



Flanders
State of the Art

A close-up photograph of various chocolate confectionery items, including round chocolates, rectangular pieces with nuts, and chocolate shavings, set against a dark background.

**CHOCOLATE CONFECTIONERY
SECTOR - REPORT**

IN HONG KONG

FLANDERS INVESTMENT & TRADE MARKET SURVEY



HONG KONG CHOCOLATE CONFECTIONERY SECTOR REPORT

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Chocolate Confectionery Market in Hong Kong 2016

Food Business in General

Hong Kong has the reputation of being one of the world's culinary capitals. Hong Kong is also Asia's leading tourist destination with a very diverse culinary scene. The city receives about 60 million tourists a year, 75 percent of which are from mainland China. This means that Hong Kong serves as a launch pad for products wishing to tap the mainland China market, as well as other South-East Asian countries.

With a strong economic growth, ever increasing prosperity and changes in lifestyle, Hong Kong consumers have a growing interest in and demand for top quality food and beverage products.

Hong Kong's restaurant and bar sector is diversified with all types of food, from French cuisine to Indonesian street food. Hong Kong had five of the World's Best 100 Restaurants in 2015, more than any other city in Asia. On top of that Hong Kong has once again shown itself the Asia's leading cultural hub, with no less than nine of its restaurants and two of its chefs being honoured by the prestigious S. Pellegrino Asia's 50 Best Restaurants 2015. With a local population that loves to enjoy good food in restaurants, there are about 10,000 restaurants in Hong Kong; this is amongst the highest in world major cities. As such, there is no better place than Hong Kong to showcase and develop any new food item or concept. A recent example we could quote in the food retail sector is a Japanese confectionery company Confectionery West (Ginza West), which opened its first overseas store in Hong Kong. The Japanese company hopes to gain access to the upmarket cookies sector with a store in the city. They see Hong Kong as a major business hub in Asia as well as an international city, with a good mix of local Hong Kong people, Chinese mainlanders and foreigners. Another example is the recent launch of a Belgian restaurant concept, Le Pain Quotidien (LPQ). LPQ is an initiative of a Belgian businessperson and now an international brand with more than 240 restaurants in 18 countries. LPQ started its first Hong Kong restaurant in the beginning of 2016 and more outlets will be opened soon.

Due to limited local production, Hong Kong imports over 95 percent of its food supplies. China is the main supplier of most of Hong Kong's food resources. Food safety awareness is very strong among consumers in Hong Kong, and European products have a solid reputation in this respect, with an image of having higher quality standards.

An increasing awareness of Belgian beers and chocolates in recent years has helped the marketing of Belgian food and beverage products in the local market.

In general Hong Kong is a good place to do business. It is a well-regulated city with rules and orders. English is used in the business world.

The Chocolate Consumption

Most of the world leading brands of chocolates can be found on the Hong Kong market. There is an array of brands in every supermarket in Hong Kong.

Chocolate consumption varies from country to country. Asians eat much less sugary products, like chocolate, as compared to their European counterparts. As for preference, Asian customers prefer dark chocolate because of its bitter taste.

Presenting gifts is an Asian tradition, especially during visits or when meeting friends and relatives during festive periods. Chinese New Year is the peak time for presenting food and beverage gifts.

Bringing gifts back home to friends and families from travelling is also a strong habit, and chocolate is always on shopping lists of mainland tourists in Hong Kong.

According to various research reports, Switzerland consumes the most chocolate in the world, with an average of 9 kg per capita per year. The per capita consumption in Germany is 7.9 kg, UK is 7.5 kg, Belgium 5.2 kg, France 4.2 kg. In Asia, most countries only have an average yearly chocolate consumption of about 0.1 kg. Japan is the exception, with an average consumption of 2 kg per person per year.

The China Mainland per capita consumption in 2014 was about 0.2 kg, according to one report. However, the Hong Kong consumption of chocolate was estimated higher than the mainland. The higher rate is mainly due to Hong Kong's historic ties with the UK and a closer relationship with Europe, plus its stronger economic performance in the past decades. Another factor is that Hong Kong also has a larger middle class population with a higher disposable income. Statistics show that the chocolate consumption and the middle class population form a positive relationship.

