

THE BEST OF THE BEST  
**MASTERCHEF**  
RECOMMENDATION RESTAURANT

ASIA ART OF CUISINE ASSOCIATION OF HONG KONG

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**2023**

# *preface*

*Dining out presents a great opportunity to unwind, relax and enjoy a delicious meal in a great atmosphere. While this is what most people are looking for when they decide to dine out, it is not always what they get. There are some very good restaurants, but unfortunately, they are few and far between. People will always make a return visit when they enjoy the dining experience and it is to everyone's advantage for the restaurant to up its game!*





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# INTRODUCTION

## Everything Started By Asia Art of Cuisine Society


Asia Art of Cuisine Society(AOC), our goal is to gather all the professionals from the catering industry to join the elite groups, including food and beverage managers, senior executives, executive chefs and industry experts and so on professionals. Through mutual communication, rich industry knowledge exchange and resource sharing, to create higher values and performance for the industry to effectively promote and play an interactive industry spirit.

THE BEST OF THE BEST MASTERCHEF Recommendation Restaurant (BOBM) was first launched by AOC in 2012, thanks to more than hundred culinary experts, as well as the stringent assessment, it reflected the diversity of the world's culinary landscape. The shortlist of BOBM provides some of the best destinations for unique culinary experiences, and the annual ceremony creates a fantastic opportunity to bring an incredible community of chefs together from around the world.

亞洲餐飲廚藝協會，目標是從酒店及餐飲業中挑選行內精英加入團體，包括：餐飲經營管理者、高級行政人員、行政總廚及行業專家等等之專業人士。通過互相溝通、同業豐富知識交流及資源共享，另職業質素提升，為同業創造更高之價值，有效推廣及發揮互動行業的精神，並能促進餐飲廚藝之良性發展。

美食之最大賞推介餐廳 (BOBM) 首次是在 2012 年由 AOC 舉辦，BOBM 的提名名單反映了餐飲界的多樣性，包含各式餐廳的獨特性、每年的頒獎典禮更成為是世界各地廚師匯聚翹楚的國際交流平台。

# OUR HISTORY



2012	<b>Prudential Hotel</b> 50 Top Restaurants (Hong Kong)
2013	<b>HKCEC (Food Expo)</b> 50 Restaurants (Hong Kong)
2014	<b>HKCEC (Food Expo)</b> 50 Restaurants (Hong Kong)
2015	<b>HKCEC (Food Expo)</b> 50 Restaurants (Hong Kong)
2016	<b>HKCEC (Food Expo)</b> 100 Restaurants (Hong Kong)
2017	<b>HKCEC (Food Expo)</b> 100 Restaurants (Hong Kong & Macau)
2018	<b>HKCEC (Food Expo)</b> 100 Restaurants (Hong Kong 、 Macau & Taiwan)
2019	<b>HKCEC (HOFEX)</b> 150 Restaurants (Hong Kong 、 Macau 、 Taiwan 、 Shanghai & Korea)
2020	<b>HKCEC (RBHK)</b> 150 Restaurants (Hong Kong 、 Macau) - under pandemic situation
2021	<b>HKCEC (HOFEX)</b> 120 Restaurants (Hong Kong)
2022	<b>HKCEC (RBHK)</b> 120 Restaurants (Hong Kong)

# MEDIA 2012-2022

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## Press & Media

Trade Magazine, Newspaper and Online media

Website, newsletter, social media

## PRESS

Hong Kong Commercial Daily 商報

Hong Kong Economic Times 經濟日報

Sing Tao Daily 星島日報

Ta Kung Pao 大公報

Weekend Weekly 新假期

TenCent News 騰訊新聞

Headline Daily 頭條日報

Ming Pao 明報

Restaurateur 餐營者

Sina News 新浪新聞

iQIYI 愛奇藝

TVB 電視廣播有限公司

Wine Luxe 酒派

Channel Young 星尚

AM730

## SOCIAL MEDIA

Visitors can get hold of the market news and details of our significant events on Facebook and Wechat

訪客可以在FACEBOOK和微信上掌握市場新聞和我們重大活動的詳細信息

## WEBSITE

All of our event can be browsed on Asia art of cuisine society official website

我們所有的活動都可以在亞洲烹飪藝術協會官方網站上瀏覽

## DIRECT MAILING

A series of some event promotion E.G(Lecture invitation, show reminder , related courses ) send to regional of catering marketing .

