屈一指的龍蝦的供應，Clearwater堅守可持續的捕捉方法。公司更開發了一個完善的儲存系統，以保證全年在世界各地都有龍蝦供應。



Once sorted, the lobsters go into storage. The storage facilities are designed to mimic the lobster's natural habitat. Lobsters are naturally solitary and live alone and prefer small dark places in which they can be sheltered and protected. Clearwater's storage emulates these requirements by keeping lobsters in their own compartment of a larger tray. Traditionally, they are all packed together in wooden crates, which can create stress for the lobsters – they hyperventilate, which lowers the oxygen levels in the water to below optimum, resulting in lower quality lobsters. At Clearwater, the highly-organised plastic trays are kept in stacks that are constantly flowing with very cold water that is taken directly from the sea. This near-freezing water suggests to the lobsters that it is wintertime and they remain dormant.



The lobsters go into storage at specific times of the year, right after they become fully meated in November and December, and then again in April and May. A lobster's natural lifecycle means that

it grows a new shell and sheds the old one (ie. moults) at particular times of the year. When the lobster has just shed its shell, it hasn't quite grown into its new, larger shell. Depending on which part of the moult cycle the lobster is in, there can be either significant space between the meat and the shell, or the lobster has gorged itself with a lot of water in an attempt to fill the new, larger shell. Either way, from an eating perspective, these lead to a lobster of inferior quality.

Clearwater also exports premium frozen lobsters. These go through a "prime process" that ensures it retains the exact taste and quality of their live counterparts, good enough for even sushi. The lobsters are de-shelled using water pressure, frozen then sealed within an extremely short time. They are packed and sealed using VC9 Thermoform technology, in food-safe boil bags. The convenience of a de-shelled lobster in exact portion ranges is much praised by chefs and restaurateurs worldwide.

Be it fresh or frozen, Clearwater is the obvious choice for the highest quality lobsters worldwide.

Clearwater的生物學家設計了一些設施，以確保龍蝦能夠得到有效和人道的處理，同時盡可能確保龍蝦的品質。在近岸及離岸水域，都會設有龍蝦網，一般會每天收網一次。當龍蝦進入這些網的範圍，仍然可以自由出入而且不會有任何損傷或遭受壓力；此外一般會使用鮭魚和鯖魚作為餌，引誘龍蝦進入網中。收網之後的程序就是評估。Clearwater使用一個獨特和高效的系統，去掃描每隻龍蝦，看看牠們是否染病，以及營養和脫殼情況如何。一位駐場的生物學家會抽取樣本，以確保這些龍蝦符合品質標準。此外，Clearwater亦在篩選過程中，使用一台受磁力共振技術啟發而製造的掃描機。篩選程序一旦完成，龍蝦就可以儲存在特有的盤內。這些盤的設計乃參考自龍蝦自然棲息地的情況。龍蝦天性較愛獨居，並偏愛細小、黑暗的地方，因為這樣可以使牠們產生安全感。Clearwater的儲存系統符合這些要求，而龍蝦會保存在一個較大的盤中，但又可以擁有自己的空間。傳統的龍蝦保存方法，將多隻龍蝦擠在一個木箱裡，因而會造成壓力，會迫使龍蝦加速呼吸，從而降低水中的氧氣含量，導致龍蝦的品質降低。Clearwater的龍蝦會被放置在經過悉心設計的膠盤中，並配合不斷流動、直接取自大海的冷水。接近冰點的冷水使到龍蝦誤以為處於冬季，這樣他們就能保持在休眠狀態。



龍蝦在每年的11月至12月以及4至5月間，最為多肉肥美，龍蝦的儲存就緊接著這些時期進行。龍蝦的自然生命週期，是指牠們會在一年的特定時間長出新的外殼，然後脫去舊殼（即換殼）。剛剛換完殼的龍蝦，牠們的肉需要一段時間才長滿較大的新殼。龍蝦肉的優劣取決在牠們處於那一個的換殼週期，在這些週期內，龍蝦肉可能不夠飽滿，或者雖然飽滿但是含有過多的水份。無論如何，從食家的角度來說，這些都屬於軟次的龍蝦。

此外，Clearwater還有出口高級冷凍龍蝦。這些海鮮都通過了最嚴格的程序，確保其味道和品質與新鮮龍蝦無異，甚至可以拿來做壽司。這些龍蝦殼通過水壓來除殼、急凍然後在極短的時間內密封。包裝和密封所使用的都是VC9熱成型技術，並放入符合食品安全的蒸煮袋裡。全球各地的廚師和餐飲業者都對這些份量準確、預先除殼的龍蝦讚不絕口。

無論是新鮮抑或冷凍的龍蝦，Clearwater都是你最優質的高級海鮮選擇。



# Fragile Beauty

## The Intricate World of Sugar Art

### 嬌貴的甜蜜—糖藝面面觀

*At trade exhibitions, pastry competitions, hotel cake shops and sometimes weddings, intricate, glistening sugar art showpieces are often the centre of attention. Johnny Chan, General Manager of PastryGlobal Food Service Limited, also one of Hong Kong's premier sugar artists, says pragmatically, "simply put, sugar art is changing the form that sugar takes... everything starts from the same granules of sugar, be it a tiny, intricate flower or an elaborate display piece".*

在貿易展覽會、糕點比賽、高級酒店的餅屋，甚至是某些婚禮中，我們不時都能看到一些非常精緻、光彩奪目的糖製藝術品，吸引了無數目光。嘉寶食品有限公司總經理 **Johnny Chan** 是香港頂尖糖藝技師之一，他如此解釋這種別緻的藝術品：「糖藝只不過是改變糖的存在形式而已……其實所有糖藝作品都是由一粒粒的糖製作而成，小到一朵精緻的糖花，大到一整個展覽藝術品，都是這樣。」

Even so, if you thought sugar art was easy, think again. "It's like working with glass," says Chan, and the qualities of the finished product are too. "A good piece of sugar art should be shiny, like satin," he continues, "unlike chocolate, sugar art has a transparency and lightness... and you can make very thin, hair-like strands".

On the subject of chocolate versus sugar art, Chan makes further comparisons, such as the production process: "if a part of a sugar showpiece breaks, you need to scrap it and start again, whereas for chocolate you can melt, repair and so on, which is more flexible".

