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## Japan's Takeroku Ramen Pop-Ups in Tseung Kwan O with Three All-New Ramen Duan Chun Zhen returns with Chatime for an authentic taste of Taiwan



(L) Takeroku Ramen — Wagyu Shio Ramen  
Chatime — Taiwanese Hand-Shaken Beverages  
(R) Duan Chun Zhen — Braised Beef Noodles with Tendon and Shank

(Hong Kong, April 16, 2024) Celebrating its diverse range of global cuisines on offer, **Cafe Deco Group** is set to expand beyond Central and Kai Tak to Tseung Kwan O this spring, as the group presents **Takeroku Ramen** pop-up, together with the return of Taiwanese duo **Duan Chun Zhen** and **Chatime** for an authentic taste of Taiwan starting April 16. Follow us on social media for the latest opening promotions which include a buy-one-get-one-free, buy-two-get-one-free and a 20% discount on selective ramens, noodles and snacks.

### Japan's Takeroku Ramen Pop-Up in Tseung Kwan O

Celebrating nearly three decades of ramen perfection, Rokusuke Take has polished the art of creating the right broth and best texture of ramen noodles since 1996. Accumulating over 500 varieties of ramen, Takeroku Ramen highlights three signature ramens – *Wagyu Shio Ramen* where a consommé-like beef broth (HK\$118) is made with slow-simmered Japanese beef tendons; *Buta Tonkotsu – Pork Broth Ramen* (HK\$78) enriched with a 16-hour simmer of pork back fat and Japanese soy sauce; and *Tori Paitan – White Chicken Broth Ramen* (HK\$78), prepared with Nagoya's local chicken as part of the ingredients to make the rich broth. All three varieties are prepared with a ramen broth in a heavily guarded recipe where long simmering hours preserve the best quality and flavour profile.

The new Tseung Kwan O Takeroku pop-up restaurant will present three brand new varieties of ramen, such as *Ebi – Prawn Miso Ramen*, *Wagyu Aka Kara-Miso Ramen*, and *Veggie Shoyu Ramen*. The *Ebi – Prawn Miso Ramen* (HK\$108) showcases an unctuous shrimp miso broth. Chefs stir-fry the shrimp heads and shells, adding the shrimp coral to enrich a white miso-based broth. The ramen is topped with fresh shrimps, crispy salmon skin and aromatic pork slices. *Wagyu Aka Kara-Miso Ramen*

(HK\$108) fuses the well-marbled wagyu beef with hot miso soup base. Wagyu short rib is slow-cooked until tender, while the richness of beef juices is added to Sendai miso, garlic, and yuzu kosho in creating a zesty and mildly hot peppery beef broth that keeps our palates wanting more. For the health conscious, the *Veggie Shoyu Ramen* (HK\$70) pairs shoyu soup base with a selection of fresh seasonal vegetables, bringing multiple textures and refreshing flavours to the ramen soup.

Rice lovers can indulge in *Wagyu Beef Fat Rice Don* (Large, HK\$98; Small, HK\$48), where steamed rice is topped with slow-cooked wagyu beef, as well as a topping of wagyu beef fat simmered in mirin and soy sauce. **Takeroku Ramen** is also home to an array of snacks including *Deep Fried Chicken Wings*, *Nanban Chicken Kaarage*, *Deep Fried River Shrimps*, and *Berkshire Pork Dumplings* (HK\$48 each) as part of an accompaniment to the ramens.

Besides the three pop-up exclusive ramen varieties, **Takeroku Ramen** is presenting the *Wakadori Deep Fried Chicken* from **Wakadori Jidai Naruto** to Hong Kong (A La Carte, HK\$78; Set Menu, HK\$128). The chicken is marinated with a kombu-rich dashi seasoned with Japanese mineral salt before deep fried until crispy and golden brown. To ensure a juicy interior and crispy skin, the chicken is deep fried at 160 degrees Celsius for 3 minutes first, followed by a quick second frying at 200 degrees Celsius to crisp up the skin.

