

International fine food importer and distributor expands with new retail business in Hong Kong (with photo)

International fine food importer and distributor, Classic Fine Foods, today (December 1) opened a new Les Halles European premium gourmet shop in Hong Kong in a bid to reinforce its position in the industry by offering customers a diversified total shopping and gourmet experience.

The new European premium gourmet shop named Les Halles, which means "The Market" in French, is located on Lee Tung Avenue in Wan Chai. It offers a variety of more than 100 authentic, high-quality and carefully selected brands directly delivered from Europe, aimed at creating "a place to find the taste of home", where customers can find a new cooking inspiration every day and share a unique gourmet taste with their family and friends.

Apart from the retail section on ground floor, the two-storey shop with a total area of over 4 700 square feet also has a function space, a place for tastings arranged by suppliers for clients called TasteLab, and cooking classes for VIP customers, according to Deputy Managing Director (Retail Division) of Classic Fine Foods (Hong Kong) Limited Ms Evelyn Tang.

Classic Fine Foods has been one of the leading fine food importers and distributors in Hong Kong for over 20 years. The company sees an increasing demand for premium food from individual local customers amid rising trends of cooking at home during the pandemic, hence its first attempt to enter the retail market with the new European premium gourmet shop to tap the growth opportunity.

Ms Tang said, "Hong Kong has long been a leading global trade and financial hub with a free trade policy. In terms of food culture, Hong Kong has been open to influences from all over the world and in turn, has created demand for high-end imported food."

She added, "It is common to see in this gourmet's paradise the modern twists of imported western ingredients in Asian dishes that give a unique taste. We are excited to source the best from the world for our customers at Les Halles to create many hearty dishes at home."

Associate Director-General of Investment Promotion at Invest Hong Kong (InvestHK) Mr Charles Ng said, "We are happy to see the expansion of Classic Fine Foods after its 20 years in Hong Kong as a fine food importer and distributor. It shows confidence not only in the city's vibrant food and beverage industry, but also our status as a premier logistics hub in the region in terms of efficiently importing a wide array of food from all over the globe."

About Classic Fine Foods

Founded in 2001, Classic Fine Foods (Hong Kong) offers high quality products to the best restaurants and hotels as well as the most prestigious department stores and gourmet food outlets. It aims to enhance every cooking and dining experience with high quality products such as caviar, foie gras, wagyu beef, Iberico ham, chocolates, pastry decoration and more. For more information about Classic Fine Foods, please visit www.classicfinefoods.com.

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