

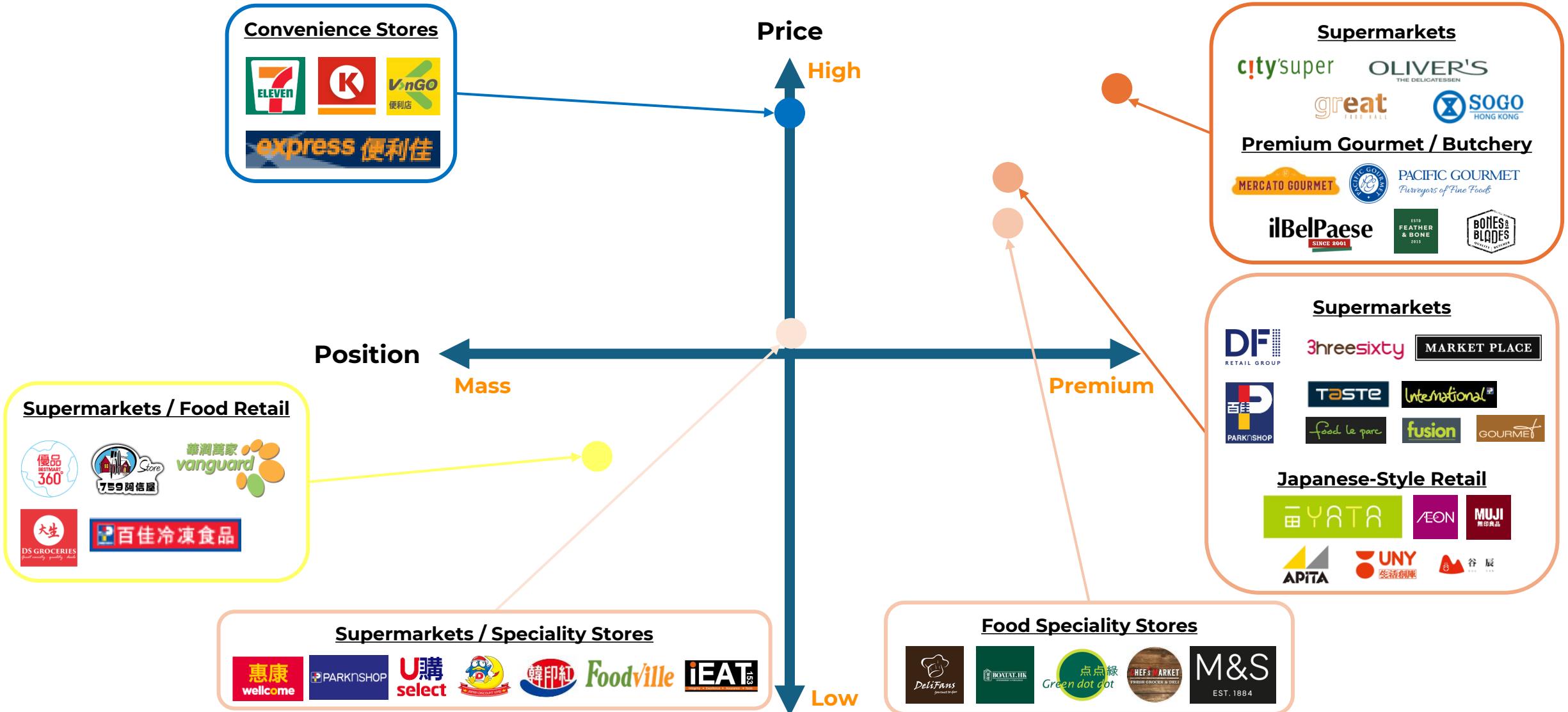


NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

HONG KONG FOOD AND BEVERAGE RETAIL LANDSCAPE

NZTE Hong Kong, Jan 2025

Overview of Hong Kong Food & Beverage Retail

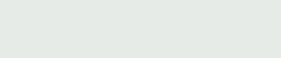


Retail Chains

Supermarket Chain	Retail Brands	Outlets*
City Super 	    	15 - 20
Dairy Farm Group 	   	Over 300
PARKnSHOP Group 	     	Over 250
SOGO		2
YATA 	   	10 - 15
Aeon 	    	10 - 15
APITA UNY	 	4
DON DON DONKI		10
China Resources 	 	Over 30

