

Bringing the World's Gourmet Experiences with Seasonal Food 舌尖遊世界 環球時令美食新體驗

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"October to February is the best season for Aomori Apples from Japan, but actually traditionally grown French Gala Apples that are exceptionally crispy and sweet are also in season during this period of time." said Thomas Woo, President of City Super Group when touring around the company's newly renovated store at Times Square, Causeway Bay and introducing their wide variety of fresh food and ingredients. He described the sophistication in Hong Kong food culture is shaping Hong Kongers to seek for culinary experiences the same way they do for art pieces. In view of this, the Group has recently introduced an innovative "Buy & Dine" one-stop shopping and dining concept for all gourmet lovers.

Pursue the Ultimate Freshness and Deliciousness in Seasonal Foods

By incorporating the "Buy & Dine" concept, customers can purchase the premium ingredients at **city'super** food market, then enjoy the dishes prepared by gourmet specialist at the "Amazing Food Hall" using some of the ingredients. There are 13 zones in the "Amazing Food Hall", namely "Seafood Kitchen", "Oyster Bar", "Butcher Factory", "Super Green", "Wine Town", "Delicatessen & Cheese", "Bellota Bellota" (Ibérico ham), "Le Gourmet" (caviar) and more.

"The concept was first tested at our store in Shatin, in which customers could savour fresh oysters and sashimi immediately after purchase. The trial was of great success and our revenue tripled. Therefore, we have expanded the concept to engage with a wider range of customers." Thomas continued indicating that Japan Nagoya Cochin Chicken Wings, Korea Hoengseong Hanwoo Beef and Canada Wild Atlantic Lobster are all



「日本青森蘋果在10至2月最當造，但不講不知，同期出產的法國加拿蘋果品質亦非常優質，因以傳統方法種植，特別爽甜。」City Super集團總裁鄔嘉華一邊帶領著參觀翻新後的**city'super**銅鑼灣時代廣場店，一邊如數家珍地將五花八門的食材逐一介紹。他形容現時港人飲食文化非常成熟，有如鑑賞藝術品般追求品味體驗，所以集團緊貼潮流，引入「Buy & Dine」一站式餐飲購物概念，務求滿足所有「識飲識食」的顧客。

不時不食 堅持新鮮上乘滋味

所謂「Buy & Dine」，就是顧客不但可在**city'super**超市內選購食材，部份食材更可在新增的美食佳釀專區「Amazing Food Hall」中，要求當場專員即場製作美食。「Amazing Food Hall」共設13個區域，包括「海鮮吧」、「生蠔吧」、「肉類專區」、「Super Green」、「醇酒窖」、「冷盤及芝士專區」、「Bellota Bellota」風乾火腿專區、「Le Gourmet」魚子醬專區等等。

「之前在**city'super**沙田店已作牛刀小試，推出生蠔及魚生等即食專區後大受歡迎，生意激增3倍，

所以今次擴大規模，期望滿足一眾食客。」鄔嘉華指出現場的名古屋雞翼、橫城韓牛、加拿大大西洋龍蝦等食材都可以即點即食或買回家烹調，任君選擇。「我們都叫這地方『Foodie Wonderland』，因為不管你喜歡與朋友大快朵頤、吃一頓海鮮放題，或是偏好輕食、健康至上的美食家，這裡都能如你所願。」

premium ingredients that can be either cooked on site by chefs or brought home for cooking. "This is what we call 'Foodie Wonderland', because no matter you are enjoying a sumptuous seafood feast with friends, or just a light and healthy delicacy here, there are numerous options for you to choose from."

The Search for Finest Ingredients from Around the World

city'super is currently selling over 18,000 types of food items, ranging from fresh food, dairy, grocery to household goods, among which 400 items are self-owned brand. Thomas revealed the origins of **city'super's** food – 30% from Japan, 30% from Europe, and the rest from U.S., Mainland China, Taiwan, Southeast Asia, and even Africa. City Super Group has set up their own offices in Japan, France, Mainland China, and Taiwan, but also relies on other business partners for sourcing and purchasing in other countries. "Our suppliers range from big corporations, Japanese Shokunin (experts who invent and manufacture their own products), food bloggers, or even farmers. With our strong relationship developed with various brands, we are able to exclusively offer brands like **ROYCE'** Chocolate, RF1 SOZAI (Japanese leader in healthy salad) in our stores. All of these greatly relies on the sensitivity and experience of our purchasing team, so they can always search for the freshest and finest food around the world throughout the year, offering a great variety of food selection for our customers." Thomas joked that many of his colleagues are "food cravers", and this is probably the reason why they work in **city'super**.

A globalised supply chain is often huge and complicated, but **city'super** managed to operate the challenging supply chain with strong logistics support. "150 containers of food and goods arrived at Hong Kong from around the world every month, and technologies like cold chain and logistics adopted in between are empowered by GS1 GTIN Standards. We can even offer fruits freshly harvested in Japan in the morning by night-time in Hong Kong."



