

# Hong Kong's Allure for French Gastronomic Delights

**Hong Kong's dynamic culinary landscape fuels the growth of two French restaurants, Bouillon and Racines.**

Hong Kong's culinary scene exudes vibrancy, reflecting a rich tapestry of gastronomic influences from around the world. It serves as a haven for food enthusiasts, offering an extensive array of flavours that invite diners to embark on an extraordinary culinary journey. The allure of the city's culinary landscape attracted French entrepreneur Johan Ducroquet to open his Parisian-style restaurant, Bouillon, in the dynamic Sheung Wan neighbourhood in 2020. In 2022, driven by the promising market, Ducroquet took a step further and introduced Racines, a restaurant that elevates the gourmet experience by enlisting the expertise of two French chefs with Michelin experience.

Through their exquisite flavours and innovative dining concepts, Bouillon and Racines have enriched Hong Kong's culinary landscape, captivating the hearts and taste buds of discerning diners.

## Cultural Appetite and Culinary Diversity

According to Johan Ducroquet, Founder and Owner of Bouillon and Racines, Hong Kong's diverse culinary scene and openness to international flavours have created an ideal environment for the establishment of Bouillon and later Racines. Ducroquet stated, "The cultural diversity of Hong Kong, along with its appreciation for varied cuisines, has fostered a receptive audience for authentic French dining experiences." He continued, "The city's discerning gourmands consistently seek quality, innovation, and new dining experiences. There is a growing interest in culinary craftsmanship, unique concepts, and creative presentations, which provides opportunities for us to push boundaries and introduce novel gastronomic experiences."

"Hong Kong's status as an Asian business hub, coupled with its advanced infrastructure and highly adaptable

**“ Hong Kong's status as an Asian business hub, coupled with its advanced infrastructure and highly adaptable food and beverage industry, presented a favourable market for our company. ”**

**Johan Ducroquet  
Founder and Owner  
Bouillon and Racines**

food and beverage industry, presented a favourable market for our company," Ducroquet stated. He added that the city's conducive business environment, characterised by its strategic location, efficient company setup procedures, access to skilled talent, and strong legal framework, creates an ideal setting for businesses to thrive and expand their operations.

## Building Momentum in Hong Kong

"We have great confidence in the Hong Kong market," Ducroquet expressed. "This belief propelled us to open two restaurants, even amidst the challenging times of the COVID-19 pandemic."

Ducroquet is committed to enchanting the senses of food enthusiasts with authentic French fare and providing them with a diverse range of choices. "Bouillon presents traditional cuisine, featuring seasonal fresh produce and a fine selection of wines at affordable prices. On the other hand, Racines provides diners



with a more refined and sophisticated experience, setting itself apart from the casual ambiance of Bouillon," Ducroquet explained.

With their exquisite dining concepts, the two restaurants have swiftly gained recognition from the public. "Looking ahead, we will continue to explore new opportunities for growth, both locally and internationally," he added.

Ducroquet appreciates the customised support offered by InvestHK. "InvestHK has played a pivotal role in our growth journey. They provided invaluable publicity support during the launch of our restaurants. Moreover, their advice and referrals have significantly contributed to expanding our business network. With their support, we can enhance our credibility and visibility in the corporate sphere," Ducroquet concluded.

## Bouillon and Racines

- Founded by Johan Ducroquet and his late partner Gregory Alexander, Bouillon and Racines offer two distinct dining concepts
- Bouillon offers bistro-style French cuisine, while Racines presents cuisine inspired by the South of France with a modern twist

 [bouillonhk.com](http://bouillonhk.com)  
 [racineshk.com](http://racineshk.com)