Seeing the above consumption figures, one could say it is obvious that Asia is the key market in the future if a chocolatier looks for growth. Hong Kong is a trading city with a strategic location in the heart of Asia, goods are frequently re-exported from Hong Kong to the mainland and other places in Asia. (Source: Confectionery News newsletters)

Market Size and Import Statistics

Hong Kong has very limited chocolate production. Nearly all the chocolate on the market is imported. The imports of chocolates to Hong Kong grew well between 2011 and 2014, but the slight slow-down of the economy also had its effect on chocolate imports in 2015.

Table One: List of supplying markets (top 10) for chocolate imported by Hong Kong, China (in tons)

Exporters	2011	2012	2013	2014	2015
	Imported quantity, Tons	Imported quantity, Tons	Imported quantity, Tons	Imported quantity, Tons	Imported quantity, Tons
World	34,043	36,807	45,336	47,838	45,955
China	9,952	9,888	12,685	11,846	12,485
Italy	5,665	6,666	8,392	8,937	6,022
Netherlands	2,479	2,396	2,598	3,707	4,509
Germany	1,782	2,244	3,112	3,840	3,830
USA	2,060	2,499	2,803	3,784	3,613
Belgium	1,970	2,671	3,432	3,282	3,106
Japan	704	943	1,158	1,325	1,890
Malaysia	1,677	1,667	1,755	1,662	1,590
Singapore	1,549	1,526	1,431	2,465	1,576
United Kingdom	1,118	1,293	1,384	1,154	1,135

Table Two: List of supplying markets (top 10) for chocolate imported by Hong Kong, China (in value USD thousand)

Exporters	Imported value in 2011	Imported value in 2012	Imported value in 2013	Imported value in 2014	Imported value in 2015
World	244,469	304,158	374,540	432,627	388,812
China	34,781	49,887	61,733	72,909	74,985
Italy	52,785	63,689	80,746	88,220	58,521
Netherlands	26,912	26,741	32,758	48,380	52,733
Belgium	25,441	35,917	43,426	43,357	34,525
Germany	13,672	19,251	28,702	37,579	30,849
USA	11,446	16,294	21,766	26,781	25,815
Japan	10,676	13,070	16,213	15,678	21,437
Singapore	9,484	11,231	10,931	21,846	12,250
United Kingdom	6,592	9,262	10,108	10,579	10,496
Malaysia	9,550	10,156	10,985	9,641	10,161

Sources: ITC calculations based on UN COMTRADE statistics

The total value of imported chocolates in 2015 dropped about 10 percent compared to the previous year. However from year 2011 to 2014, a satisfying growth was demonstrated. Each year during this period, the growth rate was above 10 percent. Belgium is progressing well in the chocolate imports in recent years, it is the sixth country in the supply list after China, Italy, the Netherlands, Germany and the US. As for (Mainland) China, Hong Kong imports mostly chocolate products that were produced in China by the leading international brands.

Indeed, leading chocolate manufacturers have now established plants for some of their product lines. Cadbury, for example, supplies its products to Hong Kong from its Beijing plant. Mars has now over 2,000 employees and two chocolate factories in China, whereas Hershey built its first manufacturing base in China by joint investment in 2007.

Ferrero opened its first China manufacturing plant in the industrial economic district of Xiaoshan, Hangzhou in September 2015. It is believed that the new Ferrero Food Hangzhou plant will play an important role in providing confectionery products to the local Chinese market, as well as serving the greater Asia market.

All the manufacturing of leading brands explains the leading position of exports to Hong Kong.

Going back to the Hong Kong import figures from Belgium, an increasing quantity over the recent years is observed.

Brand Competition

In Hong Kong, Ferrero Asia led value sales of chocolate confectionery with a 32% share in 2015. This competitive position was supported by the strong brand recognition of the product. Ferrero Rocher is seen as a premium brand with unique packaging, and the product is promoted as an excellent choice for mainland tourists and local residents to purchase as gifts. Ferrero Rocher has been in Hong Kong for many years and its products have always been supported by strong and constant marketing and promotional campaigns. As a result the brand enjoys a strong brand recognition by consumers.

For the mass market, local consumers are familiar with international brands such as Toblerone, Mars, Maltesers, Milka, Meiji, Snickers, Kinda, Hersheys, Nestle, Cadbury, Lindt, Ferrero Rocher, etc. The mass market is dominated by the top players such as Mars, Nestle, Cadbury and Ferrero. All these brands are easily found in local supermarkets (mainly Parknshop and Wellcome) and other stores in Hong Kong.