The intensive labour and skill required to create sugar art are some reasons why it is so revered in the pastry world, "in France and Japan, sugar art is something that is done (actively by pastry chefs) to prove one's leadership position in the pastry industry," says Chan. They participate in competitions and create showpieces for public display. In Hong Kong, however, this skill and passion seems to be quickly waning. Chan cites the humidity in Hong Kong as a factor that makes sugar art more difficult in these parts, but also adds that there simply are not enough chefs who have specialised in this to be able to pass it

儘管如此，要製作這些藝術品絕不容易。Johnny 這樣打比方：

「你可以想像自己正在製作玻璃藝術品」，而製成品的質素非常重要。他補充說：「一件好的糖藝作品應該有光澤，就像綢緞一樣。與朱古力不同的是，糖藝作品具有特別的透明度和亮度……此外你更可以拉出細如髮絲的糖藝作品。」

Johnny 進一步比較了朱古力及糖藝作品，並指出製作過程方面的差異：「如果糖藝作品有一個地方斷裂，它會整個報廢，只能重新製作；至於朱古力，你可以將其溶化再作修整，後者可以說是比較靈活。」

糖藝需要投入大量人力，所費的工夫、心思也相當多，所以糕點界相當推崇此一藝術。Johnny 就指出：「在法國和日本，特別是糕點技師，他們製作這些藝術品，是為了證明在糕點界中的領導地位。」這些技師會參加比賽，並創作公開陳列的糖藝作品。然而在香，人們對這種「藝術品」的專注和激情似乎正在迅速減退。Johnny 表示本港的濕度相當高，可能是糖藝製作較具挑戰性的原因之一，但他也補充說，本地擅長於糖藝作品的糕點師的數量也不多，要將這一門技能薪火相傳談何容易。「至於在法國和日本，糖藝的發展則相當蓬勃。」法國是帶領這潮流的國家，並可以稱得上是「糖藝之都」。儘管如此，在糕點界中，往往只有非常少數的廚師會專注於此一技藝。Johnny 這樣說：「朱古力技師和糖藝技師的比例往往只是十比一。」



on to local apprentices. “The scene is very vibrant in France and Japan,” France being the main trendsetter and still the Mecca of all things sugar art, but sugar artistry is still a rare and exclusive club within the realm of pastry – “for every ten chocolate artists, there is probably only one sugar artist,” says Chan.



Sugar art by Stéphane Klein  
Stéphane Klein 的糖藝傑作

Speaking of French exclusivity and mastery, Chan mentions Stéphane Klein, “you could say he’s my idol,” – a big statement from a man who is a guru himself. Klein has written several books to teach and exhibit his magnificent works in his signature fairytale-like style featuring now-rare skills like faultless airbrushing. “One’s style is affected by the time in which you first learned sugar art,” says Chan, “due to what was in vogue at the time, and the technology available to you,” says Chan. Klein also has an atelier in Belfort, near the Swiss border in eastern France, where he holds workshops for professionals wishing to hone their skills. A few Hong Kong pastry chefs have been on Chan’s recommendation.

Sugar artists “should be able to find and work with themes,” says Chan, but aside from aesthetic sensitivity, they need a good technical foundation. “Learning from books isn’t enough, you need practical experience either through apprenticeship or courses... Sugar art is simply a matter of practice, and learning to understand sugar”. Chan gives an example of the importance of practice, “you need to achieve shininess – good sugar art should be shiny and glittering, but when you haven’t gotten the basic skills right, it might turn out matte”.

Everything begins from melting sugar. Then preparations, such as adding colour and working it until it is satinate, take place. There are three basic skills in sugar art. Casting, which is to create a three-dimensional product out of two-dimensional pieces, for example, taking flat squares of sugar to build into a box, as a stand or support for the main figurine; blowing, which requires a special pump to push air into the sugar to create specific shapes, and pulling, for longer, flowing effects such as wings and ribbons. “The pieces must be finished within a couple of days,” says Chan. It might be quick work, but it’s far from shoddy.

當Johnny談及法國這個糖藝之都時，馬上就提起 Stéphane Klein的名字：「他可以說是我的偶像。」儘管Johnny本身是一名糖藝大師，他偶像Stéphane Klein的崇高地位實在可見一斑。Stéphane Klein有幾本著作，當中討論了糖藝作品的製作方法，並展示了他使用噴槍所創造的幾件童話式糖藝代表作，而他那些近乎完美的噴槍技術現時已經非常罕見了。此外，Johnny表示：「糖藝技師的風格也會受到他們是在那個時期學習有關技術所影響，原因是不同時代所流行的東西都不同，可用的科技亦有一定差異。」Klein在法國東部與瑞士邊境附近的貝爾福設有自己的工作室，並舉辦不少工作坊以培訓相關人才。在Johnny的推介下，香港的幾位糕點師亦有前往該工作室接受培訓。

Johnny表示，糖藝技師「創作糖藝作品應該有主題」，但除了擁有敏銳的審美觀外，他們亦需要有良好的技術基礎。「單從書本學習並不足夠，實踐經驗也非常重要，你可以接受學徒訓練或修讀一些課程.....糖藝簡單來說就是通過實踐來學習，這樣才能了解當中真諦」。Johnny提出了一個例子說明實踐的重要性：「例如糖藝作品應有良好光澤，一件上佳的成品應該閃閃生輝、非常奪目，但假若你未能掌握箇中奧妙，作品就可能變得黯淡無光」。

製作所有糖藝作品的第一步就是將糖溶化，然後是一連串的準備工作，例如添加顏色和進行一系列把有關成品變得光滑的工序。製作過程涉及三種基本技能：首先是製作模件，就是將平面作品轉化為立體模型，例如，將扁平的糖塊砌成一個盒子，然後製作一個支架去承托中心造型；第二是吹噴，當中需要一個特別噴嘴，將空氣推入糖中，以塑造特定的形狀；而最後則是拉形，製造出纖長、流動的造型，例如鳥翼或環帶。Johnny還補充一點：「這些程序必須在幾天內完成。」幾天的時間看似很短，但當中的工夫其實非常之多。



Sugar art by Johnny Chan  
Johnny Chan 的糖藝創作

# Roasted US Natural Rib Eye with Angel Prawn

## 烤美國天然肉眼配天使蝦



### Preparation of Angel prawns 天使蝦做法:

#### One prawn

1. Insert a skewer to straighten the prawn so that prawn would not curve while boiling.
2. Prepare boiling water, added 1% salt, add the skewered prawn and boil for 1.5 minutes.
3. Take out prawn and cool slightly, remove the prawn shell.

