

PROUDLY LOCAL

萬豪食堂 | 走進民間 |

Grand Plaza offers mooncakes and cookies produced in Macao in distinctive packaging designed by home-grown talents

萬豪軒的月餅及曲奇均為澳門製造，又將本地設計師的畫作用於包裝上，別具特色

Macao is well-known for its plethora of fine restaurants, but when it comes to creating eateries that even heads of state feel obliged to visit, Grand Plaza Group Catering Management stands alone. Founded in 1994, Grand Plaza Restaurant rapidly became a widely respected establishment with its exceptional professionalism and superb service. The business has expanded further into the food market by introducing a range of mooncakes and cookies, allowing patrons to enjoy their favourite treats at home.

Bringing class to simple food

Driven by the spirit of being “firmly rooted in Macao and serving the locals”, Grand Plaza is known for offering reasonably priced products. The mooncakes it produces every year have earned consistent praise for their packaging alone.

澳門美食店多不勝數，人所共知，但說到打造餐廳成為各國元首必到之處，相信只有萬豪軒集團餐飲做得到。萬豪軒於1994年成立，距今已有21年光景，憑藉超卓的水準以及優秀的服務，迅速成為口碑載道的食府。公司還以積極而勇於嘗試的態度於近年開拓食品市場，推出不同口味的月餅及曲奇，讓喜愛萬豪軒的食客能把這份美味帶回家中。

將萬千氣派注入親切小品

基於「紮根澳門，服務本土」的精神，萬豪軒產品在定價上以公道實惠見稱。以每年推出的月餅為例，單看包裝已教人讚歎不絕。總經理李汝榮先生說：「金裝宮廷月餅的包裝以吉祥的圖案配以面容祥和親切的騰龍，整個設計充滿節日的喜悅。」最令人意想不到的，這條如此獨特的騰龍原來是來自一件私人古董上的圖案。李汝榮有感其造型兼具貴氣與親和力，有別於一般威嚴惡相的騰龍，因此特意請設計師在產品上重現這個圖案。

Opposite: Lei insists that all mooncakes and cookies under the brand have to be made in Macao and launched with packaging designed by local talents.

對頁：李汝榮要求旗下出品的月餅及曲奇必須全為澳門製作，即使包裝亦找來本地設計師設計。





Above left: Cookies are available in small (80g) and big boxes. **Above right:** Mooncake gift boxes are reasonably priced despite their elegant packaging, making them ideal gifts for loved ones as well as business associates.

左上: 曲奇餅備有80克小盒裝以及大盒裝。**右上:** 禮盒裝月餅品味毋容置疑，雖然包裝華麗高貴，但價格卻非常合理，是商務送禮或饋贈親友的最佳之選。

General manager Kenneth Lei says: "The packaging of Golden Royal Mooncakes features auspicious patterns and a rising dragon with a peaceful and cordial expression. The whole design is brimming with festive joy." The distinctive dragon is derived from a design that was found on an antique piece. Impressed by the elegant and engaging appearance that differed from the usual stern-faced rising dragons, Li asked designers to re-create it.

Another mooncake gift box is packaged in the style of a jade pendant case and is available in three flavours: lotus seed paste, Jinhua ham and date paste. The box makes bold use of black brocade, with a lock made of bovine bone adding to the sophisticated and elegant look. Another gift box, featuring a Chinese fan design by painter Lei Tak-seng, is perfect for art lovers. The nostalgia of the festive season in Macao is meticulously captured by Lei's paintbrush. Inside the box are eight individually packed mooncakes.

另一月餅禮盒以錦盒玉珮包裝，提供了蓮蓉、金華火腿以及棗蓉三款口味。禮盒面層大膽起用黑色織錦作為主調，鎖扣以牛骨製造，突出大方優雅之感。另一款以名畫家李德勝先生的中國扇作面層包裝的禮盒，則最是適合欣賞藝術的人士。李德勝利用彩筆將澳門過節時的鄉土情懷描繪得絲絲入扣，意境情懷就在眼前。內裏更備有八個獨立包裝的月餅，用以送給遠方的親友，倍感窩心、溫暖。

萬豪軒的月餅沒有太多花巧味道，而仍以傳統的口味為主，分為棗蓉、杏蓉、蓮蓉、金華火腿及豆沙五大類，全部由澳門本土製作，多年來均為本地銷量冠軍。李汝榮更表示，從選擇湘蓮開始，他們已有一套嚴格的準則，對每個工序均非常講究。就蓮蓉來說，其恰到好處的甜度、入口即溶的口感，便能展現出公司在選料及製作中所花的心思。

雖然要到過節時才能享受到萬豪軒的月餅，但可喜的是，近年萬豪軒亦開拓了大眾化的曲奇市場。在一次偶然的機會，萬豪軒的總廚自製了一些曲奇與大家分享，李汝榮試食後，決定將如此高質素的曲奇推出市面，與大眾分享。秉持用料優質的精神，公司製作出果

Grand Plaza offers only a handful of novelty flavours in its mooncakes and chooses to mainly focus on traditional flavours, which can be classified into five categories: date paste, almond paste, lotus seed paste, Jinhua ham and sweet bean paste. All of these mooncake flavours are locally produced and have been best sellers for years in Macao.

Lei says strict rules are in place during production, with each procedure - starting from ingredient selection - carefully monitored to ensure the best-quality taste. For example, the lotus seed paste has balance of sweetness and melt-in-the-mouth texture that is testament to the effort and dedication the company puts into its production.

Although Grand Plaza mooncakes can only be enjoyed during the festive season, it has advanced into the cookie market to offer products year-round. After Lei sampled the cookies prepared by his executive chef, he decided to share these high-quality goodies on the market. Upholding the emphasis on quality materials, the company produces four types of cookies: nuts, almonds, raisins and original.

Lei says: "We discovered that ingredients like butter and flour must be of supreme quality in order to make delicious cookies. Second-best options will not give the same rich flavour and crunchy texture."

Lei has confidence in Grand Plaza cookies, and is determined to turn them into signature souvenirs in Macao. "We spent a lot of effort in packaging. Aside from using Unesco World Heritage Sites like the Ruins of St Pauls, A-Ma Temple, Taipa House-Museum and Fortaleza do Monte as the backdrop, we also hired a famous local artist to design works that conform to the styles of both Chinese and Portuguese cultures. We use them on the packaging to make the product feel more local," he says.

Grand Plaza has retail outlets near the Ruins of St Pauls to offer the freshest cookies to patrons daily. These treats have recently become some of the hottest souvenirs in Macao, turning Grand Plaza into one of the must-try restaurants in town. **M**

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仁曲奇、杏仁曲奇、提子曲奇以及原味曲奇四種款式。李汝榮說：「我們在研製過程中發現，要製作美味的曲奇，必須用上優質的牛油及麵粉等材料，稍為次一級的原料也造不了那種香濃鬆化的口味。」

李汝榮對萬豪軒的曲奇信心十足，矢志將之打造成澳門的特色手信。他補充說：「在包裝上我們甚具心思，除了以世界文化遺產如大三巴、媽閣廟、龍環葡韻以及大炮台等作為背景外，亦聘請一位本地著名畫師為我們設計了符合中葡文化風格的畫作，用於包裝之上，令產品充滿本土特色。」萬豪軒在大三巴鄰近處亦設有門店，每天供應最新鮮的曲奇供客戶選購，令這些曲奇成為澳門近期炙手可熱的手信，也讓萬豪軒成為旅客必到的食府之一。 **M**



Left: Kenneth Lei, general manager of Grand Plaza Group Catering Management Ltd

左: 萬豪軒集團餐飲總經理李汝榮

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