Hong Kong consumers have a reputation for enjoying the finer things in life, and high quality chocolates are part of that. Hong Kong is seen as an international city with a wide range of food and beverage choices. Consumers are attracted by high quality products and look for premium chocolates. Hong Kong consumers are familiar with world's leading brands because of being in an international city and extensive travelling experiences; they are therefore more sensitive to quality.

For high income earners, they would go for well-known European brands that are considered to be top-notch in Hong Kong, such as Godiva, La Maison du Chocolat, Leonidas and Cova.



For luxury brands, the market is going strong. Take Godiva for example: this premium brand arrived in 1997, and now it has established itself as a market leader with a network of 18 stores in Hong Kong.

Leonidas entered the Asian market in 1999. They opened their first Asian store in Hong Kong. They subsequently opened stores in Shanghai, Tokyo and Taipei etc. They now have more than 80 stores in eight countries in Asia, with five in Hong Kong.

As there are many chocolate brands and products on the market, competition is strong, so it is important to have a something to set you aside from the other products.

Regulations

General

Hong Kong follows a free-trade policy and hence maintains basically no barriers on trade. There is no custom tariff or import license required on chocolates.

The Food and Environmental Hygiene Department of the Government of the Hong Kong Special Administrative Region is responsible for implementing policies of food safety control. It also enforces food legislations and takes food samples for bacteriological and chemical analyses when necessary.

The Centre for Food Safety (CFS), under the Food and Environmental Hygiene Department, is the food safety authority created by the Hong Kong SAR Government. Its mission is to ensure food sold is safe and fit for consumption.

<http://www.cfs.gov.hk/>

Food labelling

All food for sale in Hong Kong, whether imported or manufactured locally, should comply with the Public Health and Municipal Services Ordinance (Hong Kong Cap. 132) and the Food and Drugs (Composition and Labelling) Regulations (Hong Kong Cap 132W) and be marked and labeled appropriately, including lists ingredients, allergens, additives, statement of special conditions for storage or instructions for use, and information of manufacturer or packer, expiry date etc..

Hong Kong's nutrition labeling regulation is unique, as all imported foods making nutrition claims from all sources will have to be re-labelled for the Hong Kong market.

The food labelling defines the need for prepackaged food to provide nutrition labels with standardized format and content. This requires information on energy and seven specified nutrients, or so called "1+7" to be listed on food labels. The "1+7" on the nutrition label refers to energy values and the amount of seven specified nutrients, namely: protein, carbohydrates, total fat, saturated fat, trans-fat, sodium and sugars.

Food and beverage products must comply with local composition and labelling regulations as stated on the following websites:

Labelling Guidelines on Food Allergens, Food Additives and Date Format

http://www.cfs.gov.hk/english/food_leg/food_leg_lgfa.html

Technical Guidance Notes on Nutrition Labelling and Nutrition Claims

http://www.cfs.gov.hk/english/food_leg/files/nl_technical_guidance_e.pdf

Products selling less than 30,000 units a year can apply for a small volume exemption, provided that the products do not carry any nutritional claims.

Food Additive Requirements: Colouring, Sweeteners and Preservatives in Food

For manufacturers, basically there are three aspects one should look into regarding ingredients (direct links are listed below):

1. Colouring Matters in food regulations, Cap 132H

[http://www.legislation.gov.hk/blis_pdf.nsf/CurAllEngDoc/E4D89CB22D6461A7482575EE00425864/\\$FILE/CAP_132H_e_b5.pdf](http://www.legislation.gov.hk/blis_pdf.nsf/CurAllEngDoc/E4D89CB22D6461A7482575EE00425864/$FILE/CAP_132H_e_b5.pdf)

2. Sweeteners in food regulations, Cap 132U

[http://www.legislation.gov.hk/blis_pdf.nsf/CurAllEngDoc/9A8DBFF92B0F9085482575EE0042B3AB/\\$FILE/CAP_132U_e_b5.pdf](http://www.legislation.gov.hk/blis_pdf.nsf/CurAllEngDoc/9A8DBFF92B0F9085482575EE0042B3AB/$FILE/CAP_132U_e_b5.pdf)

3. Preservatives in food regulations, Cap 132BD

[http://www.legislation.gov.hk/blis_pdf.nsf/CurAllEngDoc/CFD359E6591EE25A482575EE004117EF/\\$FILE/CAP_132BD_e_b5.pdf](http://www.legislation.gov.hk/blis_pdf.nsf/CurAllEngDoc/CFD359E6591EE25A482575EE004117EF/$FILE/CAP_132BD_e_b5.pdf)

Positive (permitted) lists of colouring matters, sweeteners and preservatives can be found via the links. Manufacturers should check the permitted lists.