#### 1隻大蝦

1. 用串枝把大蝦串直固定，以免蝦身在烹調過程中捲曲。
2. 以平底深鍋沸水，加入1%鹽，把串直的大蝦放進沸水煮1分半鐘。
3. 從沸水中把大蝦取出待涼。拿掉串枝，去蝦殼。

#### Another prawn

1. Remove the shell out and leave tail on; make a butterfly-half cut .
2. Add salt and pepper to the prawn, coat it with a little bit of flour.
3. Saute it carefully, not to be coloured.

#### 另1隻大蝦

1. 去掉蝦殼，只剩蝦尾。把大蝦開邊。
2. 加入鹽和胡椒粉調味，再把大蝦沾上薄薄的麵粉。
3. 輕煎大蝦，以防焦黑。

### Preparation of washabi mashed potatoes

#### 芥末薯蓉做法:

potatoes, chopped Japanese horseradish (KIZAMI-WASABI), cream, butter, virgin olive oil , salt, pepper

1. Bake potatoes, remove skin and then mash
2. Add the above ingredients to mash potatoes and cook until it is hot

馬鈴薯、磨碎的日本辣根（芥末）  
奶油、牛油、橄欖油、鹽、胡椒粉

1. 把焗熟的馬鈴薯去皮，並搗爛成薯蓉。
2. 加入上述其他材料與薯蓉一起煮熟。

### Preparation of rib eye fillet 肉眼牛扒做法:

US Cedar River Farms Rib Eye 美國Cedar River Farms肉眼牛扒	300 g 克
lager beer 淡啤酒	300 ml 毫升
honey marinade 蜜糖醃醬	90 g 克
garlic (chopped) 蒜（切碎）	15 g 克
ginger (chopped) 薑（切碎）	15 g 克

1. Soak beef in lager beer with honey, chopped garlic, chopped ginger and 1.5% salt for 20-30 minutes.
2. Wipe the meat and grill it with salt and pepper to medium level.

1. 把牛扒放入淡啤酒並與蜜糖醃醬、切碎的蒜和薑一起浸泡，加入1.5%鹽調味，大概浸20-30分鐘。
2. 將牛扒灑少許鹽及胡椒粉，然後烤焗至中等熟。

### Preparation of Angel prawn consommé

#### 天使蝦清湯做法:

Angel prawn head, shell, potherbs, chicken bouillon, fish stock, tomato, tomato paste, some brandy, butter, lecithin

1. Roast prawn shells and heads in oven or pan.
2. Fry potherbs. Put all ingredients together in a pan and boil them for 40 minutes to make Angel prawn consommé soup.
3. Add butter and lecithin in Angel prawn consommé. Use bamix blender to mix them together.

天使蝦蝦頭及蝦殼、日本野菜、雞湯、魚上湯、蕃茄、蕃茄醬、少許白蘭地、牛油、蛋黃素（即卵磷脂）

1. 用焗爐烤焗或煎鍋煎香天使蝦蝦頭及蝦殼。
2. 炒熟時蔬。把所有材料放進煎鍋，煮沸40分鐘至成為天使蝦清湯。
3. 加入牛油和蛋黃素，再以攪拌器攪勻。

\*\* The recipe is created by chef Mizuguchi for Angliss Hong Kong Food Service Limited.

此食譜由水口輝昭先生為安得利香港餐飲有限公司設計

# PastryGlobal Turns Five!

## 「嘉寶」五歲了!



This year, PastryGlobal celebrates its 5th anniversary. We started with 6 people in 2007, each of us taking up multiple tasks and doing whatever was needed. Now we have 19 staff, with dedicated roles, responsibilities and duties to serve our customers. We are very proud of our team's efforts.

In September 2009, we unveiled L'Atelier du Goût, a multi-purpose professional workshop for demonstrating and sharing techniques with industry professionals and the wider public. In May 2010, we started foodtalk gourmet shop, offering different products to satisfy the needs of the retail customers.

To celebrate, PastryGlobal held a dinner on 12 January at Holiday Inn Hotel, Hong Kong. Over 60 chefs were in attendance, and they enjoyed a viewing of the movie Patisserie Coin de Rue before a sumptuous meal and entertainment. In the next few months, PastryGlobal will be continuing to share the joy. For customers, PastryGlobal will be gifting a handpicked selection of professional pastry books and tools. In April, we are proud to host a chocolate demonstration in L'Atelier du Goût by guest chef Frank Haasnoot of Dobla, winner of World Chocolate Masters in 2011. Executive Chef of Singapore's Marina Bay Sands, Alejandro Luna, will also be joining us in May for a product demonstration presented by Les Vergers Boiron.

We are sincerely grateful to our customers, suppliers and team, who have made PastryGlobal one of the leading suppliers in Hong Kong for quality pastry ingredients.

嘉寶食品有限公司成立五週年了! 公司在2007年創立時只有6人, 當年每個員工都必須身兼數職, 有甚麼需要做他們就做甚麼。「嘉寶」現時已經發展為一支有19人的團隊, 每位員工都有其專屬角色及責任, 全心全意為客戶服務。我們對「嘉寶」團隊所作出的努力深感自豪。

在2009年9月, 我們更成立了 L'Atelier du Goût(賞味坊)這個多用途的專業工作室, 用以向業內人士及廣大市民展示及分享烹調技術。在2010年5月, 我們開辦foodtalk(名廚坊)美食專門店, 提供各種產品以滿足零售客戶的需求。

為了慶祝「嘉寶」五歲生辰, 我們於1月12日假香港假日酒店舉行晚宴。逾60位廚師出席了是次盛會, 他們在享受了一頓豐盛晚餐和精彩表演前, 還觀看了電影「街角洋果子店」(Patisserie Coin de Rue)。在未來幾個月, 「嘉寶」將繼續舉辦各種慶祝活動。「嘉寶」會向客戶送贈精心挑選的專業糕點書籍和工具。今年4月, 2011年世界朱古力大師賽冠軍、來自Dobla的Frank Haasnoot 將出席L'Atelier du Goût舉辦的朱古力製作示範, 即席展示其糕點詣藝。此外, 新加坡濱海灣金沙的行政主廚Alejandro Luna亦將於5月份為我們進行Les Vergers Boiron的產品示範。

