



TASTE OF NOSTALGIA

牽引老澳門情懷 | 絲絲甜味 |

Leitaria de Macau Limitada guides the long-beloved Macao Dairy frozen dessert brand towards a new generation of consumers
澳門牛奶公司將備受擁戴的「奇香村」雪糕品牌，帶進新世代之中

A cup of ice cream or an ice lolly have made many happy childhood memories. More than 30 years ago, Macao had a small-town atmosphere with a rustic simplicity, and it was a place where children's ultimate source of joy was to be able to enjoy a cold, sweet treat on a hot summer day.

Leitaria de Macau Limitada, formerly known as Fabrica de Sorvete Kai Kong, has been delighting local households for three decades with home-made desserts under its Macao Dairy brand. As Macao grew into a modern metropolis, it was assumed that competition from international brands would drive this ice cream factory into oblivion. However, a businessman with fond memories of Macao Dairy came to the rescue by taking over the business and revamping it so that it could continue to create its signature flavours.

Smooth texture

The Macao Dairy frozen dessert brand was founded by Wong Kai-lam and his wife, who planned to shut down their labour of love after almost 30 years because they had no successor. But then they met Ip Sio-man, who was passionate about the "made in Macao" brand and took over the business from them.

一杯雪糕、一支冰條，足以讓孩子樂透半邊天，也堆砌成一幕幕美滿的童年回憶。30多年前的澳門還保留着簡樸純真的社會風氣，對那時的小朋友而言，能夠在炎炎夏日享受雪糕與冰條帶來的冰涼甜味，是莫大的樂事。

澳門牛奶公司的前身是啟光雪糕廠，當時以「奇香村」作為自製品牌甜品，將歡欣傳送到每家每巷。時移世易，本以為在國際品牌的衝擊下，雪糕廠亦會被時代洪流淹沒，可幸出現了對「奇香村」充滿回憶的白武士，繼承了啟光雪糕廠的業務，並將其發展成現在的澳門牛奶有限公司，延續這份30多年的風味。

無添加奶油成份 十足綿滑口感

由黃啟霖夫婦共同建立的甜品品牌「奇香村」本打算結束近30年的心血勞作，可幸遇上對「澳門本土製造」品牌充滿熱忱的葉紹文先生，並由他接手經營。時至今日，澳門本土製作的雪糕雪條廠就只剩下啟光一家了。澳門牛奶有限公司現任總經理張漢基先生說：「為了提升產量及質量，我們添置了不少優質設備，並將產品重新包裝，迎合現代人的喜好」。他十分支持保留本土製作，又向我們展現招牌產品雪糕三明治的最新設計：在可愛的數碼相機造型內，是陪伴了澳門人30多年的雪糕三明治，底面是鬆化可口的威化餅，中間則是主角雪糕磚，仍然保留着傳統口味，備有香芋、蜜瓜、薄荷朱古力、西瓜、芒果以及曲奇六種味道，讓食客品嚐到童年的甜蜜。

Opposite: The ice cream sandwich features a generous portion of the frozen treat complemented by crunchy waffles.

對頁：雪糕三明治份量十足，與鬆脆的威化配合得無懈可擊。

Right: Macao Dairy's ice-cream cups, ice-cream cones and ice lollies evoke happy childhood memories.

右:「奇香村」的雪糕杯、甜筒及雪條是不少人的兒時最愛。



Today, Leitaria de Macau Limitada is Macao's only home-made ice cream factory.

Cheung Hong-kei, general manager of Leitaria de Macau Limitada, says: "In order to increase both quantity and quality, we have acquired a lot of high-quality equipment to repackage our products to suit the taste of the consumers today."

An avid supporter of local production, Cheung shows off the latest design of the brand's signature ice cream sandwich. Presented in a cute box resembling a camera case, the treat features two crispy waffles surrounding a block of ice cream in a range of popular flavours, including taro, melon, mint chocolate, watermelon, mango and cookies.

When it comes to choosing ingredients and making the ice cream, Macao Dairy upholds food safety as its top priority, Cheung says. "It's essential to put an emphasis on safety and hygiene when running a food factory. We use high-quality imported powdered milk as the base. After adding other flavourings, the mixture is stirred, fine-tuned and then chilled. Unlike ice cream from other countries, cream is not added to give the ice cream more body and richness. Instead, great attention is paid to the stirring process to get rid of excess water and air to give the ice cream a fuller body, making it healthier than regular ice cream with a reduced amount of calories and fat."

Beloved classics

Macao Dairy ice cream is available in cups, cones and family-size containers. In addition to the list of classic flavours, newer offerings, such as durian and matcha, have been well-received. Leitaria de Macau Limitada also can make customised flavours to meet special requests from clients.

Like the ice cream, the waffles used for the cones are home-made. They have a crispy, light texture and a rich, eggy flavour.

And the ice lolly, which has been a favourite local treat for more than 30 years, is made in a variety of flavours including red bean, lime, watermelon, grape and chocolate, and continues to be enjoyed by adults and children alike.

Macao Dairy's slogan is "Share the love" - fitting for a brand that spans two generations, recalls nostalgia for the old Macao and evokes fond childhood memories. **M**



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「奇香村」這個傳承兩代的品牌不但是老澳門的經典回憶，也滿載着孩童時代的快樂時光，其口號提醒我們要與別人分享愛。」

在選料及製作方面，「奇香村」雪糕首要崇尚安全，張漢基說：「經營食品廠房必須要注重安全及衛生，在選用原材料方面，我們以優質新鮮進口奶粉牛奶為底料，再配合其他調味料，直接研調攪拌冷凍而成。當中並沒有如外國雪糕般以添加奶油來增加口感與濃稠度，反而着重攪拌過程，盡量不留下多餘水份及空氣，令份量更為厚實，熱量和脂肪卻相對更少，較一般雪糕健康」。雪糕方面，備有雪糕杯、甜筒及家庭裝可供選擇。除基本口味外，亦有推出流行的榴槤味及抹茶味，啟光雪糕廠更可按客戶要求製作出特別口味，突出其獨特性。此外，甜筒的脆皮亦是自家特製，酥脆香口，蛋香濃厚，比一般品牌更為新鮮。

而雪條方面，相信對於80年代前出生的人士來說，必曾與好友分享過果汁冰仔條；其他口味如紅荳、青檸、西瓜、提子以及朱古力等均甚受成年人及小朋友的愛戴。

分享愛的經典

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Above: Macao Dairy upholds food safety as its top priority.
Left: Managing director Alan Mok

上:「奇香村」雪糕首要崇尚安全。
左:澳門牛奶有限公司(啟光雪糕廠)總經理張漢基

95

LEITARIA DE MACAU LIMITADA (FABRICA DE SORVETE KAI KONG)
澳門牛奶有限公司 (啟光雪糕廠)
Tel: (853) 2833 7336

