



由1950年代起，檀香山咖啡以咖啡廠模式開始經營

Café T.H.S. Honolulu started out as a coffee factory and supplier in the 1950s

## 歷久彌新的本地優質品牌

### Macao quality brands stand the test of time

西方諺語有云：「信譽歷百年累之，受一朝之毀。」此道尤見於澳門，這座人與人之間關係密切的小城。對於像檀香山咖啡這些創立逾半個世紀的本地老字號，建立良好的商譽讓他們成功通過時間的考驗。全賴他們的優質並有信譽的產品，今天我們有幸一探這些公司的成功之道，以及如何適應市場新動態。

#### 生於澳門、長於澳門的咖啡品牌 — 檀香山

對很多人而言，喝咖啡是每日不可或缺的例行公事。如果你問澳門人哪一家是本地頗有名氣的咖啡店，檀

As the old saying goes, “Reputation takes years to build and seconds to lose”. Even more so in a small place like Macao where virtually everyone knows one another. Since upholding a good reputation was paramount for Café T.H.S. Honolulu when they started their businesses more than half a century ago, these long-lasting Macao brands have survived the test of time. Thanks to their high-quality, reputable products, they have successful stories to tell about their past and how they plan to achieve more in future.

#### Honolulu – born and brewed in Macao

For most, coffee is not only a daily ritual, it is an essential part of one’s life. If you ask anyone born and bred in

香山咖啡可能就是你會聽到的名字。

在 1950 年代，檀香山咖啡以咖啡供應廠的模式開始經營。當時，他們業務範圍包括咖啡豆烘焙、調配咖啡豆及批發各項咖啡產品至本地的餐飲商戶。直至 1988 年，現任檀香山咖啡主席吳子鋒先生從上一代接手後，檀香山便開始主力擴展業務，經營自家品牌的咖啡連鎖店。

檀香山咖啡從全球不同的產地進口上乘的咖啡豆，為客人提供獨特的配方咖啡及單品咖啡，當中包括世界知名的牙買加藍山咖啡、檀香山咖啡及印尼的貓屎咖啡。「我們從亞洲、南美及非洲等地採購最優質的咖啡豆，再配合我們的咖啡製作技術及調配方法，按照客人的喜好配製出不同的口味。我們相信，客人皆能在檀香山找到屬於他們的咖啡。」吳先生表示。

檀香山的咖啡廠位於澳門跨境工業區內的工業園北街，遠遠見到這座數層高的廠房時，已經可以聞到濃濃的咖啡香氣。廠房內的咖啡生產區內合共有三台咖啡烘烤機，所有檀香山的咖啡產品皆在這裡生產出來。「檀香山以『澳門製造』而自豪。我們的廠房規格是通過 ISO9001 及 ISO22000 認證，每一個工序都嚴格把關，客人絕對可以放心享用我們的產品。」吳先生繼續表示。

除了寬敞的咖啡生產區及倉庫外，檀香山的總部設有一層麵包生產區。由 2015 年起，檀香山便開始自家生產各款新鮮麵包、意大利式及丹麥式包點，供應至各大酒店、娛樂場

Macao to name a classic, local coffee brand, Café T.H.S. Honolulu is very likely to be on the tip of their tongues.

In the 1950s, Café T.H.S. Honolulu started out as a coffee factory and coffee product supplier. The focus of their business at the time was roasting, formulating and wholesaling coffee products to local food and beverage outlets. Thirty years later, in 1988, Jack Ung, now owner of Tan Heong San Enterprise Ltd. and Chairman of Café T.H.S. Honolulu, took over the business and decided to expand with a chain of cafés throughout Macao.

Café T.H.S. Honolulu sources a wide selection of premium coffee beans from around the globe, offering unique coffee blends and single origin coffees including Jamaica Blue Mountain, Honolulu, Indonesian Luwak, just to name a few. Sourcing the finest of coffee beans from around the world is paramount to Mr Ung. “We source the best coffee beans from high quality coffee farms in Asia, South America and Africa,” he told Macao Image. “Together with our technique and formulation, we adjust the taste of our products to the preferences of our customers. We believe everyone can find their favourite cup of coffee with us.”

In their multi-story coffee factory at Rua Norte do Parque Industrial in the cross-border industrial zone of Macao, you can smell the aroma of freshly roasted coffee beans from afar. All of Honolulu’s products are produced in Macao, and they are made from one of three modern coffee bean roasting machines fitted in the spacious roasting area.

“Honolulu takes pride in being a ‘Made in Macao’ brand. Our customers can always rest assured knowing that all our coffee products are produced in this ISO 9001 and ISO 22000 certified factory in Macao, under very stringent quality control conditions,” Mr Ung said.

Honolulu’s headquarters not only features an ample coffee production and storage area, but also a bakery floor. The

及自己的連鎖咖啡店。「隨着過去十年來的經濟發展，我們亦把握機會嘗試踏出咖啡製作及餐廳經營以外的新領域。咖啡與麵包兩者是完美的配搭，所以我們便朝着這個方向前進。」吳先生說道。

檀香山咖啡的發展里程上還有更遠大的目標，包括在本澳再增添兩間咖啡店、以融合新概念打造咖啡及中式點心兩者共融的概念餐廳來進入中國內地市場。吳先生稱，檀香山的發展絕會不安於現狀，而他將會繼續秉持開放的態度，以創新思維不斷向前。

company started a new line for baked goods in 2015, supplying fresh buns as well as Italian- and Danish-style baked goods to hotels, casinos and their own cafés.

“With the growth of our city in the past decade, we’ve managed to engage in new opportunities and venture into new areas beyond coffee production and the restaurant business,” Mr Ung said. “Coffee and pastries are the perfect combo, and this is why we headed in this direction.”

Mr Ung is setting his sights even higher in future with ambitious goals to open two new cafés in Macao and may also expand into the Mainland China market to introduce a fusion-concept restaurant where customers can pair coffee with Chinese dim sum. As Honolulu moves forward, Mr Ung stated he aims to stay ahead by keeping an open mind, staying innovative and never settling for less.



「檀香山以『澳門製造』而自豪。」  
檀香山咖啡主席吳子鋒

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‘Made in Macao’ brand.” Jack Ung,  
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