我們衷心感謝各位客戶、供應商及團隊成員多年來的支持, 使「嘉寶」能夠成為本港領先的優質糕點材料供應商。

Pastry Global Food Service Limited  
嘉寶食品有限公司

5 years  
OF EXCELLENCE



# Madame du Barry

## THE FEMALE PERSUASION

*An illegitimate daughter from country France, transported to Paris and under intermittent care of wealthy households and at other times, left to her own devices, Jeanne Antoinette Bécu made her appearance on the French political scene first as a high-class courtesan, serving the lustful elite.*

**Jeanne Antoinette Bécu**是生於法國鄉郊地區的一個私生女，長大後被送往巴黎。雖然斷斷續續地得過幾個富有家庭的照顧，但在其他時間都需要自食其力。其後，**Jeanne**成為法國政治圈的一朵高級交際花。據說她風情萬種，迷倒不少政壇精英。

She was reportedly ravishing, and eventually caught the eye of then-King of France, Louis XV, and became his *Maitresse-en-titre*, or the chief mistress from 1743 to 1793. As being the King's official mistress required that she first be married, Jean-Baptiste du Barry, the man who employed her as a courtesan, arranged for her to be married to his brother, Count Guillaume du Barry. She thus became known as *Comtesse du Barry*, the Countess of Barry and eventually Madame du Barry.

Louis XV was infatuated by Madame du Barry, giving her all she wanted, which was mostly extravagant frocks and jewellery that threatened to dismember the already crippled French economy. She was famously indifferent to politics, preferring fashion and art to matters of the state, although she did fight for causes in which she believed.

Early in her tenure in Louis XV's courts, she pleaded for the release of Comte and Comtesse de Lousene, and elderly couple who were evicted from their chateaux due to debts. The King was reportedly impressed by her first request being that of mercy. This set the tone for her relationship with the King, who treated her as if she were queen.

她自此扶搖直上，並最終獲得了當時法國國王路易十五的注意，在1743年到1793年期間，更成為了國王的「首席情婦」。但要成為國王的正式情婦，她必須先行結婚，於是Jean-Baptiste du Barry這個僱用其作為交際花的男人，就安排她嫁給自己的弟弟Guillaume du Barry伯爵。因此，她被稱為杜巴利伯爵夫人或簡稱杜巴利夫人。

路易十五對杜巴利夫人相當迷戀，甚至可以說是言聽計從，所以夫人奢華的衣裙和珠寶首飾實在數之不盡。更誇張地說，甚至可能說有可能拖垮已然癱瘓的法國經濟。她對政治漠不關心，但對時裝及藝術卻甚為熱衷，此外她也有參與一些好事。

在成為路易十五情婦的初期，杜巴利夫人曾向他懇求釋放Comte及Comtesse de Lousene這對年邁夫婦，他們兩人因債務問題而被逐出其城堡。據說國王對杜巴利夫人的同情心甚為欣賞。其後，國王與她的關係突飛猛進，杜巴利夫人的地位堪如一國之后。

據說有一次，路易十五對杜巴利夫人說，只有男人能成為出色的廚師。杜巴利夫人聽過國王的這一番言論後，就馬上命令其女廚師為國王準備一頓佳餚。路易十五對這一餐甚是滿意，據說曾問杜巴利夫人：「為你做飯的新男廚師是誰？王室裡的廚師都比不上他呢！」杜巴利夫人聽後一臉自豪，並回答說：「做飯的可是



# 杜巴利夫人

## 飲食界的女豪傑



Legend has it that there was once that Louis XV said to Madame du Barry that only men were capable of being great chefs. In response, Madame du Barry organised for her cook, a woman, to prepare a meal for the King. Louis XV was delighted and is said to have remarked, "Who is the new man you have cooking for you? He is as good as any cook in the royal household," to which Madame du Barry proudly replied, "It's a *cuisinière* (woman cook), Your Majesty, and you should reward her a *cordons bleu* (blue ribbon)." The blue ribbon was a nickname for *L'Ordre du Saint-Esprit*, an order rewarded by the King of France for the recognition of exceptional skill. The reward is hung on a blue ribbon, and at the time, was mostly given to men, as women were not seen as capable of superb craftsmanship. Elaborate dinners were hosted by this group of elites, and one story has it that these were also called "Cordon Bleu", thus the name became associated with fine cuisine.

Although Madame du Barry did not live to see it (thanks to the French Revolution and the guillotine), she would have been glad to learn that the "Cordon Bleu" that she mentioned to Louis XV was immortalised in the culinary world through the opening of Le Cordon Bleu. The now highly-regarded culinary school was founded by a woman, Marthe Distel, in 1895. Madame Distel began her by publishing a newsletter with the same name, its subject of interest being cooking. Soon after, she began offering cooking classes, and eventually opened the school. The school now has around 35 campuses all across the world, and counts numerous decorated chefs and food personalities – many of whom are women – among its alumni, such as Julia Child, Nancy Silverton and Stephanie Izard.

個女廚師呢，陛下，你應獎勵她一條藍絲帶。」藍絲帶其實是聖靈騎士勳章的別稱，是法國國王對超卓廚藝人士的一種表彰和承認。這個勳章會繫在一條藍色的絲帶上，而當時獲得此榮譽者大多是男人，而女性往往被視為沒有超卓的廚藝。擁有勳章的大廚會為皇室貴胄舉辦奢華晚宴，這些晚宴往往也被稱為「藍帶晚宴」，可以說是精緻美食的同義詞。



雖然杜巴利夫人已經不在人世（我們也許聽聞過她在法國大革命時被送上斷頭台），但如果她泉下有知，看到她和路易十五「藍帶晚宴」的精神得以通過Le Cordon Bleu這間廚藝學校而延續下來，一定會芳心大慰。這間備受推崇的烹飪學校於1895年由Marthe Distel這位女士創辦。之前Marthe Distel也出版了一份同名、以烹飪作為主題的通訊。不久之後，她開始提供烹飪班，並最終創立了這所學校。學校目前在全球各地擁有大約35間校園，並培養了眾多著名廚師和飲食界名人，其中不乏女性，校友就包括Julia Child、Nancy Silverton及Stephanie Izard。



Julia Child



Nancy Silverton



Stephanie Izard

## 全方位細味牛肉

# Beef, a Shore Thing



These days, choosing what to have for dinner isn't as easy as "chicken or beef?". Even when you've chosen beef (and many do), there are myriad considerations – from flavour to texture, and increasingly, country of origin and breeding techniques, and let's not forget aging and cooking methods. Who better to ask all about this than **Jason Black**, Executive Chef at Shore, recognised as one of Hong Kong's top steakhouses, complete with in-house dry-aging facilities and premium beef choices from all over the world, including the all-natural, hormone and additive-free variety from Cedar River Farms, in Colorado, America.

