

FOODSERVICE COMPANIES



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Leslie Bailey
Managing Director
Asia Pacific RT (Hong Kong)



The World Stage for Food

As a renowned culinary capital of Asia, Hong Kong is also home to a thriving food services industry that captivates locals and visitors alike. The city had 5 of Asia’s 50 Best Restaurants and 78 Michelin starred restaurants in 2023 and continues to excel.

From food and grocery delivery, innovative business models to digital partnerships, sustainable sourcing and packaging, Hong Kong’s food industry is showing its agility and resilience as the industry continues to innovate and enrich the digital ecosystem. Not only is there an abundance of pioneering opportunities within the city primed for new entrants to capitalise upon, Hong Kong is also a strategic foothold for businesses looking to expand into the thriving Guangdong-

Hong Kong-Macao Greater Bay Area market. With so many opportunities for growth and expansion, it is an exciting time to be part of the food business in Hong Kong where you will enjoy:

- A great variety of restaurants and cuisines
- Simple and low tax regime
- Asia’s leading tourist destination
- Excellent logistics and transportation infrastructure for efficient and low-cost food supplies
- A highly trained and multilingual workforce

Industry Snapshot

Restaurants	No. of Establishments Dec 2022	Employment Sep 2022
Total F&B services	17,575	222,992
Chinese restaurants	4,509	83,722
Non-Chinese restaurants	2,571	30,948
Fast food shops	1,542	45,263

Source: Quarterly Report of Employment and Vacancies Statistics, Mar 2023, Census and Statistics Department

Year	Restaurant Receipts (HK\$ million)	Y.O.Y. Growth
2022	86,833	-6.3%
2021	92,690	+16.8%
2020	79,337	-29.4%
2019	112,469	-5.9%

Source: Quarterly Survey of Restaurant Receipts and Purchases, Second Quarter, 2023, Census and Statistics Department



InvestHK

The Government of the Hong Kong Special Administrative Region
of the People’s Republic of China

Licensing

Food related licences are issued by the Food and Environmental Hygiene Department and usually take approximately six to eight weeks to process.

- General Restaurant Licence permits the licensee to prepare and sell any kind of food for consumption on the premises.
- Light Refreshment Restaurant Licence restricts the licensee to prepare and sell for consumption on the premises any one group of the food items approved by the Food and Environmental Hygiene Department. The requirements for this type of restaurants in the context of the minimum area for food (i.e. kitchen, food preparation and scullery) are less stringent than those for general restaurants.
- Food Factory Licence is required for preparation and/or manufacture of food for sale off premises.
- Liquor Licence is required for restaurants to sell alcoholic beverages for consumption on the premise. This licence usually takes approximately two to three months to process.
- From 1 March 2023, the FEHD introduces a “Professional Certification System” (PCS) and adopts an approach of “licence first, inspection later” for the issue of full licences. It will first be applicable to Light Refreshment Restaurants and Food Factories.

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 Food and Environmental Hygiene Department
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 66 Queensway, Hong Kong
 Tel: (852) 2868 0000
 Fax: (852) 2869 0169
 Email: enquiries@fehd.gov.hk
fehd.gov.hk

Examples of Foreign Foodservice Companies Operating in Hong Kong

- A-1 Bakery (Japan)
- Breadtalk (Singapore)
- Chateraise (Japan)
- Coucou Hotpot · Tea Break (Mainland China)
- Five Guys (US)
- Fortnum & Mason (UK)
- Fuel Espresso (New Zealand)
- Garrett Popcorn (US)
- Hana Musubi (Japan)
- Haidilao (Mainland China)
- Ichiran (Japan)
- Lady M (US)
- La Maison du Chocolat (France)
- Paul Lafayet (France)
- Pret A Manger (UK)
- Shore (Canada)
- Sushi Express (Taiwan)
- Sushiro (Japan)
- Tian Tian Hainanese Chicken (Singapore)
- UMA NOTA (Brazil)
- Venchi (Italy)
- Watami (Japan)
- Woolloomooloo (Australia)
- Xi He Ya Yuen (Mainland China)
- Zensho (Japan)