Remark: No. of Outlets as of Jan 2025

Retail Chains

Supermarket Chain	Retail Brands	Outlets*	Description
Dairy Farm Group www.dfiretailgroup.com 	   	Over 300 (Supermarket Outlets)	<p>DFI Retail Group is a leading Asian retailer. The Group operated approximately 11,000 outlets and employed 200,000 people. The Group operates under a number of well-known brands across food, convenience, health and beauty, home furnishings, restaurants and other retailing.</p> <p><u>No of outlets</u></p> <ul style="list-style-type: none"> • Oliver's – 1 www.oliversthedeli.com.hk • 3hreesixty – 2 www.3hreesixtyhk.com • Market Place – 42 www.marketplacebyjasons.com • Wellcome – 288 www.wellcome.com.hk • San Miu (Macao) – 26 www.sanmiu.com
PARKnSHOP Group www.pns.hk 	      	Over 250 (Supermarket Outlets)	<p>PARKnSHOP Supermarket is part of AS Watson Group, the world's largest international health and beauty retailer operating over 16,800 stores under 12 retail brands in 29 markets, with over 130,000 employees worldwide. Established in 1972, PARKnSHOP is Hong Kong's leading O+O supermarket chain and one of the most trusted brands in Hong Kong. PARKnSHOP now operates about 250 outlets in Hong Kong and Macau.</p> <ul style="list-style-type: none"> • great Food Hall – 1; Taste – 17; fusion – 61; International – 8; • food le parc – 2; Gourmet – 1; Parkshop – 150 • PARKnSHOP Frozen Food Store – 2; express -1

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Retail Chains

Supermarket Chain	Retail Brands	Outlets*	Description
City Super https://online.citysuper.com.hk	   	15 – 20 (Includes 6 supermarkets, café, gourmet food outlets)	City Super Group is a Hong Kong-based retail chain and mega lifestyle specialty store. Established in 1996, first store was opened in the prestigious shopping hub of Causeway Bay. Throughout the years, adhering to the spirit of craftsmanship – "crafting a better lifestyle" – the chain continued to offer a premium selection of products from around the world for busy urban professionals who pursue a premium quality of life.
SOGO www.sogo.com.hk		2	SOGO Hong Kong is the largest Japanese-style department store in Hong Kong and represents one of the major shopping landmarks for both local Hong Kong people and international tourists. Since its' commencement of operations in 1985, SOGO has striven to deliver its' mission of servicing and enhancing the daily lifestyles of customers and their families.
YATA www.yata.hk	   	10 - 15	Set up in 1990 in Shatin, YATA carried out large-scale renovation and rebranded as YATA Department Store in 2008. Adopting the new concept of "Quality shopping at Modern Japanese Lifestyle Department Store", YATA is devoted to deliver fine and reliable commodities from Japan to Hong Kong.
Aeon www.aeonstores.com.hk	    	10 - 15	AEON Stores was set up in December 1985 and listed on the Hong Kong Stock Exchange in February 1994. The Group is mainly engaged in the operation of general retail businesses (General Merchandise Stores and Independent Supermarkets) and committed to provide customers with the products and services that will satisfy them. Currently, it operates 10 GMS, 3 independent supermarkets, 31 independent Living PLAZA by AEON, 31 independent Daiso Japan, 4 Mono Mono, 6 KOMEDA'S Coffee and 1 JELYCO DO By KOMEDA'S Coffee in densely populated districts in Hong Kong.

Remark: No. of Outlets as of Jan 2025

Retail Chains

Supermarket Chain	Retail Brands	Outlets*	Description
APITA UNY https://apitauny.com.hk	 	4	<p>Unicorn Stores (formerly known as UNY (HK) CO., LTD.) was established in December, 1985. It opened its first store in Cityplaza at the Eastern District in 1987 with the mission of “delivering high-quality, sincere and courteous service of a department store from Japan to customers”. It later expanded the business to the Kowloon side to serve more people in Hong Kong. In June 2018, UNY Hong Kong was acquired by Henderson Investment Ltd. and officially renamed as “Unicorn Stores (HK) Ltd.” So far, Unicorn Stores (HK) Ltd. operates 2 GMS and 2 supermarkets, namely APITA in Tai Koo , UNY in Lok Fu, Yuen Long and Tseung Kwan O. It will continue to develop with the aim of being the most beloved department store and supermarket in the city.</p>
DON DON DONKI www.dondondonki.com.hk		10	<p>Don Quijote Co., Ltd. often referred to by its shortened name Donki, is a Japanese discount store chain. Donki stores provide a wide range of products, from basic groceries to electronics and clothing. They notably tend to stay open long hours and products are packed from ceiling to floor in a distinct merchandising strategy. It has over 160 locations throughout Japan and Asia including Singapore, Hong Kong, Malaysia, Thailand, Taiwan, Macau, and Guam branded as Don Don Donki</p>
China Resources https://en.crc.com.cn	 	Over 30	<p>CR Vanguard has 3,300+ self-operated stores across 112 prefecture-level or above cities, with 70,000,000+ registered members. Three new-lifestyle brand portfolios have been launched across the Board Full launch of three brands advocating new lifestyles. Olé leads the fashion of elegant life by sourcing 20,000+ and importing over 70% quality products from nearly 80 countries</p>