### **Duan Chun Zhen makes a triumphant return with Chatime for an authentic taste of Taiwan**

Originated from Xinzhu, Taiwan, **Duan Chun Zhen** debuted in Hong Kong in 2020 raising popularity in its signature array of noodle soups. In April 2024, the reputable noodle house is making a return in Tseung Kwan O, impressing the city's noodle lovers with its authentic Taiwanese beef noodles.

Created based on original recipes developed by the first branch in Taiwan, **Duan Chun Zhen** takes pride in developing its beef bone soup base, the soul of the beef noodles, with an abundance of beef bones, together with 23 varieties of Chinese medicinal herbs for a simmer for hours and a resting process overnight to allow the flavours to permeate. One of the bestselling items is the *Braised Beef Noodles with Tendon and Shank* (HK\$80). The shank is evenly-marbled and it's limited to five portions per cow. For noodle lovers who fancy a variety of beef cuts, the *Beef Noodles with Shank, Tripe, and Tendon* (HK\$84) is another popular choice. For those who prefer a lighter choice, the newly-launched *Consomme Beef Noodles* (HK\$78) features noodles in a beef consommé with tender beef will be a perfect combination.

For a true authentic taste of Taiwan, **Chatime** offers a wide range of Taiwanese hand-shaken beverages. Among favourites include *Signature Milk Tea with Pearl* (Large, HK\$34; Small, HK\$30), a perfect match to the traditional beef noodle soup. *Mango QQ* (Large, HK\$36; Small, HK\$32) is a fruity option that elevates the flavourful Taiwanese Fried Chicken. Each Chatime beverage is meticulously crafted and served to customers with care, making it a truly sincere choice.

— End —

All prices are subject to 10% service charge for dine-in  
Photos are for reference only

## Takeroku Ramen - Tseung Kwan O Pop-up Shop

Tel : +852 9631 6217

Facebook: <https://www.facebook.com/TakerokuRamenHongKong>

Instagram: [https://www.instagram.com/Takeroku\\_Ramen\\_HongKong](https://www.instagram.com/Takeroku_Ramen_HongKong)

## Duan Chun Zhen and Chatime (Tseung Kwan O)

Tel : +852 3425 4620

Facebook: <https://www.facebook.com/duanchunzhenhk>

Instagram: <https://www.instagram.com/duanchunzhen.hk>

Facebook: <https://www.facebook.com/chatimehongkong>

Instagram: <https://www.instagram.com/chatimehongkong>

Address: Shop B03, B/F, Monterey Place, 23 Tong Chun Street, O'South Coast, Tseung Kwan O

Opening Hours: 12:00 noon to 9:00 p.m. (Daily)

### Opening Offers\*

|                   |  |
|-------------------|--|
| April 16 to 18    | <b>Buy-1-Get-1-Free<sup>^#</sup></b> <ul style="list-style-type: none"><li>• With any purchase of ramen at Takeroku Ramen can enjoy one free bowl of ramen (limited to 30 bowls daily)</li><li>• With any purchase of noodles at Duan Chun Zhen can enjoy one free bowl of noodles (limited to 30 bowls daily)</li><li>• With any purchase of Chatime beverage can enjoy one free drink</li></ul>  |
| April 19 to 22    | <b>Buy-2-Get-1-Free<sup>#</sup></b> <ul style="list-style-type: none"><li>• With any purchase of 2 bowls of ramen at Takeroku Ramen can enjoy one free bowl of ramen</li><li>• With any purchase of 2 bowls of noodles at Duan Chun Zhen can enjoy one free bowl of noodles</li></ul> <b>Free Topping (till April 25)</b> <ul style="list-style-type: none"><li>• Enjoy one free topping with any purchase of Chatime beverage</li></ul> |
| April 23 to 29    | <b>20% discount on selective ramen/noodles</b> <ul style="list-style-type: none"><li>• Enjoy 20% discount on Pork Broth Ramen or Tori Ramen at Takeroku Ramen</li><li>• Enjoy 20% discount on Rich Chicken Broth Noodles with Drumstick at Duan Chun Zhen</li></ul>  |
| April 26 to May 2 | <b>Free upgrade to large size</b> <ul style="list-style-type: none"><li>• Enjoy a free upgrade to Large Size for any purchase of Chatime beverage</li></ul>  |
| April 30 to May 6 | <b>20% discount on snacks</b> <ul style="list-style-type: none"><li>• Enjoy 20% discount on any side dishes at Takeroku Ramen</li><li>• Enjoy 20% discount on any Duan's Flavour at Duan Chun Zhen</li></ul>   |

