

FOOD FOR ALL SEASONS

四時皆宜 | 美食常伴 |

Use of premium products provides basis for development of extensive food and beverage network

補之林食館嚴選上等材料，得以在飲食界中發展迅速

A spoonful of sizzling hot-pot rice, with a whiff of aromatic smoke, tastes heavenly in the winter chill. Driven by a vision to make this traditional Cantonese delight comfort food for all seasons, Tim Sio, managing director of Pou Chi Lam Sek Kun, devised the "Takeaway Hot Pot Rice Package" in the 1990s. This earned a China IP certificate, and the "take away the entire pot and the original flavour" concept soon swept across the globe.

Working wonders

The crowning glory of hot-pot rice is the whiff of aromatic smoke coupled with the rice that soaks up the flavours from the ingredients. It didn't take long for Pou Chi Lam to become immensely popular. However, the restaurant's tiny size made it impossible for it to satisfy all cravings and this was where Tim Sio's whimsical "takeaway hot-pot rice" creation worked wonders.

把一口熱騰騰的煲仔飯放入口中，一股暖流隨之注入肺腑，這種難以替代的美味，暖在心頭的感覺，讓煲仔飯成為冬日的熱門美食。90年代初，補之林食館的董事總經理蕭燦添決意不分季節、無間斷地供應這款廣東民間地道美食，並特別研製出「外帶型煲仔飯套裝」，成功獲國家頒發實用新型專利證書，將「原煲拎走、原味入口」的新型外賣理由澳門帶往世界各地。

創新食法 保留原汁原味

對所有老饕來說，煲仔飯最吸引之處在於上桌一刻那股熱騰騰的香氣，還有充分吸收食材精華的米飯之香。補之林開業之始，已憑各式煲仔飯，建立起超卓的名聲，但礙於店面有限、顧客太多，難以服務所有食客。蕭燦添為此忽發奇想，研製出一項「外帶型煲仔飯套裝」，讓未能於店內用餐的市民把整個煲仔飯連食材外帶回家中，且毋須翻熱就可享用同樣美味的煲仔飯。蕭燦添說：「若使用傳統外賣用的塑膠飯盒來盛載煲仔飯，必定令其美味和特色盡失。以店中使用的砂鍋來代替，



Hot-pot rice is wrapped in tin foil and a special container for optimal consumption within 30 minutes.

若客人會於半小時內食用煲仔飯，外賣時可轉用錫紙盤配以特製的包裝紙盒，保持新鮮。



“A clay bowl costs less but offers good heat retention, so that customers can enjoy the same taste that they would in the restaurant.”

瓦煲成本低、保溫性能好，客人外賣回家後，仍然能享受到與堂食無異的煲仔飯。

The idea was to allow diners to take home the hot-pot rice with all the ingredients and not have to reheat it. Sio says: “A traditional plastic clamshell container for takeaways cannot preserve the taste of hot-pot rice. Replacing it with a clay pot used in the restaurant, the cost would be exorbitant, not to mention the inconvenience of the bulky pot. So I thought we might use a clay bowl. To my surprise that worked.” He says a clay bowl costs less but offers good heat retention, so that customers can enjoy the same taste that they would in the restaurant.

At the core of hot-pot rice is the rice. Pou Chi Lam handpicks the organic “Charm Rice” and pairs it with ingredients such as cured pork belly, eel and minced meat, to suit different tastes. Customers can stir them all together with the homemade soy sauce and devour the glorious mix at home. Sio says the company also offers the popular “Hot Pot Rice Soya” in bottles for domestic use.

Inventive approach

Pou Chi Lam has built an extensive food and beverage network using premium ingredients. In his latest attempt to stand out, Sio has acted on the popularity of upmarket dried seafood, generally considered too expensive for souvenirs. He offers individually canned abalone, gift boxes of 20 wild cordyceps and fresh whole bird’s nest in exquisite packaging at affordable prices, making them ideal souvenirs for business and leisure travellers. This inventive approach makes Pou Chi Lam a force to be reckoned with in the souvenir industry in Macao. M

成本固然太高，客戶亦嫌太重。因此我嘗試使用俗稱「砵仔」的瓦煲取代砂鍋，效果竟然意想不到地好。」蕭燦添又解釋，瓦砵成本低、保溫性能好，能把飯香和溫度保持一個多小時。客人外帶回家後仍然能享受到與堂食無異的煲仔飯。

此外，煲仔飯最重要的材料——白米，選料時絕不馬虎，補之林特別選用有機種植的「阿燦米」，再因應客人的口味加入臘肉、風鱈、肉餅等不同的食材，最後淋上補之林自家特製的煲仔飯醬油，一鍋讓人回味無窮的煲仔飯就此出爐。蕭燦添更表示，由於不少客人對其特別調配的醬油非常欣賞，因此公司早年便推出了支裝醬油讓客人帶回家品嚐。

看準手信業 讓高端產品面向大眾

近年來，澳門旅遊業銳不可當，開發手信業務成為不少商號的重要方向之一。補之林在飲食界早已建立鞏固的網絡，在搜羅優質原材料上亦有十足把握。蕭燦添思量如何在手信業界突圍而出時，考慮到不少旅客一直對高檔蔘茸海味甚感興趣，但是作為手信則價格略高。因此，他特別設計出經濟實惠、每罐一隻的一口蠔皇鮑魚，還有20支裝的野生冬蟲夏草禮盒，以及嚴選新鮮白燕製成的燕窩盞，每款均以精緻禮盒包裝而成，價格經濟實惠，是商務及旅遊人士饋贈長輩親友的得體手信。補之林突破傳統思維，與時並進，定必成為澳門手信業界的新勢力。M



Opposite: Takeaway hot-pot rice is presented in a clay bowl to preserve heat and taste.
Left: Tim Sio, managing director of Pou Chi Lam Sek Kun

對頁：以俗稱「砵仔」的瓦煲來盛載外帶煲仔飯，能長時間保熱，維持最美味的狀態。
左：補之林董事總經理蕭燦添

60 POU CHI LAM SEK KUN
補之林食館
Tel: (853) 2835 1490