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Food Specialty / Gourmet Shop

Food Specialty Stores	Retail Brands	Outlets*	Food Specialty Stores	Retail Brands	Outlets*
Mercato Gourmet	 MERCATO GOURMET	5	Chef's Market	 CHEF'S MARKET FRESH GROCER & DELI	2
Pacific Gourmet	 PACIFIC GOURMET Purveyors of Fine Foods	1	Best Mart 360	 優品 BESTMART 360°  Foodville A Member of BestMart 360° Group	170
iLBelPaese Group	 ilBelPaese SINCE 2001	2	759	 759 阿信屋	Over 150
Feather & Bone	 ESTD FEATHER & BONE 2015	10	Han Yin Hong	 韓印紅	35
Bones & Blades	 BONES & BLADES QUALITY BUTCHER	1	DS Grocery	 大生 DS GROCERIES Great variety • Quality • Fresh	70
Delifans	 Delifans Gourmet to go	7	iEAT Hong Kong	 iEAT ³⁶⁰ Integrity • Excellence • Assurance • Taste	17
Green Dot Dot (MTR Shop)	 点点綠 Green dot dot	19	Marks & Spencer	 M&S EST. 1884	22
Boatat.HK	 BOATAT.HK	16			

Remark: No. of Outlets as of Jan 2025

Specialty Stores

Specialty Stores	Retail Brands	Outlets	Description
Mercato Gourmet www.mercatogourmet.com.hk		5	At the heart of Mercato Gourmet lies decades of culinary expertise from Chef Gianni Caprioli, owner and founder of Giando Group, who has been dedicated to making a positive impact on Hong Kong's food & beverage industry since 2004. The team sources and imports incredible produce directly from small family farms and producers with the best seasonal produce of the highest quality, including cold cuts, cheeses, meats, fruits, vegetables, wines, liqueur, pasta, etc.
Pacific Gourmet www.pacificgourmet.com.hk	 PACIFIC GOURMET <i>Purveyors of Fine Foods</i>	1	Pacific Gourmet offers a wide selection of meats, vegetables, fruit and traditional Italian delicacies such as fresh pasta, cheese, olive oil and homemade sauces. All products are carefully selected by Chef Gianni Caprioli and flown directly into Hong Kong weekly for maximum freshness and consumers can cook at home like a Michelin star chef.
iLBelpaese Group www.ilbelpaese.com.hk		2	Founded in 2001 with a mission to introduce Italy's finest flavours to Hong Kong, the restaurants, delis and markets offer approachable, friendly and simple places to eat and shop. From homemade gelato, delicious deli selections, to imported wines, specialty cheeses and handmade pastas, the convenient locations offer the holistic Italian experience for guests to gather, relax and enjoy.
Feather & Bone https://featherandbone.com.hk		10	Feather & Bone is merchant of food and drink, a premium butcher, grocer and deli concept currently spanning ten locations across Hong Kong, of which seven feature all-day dining restaurants. The team work directly with farmers from around the world, giving us the opportunity to inspect and select the meat first-hand, without the risk of a middleman. Only premium, top-quality beef and meat - free of hormones, free of antibiotics and free of growth stimulants are selected.

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Specialty Stores

Specialty Stores	Retail Brands	Outlets	Description
Bones & Blades www.bonesandblades.com		1	Bones & Blades is a butcher and delicatessen for conscious carnivores who want to bring home quality meat. Bones & Blades makes the connection between the farms, the meat and what we eat.
Delifans www.delifans.com.hk		7	Delifans is an acclaimed gourmet supplier in Hong Kong, proficient in supplying premium frozen and chilled beef, pork, lamb, poultry, seafood & processed foods from all over the world with quality service.
Green Dot Dot (MTR Shop) https://greendotdot.com		19	A large organic health food specialty store in Hong Kong selling certified organic products from all over the world, including organic instant powders, cereals, frozen seafood and meat, drinks and snacks, with more than 450 product categories.
Boatat.HK www.boatat.hk		16	Boatat Food is a reputable importer and distributor of quality food, specializing in air freight oysters, salmon, frozen seafood, wagyu beef and beef. Products are mainly imported from Europe, America, Australia, New Zealand and different other countries. Offering peace of mind online shopping experience, which allows consumers to enjoy delicious food from all over the world.