As a conclusion, reference can be taken from the following regulations:

- (1) Food and Drugs (Composition and Labelling) Regulations (Cap. 132W)
- (2) Colouring Matter in Food Regulations (Cap. 132H)
- (3) Sweeteners in Food Regulations (Cap. 132U)
- (4) Preservatives in Food Regulation (Cap. 132BD)

Characteristics of the Hong Kong Market

Limited Local Production

Hong Kong's market has a strong reliance on imports. 95 per cent of the city's food requirements are imported. Large supermarket chain operators tend to buy directly from foreign manufacturers.

With the presence of a high concentration of supermarkets, restaurants and food retailers, the competition among different brands is keen. Consumers always look for new products on the market.

Positive Perception of European products

Strong focus on food safety and provenance with healthy lifestyle driving demand for safe, organic and natural food and health food products.

Positive perception of European countries as a supplier of fresh, quality and safe products.

Sophisticated consumer market with high disposable income driving demand for greater diversity in food service options.

Hong Kong as a Shopping Place for Chinese Tourists

Hong Kong has benefited from a tourism boom in recent years. Cross-border visitors have grown to 48 million, whereas the total incoming tourists has reached over 60 million. This is an impressive number for a city of 7 million inhabitants. With the rise of the upper middle class in the Mainland, it is important for foreign premium brands to be well-positioned in Hong Kong

Hong Kong Climate

Hong Kong's sub-tropical climate is a challenge. The very humid and hot summers lasting from July till September is certainly a major challenge to chocolate companies. Some chocolate shops serve drinks or ice cream to find ways to keep consumers in hot seasons. So retailers are constantly communicating with customers by taking part in shopping mall promotions (such as the Harbour City Chocolate Trail event) or tasting and pairing activities.

The Importance of Colours in Chinese Culture

Traditionally Chinese people attach meanings to colours, and some colours are considered to be auspicious. This is rather important especially for gift packs during Chinese New Year. During the New Year, gold and red are the luckiest colours. This may explain why Ferrero products are very much in

demand during the season. Godiva also promotes its gold boxes with red ribbons during the New Year season. White and black are considered inauspicious by many, so they are naturally not a good choice for packaging.

Abundance of Choices

The customer can find many high-end brands in various retail stores in Hong Kong, such as City Super (high-end super market chain), selected brands of Parknshop (Taste, International, Great Foodhall, Fusion), the Wellcome Group (ThreeSixty, Olivers, Market Place by Jasons) and Japanese supermarket stores (Sogo, YATA). These shops would normally prefer to stock brands that are not present in all average supermarkets.

One thing worth mentioning about supermarkets is that Wellcome and ParknShop (the two leading supermarket chains) take up about 80 percent of all supermarket turnover in Hong Kong. ParknShop is associated with premium supermarket brands like Great, Taste and Gourmet. Wellcome has high-end stores like "360", Oliver's and Jason's.

At their online shops one could see which chocolate brands are available:

Great Foodhall Prepacked chocolate confectionery:

<http://www.greatfoodhall.com/eshop/ShowProductPage.do?service=direct&service=1&service=%24LeftMenu.%24DirectLink%241&sp=9&sp=2&sp=6>

City Super

<https://www.citysuper.com.hk/en/E-Shop/Product-Listing#!/Search/chocolate>

Most of the top five-star hotels sell their own home-made chocolates at their own hotel boutiques, such as the Mandarin Oriental, the Peninsula, the Four Seasons, Shangri-La etc.

As one can see, Hong Kong has a wide choice of chocolate brands, and competition is strong. It is also worth noting that some brands tried to open shops but did not succeed in the end.

Eating Habit and Industry Trends

Less Sweet in Taste

Local consumers prefer eating chocolates that are less sweet.

The Hong Kong government continues to promote a reduced sugar intake. The Centre for Food Safety (CFS) has set up a committee which held an international symposium and even launched a Facebook page to promote sugar reduction.

Natural Ingredients

For sophisticated consumers, the source of the ingredients is also important. Natural ingredients are preferred. Organic products are wooing such consumers with an emphasis on 100% natural ingredients. The 'artisanal' label is also very important in the high-end market segment. In recent years, there are more and more shops labelling themselves as artisanal producers of bakery, dessert and chocolate products.