從前，在餐廳吃晚飯時侍應會問你：「要雞肉還是要牛肉？」。但今時今日，問題卻往往並非這樣簡單。即使你選的是牛肉（這是大部份人的選擇），變化也可以有許多，當中包括不同的味道以至口感。此外，許多餐廳現時也會提供各種產地來源及配種技巧的牛肉選擇，當然熟成和烹調方法也非常考究。**Shore**餐廳獲公認為本港最佳扒房之一，餐廳內擁有乾式熟成設施，所供應的優質牛肉來自世界各地，包括美國科羅拉多州**Cedar River Farms**全天然、無激素及無添加劑的品種。以下**Shore**扒房的行政總廚**Jason Black**將會為我們娓娓道來有關牛肉的種種。

## With so many beef choices out there, how do you choose what to offer on your menu?

Steak is something that is pretty subjective, and that you grow accustomed to, depending on where you grow up. Hong Kong is a very cosmopolitan city and we have access to beef from all over the world, in most part because there's none of its own source, but it also gives people a great amount of choice.

We had a look at the countries of origin of beef and also the farms within them. They had to be of "prime grade" of that particular country. That narrowed down the number of suppliers and farms, and within that we said, we strive to have beef that has no added hormones or steroids, raised properly, with no antibiotics, and again that narrowed the field down.

I want to offer beef that had good heritage, that was also raised properly and humanely. We're carnivores – we make no excuses – we eat beef, but we do have a certain obligation to make sure things were done properly in terms of the feed and how the animals were treated. It makes a difference to the quality of the beef. We are what we eat.

現時有這麼多的牛肉可供選擇，你如何挑選餐牌上所提供的牛肉？

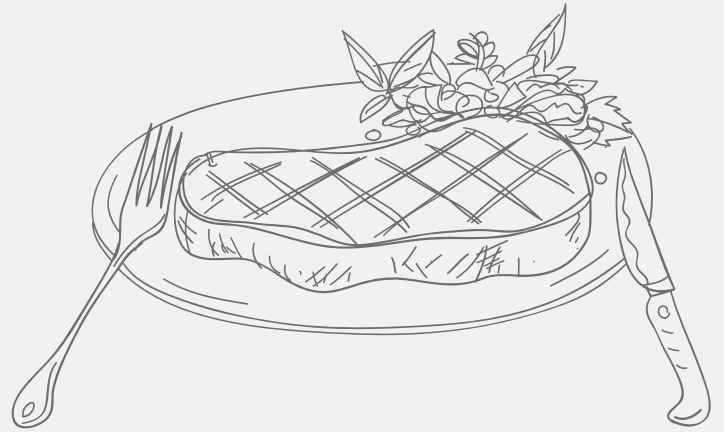
一塊牛扒是否美味，可謂非常主觀，這視乎你習慣了吃那一種的牛扒以至你長大的地方在那裡。香港是個國際大都會，我們可以品嚐來自世界各地的牛肉，很大部份是因為香港本身並沒有自己的牛肉來源，但人們也因此擁有大量不同的牛肉選擇。

我們會看看牛肉來自那個原產地國家，以及飼養這些牛隻的是那一個農場。當然，這些牛肉必須是有關國家的「頂級」出品。這可以說是縮窄了供應商和農場的範圍。此外，我們也會希望有關牛肉並沒有添加激素或類固醇、飼養方法合乎規範、無添加抗生素……這樣牛肉的選擇又會再進一步收窄。

我們所挑選的牛肉都是歷史悠久的，而牛隻的飼養符合規範和人造原則。我們大部份人都喜歡吃肉，而且特別鍾愛牛肉，這一點實在無可厚非，但是我們的確有一定的義務去確保牛隻飼養得宜，並且得到合適的對待。這對牛肉的品質有一定影響。我們所養的牛日子過得好，牛肉也會特別美味。

## 當你選擇牛肉時，如何在道德和現實考慮之間作出平衡？

有些被困在飼養場裡的牛隻，在牠們還是牛犢時，耳朵會被植入刺激生長的賀爾蒙和抗生素，令其生活實在沒有甚麼樂趣可言



### When you're choosing your beef, how do you balance the ethical and practical considerations?

Animals in a feedlot are given a hormone growth stimulant and preventative antibiotics in their ear when they're young usually don't get much of a life, so that's an ethical decision. The actual fat content that this (steroid-affected) growth spurt also gives it a different taste. The grain-fed beef that we get from Cedar River Farms is well-marbled and has great flavour and does well with aging. And I can sleep at night knowing it was the right thing to do.

### What is the best way to cook steak?

We sous-vide everything. We use the same process for cooking beef, chicken, vegetables, and so on. We probably have the biggest system of that in place in Hong Kong. The temperatures and times selected are due to the nature of the particular type of protein and what temperature it denatures (at). All of the beef is cooked (sous-vide) to order, so each piece is cut to a specific thickness for the amount of time that people are prepared to wait for a piece of steak, then finish it on a charcoal grill. I think with any meat, you want to have that caramelised exterior – the Maillard reaction gives you the flavour profile.