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Specialty Stores

Specialty Stores	Retail Brands	Outlets*	Description
Chef's Market www.chefs-market.com.hk		2	Chef's Market is an epicurean's paradise for those who love great food and fresh ingredients. The ultimate selection of specialty foods - from fresh cut meats & deli to seasonings & sauces, from fine wines & cheese to gourmet salads, delectable pastries & gelato and many other gastronomic delights - can satisfy all your culinary needs to be a master chef. Explore the best from around the world at prices that will amaze you. The store features different sections, offering more than 3,000 products from around the world.
Best Mart 360 www.bestmart360.com	 Foodville A Member of BestMart 360° Group	170	Established In 2013, Best Mart 360° has over 170 branches in prestigious shopping areas across Hong Kong and Macau. With mission of providing products with "Best Quality", "Best Prices", the team insist on developing "Global Procurement" network with overseas suppliers, providing an exquisite shopping experience for our customers. Product categories includes chocolate, confectioneries, nuts, dried fruits, beverages, wines and grocery.
759 www.759store.com		Over 150	759 Store directly imports quality daily necessities from manufacturers of over 60 countries around the world, such as Japan, Korea and EU. We offer additional choices of snacks, food groceries, household and personal care products to customers.
Han Yin Hong www.hanyinhong.co.kr		35	The "Han Yin Hong" brand Korean food chain store was founded in Hong Kong by Korean Leem Jae Hwa. He started the Korean Ginseng business in Geumsan, South Korea, and now also sells diversified products in HK. It currently has 35 retail stores, 1 restaurant, and operates wholesale business.

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Specialty Stores

Specialty Stores	Retail Brands	Outlets*	Description
DS Grocery www.daisanggrp.com		70	Dai Sang Groceries" established locally since 2014, aimed to create the delightful shopping experience with the best quality of goods from all around the world, providing the friendliest services to our favourite customers and neighbourhoods. Product ranges from wine, Chinese delicacies, confectioneries, chocolate, nuts and fruits, beverages and as well as general groceries.
iEAT Hong Kong https://ieat.hk/		17	Since 2000, Mingbang (Hong Kong) Co., Ltd., as the parent company of iEAT Co Ltd (Love Food Co., Ltd.), has become a well-known Japanese food importer and wholesaler in HK. Product range covers Japanese fresh seafood, sake, and high-end frozen food. Retail network covers major shopping malls and convenient locations in HK for consumers' easy access and purchase.
Marks & Spencer www.marksandspencer.com/hk/		22	In Hong Kong for over 30 years, this stalwart of the UK high street carries women's, men's and children's fashion, lingerie and beauty products, as well as its signature range of chilled and frozen food, wines and everyday groceries. Traditionally a fond favourite for home comforts and high-end gifts among locals and expats, in recent years, M&S has become a popular one-stop shop for all needs across all residents — from fashionable wardrobe staples created by expert designers in London, to premium fresh meat, fish, dairy, fruit and vegetables produced by M&S select farmers.

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Convenience Stores

Convenience Stores	Retail Brands	Outlets	Description
7-Eleven www.7-eleven.com.hk		Over 1,100	7-Eleven Hong Kong and Macau are part of the Dairy Farm Group, a member of the Jardine Matheson Group. The first 7-Eleven store opened in HK in 1981 followed by an expansion to Macau in 2005. Today, 7-Eleven is the leading convenience store with the largest retail network – comprising more than 1,100 stores in HK and Macau. At 7-Eleven, delivering convenience is the core of our existence. You can find a 7-Eleven at almost every street corner – open 24 hours a day, 7 days a week offering a range of products and services that cater to your daily needs and indulgences.
Circle K www.circlek.hk		Over 400	For many years, Circle K Convenience Store has continuously provided customers with an innovated shopping experience through its distinctive and caring brand image. At the end of 2020, we embarked on a new milestone, as the international company Alimentation Couche-Tard (ACT) acquired the franchise business of Circle K Hong Kong, and we will become an important base for ACT's expansion into Asia.
VanGO https://en.crc.com.cn		5 - 10	VanGO is a small-scale convenience under China Resources Group located in residential area and inside some public hospitals
Parknshop express www.pns.hk		1	Parknshop express is a convenience store with 1 outlet under AS Watson's Group (Major retail located in commercial area

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