



FINE 尚品 FOODS

For immediate release

Fook Lam Moon Fine Foods Opens its First Gourmet Shop

[18 August 2015, Hong Kong] – Fook Lam Moon Fine Foods, launched as a new product business division in 2013 to celebrate the 65th Anniversary of the iconic Fook Lam Moon, opens its first-ever gourmet shop.

Located in Wanchai, next to the group's flagship restaurant, Fook Lam Moon Fine Foods is the first gourmet store established by the multi award-winning restaurant brand. The new shop, designed with elegant materials, is a secret garden for discerning gourmands and is created to match the needs of sophisticated shoppers who look for fine gift items. Team of experts is available to advise customers to cherry pick the perfect assortment adapted to every occasion.

A variety of gourmet products that could only be tasted at the restaurant are now available for purchase to enjoy at home. These include signature XO sauce, cashews and walnuts. A fine selection of Chinese premium dried delicacies, which the brand has been expertly sourced over the decades, is now conveniently and nicely packaged. The Fook Lam Moon's popular series of festive mooncakes are also available at the shop, including this year's new mini lotus seed mooncake.

A number of gastronomic products exclusively selected by masters for Fook Lam Moon Fine Foods are also newly launched with the shop:

Chinese Tea Leaves by Lock Cha Teahouse

Specially selected for Fook Lam Moon, Lock Cha Tea collection includes a variety of fine tea leaves with four exclusive aromas: Fragrant Tieguanyin, Premium Phoenix Oolong (Peach Fragrance), Superior Phoenix Oolong (Orchid Fragrance) and Superior Phoenix Oolong (Old Bush).

Coffee Beans by Sensory Artisan

Created for Fook Lam Moon, the Fook Lam Moon Signature Selection is a blend of traditional famous coffee processing methods: Ethiopia Sidamo Natural, Mexico Pulped Natural and Ethiopia Yirgacheffe Washed.

Two rare lots of auctioned Premium Coffee Beans from the Best of Panama 2015 are also available.

Belgium Chocolate by Neuhaus Chocolatier

A fine selection of luxury chocolates from the inventor of praline and the exclusive supplier of the Royal Court of Belgium, elegantly presented in Fook Lam Moon Fine Foods gift boxes of 2pcs, 4pcs, 8pcs and 16pcs.

Fook Lam Moon Fine Foods Gourmet Shop

Address: Shop B, 35-45 Johnston Road, Wanchai

Tel: +852 2363 8810

Opening Hours: Monday to Sunday from 11am to 9pm

You can download high definition pictures under the link below:

<http://we.tl/6Qx45o27ia>

Photo Caption:



FLMFF Gourmet Shop – Interior



FLMFF Gourmet Shop – Interior

About Fook Lam Moon Fine Foods

Created as a new product business division in 2013 to celebrate the 65th Anniversary of Fook Lam Moon, Fook Lam Moon Fine Foods draws upon the sublime skills and dedication of the Fook Lam Moon Chefs de Cuisine, and integrates their culinary artistry with the latest in technology and food science in order to bring the finest food products to the retail consumers. Accredited with the most demanding ISO 22000 and HACCP standards, the state-of-the-art food creation centre has gone far beyond conventional norms to ensure the most rigorous standards of food safety and hygiene. Fook Lam Moon Fine Foods delivers a premium range of highly-quality gastronomic products, made freshly in Hong Kong or sourced exclusively from around the world.

For more information, please contact **Mazarine Asia Pacific:**

Ms. Julie Vigneron

Tel : +852 3678 0112

Fax : +852 3101 4681

E-mail: julie.vigneron@mazarineap.com

Ms. Virginia Lam

Tel : +852 3678 0171

Fax : +852 3101 4681

E-mail : virginia.lam@mazarineap.com