

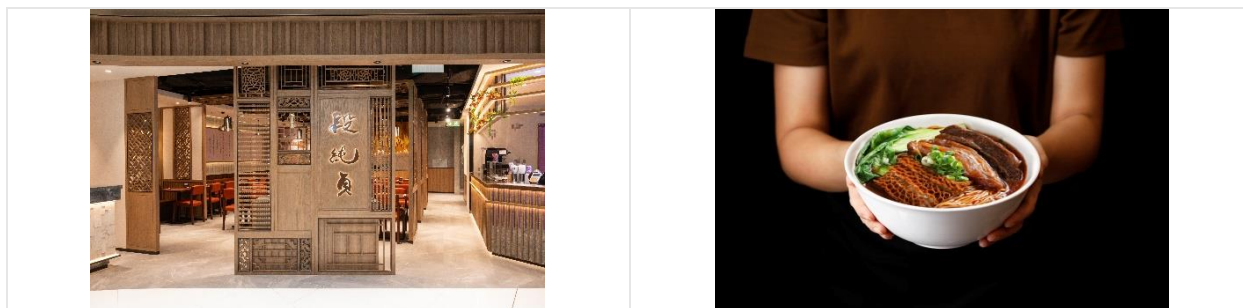


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Press Release

Taiwanese Beef Noodle Specialist Duan Chun Zhen Brings a Full Array of Soulful Classics to its New Hong Kong Island Branch at Wong Chuk Hang's THE SOUTHSIDE

*New Exclusive 'Lo-Shui' Marinated Meat Recipes at
Fifth Local Outlet Evoke the Spirit of Taiwan's Lively Night Markets*



(21 June 2024, Hong Kong) **Duan Chun Zhen**, renowned for its sumptuous Taiwanese beef noodles, welcomes the opening of its fifth location in Hong Kong at THE SOUTHSIDE, continuing the Duan family legacy of preserving authentic flavours from Sichuan. To celebrate its continued gastronomic journey to all corners of the city, the new branch in Wong Chuk Hang's latest lifestyle hub presents an exclusive menu of marinated "lo-shui" dishes reflecting Taiwan's night-market culture, alongside a special offer until 4 July 2024 of a complimentary side dish and **Chatime** beverage upgrade.

Inspired by traditional lo shui (Chinese master stock) preparations, the new marinated specialities bring the buzz of Taiwan's hawker stalls to Wong Chuk Hang. **Duan Chun Zhen's** marinade delivers an exceptionally rich and savoury flavour, adding more soybean sauce and less star anise than the Chiu Chow-style of lo shui.

Assorted Marinated Meat Platter (HK\$98) features hearty beef tripe and slow-braised beef shank paired with the lighter treats of simmered egg, dried tofu and mushrooms. Flavourful individual cuts range from *Marinated Beef Shank* (HK\$78) and *Marinated Pork Belly* (HK\$78) to sought-after parts like *Marinated Pork Trotter* (HK\$78), *Marinated Pork Ear* (HK\$68), *Marinated Pork Intestine* (HK\$68) and *Marinated Duck Tongue* (HK\$68). For meat-free choices, the *Assorted Marinated Platter* (HK\$58) showcases succulent king oyster mushrooms alongside tofu and baby cabbage, while the *Marinated Tofu* (HK\$38) offers a lighter plant-based alternative.

Besides these exclusive must-tries, all of **Duan Chun Zhen's** classic Taiwanese beef noodles, other popular noodle bowls and signature dishes are also available at the new branch.

The Taiwanese beef noodle story began with Duan Chun Zhen, a passionate home cook who arrived in Taiwan from Sichuan in 1945 and supported herself by making the traditional seasonings of her province like bean paste, pickled pepper, spicy bean curd and sweet fermented rice as well as braised delicacies, selling them from a bicycle stall at Hsinchu Air Base. She passed on her culinary expertise to her grandson, Fan Kwong Zhi, who opened the family's first noodle shop in 2007 to honour her memory and the aromatic Sichuan dishes she used to make. Connecting Taiwanese cuisine to the world with beef noodles, the brand has grown to 11 outlets in Taiwan and now 5 in Hong Kong, as well as 2 in California, USA.

