

A Fine French Chocolate Brand's Journey in Hong Kong

Hong Kong's dynamic food and beverage (F&B) scene empowers La Maison du Chocolat to scale, localise and lead in Asia.



“Hong Kong's unique location, diversity and pro-business approach make it an ideal base for our regional growth, and will continue to inspire our future creations.”

Alban de Rochequairie
Director of Hong Kong & Macau
and Korea Operations
La Maison du Chocolat

La Maison du Chocolat, the French chocolate brand known for its exquisite craftsmanship and innovative flavours, opened its first Hong Kong boutique in 2008. Currently, it operates five outlets and a food production facility in the city to meet the growing demand for luxury products presented with a distinctive Parisian savoir-faire.

Hong Kong: The Gateway to Asia

“Over the past 15 years, Hong Kong's luxury F&B scene has become more sophisticated, with consumers increasingly seeking unique, high-quality experiences,” said Alban de Rochequairie, Director, Hong Kong & Macau and Korea Operations of La Maison du Chocolat. “We have contributed to this evolution by introducing the best in chocolate craftsmanship, under our head chef Nicolas Cloiseau, and by continually pushing boundaries with bold innovations like praline with curry, and ganache with caviar.”

The city also stood out as the perfect East-meets-West gateway for breaking into new markets, thanks to world-class logistics, sales and marketing know-how and the assistance offered by InvestHK.

“InvestHK connected us with service providers, helped find a site for our food factory, and provided PR support,” de Rochequairie said. “They kept us updated on market trends and invited us to networking events and seminars.”

Luxury Meets Innovation

Combining French tradition with bold creativity, each chocolate from La Maison du Chocolat is handcrafted using the finest ingredients, delivering unparalleled taste and texture. With innovation at its heart, the company is now offering new taste combinations and setting industry standards in packaging and service.

“We are now preparing to embark on a new, exciting chapter. After the summer, we will unveil a refreshed brand identity, including

new packaging that reflects timeless elegance with a modern touch. There are also plans to expand our confectionery offerings and launch innovative seasonal products.”

“Hong Kong remains at the heart of our regional growth as we look towards further expansion in Asia,” de Rochequairie concluded.

La Maison du Chocolat

- Founded in 1977 in Paris, France
- The brand has an extensive global network of boutiques, including in France, the United States, Japan and Hong Kong

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