一系列活動推廣例如(演講邀請, 表演提醒, 相關課程)發送多個餐飲營銷區域。





## SUPPORTERS 2012-2022

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HONG KONG TOURISM BOARD

香港旅遊發展局

MACAO GOVERNMENT TOURISM OFFICE

澳門特別行政區政府旅遊局

FOSHAN NANHAI TOURISM BUREAU

佛山南海旅遊局

HONG KONG QUALITY ASSURANCE AGENCY

香港品質保證局

CHINESE CULINARY INSTITUTE

中華廚藝學院

KOREAN AIR

大韓航空

GHM(GUANGDONG, HONG KONG, MACAO)

HOTEL GENERAL MANAGERS SOCIETY

粵港澳酒店總經理協會

ASIA WINE SERVICE & EDUCATION CENTRE

葡萄酒與烈酒基金會

HONG KONG CHINESE CHEFS ASSOCIATION

香港中廚師協會

HONG KONG INBOUND TRAVEL ASSOCIATION

香港入境旅遊接待協會

LASTMINUTE SERVICE LTD

良機網服務有限公司

GREEN COME TURE

綠想成真

SMILE N GO WELFARE

微笑共行

PRINCE FOODS GROUP

王子食品集團

L'HOTEL NINA ET CONVENTION CENTRE

如心海景酒店暨會議中心

REGAL HOTELS INTERNATIONAL

富豪酒店國際控股

LANGHAM HOSPITALITY GROUP

朗廷酒店集團

SOUTH CHINA SEA FARM

南海養殖有限公司

LUEN KEE HOO

聯記號有限公司

INFORMA

JC GROUP



# BOBM SCHEME

Everything Started By Asia Art of Cuisine Society

The program is a quality catering stamp certification.

Program purposes:

i) Assist customers to identify “The best of the best Masterchef Recommendation Restaurant service provider;

ii) Approved merchants have met the catering service and environmental quality standards stipulated in The best of the best Masterchef Recommendation Restaurant;

iii) Assist service providers to conduct self-evaluation and let them understand the shortcomings in order to continuously improve;

iv) Enhance the capabilities of all service providers and promote the promotion and development of the catering industry;

v) Raising the level of Hong Kong's catering industry has allowed the reputation of "Asian Food Paradise" to continue.

該計劃是一個飲食肆的品質保證認證。

計劃目的：

i) 協助顧客識別 The best of the best Masterchef Recommendation Restaurant 服務供應商；

ii) 認可商戶已符合在 The best of the best Masterchef Recommendation Restaurant 規定內的飲食服務及環境質量標準；

iii) 協助服務供應商進行自我評估金並確定績效不足的領域，以便不斷進行改進；

iv) 增強所有服務供應商的能力，帶動飲食業提升及發展；

v) 提升香港飲食業水平，讓‘亞洲美食天堂’之美譽得以延續。

# REQUIREMENTS

i) Applicants must hold a valid food business licence issued by FEHD  
申請人須持有食環署發出的有效食物業牌照

ii) Operating for more than one year  
If the business is less than one year, Please provide commended dishes or restaurant information for review  
營運超過一年  
不足一年,需提供菜式或更多餐廳的資訊以便審核

iii) No complaints or any major accidents in last 12 months:  
Consumer Council / Food and Environmental Hygiene Department /  
Mainstream Media / Tourism Bureau  
在過去12個月內未有在當地消費者委員會 / 食物環境衛生局 / 主流媒體 / 旅遊局接獲投訴或發生重大事故

iv) The participating restaurants must according all of the basic requirements. The judge will make a review and final decision. Successful restaurant will be notified within two weeks of registration.  
提名或參與食肆須符合所有基本條件。大會將作出評審和最終決定；成功申請之餐廳將於報名後兩星期內接獲通知

# PHASE

## PHASE 1 | 第一階段

### Nominate:

Scheme Booklet, enrollment form and assessment checklist can be download from [www.artofcuisine.org.hk](http://www.artofcuisine.org.hk) or email..

相關表格可以登入[www.artofcuisine.org.hk](http://www.artofcuisine.org.hk) 下載 或 向秘書處索取。

## PHASE 2 | 第二階段

### Documentation Assessment :

Participants must completed the self-assessment and obtain a total score of 30 points or more. (The participants must take corrective actions when less than 30 points need). Submit enrollment Form and assessment checklist, copies of relevant documents to secretariat: [sec@lastminuteglobal.com](mailto:sec@lastminuteglobal.com)

參加餐廳須先完成自我評估並獲30分以上。(如自我評估少於30分時, 必須採取糾正措施)。提交申請表和評估清單, 相關證明文件的副本已發送至秘書處辦公室或發送電子郵件至[sec@lastminuteglobal.com](mailto:sec@lastminuteglobal.com)。

## PHASE 3 | 第三階段

### Corrective advice :

The mystery-shopper to conduct a site visit to the applicants, and will draft the improvement suggestions report to the assessment team. The assessment team will follow the report of the mysterious shopper to reassessment the applicant.