The soul of their house-special beef noodles is the broth that takes 18 hours to perfect, starting with an intricate 8-hour process of stir-frying raw fatty beef together with 23 different spices and various herbs, including Da Hong Pao (big red) Sichuan peppercorns and Pixian doubanjiang (broad bean paste), creating an intense, fragrant base which is used for braising beef. It is then simmered for hours with beef bone to make an irresistible mouth-tingling broth.

Customers can choose from two kinds of noodles – thin noodles or wider, chewy handmade noodles – and both are designed to soak up the delicious house soup. During a traditional vermicelli production process, the thin noodles are punctured by multiple air holes that increase their ability to absorb the flavours of the liquid. The handmade noodles benefit from repeated dough sheeting that not only keeps them firm and elastic but also results in an uneven thickness so they can better take in the soup.

The painstakingly prepared beef broth saturates the noodles in house specials like *Beef Noodles with Shank, Tripe, Tendon & Sliced Flank* (HK\$108) and *Braised Beef Shank Noodles* (HK\$86). Slow cooking the meat for 6 hours leaves it soft and tender.

A whole chicken is simmered for 6 hours for the flavoursome and fragrant soup base of *Rich Chicken Broth Noodles with Drumstick* (HK\$88) and *Rich Chicken Broth Noodles with Deep-fried Pork Chops* (HK\$78). Among a selection of dry noodle dishes, *Slow-cooked Chicken Leg Dry Noodles with Sichuan Chili Sauce* (HK\$88) swaps the wholesome soup for a dry, spicy punch. A number of rice dishes are also available, including *Taiwanese Braised Minced Pork Rice* (HK\$78) and *Egg and Preserved Radish Fried Rice with Pork Floss* (HK\$88).

The authentic Taiwanese dining experience extends to signature items such as *Sanxing Scallion Pancake* (HK\$48) – bite through the crust for a soft, aromatic interior featuring the sharp, peppery taste of Taiwan's best scallions. *Taiwanese Fried Chicken* (HK\$48), *Taiwanese Style Pork Sausage* (HK\$58), and *Sweet Potato Fries with Taiwanese Plum Powder* (HK\$48) are other favourite choices. Nutritious dishes providing a medicinal boost include the slightly salty *Spicy Duck Blood Cellophane Noodles* (HK\$88) and *Chinese Yellow Rice Wine Boneless Chicken with Red Dates* (HK\$84) with its uplifting kick of *huangjiu*. *Shrimp & Pork Wontons in House Special Chili Oil* (HK\$68) and *Sichuan Mala Beef Roti* (HK\$48) also deliver the spicy essence of Grandma Duan's life-long love and creativity.

The dessert menu features an array of traditional Taiwanese treats. Savour silky-smooth tofu pudding in *Mini Glutinous Rice Ball with Ginger Sauce and Tofu Pudding* (HK\$30), and *Yuzu, Mandarin, Boba and Tofu Pudding* (HK\$35). For a heartier dessert, *Sweet Almond Soup, Sweet Black Sesame Soup, Taro Balls and Tofu Pudding* (HK\$35) provides a comforting medley of flavours. Other options include *Coconut Milk, Black Sugar Boba, Purple Sweet Potato Paste, Taro Paste and Taro Balls* (HK\$48) or the classic *Taro Paste, Taro Balls and Red Bean Soup* (HK\$30) – starring the pillowy handmade taro balls known for their delightful textural contrast.

The 1,900-sq.-ft-space seats 68 diners within a homely haven of bamboo wood. In a mood of timeless elegance, Chinese tradition meets contemporary styling through latticework partitions extending into a canopy, grey wall tiles and calligraphy decoration, and pendant ceiling lights of myriad shapes.

Food lovers who come to the new **Duan Chun Zhen** at THE SOUTHSIDE for dinner within the first 2 weeks (on or before 4 July 2024, dine-in only) will be treated to a complimentary side dish and a free upgrade to a large Taiwanese hand-shaken drink from **Chatime**.

For more information, please visit www.cafedecogroup.com/en-us/brand/duan%20chun%20zhen/.