*\*Only available at Tseung Kwan O Monterey Place outlet*

*^Follow Takeroku Ramen, Duan Chun Zhen or Chatime on Facebook or Instagram is required*

*# The lowest priced item will be complimentary*

### **About Takeroku Ramen**

**Takeroku Ramen** was founded by the legendary ramen master, Mr. Rokusuke Take, in 1996 in Hokkaido, Japan. He is also the founder of the renowned ramen shop "Mutsumiya," famous for its long queues every day in Hokkaido. **Takeroku Ramen** is committed to constant innovation, offering customers a diverse selection of captivating ramen styles. Rokusuke Take has spent nearly three decades crafting an impressive collection of over 500 unique ramen creations. Each bowl is meticulously designed to cater to the diverse tastes and preferences of discerning diners, guaranteeing an unforgettable gastronomic experience.

In 2020, **Takeroku Ramen** launched its global expansion, opening operations overseas in Taiwan and Macau. Aspiring to produce the next-generation ramen from New York City, Rokusuke Take is participating in the Ramen Museum New York Project. In 2023, the brand expanded its reach to Hong Kong as a stepping stone towards penetrating the Great China Market. With the aim of sharing his expertise and insights with ramen aficionados, Rokusuke Take aspires to captivate the taste buds of a wider audience and to promote Japanese ramen culture worldwide.

### **About Duan Chun Zhen**

Even though Duan Chun Zhen came afar to this foreign land, her insistence on the traditional way of cooking never changed even as the land becomes her home. The classic signature braised beef soup insists on using natural self-made oil fried from fresh fatty raw beef instead of commercial canned butter in the hopes of bringing consumers not only delicious but also safe food. The butter is slow cooked with scallions, ginger, garlic, beans and 24 kinds of Chinese medicinal herbs for 8-9 hours before adding bone broth to simmer. Along with mixes of various handmade spices and sauces, the process is difficult and time consuming.

We insist on providing every customer with the most alluring taste, hoping to bring you the taste of safe ingredients and heartfulness from its elaboration. Duan Chun Zhen beef noodle is warm but does not scorch, oily but not greasy, in hopes of connecting Taiwanese cuisine to the world with beef noodles.

### **About Chatime**

Chatime is one of the largest and farthest-reaching tea chain brand, offering innovative tea beverages with over 1,000 locations worldwide. The Chinese brand name of Chatime is 日出茶太 and directly translates as "Sunrise Tea" and carries the vision: "Anywhere there is sunrise, there will be Chatime." Chatime brings authentic Taiwanese tea beverages to the market, providing customers with a new way to experience tea through its quick-serve café formats and varied drink offerings.

## **About Cafe Deco Group**

Cafe Deco Group is one of the leading and most successful hospitality groups in Hong Kong. Its success lies in its full dining experience for all, including consistently high-quality food, a wide variety of cuisines, friendly and efficient service, as well as the appealing ambience of its outlets for any occasion, business or pleasure. The Group now manages a diversified portfolio of more than 30 restaurants and bars in Hong Kong and Sydney.