Attractive packaging

Influenced by the gift-giving custom of Chinese culture, boxed assortments lead the sales of chocolate in Hong Kong. Innovative products and new flavor developments will help to attract more customers. More refined and delicate looking chocolates are favorites.

Hong Kong has a tradition of gifts, especially during festive seasons like Christmas and the Lunar New Year. Decorative packaging boxes are essential in such cases.

Valentine's Day is celebrated with flowers and chocolates too.

Health benefits promotion

Factors contributing to market growth include rising middle class incomes in emerging markets. The claims of chocolate's health benefits in the media also help to "educate" consumers. While being relative small as compared to Mainland China, Hong Kong often sets trends for the region and can be seen as a marketing platform, particularly at the premium end.

Fresh Concept

"Fresh" is Hong Kong's food culture. It is demonstrated by wet markets, where housewives shop daily for fresh meat, poultry, fish, vegetables etc. Consumers prefer fresh products and chocolates are no exception. Some chocolatiers emphasize the freshness of their ingredients or the use of air-flown logistics.

Innovation

Innovation is the magic formula to thrive and broaden one's appeal, both in new markets like the Chinese mainland and mature ones like Hong Kong.

An innovative idea of Godiva last year successfully brought the brand to the attention of the general public. Before, Godiva seemed to be popular only among older generations aged above 45. To attract the younger generations to patronize Godiva's shops, the chocolatier expanded its approach by entering into biscuits and ice cream, as well as offering less expensive, small individually wrapped chocolate bars as an "everyday" option at Godiva stores. Their half price promotion on their soft ice cream last year attracted long queues lining up at their stores.

Hong Kong people remain open to new products and concepts. Some daring flavours are acceptable to consumers and they are constantly look for new exciting tastes.

Recent Performance of Local Retail Market

During the beginning of 2016, the local retail sales showed signs of a continual decline following the negative performance of 2015. The current sluggish retail market situation is partly due to the slowdown in visitor spending especially from the mainland tourists and partly due to a weaker economic performance that Hong Kong is experiencing.

In 2014, a slight negative growth of -0.2% of the total retail sales was recorded, following a long term of growth period. In 2015, the drop was 3.7 percent compared to the previous year. The decline became more drastic in the most recent months in 2016. As a matter of fact a double-digit drop is anticipated by retail companies. Food and drinks are less affected. Supermarket managers mention that their recent sales (beginning of 2016) have dropped compared to the same period last year; however, they do not see a major downturn tendency in the months to come.

The good news is that there is a stable growth pattern of disposable income; therefore the retail sales are expected to remain healthy, especially for food items.

Main Distribution Channels

Manufacturers' representatives

Most imports of food and beverages are sold in Hong Kong through import agents, who distribute to wholesalers, retailers and industrial/catering users.

Direct Sales to Supermarkets

Major supermarket chains buy products directly from overseas suppliers. The two largest supermarket chains, Park'N Shop and Wellcome, source products by direct imports as well as purchases from manufacturers' representatives - the local agents. ParknShop and Wellcome have their own warehousing facilities for the handling of storage, processing, re-packing and distribution.

Smaller retailers and local convenience stores do not have their own warehousing facilities; they tend to order from local importers. Hotels, restaurants and caterers normally buy from local importers and wholesalers due to small ordering quantities.

Establishment of retail shops

Some brands, usually high-end, are able to set up their own retail shops at prime locations.

GODIVA

Godiva provides a plentiful selection of chocolates and chocolate assortments for any occasion. Types of Godiva chocolates include biscuits, caramels, pralines, mints and solids. Recently it has also been branching out to liqueur, coffee, hot cocoa and baked goods. Another new item is ice cream.

www.godiva.com.hk

Shop B236, B2/F, Times Square, 1 Matheson St., Causeway Bay, tel: 2576 0312

LG1, Great Food Hall, Pacific Place, Admiralty, tel: 2918 0848

Basement 2, SOGO Department Store, Causeway Bay, tel: 2234 0283

JEAN-PAUL HEVIN

Jean-Paul Hevin claims that the company's boxes of "black pearls" are prepared fresh every morning and are never in store for more than three days. Besides chocolates, Jean-Paul Hevin also does macaroons, jams and spreads, caramels and nougats.

www.jphevin.com.hk

Shop 212, Ocean Centre, Harbour City, Kowloon, tel: 2735 3268

Shop 2045A, IFC Mall, 8 Finance St., Central, tel: 2111 9770

No. 13, Lyndhurst Terrace, Central, tel: 2851 0633

THE MANDARIN CAKE SHOP

It uses about 250kg of chocolate daily (along with 150kg of sugar and half a ton of flour). It also boasts the biggest 'Chocolate Room' in Hong Kong.