Duan Chun Zhen Hong Kong locations and contacts:

<u>Duan Chun Zhen Tsuen Wan</u> Address: Shop No 107 Level 1, Nina Mall 1, 8 Yeung Uk Road, Tsuen Wan, Hong Kong Phone: (852) 2662-0065 Email: duanchunzhennt@cafedecogroup.com Opening Hours: 11:30 a.m. to 9:30 p.m.	<u>Duan Chun Zhen Mong Kok</u> Address: Shop 360, 3/F, MOKO, 193 Prince Edward Road West, Mong Kok, Hong Kong Phone: (852) 3997-3523 WhatsApp: (852) 5596-7360 Email: dczchatimemoko@cafedecogroup.com Opening Hours: 11:30 a.m. to 10:00 p.m.
<u>Duan Chun Zhen Wan Chai</u> Address: G/F, The Johnston, 78 Johnston Road, Wan Chai, Hong Kong Phone: (852) 3702-5240 WhatsApp: (852) 9506 0064 Email: dczwc@cafedecogroup.com Opening Hours: 11:30 a.m. to 9:30 p.m.	<u>Duan Chun Zhen Tseung Kwan O</u> Address: Shop B03, B/F, Monterey Place, 23 Tong Chun Street, O'South Coast, Tseung Kwan O, Hong Kong Phone: (852) 3425-4620 WhatsApp: (852) 9631 6217 Email: dcztko@cafedecogroup.com Opening Hours: 12:00 noon to 9:00 p.m.
<u>Duan Chun Zhen Wong Chuk Hang</u> Address: Shop 205, 2/F, THE SOUTHSIDE, 11 Heung Yip Road, Wong Chuk Hang, Hong Kong Phone: (852) 2117-0637 WhatsApp: (852) 9325-0013 Email: dczss@cafedecogroup.com Opening Hours: 11:30 a.m. to 10:00 p.m.	

Like and connect with **Duan Chun Zhen Hong Kong** on:

Facebook – www.facebook.com/duanchunzhenhk/

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About Duan Chun Zhen

Connecting Taiwanese cuisine to the world with beef noodles, the first **Duan Chun Zhen** family noodle shop was opened in Taiwan in 2007 to honour their grandmother, Duan Chun Zhen, a Chinese immigrant from Sichuan Province in the late 1940s who supported herself by making traditional Sichuan seasonings and aromatic dishes. The brand has grown to 11 outlets in Taiwan and 5 in Hong Kong, as well as 2 in California, USA.

The soul of the noodles – a choice of thin noodles or chewy handmade noodles – is a rich mouth-tingling broth that takes 18 hours to perfect. Raw fatty beef is stir-fried with 23 different spices and herbs for a fragrant base which is used for braising beef, then simmered for hours with beef bone.

The four pillars of the kitchen are fresh, natural ingredients; healthy, traditional cooking; authentic Sichuan taste; and rustic craftsmanship. With 70% of the ingredients for Grandma Duan's beloved soup base recipe sourced from Taiwan, authenticity is assured.

The latest branch in Hong Kong, at THE SOUTHSIDE in Wong Chuk Hang, extends the foodie adventure to all corners of the city. The 1,900-sq.-ft.-space seats 68 diners within a homely haven of bamboo wood, where Chinese tradition meets contemporary styling through latticework partitions, grey wall tiles and pendant ceiling lights of myriad shapes.

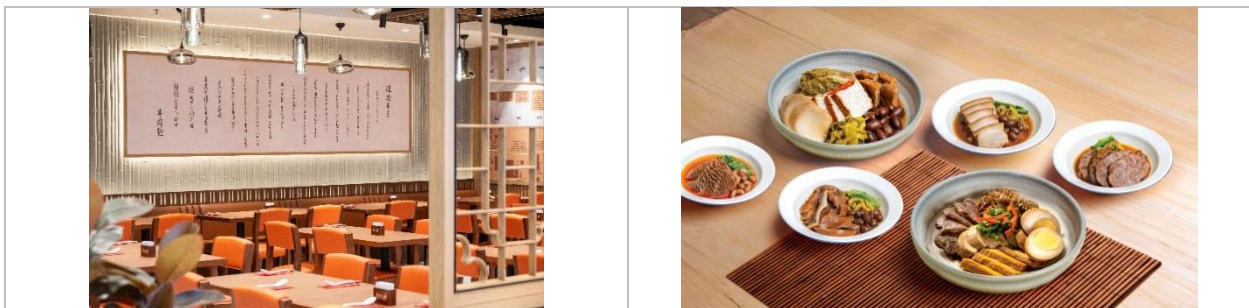
About Cafe Deco Group

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 manages a diversified portfolio of more than 30 restaurants and bars in Hong Kong and Sydney.