Approximate Monthly Rental Costs for Restaurants (HK\$)

Districts	Shopping Malls (HK\$/sq. ft. or 12-15% of turnover)	Street-side Premises
Central	\$90-100/sq. ft.	\$130-240/sq. ft.
Causeway Bay	\$80-90/sq. ft.	\$130-250/sq. ft.
Tsim Sha Tsui	\$60-70/sq. ft.	\$200-330/sq. ft.
Mongkok	\$65-75/sq. ft.	\$120-220/sq. ft.
Kowloon Tong	\$65-75/sq. ft.	-
Kowloon East	\$60-70/sq. ft.	-
Tseung Kwan O	\$55-65/sq. ft.	-
Taikoo	\$70-80/sq. ft.	-
Hung Hom	\$45-55/sq. ft.	-
New Territories	\$60-70/sq. ft.	-
Shatin	\$75-85/sq. ft.	-

Source: Jones Lang Lasalle, September 2022

Average Monthly Salaries for Foodservice Staff (HK\$)

Title	Experience (No. of years)	Salary Range
Chef	5+	\$15,000 - 45,000
Manager	5+	\$17,000 - 35,000
Cook	0 - 5	\$11,500 - 30,000
Supervisor	3 - 5	\$15,500 - 31,250
Waiter/Server	0 - 3	\$10,000 - 22,000
Dishwasher	0 - 1	\$13,200 - 19,000

Source: CGoodjobs 2023

Embarking on a Unique Gourmet Journey

Ruby Tuesday brings authentic American flavours to Hong Kong and expands its presence in the city.

Ruby Tuesday Inc. is a well-known foodservice retailer established in 1972 and headquartered in Tennessee, United States. The company owns, operates, and franchises Ruby Tuesday restaurants worldwide, providing customers with a unique culinary adventure featuring authentic American cuisine, such as premium ribs and steaks, handcrafted burgers, and delectable desserts that will tantalise the taste buds.

Asia Pacific RT (Hong Kong) is the franchise owner of Ruby Tuesday in Hong Kong and opened the first restaurant in 1995, making Hong Kong the first international market for the brand. With eight branches currently operating, Ruby Tuesday has established itself as one of the territory's most recognised American bar-and-grill restaurants. With the city's diverse culinary scene as a backdrop, Ruby Tuesday aims to further expand its local business and capitalise on the opportunities available in the region.

Vibrant Business Ecosystem

According to Leslie Bailey, Managing Director of Asia Pacific RT (Hong Kong), Hong Kong presents excellent prospects for Ruby Tuesday's expansion. He stated, "As a regional hub, the city has always been a gateway between Mainland China and the rest of the

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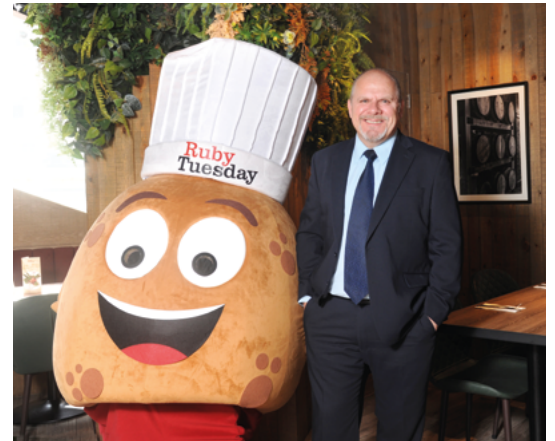
Bailey commented that Hong Kong's business ecosystem is thriving. "The city is a fantastic place to launch a business. It offers a low and simple tax regime and enables 100 percent foreign ownership," he emphasised. "Moreover, the rule of law is one of the key strengths that serve as the foundation of Hong Kong's success as a prominent international commercial and financial centre. This provides a secure setting for individuals and businesses to operate in."