The Mandarin Cake Shop offers various kinds of handmade chocolates. Not only are its chocolates beautifully crafted, they are also inventive and unusual such as air-brushed truffles shaped like cocoa beans and even the amazingly real-looking chocolate metal pieces, bricks, and planets. Its themed cakes, sculpted by renowned cake artist Bob Tay, are pieces of visual art.

www.mandarinoriental.com

Mandarin Oriental, 5 Connaught Rd., Central, tel: 2522 0111

LA MAISON DU CHOCOLAT

La Maison du Chocolat is a chocolatier that originated in Paris. Its specialties are ganaches and pralines infused with often edgy and exciting spices such as Indonesian cinnamon sticks and Nepali Timur pepper. www.lamaisonduchocolat.com

Shop 246, Pacific Place, 88 Queensway, Admiralty, tel: 2522 2010

Shop 1025, Elements Mall, Kowloon, tel: 2196 8333

Shop 2006, IFC Mall, 8 Finance St., Central, tel: 2801 4880

Shop 109, Prince's Building, 10 Charter Rd., Central, tel: 2801 4122

Shop B03A, The Lee Gardens, Causeway Bay, tel: 2907 2002

LEONIDAS

Leonidas is seen as one of the leading Belgian chocolate brands in Hong Kong. Fresh chocolates are flown into Hong Kong from Belgium weekly and there's an online store with free delivery on purchases over \$1,000. Leonidas Hong Kong has a connection with a local charitable organisation.

www.leonidas.com.hk

Shop 1018A, Level 1, IFC Mall, 8 Finance St., Central, tel: 2234 7343

B2-25A, Sogo Department Store, Causeway Bay, tel: 2836 3695

Shop L011, JUSCO, Kornhill Plaza (South), 2 Kornhill Rd., Quarry Bay, tel: 2506 1068

Shop 312, 3/F, Ocean Centre, Harbour City, Tsim Sha Tsui, tel: 2317 7448

UG/F, Olympian City 2, 18 Hoi Ting Rd., West Kowloon, tel: 2436 9799

THE PENINSULA CHOCOLATIER

The Peninsula chocolates are quite well-known in Hong Kong and the region. Often seen as luxury gifts, the shop's most popular products are the pralines or truffles in a signature gold-adorned box, or the "Peninsula Bears" selection housed in boxes covered with the brand's iconic bears. The chocolate chef is a Belgian named Marijn Coertjens.

www.peninsulaboutique.com

B/F, The Peninsula, Salisbury Rd., Tsim Sha Tsui, tel: 2696 6969

VERO

Vero is an artisan chocolatier & patisserie that sells handcrafted chocolates. Their flagship store is located in Landmark. The company also hosts fun and delicious chocolate making classes at their Wanchai location.

www.verochocolates.com

Shop 236, 2/F, Landmark Atrium, 15 Queens Road Central, tel: 2559 5810

SEE'S CANDIES

One of the first to open a high end chocolate boutique in Hong Kong, the brand is known to many consumers. Offering free chocolate and candy samples, the shop also insists on free products.

<http://hk-hk.sees.com/>

Shop 1101B, 1/F, The Landmark, 15 Queen's Road, Central, HK. Tel: 2523 4977

Shop G20 Festival Walk, 80 Tat Chee Avenue, Kowloon Tong, HK. Tel: 2265 8199

Shop B-102A, Basement 1, K11 Art Mall, 18 Hanoi Road, Tsim Sha Tsui, HK. Tel: 27356 488

VENCHI

Venchi is an Italian gourmet chocolate manufacturer founded by chocolatier Silvano Venchi. After its establishment in Turin in early 1878, the company gained popularity throughout Italy with its Nougatine. The company started to expand in Asia in 2006.