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To celebrate its continued gastronomic journey to all corners of the city, Duan Chun Zhen's new Wong Chuk Hang branch presents an exclusive menu of marinated "lo-shui" dishes (right) reflecting Taiwan's night-market culture, and a special offer until 4 July 2024 of a complimentary side dish and Chatime beverage upgrade



The soul of their house-special beef noodles is a broth that takes 18 hours to perfect, starting with an intricate 8-hour process of stir-frying raw fatty beef together with 23 different spices and various herbs, creating an intense, fragrant base which is used for braising beef. It is then simmered for hours with beef bone to make an irresistible mouth-tingling broth. The painstakingly prepared beef broth saturates the noodles in house specials like Beef Noodles with Shank, Tripe, Tendon & Sliced Flank (right)



Rich Chicken Broth Noodles with Drumstick



The dessert menu features an array of traditional Taiwanese treats



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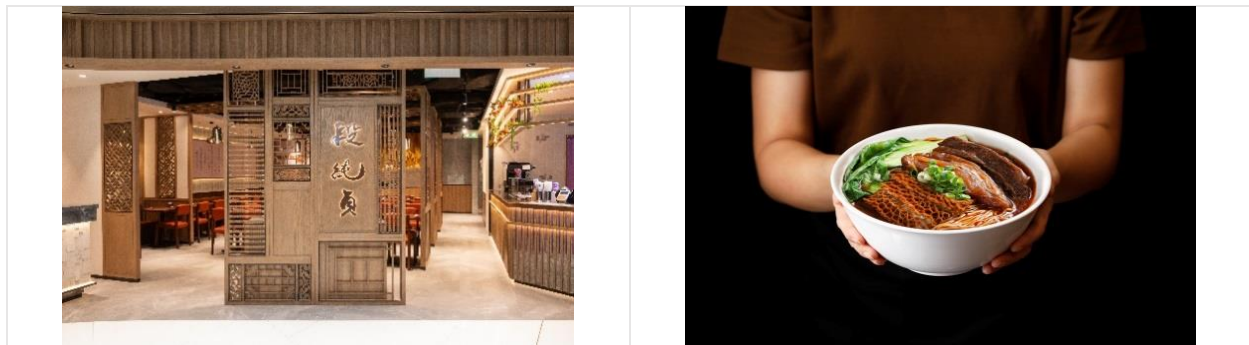
新聞稿

台灣人氣牛肉麵專門店

段純貞

香港第五分店現於黃竹坑 THE SOUTHSIDE 開幕

新店獨家呈獻台灣滷菜風味 經典重現地道夜市美食精髓



(2024 年 6 月 21 日，香港) 台灣人氣牛肉麵專門店**段純貞**自 2020 年初於香港首度登場後，一直致力承襲傳統，為廣大美食愛好者傳遞台灣寶島的人文溫度；品牌現更於黃竹坑休閒生活地標商場 THE SOUTHSIDE 喜迎香港第五分店，獨家呈獻台灣滷菜風味菜單，並由即日起至 2024 年 7 月 4 日限定推出餐飲優惠——凡惠顧堂食即奉送指定小食一客，及可享免費升級台灣手搖飲品店 Chatime 的一系列台式茶飲，與全城投入新店開業喜悅。

滷菜可謂台灣的國民小食，亦是當地大街小巷必備的風味菜，美味靈魂在於其醇香滷汁，而**段純貞**的滷水較傳統潮汕滷水更以醬油為本，但同時減少八角用量，以比例適切的香料及藥材調和豐富的滷水層次，體現台灣滷味的萬種風情。

段純貞黃竹坑店限定供應的一系列台灣滷菜琳琅滿目，必試推介有「滷水拼盤」(港幣 98 元)，包羅牛肚、牛腩、滷蛋、豆乾及鮮菌，讓食客可一次品嚐多款注入滷香的食材滋味。備受追捧的滷水美饌另有「牛腩」(港幣 78 元)、「豬耳」(港幣 68 元)、「豬大腸」(港幣 68 元)、及