.....這就是我稱之為的道德考慮。由於激素的影響，牛肉實際的脂肪含量使其味道受到一定影響。我們從Cedar River Farms所取得的穀飼牛肉，肉紋精緻、味道甚佳，熟成後更令人垂涎三尺。如果我知道牛隻的日子過得好，晚上睡覺時也會睡得甜一些。

### 煮牛扒最好的方法是什麼？

我們全面採用真空低溫烹調法。對於烹飪牛肉、雞肉、蔬菜等等，我們都會使用同一方法。Shore 餐廳的系統可能是全港最大的，溫度和時間的選擇，會視乎蛋白質屬於那個類型以及其性質會在那個溫度發生變化。我們所有的牛肉都是採用真空低溫法為食客度身烹調的，所以每塊牛扒所切割的厚度會取決於食客願意等待的時間，然後我們會在炭火上來個細心烤焗。我想對於任何肉類來說，你都會希望有如焦糖般香軟的外層，至於美拉德反應（食物的非酶褐變反應）則能為你帶來不同層次的肉香。

**“we do have a certain obligation to make sure things were done properly in terms of the feed and how the animals were treated”**

**“我們的確有一定的義務去確保牛隻飼養得宜，並且得到合適的對待”**



### You have a dry-aging facility here. Are all the steaks dry-aged?

Not all steaks are dry-aged. Through the process of the dry-aging the beef loses 25-30% of its weight. If we take a tenderloin, which is already small and doesn't have a high percentage of fat content, it shrinks, so your wastage factor is too high and there's no value in it. With the beef we're getting from Cedar River Farms, the fat content is good, it's relatively young beef, and because it is natural beef, it does benefit from the aging process – increased beef flavour, more moisture.

### 你們擁有乾式熟成設施，是否所有牛扒都會經過乾式熟成工序？

並非所有的牛扒都會經過乾式熟成。乾式熟成的工序會使牛肉失去其重量的25-30%。如果我們採取里脊肉這種已經是很細小的和脂肪含量不高的牛肉，其縮小的情況會更加嚴重，這種浪費實在是太大了，不太值得這樣做。我們餐廳那些來自Cedar River Farms的牛肉，脂肪含量不俗，因為那些牛隻相對年輕，而且純天然，所以熟成的工序的確能夠令牛肉的味道更佳，更加嫩滑。

### Those orange Crocs land in Hong Kong



Multiple award-winning chef, restaurateur and food celebrity Mario Batali has restaurants all around America and in Singapore. He's bringing his casual Italian concept Lupa to Hong Kong. Behind the import are Dining Concepts, the restaurant group that has also brought such international names as BLT and Al Molo to Hong Kong. Lupa just opened in the last week of March, with Mario himself flying in in April.

#### Lupa

3/F, LHT Tower, 31 Queen's Road Central, Central, HK  
[www.diningconcepts.com.hk](http://www.diningconcepts.com.hk)

### Shanghai sees Italian stars

8 ½ Otto e Mezzo, the extremely popular fine dining Italian restaurant in Hong Kong, was awarded 3 Michelin stars in this year's Michelin Guide to Hong Kong and Macau, making it the only Italian restaurant outside of Italy to have achieved 3 star status. Shortly after the announcement, the restaurant had another piece of exciting news – it has opened a branch in Shanghai. Heading the kitchen is Umberto Bombana's protégé, Executive Chef Alan Yu.

#### 8 ½ Otto e Mezzo

6-7/F, Rockbund Associate Mission Building  
169 Yuanmingyuan Lu  
Shanghai, China.

### More Sleeps at Sands

The Sands Cotai Central complex will soon be home to three hotels. The Conrad and Holiday Inn have both already opened, with 600 and 1200 rooms respectively, while the Sheraton is expected to open mid-year, and is set to be the largest hotel in Macau, as well as for the Starwood group themselves (that own the Sheraton brand).

[www.sandscotaicentral.com](http://www.sandscotaicentral.com)

### Vinexpo International Wine & Spirits Exhibition (Asia-Pacific)



This trade-only biennial event hosted 882 exhibitors and 12617 visitors in 2010, bringing producers and exporters from over 35 countries to Asian buyers and professionals. This year's exhibition will be no less impressive, with conferences and tastings in addition to stands displaying a wide range of products, providing a forum for direct exchange for exploring market habits, tasting techniques and expert advice.

#### 29-31 May

HKCEC, 1 Expo Drive  
Wanchai, HK  
[www.vinexpo.com](http://www.vinexpo.com)

### HOSFAIR Guangzhou

This annual hospitality equipment & supplies fair has been one of the most highly attended events of its kind since it first launched

nine years ago, welcoming hotel and catering industry suppliers and professionals from the Pearl River Delta region and worldwide. Simultaneous events include the 5th International Wine Promoting Seminar, 7th Guangzhou International Coffee Carnival and Latte Art Championship.

#### 28-30 Jun

China Import and Export Fair  
Pazhou Complex  
Guangzhou, China  
[www.hosfair.com](http://www.hosfair.com)

### 又一新意大利餐廳登陸香港

Mario Batali大廚屢獲殊榮，並於美國及新加坡經營多間餐館，堪稱飲食界名人。最近他把意大利簡約的美食概念帶到香港，開設了一間名為Lupa的餐廳，而引入這間餐廳的是 Dining Concepts，這間餐飲集團過去也為本地食家帶來了BLT及Al Molo。Lupa已於3月下旬正式開業，而Mario本人亦會在4月蒞臨香港。

#### Lupa

香港中環皇后大道中31號陸海通大廈3樓  
[www.diningconcepts.com.hk](http://www.diningconcepts.com.hk)

### 上海再添一顆意大利明星

8 ½ Otto e Mezzo為本港極受歡迎的高級意大利餐廳，在今年的香港和澳門米芝蓮指南獲得三星榮譽，使其成為意大利以外唯一獲三星評級的意菜餐廳。餐廳可謂喜事重重，除獲三星評級外，亦於上海開設另一分店，由Umberto Bombana的得意門生Alan Yu為行政總廚。

#### 8 ½ Otto e Mezzo

中國上海圓明園路169號協進大樓6-7樓

### 更多酒店在金沙

澳門路氹金沙城中心即將揭幕，而三間酒店會進駐其中。港麗酒店及假日酒店已經揭幕，兩者分別提供600和1200間客房，至於喜來登酒店預計將於今年年中投入服務，屆時將會成為澳門最大的酒店，亦是Starwood集團（喜來登品牌的擁有人）旗下規模至大的酒店。

[www.sandscotaicentral.com](http://www.sandscotaicentral.com)

### Vinexpo國際葡萄酒及烈酒展覽會（亞太地區）

這個兩年一度、只供業界人士入場的展覽會在2010年吸引了882家參展商和12617位參觀者，均為來自35個國家的生產商和出口商，以至亞洲的買家及專業人士。今年的展覽將會同樣令人目不暇給。展區除了陳列各種各樣的產品外，亦會舉辦多場研討會和品酒會。是次盛會為業界人士提供直接交流的機會，此外參觀者亦能從中了解到市場的最新形勢、品酒技巧以及專家的獨到見解。

