

BISTRO CONCEPTS SAVOURS INNOVATION: SCALING A DIVERSE CULINARY PORTFOLIO FROM HONG KONG

Bistro Concepts leverages Hong Kong's robust food and beverage (F&B) ecosystem to scale culinary innovation and regional supply chain.



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CHRISTOPHER PRZEMYSKI

Founder
Bistro Concepts

“We always aim to offer something fun and comforting, creating spaces where people can truly relax, enjoy themselves, and savour exceptional food,” stated Christopher Przemyski, Founder of Bistro Concepts.

This innovative F&B group has successfully transformed a single neighbourhood eatery into a dynamic, vertically integrated F&B portfolio headquartered in Hong Kong. Strategically clustered in Sai Ying Pun and Central, the group's themed restaurants stand out, distinguished by their authentic, in-house interior design and artistic flair. By combining these distinct brands with its own retail and B2B supply chain, Bistro Concepts is able to maintain affordable pricing, optimise both dine-in and delivery operations, and fuel its steady expansion across Asia.

A Natural Springboard for European Brands

Choosing Hong Kong as a launchpad in 2015 was a strategic decision driven by the city's unique role as an East-meets-West gateway, connecting businesses to dynamic markets across the region. The city offers a highly supportive business environment with mature regulatory frameworks, seamless global connectivity, and efficient logistics.

“Hong Kong gives you a very solid foundation — reliable suppliers, efficient logistics, and a business infrastructure that just works. It allows us to run our diverse operations seamlessly,” Przemyski said.

He views the city as the natural and most practical first step for European businesses entering the Asian market. “It is familiar enough to make you feel comfortable, but at the same time, it quickly connects you to how things actually operate across the wider region,” Przemyski explained.

Building a Diverse Culinary Network via Hong Kong

Leveraging Hong Kong's robust logistics network, the group successfully expanded upstream into butchery and B2B and B2C distribution. “Through this vertical integration, combined with its Smart Distribution and eCommerce platforms, we are able to stabilise margins, maintain quality, and keep our kitchens running smoothly at all times,” Przemyski said.

Outlining the roadmap for the future, he stated, “In the short term, we plan to expand our El Macho concept, our popular Mexican dining brand. In the medium term, I would like to lean a bit more into my Polish roots, particularly

on sourcing high-quality ingredients directly from Poland.” Having already created 60 local jobs, the company plans further workforce growth to maintain its operational momentum.

To facilitate this ongoing growth, InvestHK provided bespoke assistance to Bistro Concepts. “Through their industry events and extensive network, we have been able to meet the right people at the right time, whether that's service providers or industry peers. It makes navigating the business landscape in Hong Kong a lot more efficient,” Przemyski concluded.

Bistro Concepts

- Founded by Polish entrepreneur Christopher Przemyski
- Evolved from a single bistro, Flying Pig, into a diverse brand portfolio including Flying Cock, El Macho, and Lobster Shack
- Successfully established Flying Butcher and Smart Distribution to integrate quality assurance and drive resilience through diversification

bistro-concept.com

