

Crafting Homegrown Brews

Proudly “Made in Hong Kong”, Mezzanine Makers sets its sights on introducing authentic local flavours to the world.



“ We can bring our
‘made in Hong Kong’
message to the world. ”

Adrian Ng
Head of Business Development
Mezzanine Makers

Hong Kong's beverage market is thriving, driven by a diverse consumer base and a growing demand for innovative products. In 2021, Canadian entrepreneur Adrian Ng and brewer Edward Li founded Mezzanine Makers, disrupting the industry by launching premium soda from recipes developed in-house featuring locally sourced agricultural ingredients. As the city's pioneering local brewery specialising in small to medium quantity craft beverage production, Mezzanine Makers leverages its Hong Kong base to strengthen its overseas presence.

Naturally Hong Kong

During the pandemic, the duo observed a growing trend in premium low- or no-alcohol beverages, prompting them

to explore new ventures. Establishing their business in Hong Kong was a natural choice. From an operational perspective, “the city offers low taxes and high mobility: it is easy to go anywhere in the world with frequent flights to international destinations,” noted Ng, Mezzanine Makers' Head of Business Development. “It is convenient for shipping our products overseas while keeping manufacturing costs reasonable.”

From a branding perspective, Mezzanine Makers offers a compelling Hong Kong narrative that resonates internationally. “We can bring our ‘made in Hong Kong’ message to the world,” said Ng. “For example, we use traditional Chinese characters on our labels to inject a strong cultural element to the brand. We work with local suppliers to incorporate indigenous ingredients and

herbal flavours that give our beverages unique tastes.”

Mezzanine Makers initially produced beverages in collaboration with other companies before launching its own brand of sodas in 2022. Today, its sodas are available in leading retailers, restaurants and bars across Hong Kong. With new connections being

vital to the company's growth, Ng values the support of InvestHK, stating, “It is a special organisation that can line up a lot of business networks, which we would not normally meet.”

Cheers to Going Abroad

Going forward, Mezzanine Makers will further build its brand story while developing premium markets in Japan and the United States. “Our beverages are very attractive to the Japanese market, and we plan to open a bar there featuring our products in mid-2025,” stated Ng. “As for the American market, our recipes fit their tastes. We see a lot of potential there. We will continue to leverage our strengths in Hong Kong to expand internationally.”



Mezzanine Makers

- The company set up its regional headquarters in Hong Kong in 2021
- The city serves as a one-stop base with ideation, research, development, production and distribution all taking place in its factory

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