#### 5月29-31日

香港灣仔博覽道1號香港會議展覽中心

[www.vinexpo.com](http://www.vinexpo.com)

### 廣州國際酒店設備及用品展覽會 (HOSFAIR)

這個已有九年歷史、一年一度的酒店設備及用品展覽會，為同類盛事中最受歡迎的一個。這個展覽會歡迎珠三角地區和全球各地的酒店、餐飲業供應商，以及專業人士參加。會場還會同時舉行第五屆廣州國際葡萄酒展覽會、第七屆廣州國際咖啡嘉年華以及咖啡拉花錦標賽。

#### 6月28-30日

中國廣州中國進出口商品交易會展覽館琶洲展館

[www.hosfair.com](http://www.hosfair.com)



## Wow, Paris



After numerous delays (it was supposed to open in July 2011), Starwood's "hip" hotel brand, W, has finally unveiled its newest location in Paris, the W Paris – Opéra. The hotel has 91 rooms with their signature W bed and Whatever/Whenever service. On the F&B front, it boasts fine dining restaurant Arola, headed by Spanish chef Sergi Arola, who counts elBulli and Pierre Gagnaire on his resume and was awarded two Michelin stars for La Broche, one of his outposts in Madrid.

### W Paris – Opéra

4 rue Meyerbeer  
9th arrondissement  
Paris, France  
[www.wparisopera.com](http://www.wparisopera.com)

## Even Now, a New Hotel Brand

Large hotel groups haven't had enough of new hotel brands – who said there was a recession worldwide? InterContinental Hotel Group (IHG) is introducing their new brand, EVEN, for hotels focused on wellness, which will be set up around four key areas – Exercise, Eat, Work and Rest. The Exercise component will see in-room fitness amenities, such as a coat rack that doubles as a pull-up bar (presumably for chin-ups). The Eat section will be structured around nutritional meals. IHG plans to announce its first EVEN location later this year, with a view to open in 2013.

[www.evenhotels.com](http://www.evenhotels.com)

## Best of Sydney goes to Melbourne

One of Australia's most revered chefs, Mark Best of Sydney restaurant Marque has opened a new venture in Melbourne. He's determined to please the city, known as "Australia's foodie capital", with fresh, modern, market-to-table bistro fare, open from breakfast right through to late night supper.

### Pei Modern

45 Collins Street  
Melbourne, Australia  
[www.peimodern.com.au](http://www.peimodern.com.au)

## International Journal of Gastronomy & Food Science

A new academic journal was launched in January, featuring an editorial team that reads like the who's who of the culinary world, including American food writer Harold McGee, British chef Heston Blumenthal of Fat Duck fame, and Grant Achatz of Chicago's Alinea restaurant. The Journal approaches food from a scientific perspective, and this issue includes papers on topics as diverse as improving the tarte tatin using a sensory approach, and microbial terrior. All articles in this first issue are downloadable as PDFs from the link included below.

[www.sciencedirect.com/science/journal/1878450X](http://www.sciencedirect.com/science/journal/1878450X)

## MAD Symposium

New Nordic chefs such as Rene Redzepi of Denmark's Noma seem to be taking the culinary lead, since elBulli and Ferran Adria took a step back from the limelight. Redzepi and his associates put on the first MAD Symposium

last year, in an effort to inform, educate and grow together with other chefs around the world. The series of talks last year was developed around the theme of vegetation. This year, it turns the focus onto people's appetites. Speakers this year include huge names like Ferran Adria, Massimo Bottura and Fergus Henderson.

### 1-2 Jul

Copenhagen, Denmark  
For more details& bookings,  
email: [aka@noma.dk](mailto:aka@noma.dk)  
[www.madfood.co](http://www.madfood.co)

## 巴黎的W型格新成員

Starwood集團位於法國巴黎的最新型格酒店 W Paris – Opéra, 經過多番延期最近終於開幕 (最初預計開幕日期為2011年7月), 這是W品牌中的最新成員。酒店擁有91間客房, 房內設有獨特的W型睡床, 並提供標誌性的隨需/隨時(Whatever/Whenever)服務。至於餐飲方面, 在酒店中可以找到高級餐廳Arola, 此餐廳由西班牙主廚Sergi Arola操刀, 他過往曾於elBulli及Pierre Gagnaire服務, 而其位於馬德里的La Broche更獲得米芝蓮兩星的榮譽。

## 另一新酒店品牌——EVEN

大型酒店集團似乎對推出新的酒店品牌樂此不疲。雖說全球正面臨經濟衰退, 但洲際酒店集團 (IHG) 最近卻「逆市」推出了新的酒店品牌——EVEN。該酒店品牌著重健康, 並環繞四個領域加以體現此一概念: 運動、飲食、工作以及休閒。運動方面, 住客可在客房內找到健身設施, 例如掛大褸的衣架亦同時可用來做引體向上。至於飲食方面, 酒店內提供的膳食都會強調均衡營養。洲際酒店集團計劃將於今

年稍後時間, 宣佈首間EVEN酒店的落址, 並預計於2013年開幕。

## 悉尼最佳廚師進駐墨爾本

澳洲最備受推崇的廚師之一、來自悉尼Marque餐廳的Mark Best, 最近在墨爾本開設了一間全新的餐廳。他志在取悅墨爾本這個「澳洲美食之都」的當地人, 所提供的食物都非常新鮮, 使用的皆為農場食材, 菜式亦甚具現代感, 並且提供早餐以至深夜晚餐。

## 國際美食與食品科學期刊 (International Journal of Gastronomy & Food Science)

這本全新的學術期刊於今年一月剛剛推出, 其編輯團隊成員均為飲食界中赫赫有名的人士, 包括美國飲食作家Harold McGee、英國著名餐廳Fat Duck的廚師Heston Blumenthal, 以及芝加哥Alinea餐廳的Grant Achatz。該期刊會從科學的角度探討飲食, 而本期的論文主題包括如何通過感官模式改進水果餡餅的味道, 以至微生物對食物所帶來的問題。第一期所有文章的PDF版本都可從下列連結下載:

[www.sciencedirect.com](http://www.sciencedirect.com)

## MAD研討會

隨著elBulli及Ferran Adria退居幕後, 丹麥Noma餐廳的Rene Redzepi以至其他北歐廚師似乎成為了飲食界新的潮流領導者。Redzepi與其團隊成員於去年舉行了MAD研討會, 目的是希望促進全球各地廚師之間的交流, 共同分享心得、增進廚藝。上一年的主題是素食主義, 而今年則為探討人們的食慾。今年的講者包括Ferran Adria、Massimo Bottura以及Fergus Henderson等飲食界名人。



Food-related websites and blogs that inspire:

讓你耳目一新的飲食網站、博客:

# DECODING SOCIAL MEDIA

Facebook, Twitter, Weibo, Instagram and beyond – Part Two

## 解構社交媒體- 第二部分

Last issue we began talking about social media, covering two major platforms, the multi-billion dollar Facebook, and Mainland China's Sina Weibo, whose force is to be reckoned with. In the rest of the world, other big names are Twitter and Instagram.