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日本過江龍竹麓拉麵期間限定店登陸將軍澳 精心打造三款全新口味拉麵  
同場更有台灣段純貞牛肉麵強勢回歸 與 Chatime 帶來台式好滋味



竹麓拉麵  
和牛鹽風拉麵



Chatime  
手搖飲品



段純貞  
紅燒雞心半筋半肉牛肉麵

(香港·2024年4月15日) 香港多元化餐飲集團 Cafe Deco Group 繼去年於啟德及中環開設一系列餐廳後，版圖再度擴展至富有活力的將軍澳區開設竹麓拉麵期間限定店，並將備受歡迎的段純貞牛肉麵連同台式手搖飲品店 Chatime 重新帶回該區，於4月16日隆重開幕。新張期間更特別分階段推出一系列的限時優惠活動，分別是買一送一優惠、買二送一優惠、指定麵類、拉麵及小食八折優惠等，萬勿錯過！

### 日本過江龍竹麓拉麵期間限定店登陸將軍澳

日本過江龍拉麵店竹麓拉麵是由專注拉麵熬湯和製麵技術將近30年的拉麵職人竹麓輔先生於1996年創立，至今已累積超過500種拉麵食譜。三款元祖拉麵包括「和牛肉鹽風拉麵」、「九州豚頭背脂拉麵」及「名古屋雞白湯拉麵」，湯頭均是以最嚴格的標準並經過長時間熬製。日本人氣最高的「和牛鹽風拉麵」(港幣118元)，湯頭使用日本產牛筋慢火煮熬，看似清淡卻蘊藏著濃厚的牛肉風味。「九州豚頭背脂拉麵」(港幣78元)的豚骨湯則以大量豬背脂及少量醬油熬煮16小時，順喉濃郁油香芳醇。

「名古屋雞白湯拉麵」(港幣 78 元)，以純系名古屋雞隻等地道雞肉炮製成雞湯底，味道簡約卻每一口都充滿肉香。

為慶祝限定店開幕，**竹麓拉麵**更特別推出三款全新口味拉麵，分別為「海老味噌拉麵」、「煮和牛赤辛味噌拉麵」及「素菜醬油拉麵」，同時更引入北海道名物**若雞時代**的「半身若雞」，讓食饗可嚐盡精彩美食。誠意推介味道與賣相都非常吸引人的「海老味噌拉麵」(港幣 108 元)。若要煮出香氣四溢的海老味噌濃湯，必須將蝦頭及蝦殼炒香，再加入蝦膏及白味噌，熬製出色澤金黃且味道香濃的湯頭。以鮮味的海老與醇厚的白味噌完美融合的湯頭，搭配爽嫩彈牙的大蝦、炸至金香酥脆的三文魚皮及香氣撲鼻的豚肉叉燒，呈現出豐富多樣口感。

「煮和牛赤辛味噌拉麵」(港幣 108 元)結合了豐富的和牛風味和微辣的赤辛味噌湯頭，和牛牛肋肉經過低溫慢煮，讓牛肉保持鮮味和嫩滑口感，每一口都充滿了肉質的濃郁滋味。湯頭則以仙台味噌為基底，加入蒜頭、赤唐辛子、青唐辛子等香料精心調製而成，味道香醇濃厚，風味深邃，一試難忘。

茹素的食客品嚐「素菜醬油拉麵」(港幣 70 元)就最適合不過。以醬油湯頭搭配季節新鮮蔬菜，帶來清新及營養豐富的選擇。

喜歡米飯的食客亦可選擇「和牛背脂和牛丼」(大：港幣 98 元；小：港幣 48 元)。以和牛背脂精華加入醬油及味醂熬煮，和牛則以低溫慢煮，每一口都富有油香。此外，更有多款特色小食，如「唐揚川海老」、「唐揚南蠻雞」、「唐揚雞軟骨」、「黑豚肉餃子」(每款港幣 48 元)等，搭配拉麵同吃，盡享日式地道風味。

**竹麓拉麵**期間限定店更引入 Takeroku Kitchen 旗下北海道名物 - **若雞時代**的「半身若雞」(單點：港幣 78 元；套餐：港幣 128 元)。嚴選日本富含礦物質的岩鹽、昆布製作成高湯，以傳統、簡單的味道為半身雞作調味。外面酥脆、內裡多汁的「半身若雞」美味秘訣在於兩階段溫度油炸，先以 160 度油炸三分鐘，再以 200 度高溫讓表皮變得酥脆，散發出誘人香氣，令人垂涎欲滴。

