



檸檬車露於十多年前開了第一家門店

LemonCello opened its first shop in Macao more than a decade ago

## 檸檬車露堅守品質的本地雪糕品牌

# Ice cream brands LemonCello remains relevant by staying the same or offering something new

被聯合國教科文組織(UNESCO)評定為「創意城市美食之都」的澳門，小城裏努力為客人帶來美食體驗的不只是林林總總的餐廳，還有具創意創新精神、堅持品質的新式雪糕店。

本著對小食的熱愛和建立本地品牌的願望，Nikita Fu於十多年前創立了雪糕品牌檸檬車露，亦是澳門第一家售賣自家製意大利手拉雪糕（gelato）的小店。回顧創業初期，

Macao's status as a UNESCO Creative City of Gastronomy is not only supported by its rich diversity of restaurants but also by a host of shops – both novel and traditional – dedicated to offer ice creams of both innovative and consistent quality.

One such shop is LemonCello, which sells its own brand of ice cream. Nikita Fu opened LemonCello in Travessa da Sé more than a decade ago. Driven by her passion for snack food and for creating a brand unique to Macao, Ms Fu's shop was also the first in the city to specialize in gelato. It took her two years to get everything ready for the opening of the shop, including

Nikita 說在大堂巷開店前用了兩年時間來籌備，包括研發出適合東方人口味的意式雪糕。

「外國人比較偏好甜味，也會較多牛油，但不太適合澳門，即使牛油有助(雪糕)膨大、穩定，然而這裡的顧客不喜歡太甜膩的味道，所以我們不用牛油，反而加入了很多水果口味，花了很多時間研究適合的成份和製造方法。」Nikita 對本刊說。

開業後，檸檬車露的雪糕漸受本地人和遊客青睞。小店的業務穩定後，在 2008 年添置雪糕製作設備，並在氹仔開設分店；2017 年，該品牌亦在高士德開店，主攻本地客源市場。

在租金高昂的環境下，Nikita 坦言營運雪糕店並不容易，且客人對這類產品價格的敏感度也頗高。不過，檸檬車露近年持續擴展業務，適逢澳門大型渡假城和酒店謀求引入本地特色小店，檸檬車露於 2016 年獲邀進駐「澳門銀河」綜合渡假城，並準備今年在另一家酒店內開設營運點。她續稱，創業至今十多年，檸檬車露也會考慮以內部創業的形式進一步經營品牌。

the right recipes for flavours enjoyed by Asian customers.

“Westerners tend to prefer a sweeter and more buttery flavour, which does not suit locals that well. Even though the use of butter can add volume to ice-cream and stabilise the texture, we have chosen not to use it, as the customer may not like that flavour,” Ms Fu tells Macao Image. “Instead, we have added a variety of fruity flavours and spent much time working out the right ingredients and production methods.”

LemonCello gelati gradually gained popularity among residents and visitors alike. By 2008 business had settled down, so the shop bought more equipment for ice-cream making. The same year, Ms Fu opened a branch of LemonCello on Taipa. In 2017, another branch opened in Avenida Horta e Costa to sell mainly to Macao residents.

Increasing rents and customers' sensitivity to price increases pose challenges to the business, Ms Fu says. But she has not waived from her plan to grow the business. The Galaxy Macau integrated resort asked LemonCello in 2016 to open an outlet in the resort, in keeping with the trend among Macao casino-resorts of bringing in local specialist retailers to enrich the range of shops catering to their patrons. LemonCello is preparing to open another outlet this year, inside a hotel.

Another idea Ms Fu is considering expanding the business is “entrepreneurship”, the idea of behaving like an entrepreneur while working in a larger organization.