「鴨舌」(港幣 68 元)。輕盈的蔬菜類滷味選擇則有「台式滷菜」(港幣 58 元)，內含豆腐、杏鮑菇及娃娃菜，及「老豆腐」(港幣 38 元)等，重現地道夜市美食精髓。

段純貞的發展始於台灣新竹，於 2007 年由創辦人樊廣志先生以其已故的祖母段純貞女士命名創立，盛載他對祖母的無限思念。段純貞女士於 1945 年由中國四川移居至台灣，擅於製作豆瓣醬、泡椒、麻辣豆腐乳、甜酒釀等川味佐料，並於新竹空軍基地的眷村，以腳踏車為攤位販賣醬料及滷菜維生。及後，其子孫為紀念奶奶的川式手藝開設麵館，主打經典台灣牛肉麵；至今，**段純貞**於台灣共有 11 家分店，並於香港及美國加州分別設有 5 家及 2 家海外分店，期望以傳統台灣美饌連繫來自世界各地的美食愛好者。

段純貞的菜單設計匠心以眷村風味為基礎，當中人氣高企的台灣牛肉麵，湯底烹調費時超過 18 小時——精選生鮮肥牛炸出純天然油脂，再混合 23 種不同的香料及藥材以慢火拌炒 8 至 9 小時，其後加入新鮮牛骨高湯熬煮，致力呈獻溫而不火，油而不膩的美味麵食。

店內各款麵食同時可讓食客自選心儀麵條，當中包括自家製作的手工麵，特別揉製成寬闊且厚薄不均的麵體，口感柔韌，讓掛湯效果更加出色；而細麵的麵體氣孔較多，同樣易於吸附醬汁，特別適合作拌麵享用。

餐廳的招牌麵食菜單中，不容錯過的純台風味有「犇牛四寶麵」(港幣 108 元)，以牛隻不同的部位包括牛腱、牛筋、牛肚及嫩五花打造。另一心機之作有紅燒風味的「招牌紅燒腱心牛肉麵」(港幣 86 元)，以慢火燉煮 6 小時而成的牛腱肉肉質軟嫩，牛香鮮美濃郁。

非牛食之選有「濃湯燉雞麵」(港幣 88 元)及「酥炸排骨麵」(港幣 78 元)等，兩款麵食的湯頭均採用鮮雞慢火熬煮 6 小時，散發清鮮雞香；地道乾拌麵的匠心推介則包括「慢煮口水雞拌麵」(港幣 88 元)。食客或可選特色飯食如「台式肉燥飯」(港幣 78 元)、及「肉鬆菜脯蛋炒飯」(港幣 88 元)等。

除滷菜及主食外，**段純貞**的菜單同時備有多款私房小食及小菜可供食客與親朋好友分享，選擇包羅「三星蔥肉鍋餅」(港幣 48 元)，精選台灣特產三星蔥炮製，蔥香味美；夜市必吃美食「鹽酥雞」(港幣 48 元)、「蒜粒古早台灣腸」(港幣 58 元)、「酸梅粉地瓜薯條」(港幣 48 元)等。另有「麻辣鴨血冬粉」(港幣 88 元)、「養生無骨紅棗黃酒雞」(港幣 84 元)、「紅油抄手」(港幣 68 元)、及「小麵醬牛肉手抓卷餅」(港幣 48 元)等滋味選項。

甜點菜單同樣極富台灣色彩，以手工芋圓為焦點，甜美選擇包括「雙芋紅豆湯」(港幣 30 元)及「純貞芋圓 4 號」(港幣 48 元)，混合椰汁、黑糖珍珠、紫薯泥、芋泥及芋圓。台式豆花的嫩滑

豆香同樣教人難以抗拒，如「黑白豆花」（港幣 35 元）、「薑汁豆花」（港幣 30 元）、及「柚子柑桔豆花」（港幣 35 元）等。

佔地 1,900 平方呎，**段純貞**黃竹坑店共可容納 68 位食客，採用傳統中式風格設計，以療癒的木工藝搭配灰色牆身及時尚燈飾，打造休閒純樸質感，並透過融入品牌故事的牆壁設計，與眾細意分享絲絲台式鄉土情懷。