## 台灣段純貞牛肉麵強勢回歸 與 Chatime 攜手帶來台式滋味

來自台灣新竹市的**段純貞牛肉麵**，自 2020 年於香港開設分店後，憑著招牌麵食備受熱捧，是次重新登陸將軍澳，展現最地道、精湛的台灣眷村牛肉麵滋味。



沿用台灣總店秘方炮製所有麵食，包括牛肉麵的靈魂——牛骨湯底。湯底都用上牛大骨，以及二十三種中藥材慢火細燉數小時，靜置過夜沉澱風味，務求溫而不火、油而不膩。品牌最引以為傲的「紅燒腱心半筋半肉牛肉麵」（港幣 80 元），特意用上筋肉比例最佳的牛腱心炮製。此部位油脂呈花紋狀，不但肉香醇厚，身世也非常矜貴，每頭牛只能分得五份牛腱心肉。如食客希望兼嚐其他牛肉部位的滋味，推薦點選較豐富的「三寶麵」（港幣 84 元），可同時一嚐牛腱心、牛肚及牛筋。不吃辣的食客，則可試試全新推出的「清湯牛肉麵」（港幣 78 元），清澈的牛清湯加上鮮嫩的牛肉，帶來最純粹的味道。

要感受濃厚的台灣滋味，**Chatime** 的台式手搖飲品絕對不容錯過！吃上一碗牛肉麵加配一杯「招牌珍奶」（大：港幣 34 元；小：港幣 30 元），或是吃一口香脆的鹽酥雞喝一口「芒果 QQ」（大：港幣 36 元；小：港幣 32 元），恍如當地人般吃得地道！**Chatime** 飲品每杯都經過用心沖調才送到客人手上，絕對是誠意之選。

— 完 —

所有價目堂食另收加一服務費

圖片只供參考

#### 竹麓拉麵 - 將軍澳期間限定店

電話：+852 9631 6217

Facebook: <https://www.facebook.com/TakerokuRamenHongKong>

Instagram: [https://www.instagram.com/Takeroku\\_Ramen\\_HongKong](https://www.instagram.com/Takeroku_Ramen_HongKong)

#### 段純貞牛肉麵及 Chatime 將軍澳分店

電話：+852 3425 4620

Facebook: <https://www.facebook.com/duanchunzhenhk>

Instagram: <https://www.instagram.com/duanchunzhen.hk>

Facebook: <https://www.facebook.com/chatimehongkong>

Instagram: <https://www.instagram.com/chatimehongkong>

地址：將軍澳唐俊街 23 號 Monterey Place 地庫 B03 號舖

營業時間：中午 12 時至下午 9 時



### 將軍澳店新張限時優惠\*

|            |   |
|------------|---|
| 4月16至18日   | <b>麵類買一送一<sup>^</sup>#</b> <ul style="list-style-type: none"><li>於竹麓拉麵惠顧任何拉麵即可免費獲贈第二碗拉麵 (每日限量 30 碗)</li><li>於段純貞牛肉麵惠顧任何麵類即可免費獲贈第二碗麵類 (每日限量 30 碗)</li><li>於 Chatime 惠顧任何飲品即可免費獲贈第二杯飲品</li></ul>                                |
| 4月19至22日   | <b>麵類買二送一#</b> <ul style="list-style-type: none"><li>於竹麓拉麵惠顧任何拉麵兩碗即可免費獲贈第三碗拉麵</li><li>於段純貞牛肉麵惠顧任何麵類兩碗即可免費獲贈第三碗麵類</li></ul> <b>免費加料一款優惠 (至4月25日)</b> <ul style="list-style-type: none"><li>於 Chatime 購買任何飲品即可享免費配料一款</li></ul> |
| 4月23至29日   | <b>指定麵類八折優惠</b> <ul style="list-style-type: none"><li>於竹麓拉麵惠顧「九州豚頭背脂拉麵」或「名古屋雞白湯拉麵」即可享八折優惠</li><li>於段純貞牛肉麵惠顧「燉濃湯雞麵」即可享八折優惠</li></ul>   |
| 4月26日至5月2日 | <b>免費升級大杯</b> <ul style="list-style-type: none"><li>於 Chatime 購買任何飲品即可享免費由中杯升級大杯</li></ul>  |
| 4月30日至5月6日 | <b>小食八折優惠</b> <ul style="list-style-type: none"><li>於竹麓拉麵惠顧任何小品可享八折優惠</li><li>於段純貞牛肉麵惠顧任何私房小食即可享八折優惠</li></ul>  |