Elevating the Dining Experience through Technology

Ruby Tuesday is dedicated to delivering a high-quality yet casual dining experience that provides excellent value to guests. In recent years, the company has embarked on a journey of reimagining to provide customers with one-of-a-kind experiences. Bailey said, "We have improved every aspect of our operation — from our ingredients and their provenance to our kitchen, marketing, restaurant design, and front-of-house operations."

"We have also made significant investments in technology," he added. "We created a customer-centric mobile app and an omnichannel loyalty programme, introducing a fully integrated point-of-sale system. This enables us to efficiently manage our customer data and menus to provide a seamless dining experience. We have also upgraded our human resources system by participating in the government's Technology Voucher Programme and utilising other cutting-edge technologies," Bailey elaborated. "These technological advancements have improved our production capacity and enhanced our engagement with customers, providing them with an unmatched dining experience."

"We are always optimistic about the local market, even during the



pandemic period. We have doubled the number of Ruby Tuesday restaurants in the city since 2019. We are actively searching for new restaurant locations in Hong Kong and the wider region to expand our footprint," he added.

According to Bailey, InvestHK is a valuable partner in their growth journey. "The world is becoming increasingly connected, and InvestHK plays a vital role in identifying opportunities and sharing them with us, making it easier to expand our business."

Asia Pacific RT (Hong Kong)

- With over 50 years of experience, Ruby Tuesday operates in more than 200 locations worldwide
- Asia Pacific RT (Hong Kong) is Ruby Tuesday's largest overseas market and the largest franchisee
- Its customer-facing mobile app won the "Asia's Best E-Tailing Awards 2022 for Best User Experience — F&B (Enterprise)"

rubytuesday.com.hk

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Relevant Organisations in Hong Kong

Food and Environmental Hygiene Department

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Email: enquiries@fehd.gov.hk
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The Hong Kong Federation of Restaurants and Related Trades Limited

Flat A, 7/F, Draco Industrial Building
46 Lai Yip St, Kwun Tong
Tel: (852) 2523 6128
Fax: (852) 2523 2638
Email: info@hkfort.org.hk
hkfort.org.hk

The Associate for Hong Kong Catering Services Management Ltd.

Rm 13, 2/F, Po Hong Centre,
2 Wang Tung Street, Kowloon Bay,
Hong Kong
Tel: (852) 3464 0319
Fax: (852) 3171 1283
Email: admin@hkcsms.com
hkcsms.com

Hong Kong Restaurant Listings and Popular Blogs

Popular Blogs	Website
Asia Tatler Dining	hk.asiatatler.com/dining
DiningCity	diningcity.hk
FeedMe Guru	feedmeguru.com
Hong Kong Tourism Board	discoverhongkong.com/ca/explore/dining.html
Inside Retail	insideretail.asia
Lifestyle Asia	lifestyleasia.com/hk/
OPENRICE	openrice.com/en/hongkong

Major F&B Events in Hong Kong

Event	Frequency	Website
Vegetarian Food Asia	Every March	vegfoodasiahk.com
HOFEX	Every Alternate May	hofex.com
ProWine	Every Alternate May	prowine-hongkong.com
Vinexpo Asia	Every Alternate May	vinexpoasia.com
Hong Kong Food Expo	Every August	hktdc.com/event/hkfoodexpo
Hong Kong International Tea Fair	Every August	hktdc.com/event/hkteafair
Asia Fruit Logistica	Every September	asiafruitlogistica.com
Natural & Organic Asia	Every September	naturalandorganicasia.com
Restaurant & Bar Hong Kong	Every September	rbhk-ga.com
Hong Kong Wine and Dine Festival	Every November	discoverhongkong.com/eng/what-s-new/events/dhk-highlighted-events/hong-kong-wine-and-dine-festival.html
Hong Kong International Wine & Spirits Fair	Every November	hktdc.com/event/hkwinefair
Hong Kong Food Festival	Every December	food-expo.com.hk/hong-kong-food-festival.html

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Invest Hong Kong is the department of the Hong Kong Special Administrative Region (HKSAR) Government responsible for attracting Foreign Direct Investment, supporting overseas and Mainland businesses to set up and expand in Hong Kong. We partner with clients on a long-term basis and are available at any stage of their business development process.

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