

Mainland beef hotpot chain raises brand awareness via Hong Kong (with photos)

Invest Hong Kong (InvestHK) announced today (December 5) that the Mainland hotpot chain Baheli Beef Hotpot has opened its first store in Hong Kong, leveraging the city's status as an international business hub to raise its brand awareness globally.

Associate Director-General of Investment Promotion Mr Arnold Lau said, "Hong Kong is a gourmet hub catering for customers from the East and the West. Mainland restaurants can leverage Hong Kong's unique positioning and business advantages to accelerate their overseas expansion. I wish Baheli Beef Hotpot great success in its business."

The Project Leader of Hong Kong Baheli Catering Management, Mr Xu Longyi, said, "Baheli Beef Hotpot, which originated in Shantou, has been awarded intangible cultural heritage status and is a representative of Chaozhou-Shantou (Chao-Shan)-styled cuisine. We value clever techniques, and our experienced butcher chefs prepare plates of freshly cut meat of different thicknesses according to the characteristics of different parts of the beef, striving to allow diners to experience the flavour of Chao-Shan beef hotpot. Hong Kong people have a strong interest in high-quality and distinctive food, which coincides with our market positioning and should therefore offer us a wider market segment for the brand. We hope that our establishment in the city can further enhance our brand recognition and expand our clientele."

Xu added, "Hong Kong's excellent business environment, legal system, government assistance, and financial infrastructure provide solid support for Baheli Beef Hotpot's operations in the city. We already have plans to open two to three more stores in the near future."

He continued, "The cultural exchange and economic ties between Hong Kong and the Mainland are becoming closer as the Guangdong-Hong Kong-Macao Greater Bay Area develops. By opening stores in Hong Kong, we are able to further integrate into the area's development plan and share our resources and advantages accumulated on the Mainland."

Baheli Beef Hotpot currently operates over 200 stores across the Mainland. The group has established its own supply chain management system to maintain high-quality standards in beef processing. The Hong Kong office will handle daily operations and supply chain management for the stores in Hong Kong.

For more information about Baheli Beef Hotpot, please visit cyjm888.gzmc168.cn/.

To get a copy of the photos, please visit

