

香港餐飲業

Hong Kong Food and Beverage Industry



少鹽

少糖

Reduction of salt and sugar in food

13/05/2015

市場概況 Market Overview

- 中國人食鹽攝入約80%來源於烹飪食品 (資料來源 :中國新聞網)

Chinese people salt intake to about 80% from cooking food

(sourcing : chinanews.com)

- 據中文大學研究發現，港人每日攝取鈉質的分量遠超世衛建議逾一倍，更有港孩因攝量過多鹽分，引致輕微中風病發 (資料來源 : 星島日報)

According to Chinese University study found that daily intake of sodium Hong Kong far exceeds the quality of the components of the WHO recommends that more than doubled, and children in Hong Kong due to excessive intake of salt, causing minor stroke onset

(sourcing : Sing Tao Daily)



市場概況 Market Overview

- 攝取過多鹽分亦會增患高血壓、腎病和心臟病機會
(資料來源：星島日報)

Excessive intake of salt will increase the risk of high blood pressure, kidney disease and heart disease opportunities

(sourcing : Sing Tao Daily)

- 近年市民少糖意識漸高，但少鹽概念仍然缺乏，需加強推廣少鹽飲食的重要性 (資料來源：星島日報)

In recent years, public awareness of less sugar gradually, but the concept is still a lack of salt, should be strengthened to promote the importance of salt diet

(sourcing : Sing Tao Daily)



消費者概況 Consumer Profiles

- 香港市民注重飲食均衡及健康

Hong Kong people pay attention to a balanced diet and healthy

- 隨飲食習慣改變，味道漸轉清淡

Eating habits and taste gradually turn light

- 追求健康烹調及食材

Pursuit of healthy cooking and ingredients

- 衛生署推出「有『營』食肆」運動，加強消費者對營養健康飲食的意識

Department of Health launched the “EatSmart Restaurant” Campaign to strengthen consumer awareness of nutrition healthy eating

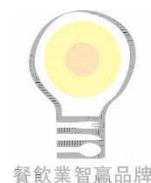
餐飲類別 Food and Beverages Categories



預製包裝食品 Pre-packaged food /
中央工場 Central kitchen



餐飲服務 Catering service



預製包裝食品 Pre-packaged food / 中央工場 Central kitchen

賀節食品 Chinese Festival Foods

健康糰子 Healthy Rice Dumpling

- 冬菇栗子雲耳多穀糰

Rice dumpling with dried mushrooms and chestnut

- 紅豆南瓜桂棗甜糰

Red beans rice dumpling with pumpkin and sweet dates

低糖月餅 Low Sugar Mooncake

- 低糖欖仁白蓮蓉月餅

Low sugar white lotus seed paste mooncake with olive seed

- 低糖蛋黃白蓮蓉月餅

Low sugar white lotus seed paste mooncake with single egg yolk

預製包裝食品 Pre-packaged food / 中央工場 Central kitchen

賀年小食 Chinese New Year Snacks

- 天然無添加糖份的果乾（西梅、杏脯肉、芒果乾、提子乾、蘋果乾、香蕉乾）

Natural and no sugar added dried fruit (eg., prunes, apricots, mangoes, raisins, apple chips & banana chips)

- 不經油炸或鹽焗的果仁(杏仁、合桃、開心果)

Without frying or salted nuts (eg., almonds, walnuts and pistachios in shell)

- 葵花籽

Sunflower seed

- 全麥餅乾

Whole wheat biscuits



預製包裝食品 Pre-packaged food / 中央工場 Central kitchen

- 推出減鹽產品配合需求
Launch salt reduced soy sauce with less salt demand



- 增加低糖或無糖飲品
Produce low sugars or no sugar added drink products



- 推出多菜少肉產品系列
promote more vegetable and less meat dish



餐飲服務 Catering Service

參與「有『營』食肆」運動，恆常供應多蔬果及少鹽、少糖的「有『營』菜式」

Participation of "EatSmart Restaurant" campaign and provide EatSmart menu for less salt, less sugar, fruit & vegetable dishes

例如 Example

- i, 用蔬、果榨汁入饌減少使用色素、調味料
(菠菜麵、蕃茄餃子)



Vegetable or fruit juice cooking reduce using colour and seasoning (Spinach noodle and tomato dumpling)

- ii, 果肉打成汁醬醃肉及烹調 (香茅豬扒、火龍果煎焗魚柳)

Pulp sauce for pickling and cooking (Pork chops with lemongrass, Pan-fried & baked fillet of fish with dragon fruit)

餐飲服務 Catering Service

- 揀選來源有保證的新鮮食材，以鮮味取勝

Fresh ingredients in cooking

- 教育廚師：著重食物鮮味

例如:古法清蒸大海斑 (以少許鹽花代替豉油)



Education of chef for using fresh ingredients in cooking

(eg, low salt instead of soy sauce in steam fish)

餐飲服務 Catering Service

提供更多選擇予顧客 Provide more choices for consumer

少糖 Less sugar :

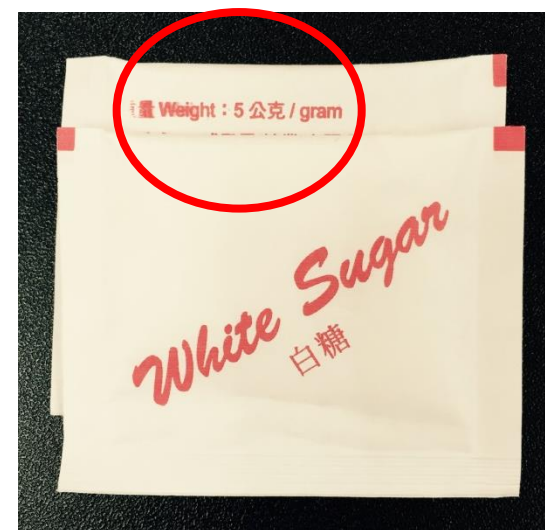


低糖 Low sugar :



餐飲服務 Catering Service

- 白糖和咖啡糖包的分量由11克減至5克，有關安排是迎合「少糖」趨勢
Sugar and coffee sugar packets component by 11 grams to 5 grams, the arrangement is to cater to "less sugar" trend



- 不落味精
No MSG added



餐飲服務 Catering Service

- 有營食肆 運動
“EatSmart Restaurant” Campaign
- 綠色星期一
Green Monday
- 創意廚藝比賽
Creative Cooking Contest
- 食物安全「誠」諾
Food Safety Charter



謝謝!

Thank you!