\*只限將軍澳 Monterey Place 分店

<sup>^</sup>須追蹤 Facebook 或 Instagram

#免費贈送之麵類/飲品以同等或較低價格為準

### 關於「竹麓拉麵」

竹麓拉麵由日本傳奇拉麵大師竹麓輔先生於 1996 年在北海道創立，亦是備受好評每天排長隊而聞名北海道著名拉麵店“むつみ屋”的創始人。35 年前，竹麓輔在北海道小樽市開設了 Ramen Kuraya，主要銷售醬油、鹽及味噌拉麵。湯底和麵條是拉麵的靈魂，經過不斷的探索，竹麓拉麵於 1998 年榮獲由北海道新聞社頒發的拉麵大獎。竹麓輔的宗旨是不斷創新，為食客提供多元化的拉麵款式。因此，他花超過 30 年時間創作了多達 500 款拉麵，迎合食客不同口味的需要。

在 2020 年，竹麓拉麵將其業務拓展至海外市場，於台灣和澳門開設分店。竹麓輔立志要創造新生代拉麵，他參與了拉麵博物館的紐約計劃。在 2023 年，竹麓拉麵更進駐香港，並以香港作為進入中國市場的跳踏腳石。竹麓輔渴望與更多的拉麵愛好者分享他的專業知識和見解，並將日本拉麵文化推廣至世界各地。

### 關於「段純貞牛肉麵」

段純貞牛肉麵由樊廣志於 2007 年時創辦。創辦人的已故祖母段純貞，於國共內戰時隨軍隊遷至台灣，並於新竹空軍基地以單車作為攤位，售賣親手製的家鄉豆瓣醬、泡椒、甜酒釀等川味佐料，幫補家計。為了紀念已故親人，作為長孫的樊廣志以祖母之名開店，表達孝思。段純貞牛肉麵總店位於新竹市武陵路，時至今天依然是當地的人龍食店，人人都為招牌的經典紅燒牛肉麵而來。品牌堅持不用現成桶裝牛脂製作，而是使用新鮮肥牛，提煉出天然牛油脂，熬出美味及安心。段純貞的牛肉麵，曾被「台灣美食教父」焦桐參與編製的《臺灣牛肉麵評鑑》中獲選為「5 顆星牛肉麵」，可謂實力非凡。2020 年末登陸荃灣開設首間分店，現於旺角及灣仔開設分店，已經成為港人備受追捧的台式牛肉麵店。

### 關於「Chatime」

有日出的地方就有茶太！Chatime 將台灣珍珠奶茶帶到全球六大洲、五十二個國家與地區，讓台灣珍奶舞動全球，讓來自世界各地朋友都讚不絕口。Chatime 新鮮台灣手搖飲品有多款不同系列，人氣推薦有招牌珍奶、黑糖珍珠鮮奶、頂級可可、百香 QQ 等。

## **Cafe Deco Group 簡介**

香港多元化餐飲集團 Cafe Deco Group 屹立香港多年，成功背後有賴其全面的餐飲體驗，包括優質食品、多樣化的菜式、友善且富效率的服務、餐廳內愉快且適合各種商務或休閒活動的氛圍。現時，Cafe Deco Group 在香港及澳洲悉尼管理超過 30 間餐廳及酒吧。

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