



# GENERATIONS OF 延續70年的 | 美味 | SUCCESS

**Family-run business has made its name with noodles made in traditional fashion**

黃枝記三代竭盡心力，堅持以古法製麵，奠定品牌於麵界的地位

**S**till going strong after more than half a century in business, Wong Chi Kei (Macau) Foods Co Ltd attributes its success to noodles as fine as thread and broth made of fresh shrimp roe. Three generations of the Wong family have dedicated themselves to perfecting their products and introducing new items catering to modern needs, enabling Wong Chi Kei to establish a leading position in the Chinese noodle industry.

## Enduring tradition

The company's founder, Wong Woon-chi, started the business in Dongguan before moving to Guangzhou and finally to Macao, all the while following his master Wong King-tong's way of making jook-sing noodles with bamboo logs. Even today, Wong Woon-chi is still embracing this unique method of noodle-making and hoping to bring it to the next level with meticulously selected ingredients.

Wong Yu-fei, part of the family-run business' third generation and who grew up with noodle-making, would join his grandfather on visits to other

過半世紀的磨煉，造就出黃枝記食品有限公司的超卓成績。以銀絲般的幼細麵身，以及香濃鮮甜的蝦子清湯而揚名濠江的黃枝記，令一碗平民大眾的麵食變身成人間難得幾回嘗的美味。黃家三代竭盡心力優化出品，亦積極加入不同的食品，以迎合現代人的需求，奠定黃枝記於麵食界的領導地位。

## 貫徹古法竹昇麵訣 不忘始創初衷

從東莞創立、移師廣州、以至佇足澳門，黃枝記創辦人黃煥枝一直秉承師傅黃景棠所教授的竹昇麵訣竅。時至今日，他仍不斷鑽研竹昇打麵之道，對選料用材，更是一絲不苟，達到推陳出新、更上一層樓的境界。黃枝記第三代負責人黃與飛先生從小就在麵食店打滾，更與爺爺經常到訪其他麵店，汲取更多經驗。他說：「我認為稱得上理想的麵食，麵身必須要蛋味香濃，不含鹹水味，爽滑彈牙，吃到最後一口仍有嚼勁。我們的湯底以蝦子、豬骨、大地魚精煉而成，散發撲鼻清香，入口鮮甜，演繹出傳說中的西關美味湯底。在兩者配合下，才能煮出理想麵食。」現時，每日生產三千個竹昇麵的黃枝記，以家族式經營，保留製麵配方的獨特性，亦讓黃枝記的地位無人能及。



**Opposite:** Quality ingredients have been selected to create Premium Soup E-fu Noodle.  
**Above:** Chilli oil and fried shrimp roe allow customers to bring the delicacy home.

**對頁：**冠湯伊麵選料上乘，蛋白量十足。**上：**黃枝記的辣椒油及蝦子，讓食客把美味帶回家中。



**“The best noodles have to give a rich egg flavour, free from any alkaline taste, and always stay al dente.**

**我認為理想的麵食，麵身必須要蛋味香濃，不含鹹水味，爽滑彈牙，吃到最後一口仍有嚼勁。 ”**

**Above:** Jook-sing noodles as fine as silver threads have been well-regarded since Wong Chi Kei's inception.

**上：**銀絲竹昇麵在黃枝記創立以來一直備受推崇。

noodle shops to learn and explore. He says: "I think the best noodles have to give a rich egg flavour, free from any alkaline taste, and stay al dente till the last bite. Our broth is made of shrimp roe, pork bone and flatfish stock, giving a nice aroma and a savoury taste that suits the authentic Xiguan style. To get the ideal bowl of noodles, you need to have the right broth and the right way of noodle-making."

Today, Wong Chi Kei, which makes 3,000 packs of bamboo noodles per day using a traditional recipe, is enjoying unparalleled status in the food industry.

#### 優化管理 令品質時刻一致

為了和現代社會接軌，黃枝記麵食引入多款製作機器，並把製作流程、技術、濕度、選取麵粉等範疇標準化及系統化，令每日所生產的麵食都保持穩定水準。此外，黃枝記更將會推出自家製辣椒油、蝦子等食品，讓到訪的食客也能把黃枝記的美味帶回家中享受。 M

While the jook-sing noodles are renowned for being as fine as silver threads, the E-fu noodles, which were rolled out in the market in gift sets, are highly regarded as well.

Wong Yu-fei says: "In recent years, we were determined to improve the quality E-fu noodles with some new production methods. We conducted scientific analysis in the processes of ingredient selection, steaming and deep-frying, with stringent quality control. Special attention is paid when choosing the pure canola oil, which is replaced regularly to keep the scent fresh. Besides removing the impurities in the oil, we also invested in getting centrifuge oil filters, taking away the greasiness and preserving the egg scent of the E-fu noodles."

Wong adds that E-fu noodles made in this way look fresh and oil-free even when packed in transparent plastic bags – and undoubtedly the frequent replacement of canola oil also helps to eliminate any oily taste. The traditional large noodle cake is now available in smaller portions as well.

Wong Chi Kei also focuses on the soup base, another essential element for a perfect bowl of noodles. It invited a renowned Japanese company with over 70 years of experience in broth making to assist in creating various broths to make the scent of E-fu noodles linger and enhance their fresh taste. The pairing resulted in a product called Premium Soup E-fu Noodle.

#### Striving for quality

In keeping up with modern times and to maintain a consistent level of quality, Wong Chi Kei has introduced a number of machines into its production process and has also standardised and systemised the manufacturing process, technology, humidity and details such as flour selection. The company is also planning to unveil new products such as home-made chilli oil and dried shrimp roe, allowing customers to bring home Wong Chi Kei's delicate flavours in a wider range of forms. M



**Above:** Noodles are brought to a higher level of quality through continuous improvements on the traditional recipe. **Left:** Wong Yu-fei, manager of Wong Chi Kei (Macau) Foods Co Ltd

**上：**黃枝記不斷優化傳承下來的古法配方，把竹昇麵推向至高境界。**左：**黃枝記食品有限公司經理黃與飛

