

SOUVENIRS TO SAVOUR

代代相傳 | 建立手信經典 |

Choi Heong Yuen Bakery has been offering classic treats locally and abroad for generations
咀香園餅家的經典產品享譽國內外，不論男女老幼都為之追捧

Opposite: The assortment giftbox has almond cakes, phoenix rolls with seaweed, walnut cookies and pineapple cakes.

對頁：百福禮盒內有杏仁餅、紫菜肉鬆鳳凰卷、合桃酥及鳳梨酥。

Alan Wong, the third-generation helmsman of Choi Heong Yuen Bakery, still carries childhood memories of his parents busy at work in the old shop and the taste of their almond cake. Today, Choi Heong Yuen has become famous locally and abroad with Wong as the managing director, who maintains the family's commitment to quality while moving forward with the times. By optimising the quality of its products, the bakery has firmly established itself as a classic brand in Macao's souvenir industry.

Keeping up with the times

After the handover, Macao's thriving tourism industry sent souvenir sales soaring. But before the local economy took off, Choi Heong Yuen was already enjoying notable prestige abroad - it can be found wherever there is a Chinese market.

Wong says: "We have always been committed to food quality. In the past we didn't pay much attention to packaging, but back in the 1960s when clients from abroad requested to stock our products in the 1960s, we sensed the urgent need

咀香園餅家的第三代掌舵人黃若禮還依稀記得父母於老店裏忙個不停的模樣，還有小時候吃下那片杏仁餅的味道。時至今日，咀香園已成為聞名中外的餅店，由黃先生擔任董事總經理，堅守着上一輩對產品的執着，並且與時並進，致力優化各類產品的質素，令其品牌成為手信業中的經典。

優化味覺 與時代共舞

澳門回歸後，旅遊業的興盛令手信食品的銷量大幅提升，手信業呈現出一派蓬勃景象。

咀香園於澳門經濟尚未起飛時，早已享譽國外，只要有華人的地方，便能尋到咀香園的足跡。黃若禮先生說：「我們一直專注於食品的質素，但從前並沒有過多考慮包裝。六十年代時有國外客戶提出買貨要求，才讓我們發現原來要踏上國際舞台，除了維持食物質素在高水平之上外，亦必須要優化周邊配置。所以我們換上國際化的包裝，印刷及設計亦力求精美，在主要產品的盒子上，以中、英、法、日及韓文印上產品名稱，並加入營養標籤，讓咀香園進入國際市場。現時在美、加、澳、東南亞及歐洲等地均能遇到咀香園的食品」。黃若禮先生更透露，咀香園是澳門手信業第一個通過SGS服務認證的企業，並不斷改良包裝以迎合潮流，提升時代感及年輕化的同時亦保持對年長一輩的吸引力。



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家族式經營的咀香園在利潤上沒有太大壓力，反而著重於產品質素及工藝。”



This page: Choi Heong Yuen's signature products have become a collective memory for many.

本頁：咀香園經典食品的風味，已成為一種回憶。

to optimise the peripheral services. So we adopted globalised packaging featuring attractive designs and printing materials. To help Choi Heong Yuen tap into the international market, product names are printed in English, French, Japanese and Korean along with the nutrition labels. At present, our food products can be found in the United States, Canada, Australia, Southeast Asia and Europe.”

He adds that Choi Heong Yuen is the first enterprise in Macao's souvenir industry to obtain SGS services certification, and it continuously improves its packaging to keep up with the latest trends and enhance a youthful image while retaining its appeal for the older generation.

在咀香園八十年的歷史中，炭燒杏仁餅是所有訪澳旅客必買的手信食品之一。公司能在眾多餅家中脫穎而出，並居於領導地位多年，這片炭燒杏仁餅絕對功不可沒。黃先生說：「杏仁餅必須要咬口鬆化，碳香味重。我們採用傳統手藝，並選用美國上等杏仁及頂級豆粉，再用木桶古法炭燒精心焙烤。咀嚼時你能感受到餅粉的幼滑，細味之下，杏仁的甘香逐漸滲出，這就是我心目中最理想的杏仁餅，也是咀香園多年不變的味道。」他認為，紮根澳門八十載的咀香園，其風味已成為一種回憶，不能隨意更改。但為迎合年輕人市場，公司亦有製作其他特別口味，例如南瓜仁杏仁餅、黑芝麻肉鬆杏仁餅、松子杏仁餅以及三式杏仁餅等，幾款都能成功打入年輕市場。