如欲查詢更多資訊，歡迎瀏覽 www.cafedecogroup.com/en-us/brand/duan%20chun%20zhen/。

段純貞香港分店資訊：

<u>段純貞荃灣店</u> 地址：香港荃灣楊屋道 8 號 如心廣場一期 1 樓 107 號舖 電話：(852) 2662-0065 電郵： duanchunzhennt@cafedecogroup.com 營業時間：上午 11 時 30 分至晚上 9 時 30 分	<u>段純貞旺角店</u> 地址：香港旺角太子道西 193 號 MOKO 新世紀廣場 3 樓 360 號舖 電話：(852) 3997-3523 WhatsApp：(852) 5596-7360 電郵： dczchatimemoko@cafedecogroup.com 營業時間：上午 11 時 30 分至晚上 10 時
<u>段純貞灣仔店</u> 地址：香港灣仔莊士敦道 78 號 The Johnston 地下 電話：(852) 3702-5240 WhatsApp：(852) 9506 0064 電郵： dczwc@cafedecogroup.com 營業時間：上午 11 時 30 分至晚上 9 時 30 分	<u>段純貞將軍澳店</u> 地址：香港將軍澳澳南海岸唐俊街 23 號 Monterey Place 地庫 B03 號舖 電話：(852) 3425-4620 WhatsApp：(852) 9631 6217 電郵： dcztko@cafedecogroup.com 營業時間：中午 12 時至晚上 9 時
<u>段純貞黃竹坑店</u> 地址：香港黃竹坑香葉道 11 號 THE SOUTHSIDE 2 樓 205 號舖 電話：(852) 2117-0637 WhatsApp：(852) 9325-0013 電郵： dczss@cafedecogroup.com 營業時間：上午 11 時 30 分至晚上 10 時	

關注**段純貞香港**社交媒體：

Facebook — www.facebook.com/duanchunzhenhk/

Instagram — www.instagram.com/duanchunzhen.hk/

段純貞簡介

段純貞的發展始於台灣新竹，於 2007 年由創辦人樊廣志先生以其已故的祖母段純貞女士命名創立，盛載他對祖母的無限思念。至今，品牌於台灣共有 11 家分店，並於香港及美國加州分別設有 5 家及 2 家海外分店，期望以傳統台灣美饌連繫來自世界各地的美食愛好者。

店內菜單設計匠心以眷村風味為基礎，當中人氣高企的台灣牛肉麵，可讓食客自選手工麵或細麵，其湯底烹調更費時超過 18 小時——先精選生鮮肥牛炸出純天然油脂，再混合 23 種不同的香料及藥材以慢火拌炒 8 至 9 小時，其後加入新鮮牛骨高湯熬煮，致力呈獻溫而不火，且油而不膩的美味麵食享受。

品牌的核心理念為，以堅持本位的職人之心，嚴選天然食材搭配安心健康的烹調概念，呈獻道地的四川味；菜單上超過七成食材均搜羅自台灣各地，確保美食質素。

最新開業的**段純貞**香港第五分店坐落黃竹坑休閒生活地標商場 THE SOUTHSIDE，佔地 1,900 平方呎，共可容納 68 位食客。店內採用傳統中式風格設計，以療癒的木工藝搭配灰色牆身及時尚燈飾，打造休閒純樸質感。

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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<p>台灣人氣牛肉麵專門店段純貞現於黃竹坑休閒生活地標商場 THE SOUTHSIDE 喜迎香港第五分店的開幕，獨家呈獻台灣滷菜風味菜單（左），並由即日起至 2024 年 7 月 4 日限定推出餐飲優惠——凡惠顧堂食即奉送指定小食一客，及可享免費升級台灣手搖飲品店 Chatime 的一系列台式茶飲，與全城投入新店開業喜悅</p>	
	
<p>段純貞的菜單設計匠心以眷村風味為基礎，當中人氣高企的台灣牛肉麵，湯底烹調費時超過 18 小時——精選生鮮肥牛炸出純天然油脂，再混合 23 種不同的香料及藥材以慢火拌炒 8 至 9 小時，其後加入新鮮牛骨高湯熬煮，致力呈獻溫而不火，油而不膩的美味麵食；如純台風味「犇牛四寶麵」（左）</p>	
	
<p>濃湯燉雞麵</p>	<p>甜點菜單同樣極富台灣色彩，以手工芋圓為焦點</p>