**TWITTER** ([www.twitter.com](http://www.twitter.com)) – Sina Weibo's predecessor is Twitter. Short messages (the limit on Twitter is 140 characters) can be made available for the public to see. Each user can 'follow' other users, ie. subscribe to their 'feed' of messages. Originally intended to replace SMS messaging, Twitter has grown into a much more vibrant platform that everyone, from your neighbour's puppy to Jamie Oliver, uses. It is predominantly an English-language platform. For brands, it can be a good way to build and track conversations, although studies have shown that people prefer to follow people behind brands, such as the CEO or Executive Chef, for a more "inside" experience. That said, official brand accounts are expected of most businesses, even if it were to broadcast company deals or information.

**INSTAGRAM** (search application stores, such as Apple's iTunes) Also increasingly popular is Instagram, a mobile application (app) that takes, edits and shares photos. Like Twitter, you can follow particular users, and easily express your appreciation by clicking 'like' and/or commenting on the photo. You can add effects with photo filters, and keyword tags for easy searching. The photo can be shared not only on Instagram, but also immediately on the user's various social media accounts (once set up, and if they wish) such as Twitter, Facebook, Tumblr and now, even Sina Weibo. Recent months have seen a surge in the use of this app by corporates, such as Four Seasons Hong Kong and Tsim Sha Tsui mall Harbour City who add informative captions to alluring pictures.

Another few to watch out for are Pinterest, Tumblr and Posterous. Only the best ones gain enough critical mass and really stick. Marketing professionals need to do one's research and find what fits their brand's needs.

上期我們開始探討社交媒體這種人與人之間進行聯繫的新方式。上一次我們討論了兩個主要的平台：市值數十億美元的Facebook以及在中國內地非常流行的「新浪微博」。在世界其他地方，Twitter和Instagram等也是社交媒體中不可小覷的勢力。

**TWITTER** ([www.twitter.com](http://www.twitter.com)) – 許多人都說「新浪微博」是中國版的Twitter，這個講法某程度上也說得不錯。這兩種科技產品都可以稱為「微型網誌」或「微博」，使用者可以通過互聯網向公眾發送簡短訊息（Twitter的字數上限為140個字符）。每個使用者都可以關注其他人的訊息（或稱為「feed」）。Twitter原本只是打算代替SMS短訊，但現已成為一個生氣勃勃的交流平台，每個人包括你鄰居的小狗「旺旺」以至Jamie Oliver都在使用這種科技產品。這個平台主要使用英語。對品牌來說，這是一個就著產品和服務發起討論、建立宣傳渠道的大好方式，但亦有研究顯示人們比較喜歡追隨品牌背後的人物，如其首席執行官或行政總廚，以取得更多的「內幕」消息。儘管大多數企業仍會進行較正規的品牌宣傳活動，品牌亦會透過微博來發佈公司的一些交易或資訊。

**INSTAGRAM** (搜尋應用程式店舖，例如 Apple 的 iTunes) Instagram也越來越受歡迎，你可以通過這個流動應用程式來拍照以至編輯和共享相片。像Twitter一樣，你可以關注特定的用戶，並輕易通過點擊「like」和在照片上留下評論，表達你的讚賞。用戶也可以加入各種相片濾鏡（例如製造老舊電影的效果），和在照片上添加關鍵字標籤，方便搜尋。你不但可以使用Instagram共享相片，甚至可以將這些照片立即傳送到各大社交媒體的帳戶，如Twitter、Facebook和Tumblr，而現在甚至「新浪微博」也可以做到（當然你可以自行選擇是否這樣做，並且需要進行設定）。最近幾個月，我們留意到越來越多的企業都在使用這種應用程式，例如香港中環的四季酒店及尖沙咀的海港城都加入了多幀圖文並茂的照片。

每一天在社交媒體的世界裡都有新的事物出現（其中，另外需要特別注意的是Pinterest、Tumblr和Posterous），但是只有最好的社交媒體才能吸引到用戶、才不會最終被淘汰。對許多營銷專業人士來說，社交媒體已經成為其宣傳推廣組合不可或缺的一部份。你可以自行探討一下，看看那種工具最配合你品牌的需要。

# FEYEL

ALSACE - 1811



In 1811, Feyel opened a pastry shop in Strasbourg and became a specialist of foie gras terrine. Feyel is today among the oldest manufacturers of foie gras in France, using the traditional recipe in making his products.

Recognised for his excellence in the production of foie gras terrine, as well as duck and goose meat in the retail market, Feyel supplies discerning chefs with both fresh and flash-frozen foie gras, semi-cooked and preserved products.

Two Feyel products won the prestigious Saveur de l'Année awards - magret de canard fumé (smoke duck breast) and foie gras de canard entier (duck foie gras torchon).

在1811年，Feyel於斯特拉堡開設了一間糕餅店，並成為製作鵝肝醬的專家。時至今日，Feyel已成為歷史最悠久的法國鵝肝生產商之一，沿用傳統配方製作食品。

Feyel不僅以生產優質鵝肝醬而聞名於世，亦為零售市場供應上佳的鴨肉和鵝肉，向追求食材質素的廚師提供鮮或急凍鴨肝，半製成食品及醃製熟食。

Feyel的煙燻鴨胸柳及鴨肝卷於2011年榮獲卓越顯赫的巴黎農產品大賽 (Concours Général Agricole) 「年度美食大獎」 (Saveur de l'Année)。



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