<http://www.venchi.com>

Shop G16A, G/F Ocean Terminal, tel: 3101 9981

Shop 316, Hopewell Centre, Queens Road East, Wanchai, tel: 2528 0802

Shop 21, Stanley Street, Central, Hong Kong, tel: 2868 0336

ROYCE'

ROYCE' was founded in Sapporo, Japan in 1983. They claim to be able to make chocolate of world-class quality in Hokkaido, where the climate and the clean air are ideal for making confections. The fundamental principle of Royce' lies in high quality ingredients. The brand is also well known to Hong Kong chocolate lovers.

Five stores in Hong Kong, all located inside City Super's supermarket stores.

https://www.royce.com/contents/zh-cn_china/

VALRHONA

Valrhona has been producing chocolates in the small village of Tain L'Hermitage, France since 1922. It has one major outlet in Hong Kong within the Great Foodhall supermarket, plus three small counters in local supermarkets.

<http://en.valrhona.com/boutiques.aspx?paysiso=HKValrhona>

COVA

In the nineties, COVA from Italy exported its tradition abroad, including Asia. In 1993, COVA inaugurated its first boutique in Hong Kong, followed by the first Caffè Ristorante in 1994, soon becoming an institution. The brand is known to most middle class consumers. COVA has ten outlets in Hong Kong, all situated at the very prime shopping malls in the city.

<http://cova.com.hk/>

Shop 106-7, 1/F., 33 Hysan Avenue, Lee Gardens, Causeway Bay, Hong Kong. Tel: 2907 3060

Shop 301, Level 3, Pacific Place, 88 Queensway, Hong Kong. Tel: 2918 9643

Shops 134-135, 1/F., Prince Building, Central tel: 2869 8777

Shop 203, 2/F., 18 Chater Road, Alexandra House, Central, Hong Kong. Tel: 2526 6033

Shop G011-012, G/F., World Trade Centre, 280 Gloucester Road, Causeway Bay, Hong Kong. Tel: 2895 2368

Shop F, 1/F., Taikoo Place, Quarry Bay, Hong Kong Tel: 2811 9877

Shop G315, G/F., Harbour City, Gateway Arcade, Tsimshatsui, Kowloon, Hong Kong. Tel: 2907 3881

Shop 116 A&B, Level 1, Ocean Centre Harbour City, Tsimshatsui, Hong Kong. Tel: 2992 0710

Shop 216, Level 2, Phase 1 New Town Plaza, Shatin, Hong Kong. Tel: 2601 2106

GUYLIAN

Guylian chocolates have been around in Hong Kong for many years. The brand is now handled by a major Hong Kong food importer and retailer. It has one shop in Hong Kong, opened in 2014.

<https://www.facebook.com/guylian.hongkong>

Shop HOK 26A, MTR Hong Kong Station, Hong Kong

LUCULLUS (local producer)

<http://www.lucullus.com.hk>

Agnes b (French brand, produce locally)

<http://agnesb-delices.com/about-us>

Online Sales

With the rise of e-commerce, a number of companies are trying to gain a share of the online business market by opening online shops. The number of people buying online has soared in the past few years. Chocolate companies are therefore also trying to tap the online market. Hong Kong is one of the most expensive cities in the world when it comes to rents. Therefore, setting up virtual shops could significantly bring down the fixed costs for companies. Consumers on the other hand can enjoy greater flexibility for shopping. Shopping is made possible when retail doors are closed.

Other online shops (Representatives are in Hong Kong; however they sell online and directly to customers)

Goossens (Belgian)

www.goossens.com.hk

Dumon (Belgian)

<http://www.dumonchocolatier.hk>

Amedei (Italian)

http://www.metadesign-group.com/category.php?id_category=13

Beljoie (local brand)

www.beljoie.com.hk

The Chocolate Club

<http://www.thechocolateclubhk.com/>

Major Trade Fairs in Hong Kong

HOFEX - Held every two years in May (HOFEX 2017 will be the largest show ever in its history)

<http://hofex.com/>

Restaurant and Bar - Held every year in September (bigger show in 2016 compared to the previous times with about 350 exhibitors)

The above are the major trade fairs in Hong Kong and the organizers have reported growths in terms of exhibitors, exhibiting areas and visitors.

www.restaurantandbarhk.com

Food Expo – Held every year in August by Hong Kong Trade Development Council, the Food Expo is a popular summer event (especially for public visitors) featuring a Trade Hall and a Public Hall, the expo serves a wide variety of food products from all over the world providing business opportunities to buyers and public visitors.

http://www.hktdc.com/fair/hkfoodexpo-en/s/2002-General_Information/HKTDC-Food-Expo/Fair-Details.html