說到手信，又豈能缺少惹味的豬肉乾及牛肉乾？咀香園的肉乾系列同樣以炭烤焙製而成，肉質厚而多汁，所有醬料均是自家製作，以保持風味的獨特性。銷售額第二高的產品鳳凰卷，則尤其以紫菜肉鬆鳳凰卷最值得推介，咀香園將特製醬油塗於紫菜之上，力求紫菜必須蓋過整個鳳凰卷，以優化賣相及口感，可見其對產品要求的嚴謹程度絕非一般商號所能比擬。

感受誠意的味道

家族式經營的咀香園在利潤上沒有太大壓力，反而著重於產品質素及工藝。讓每位消費者在購買的過程中感受到咀香園的誠意，才是黃先生及其家族成員所追求的回報。



cakes with shredded pork jerky, almond cakes with pine nuts, and assorted almond cakes, all of which have been well-received.

No collection of Macao souvenirs would be complete without pork and beef jerky. Also charcoal-baked, Choi Heong Yuen's jerky owes its unique taste to the juiciness and thickness of the meat as well as to the home-made sauces. The brand's second-best-selling product is the phoenix egg rolls. One notable version, with shredded pork jerky, is wrapped in seaweed and smothered with a special home-made sauce.

Regardless of the product, Choi Heong Yuen applies strict standards to its food production.

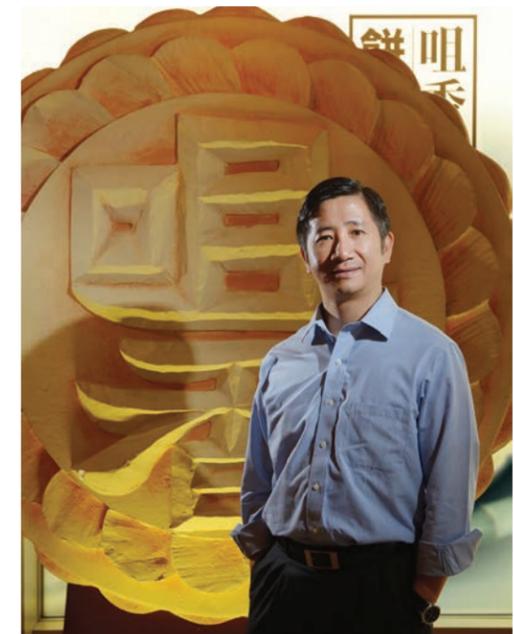
Taste of sincerity

Because there isn't much emphasis on financial performance, Choi Heong Yuen can keep its focus on superior food quality and craftsmanship. Devoted customers are the reward that Wong and his family strive to earn through their business.

Throughout Choi Heong Yuen's 80 years of history, its charcoal-baked almond cakes have been must-buy souvenirs for visitors to Macao, and they have played a vital role in securing the company's position ahead of the competition.

“The almond cake must have a crunchy bite and an intense charcoal aroma. We use traditional techniques along with the finest selection of American premium almonds and first-grade mung bean powder to bake them the old-fashioned way in wooden barrels,” Wong says. “When you chew them, you can taste the fineness and smoothness of the cake. Upon savouring it, you get the nutty flavour oozing from the almonds – this is my idea of an ideal almond cake, and this taste of Choi Heong Yuen has remained unchanged for years.”

Wong believes that after leading the Macao market for 80 years, Choi Heong Yuen's signature products have become a collective memory for many, so the flavours cannot be tampered with. However, in order to cater to younger consumers, the company also offers variations such as almond cakes with pumpkin seeds, black sesame almond



Above: The mouthwatering jerky is made of thick-cut pork from young and wild pigs. Left: Alan Wong, managing director of Choi Heong Yuen Bakery

上：由厚豬仔肉及山豬柳肉製成的肉乾，令人垂涎三尺。左：咀香園餅家董事總經理黃若禮

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