走在潮流尖端 搜羅全球食材

city'super現時平均有18,000款食品及乾貨濕貨，逾400款更是**city'super**的自家品牌。鄔嘉華透露**city'super**的3成食材源自日本、3成來自歐洲各地，其餘為美國、中國內地、台灣、東南亞，甚至非洲都有。集團在日本、法國、中國內地、台灣等地均設辦事處，亦靠其他地區業務夥伴採購。「我們的供應商由大機構、日本職人、飲食blogger、農場農夫等都有，這些關係得來不易，才有許多獨家產品和品牌，例如**ROYCE'**巧克力、RF1 SOZAI等。這都有賴採購部同事的敏銳觸覺和經驗，一年四季在世界各地搜羅時令新鮮產品，提供顧客各樣選擇。」他笑稱，大部份同事都是「吃貨」才會在**city'super**工作。

要維持這樣龐大複雜的環球供應鏈，當然需要強大的物流支援。「每月我們有150個貨櫃的食材和貨品從世界各地運到香港，自然會應用到各種冷鏈及物流技術，當中包括GS1條碼識別技術。現時我們已可做到最快早上在日本採摘的生果，當晚便已抵達香港銷售，非常新鮮。」



Using the Right Technology at the Right Time

Thomas agrees that technology penetrates into all businesses, and **city'super** is adopting it step-by-step but not falling head over heels for it. "We adopted enterprise resources planning system in the early age, which facilitated our communication and operation process across 30 departments. We are also exploring how to leverage artificial intelligence and machine learning to boost sales and efficiency. For consumers, we introduced food delivery services inside our food hall. After consumers placed their orders, they simply need to place the sensors given to them on the green sticker of their table, then their food will be delivered to them timely and accurately. In the meantime, we are considering to roll out mobile order and self-service ordering machine to seamlessly enhance consumers' dining experience."

Thomas would rather consider **city'super**'s online store in Hong Kong as an extra option for consumers looking for convenience, instead of a channel for revenue growth, as the sales generated from online is far behind than physical stores. However, online channel is vital in Mainland China. As all of their 4 stores are located in Shanghai, online store is the only way for **city'super** to tap into the tremendous opportunities in China. "Started our first store in China 10 years ago, our plan has always focus on quality, not number of stores opened. As **ROYCE'** exclusive distributor in Mainland China, we targeted to offer delivery service to whole China. But before doing so, we need to ensure quality of product upon delivery. It took us 2 years to conduct the test run. Soon after the launch of **ROYCE'** store in Tmall, the online retail sales already surpassed sales in physical stores. Therefore, we are now planning to expand **city'super**'s scale in online marketplaces, presenting ourselves with the first-class quality in the market."



科技應用需審時度勢

鄺嘉華認為科技是大勢所趨，集團會逐步採用但不會過份倚賴。「我們很早已採用企業資源管理系統助超過30個部門營運溝通，並在研究人工智能及機械學習等科技如何提升銷量和效率。而在消費者層面，我們已推出專人送餐服務，在點餐後只需將感應器放在專區內的桌上綠色標示位置，便可將食客定位送餐。同時我們正積極考慮手機點餐、自助點餐機等技術，讓消費者更方便。」

鄺嘉華承認**city'super**香港網店是讓消費者多一個方便購物的選擇，銷量相比實體店仍有距離。但在中國內地，**city'super**的4間分店都集中在上海，要捕捉中國內地的龐大商機，網上渠道不可或缺。「我們在國內發展已有10年，以『貴精不貴多』策略逐步開拓市場。作為**ROYCE'**在國內的獨家代理，經過兩年的全國配送、品質確認的測試後，在天貓商城開店後不久便發現全國網上銷量已超越上海實體店，所以我們正部署擴大**city'super**網店的規模，成為內地優質的品牌。」

Nurturing Experimental Cuisine

With a database of 300,000 members in total, **city'super** analyses its customers' shopping records and offers personalised marketing and promotional to them. For example, when a Japanese sake manufacturer launches a limited edition of sake, the company will send promotional

messages to members who have bought similar items before, and that particular sake will usually be sold out pretty quickly. **city'super** has also introduced "**superlife culture club**", a

programme that organises regular cookery classes and activities, "We will invite famous chefs to demonstrate how to make multinational cuisines, initiate discussions on cooking and food culture, or introduce knowledge of product ingredients. We are committed to promoting quality food culture and sharing knowledge with our members, hence encouraging them to enjoy good quality of food, beverages and life. The concept behind the 'Amazing Food Hall' is a testament to this mission."

飲食文化育成 體驗為上

city'super有近300,000會員，會根據顧客的購物記錄作個人化推廣，例如日本生產商推出限量清酒，公司便會發放訊息予相關記錄的顧客，往往便迅速售罄。**city'super**又成立**superlife culture club**，定期舉辦不同的廚藝班和活動：「我們會邀請星級廚師教導多國菜餚、討論煮食文化、講解及分享食材知識等。我們一直以推廣優質飲食文化和知識為己任，分享飲食樂趣，享受品味生活，美食佳釀專區正正是這理念的體現。」

