



# MODERN TOUCH TO TRADITIONAL GOURMET

## 現代化工場 | 提升傳統食品質素

**Trendsetter in Macao's culinary circles has strong reputation for quality**  
龍天燒臘公司領導澳門餐飲業發展，出產的臘味是質量的保證

Asians have a deep love for roast and cured meat, possibly because of the continent's geographical location and the climate that help to foster a taste for such delicacies. This same love and affection also goes into the making of roast and cured meat, from selecting the best ingredients to the painstaking curing process that brings out its most sumptuous flavours. It may look plain, but the food requires great skill and expertise to produce. Long Tin Roast and Preserves, the most acclaimed roast and preserve company in Macao, has been a trendsetter in Macao's culinary circles for half a century and has earned a strong reputation throughout the city.

### Delights for adventurous gourmets

Apart from retailing the brand's signature cured meat and sausages, the company has launched a restaurant to allow adventurous gourmets from all over the world to sample its delights. For tourists seeking the perfect souvenir for friends and family

由於地理環境及氣候的關係，華人尤其喜愛臘味食品，但要把臘味做得出色，除了在選擇肉類時要有相當技巧外，醃製過程更須講究經驗及選料。雄踞澳門臘味市場首席位置多年的龍天燒臘公司，屹立澳門半世紀之久，早已成為澳門本地無人不曉的燒臘店，不但出售各類燒臘及臘味食品，同時亦附設飯店，讓一眾老饕隨時品嚐到這些人間美食。臘味食品備有禮盒包裝，是訪澳旅客絕佳的手信之選，在新年及中秋過節期間，亦可作親友間拜訪送禮之用，把傳統美食推廣到每個角落。

### 批發零售 提升品質

由於龍天燒臘的姊妹公司為豬肉批發商，故能取得最優質的肉類製作燒臘。營運總監莫兆基先生表示，公司之所以能夠稱雄燒臘界50年，關鍵在於使用新鮮肉類：「我們可以用上最優質、最新鮮的肉類來製作燒臘，令臘肉及臘腸更具肉香。現時我們主要批發及零售各項優質上乘之燒臘及鮮肉食品，除此之外亦自設工場，生產的燒臘食品超過20多種，除了一般燒味食品外，極品燕窩上腸、加瘦切肉上腸、鮮鴨潤腸、頂級臘鴨脾及玫瑰露五花臘肉等均廣受顧客歡迎。」

**Opposite:** The sausages, containing no preservatives, are made of natural ingredients.

**對頁：**不添加任何防腐劑的龍天臘味，食品更天然健康。



Top: The quality preserves, such as preserved pork and Jinhua Ham, make them ideal gifts for friends and family.

上：外地難以搜羅的臘肉、金華火腿及臘鴨脾等臘味，均是最佳的手信。

during festive occasions, such as Lunar New Year and Mid-Autumn Festival, Long Tin's refined and flavour-filled products offer the ideal gateway for introducing Macao's traditional food culture to the world.

### A reputable retail and wholesale supplier

Long Tin Roast and Preserves uses the best raw ingredients, sourcing fresh and high-quality pork from its renowned sister company. Alan Mok, managing director of Long Tin Roast and Preserves, says the secret behind the company's success over the past 50 years has hinged on the premium quality of the meat. "We are supplied with fresh pork of the highest quality to ensure a fresh and distinctive flavour and texture. In addition to retailing and wholesaling a plethora of high-quality preserved and fresh raw meat, we launched a factory to produce over 20 kinds of preserved products. Other than our signature cured meat, we have created a range of popular products including the Chinese swallow nest and pork sausage, extra lean Chinese pork sausage, extra lean Chinese duck liver sausage, duck leg and Tianjin julep pork belly," Mok says.

### Addictive taste

According to Mok, the best sausages are made of sliced meat instead of minced meat; the casing has to be tender and crispy, stuffed with the fresh and rich fragrance of Tianjin julep. "Taking the Chinese swallow nest and pork sausage for instance, we replaced fat with the protein-rich Chinese swallow nest, creating more nutritious sausages with an extremely tender texture. It is particularly popular among older customers," Mok says. A refined recipe



### 帶出溫暖舌尖的味覺

問到怎樣才稱得上是品質上乘的臘腸，莫兆基認為有幾個首要條件，包括腸肉須為切肉而非絞肉、腸衣容易切開，咬下去時臘腸要有鬆化的感覺，並要滿溢玫瑰露酒的芳香及濃郁。「以王牌產品極品燕窩臘腸為例，我們以燕窩代替了傳統製造臘腸所用的肥膏，令臘腸蛋白質更為豐富，並提升營養價值。口感鬆化得連老人家亦可輕鬆品嚐。」而潤腸方面，則用上原隻新鮮鴨肝，味道甘香濃厚，馥郁細膩，給食家帶來齒頰留香的享受。

至於另一備受讚頌的傳統食品臘肉，則用上了精選的五花腩，切成條狀及精心調味後，再生曬一天而成，玫瑰露酒的比例亦恰到好處，完美帶出臘肉的芳香。而金華火腿更是聖誕、過年的送禮佳品！產品經浙江省金華市入口，備有衛生檢疫及生產證明，品質安全，有完善保證，讓買家更有信心。經真空或禮品包裝後，便成為華人家庭常備的傳統美食之一。

龍天燒臘多年來堅持澳門製造，選用的食材除了玫瑰露酒外，均為本地出品。廠房的食物製作及衛生環境均經過嚴格的監控，並得到有關政府部門及星級酒店的食物安全認證，為擴展業務立下基礎。此外，生產線設備亦不斷更新，公司亦經常對員工進行培訓，確保他們保持最佳水平，讓食家們無論在任何時刻都能品嚐到不變的美味。M

has also been adopted by the company, reinventing the traditional duck liver sausage by using a touch of fresh foie gras. With its rich aroma rendered into its buttery texture, the new combination brings a luxury flair to traditional street food.

In addition to sausages, Long Tin's cured meat is another addictive traditional foodstuff. Made of fresh and quality pork belly slices, the raw meat is blended with meticulously prepared seasoning before being wind-dried for a day, until the Tianjin julep absorbs the fragrance of the pork to its maximum. In addition, the Jinhua Hams, which top the Christmas and New Year gift list, are imported from Jinhua City, Zhejiang province. The products are subjected to strict inspections to ensure safety certification before entering Macao. Combining top-notch quality with visually appealing packaging, the Jinhua Ham has become an all-time favourite for Asians around the world.

### Preserving the unique taste

Long Tin's products are all made in Macao, with the company insisting on sourcing ingredients

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locally, except for the Tianjin julep. The factory's sanitary conditions are closely monitored for cleanliness and the quality of the products has been certified by government bureaus and starred hotels. To preserve the unique taste of its products, the company continues to invest in new facilities and staff training programmes to maintain its high standards and reputation. M



Left: Managing director Alan Mok

左：龍天燒臘公司營運總監莫兆基

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