神秘顧客對申請餐進行實地考察, 並將起草改進建議報告給評估小組。評估小組將根據神秘購物者的報告進行, 重新評估申請人。

## PHASE 4 | 第四階段

### Approval :

Shortlist Announcement and recognize

for their outstanding performance in annual ceremony.

在頒獎禮上公佈獲取資格名單及表揚參加者對飲食業界作出的貢獻。







## ASSESSMENT CRITERIA

**QUALITY OF FOOD** are accepted as a fundamental component to satisfy customers. The food quality is in relation to satisfaction and behavioral intentions in restaurants. can to identify which attributes among food-related qualities are critical in improving satisfaction and heightening revisit intention.

**食材品質** 是為滿足顧客的基本要素, 提升食客滿意度和重訪意願有著直接的關係。

**COOKING SKILL** is the most important hard skill chefs need is an ability to cook, as well as knowledge of the kitchen. Which includes a variety of smaller skills, including knife and tasting skills. Chefs need to be able to cook precisely and efficiently. They also need to be skilled at recognizing flavors and judging the balance of seasonings.

**烹調技巧** 廚師的各項烹飪技巧能對廚房尤其重要, 小至刀工、菜肴搭配、擺設、食材品質, 充分運用各種烹調方法, 菜式水平才能提升至最高境界。

**FOOD DRESSING** is a visual appeal is just as important as the tasting experience of the food. Before you even take that first bite, you've already judged the meal in front of you. The presentation of the plating makes an impression, even a promise. Diners will can enjoy a better experience with a stunning plate of food appealing to their visual taste as well as their palette.

**菜式擺設** 呈現更完整的美食體驗。特別的菜式展示, 在食客進食的第一口前, 通過其視覺去判斷過眼前的菜肴, 能留下深刻的印象。

**INTERIOR ENVIRONMENT** impacts customer psychology prompts them to order more or less, and even impacts the duration of their stay in the restaurant.

**餐廳環境** 會影響食客的的心理、食欲、甚至停留時間及重訪意願。

**HYGIENE** not just for ensuring health and safety of the staffs and customers but also plays a major role in defining a restaurant. Hygiene is one of the important things that a restaurant needs to keep in mind while running a venture. To maintain the hygiene at restaurant, one needs to keep the kitchen and the surroundings clean which will result in a healthy environment attracting a lot of customers.

**衛生** 不僅是為了確保員工和食客的健康和安全, 更是餐廳在經營企業時必須牢記的重要守則之一。保持餐廳、廚房和周圍環境整潔及健康的環境, 能為餐廳設立更高級別的定位。

**SERVICE QUALITY** equal parts communication and genuine attention to a diners. When guests visit the restaurant and feel welcome; when restaurant treat guests with care and respect while providing an excellent meal; which brings revisit intention again and again.

**服務質素** 食客在餐廳受到款待和精美佳餚, 食慾自然會一次又一次重訪餐廳。



## PROMOTIONAL MATERIALS

### Certificate and Sticker

**BOBM** certificate and the sticker is to show that restaurant quality has reached the BOBM level. The restaurant must pass stringent assessment and followed by final approval of the review committee before the certificate and sticker are issued. Therefore the BOBM sticker represents the commitment to service quality of the restaurant, enhances the brand image and increases consumer confidence.

Restaurants have to follow the below rules when using the Logo and sticker:

- The restaurant has obtained BOBM certificate
- The sticker to be displayed on a visible point at the shop entrance
- Being used BOBM Logo in self-designed or produced advertisement and promotional materials, the design must be sent to Secretariat via email for prior approval and record purpose before.
- the BOBM logo and sticker is annually-renewable

BOBM證書和標貼表示餐廳質量已達到“BOBM”水平。

在頒發證書和標籤之前，餐廳必須通過嚴格的評估，並獲得審查委員會的最終批准。因此“BOBM”標籤代表對餐廳服務質量的承諾，增強了品牌形象並增加了消費者信心。

使用徽標時，餐廳必須遵循以下規則：

- i) 該餐廳須已獲發“BOBM”證書
- ii) 標籤可顯示在餐廳入口處的可見點
- iii) 在自行設計的廣告和促銷材料中使用“BOBM”徽標後，該設計必須先通過電子郵件發送給秘書處，以供事先批准和記錄。
- iv) “BOBM”徽標和標貼每年更新一次



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# WITHDRAW

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The BOBM holder wishes to withdraw from the Programme must notify Secretariat Address: Room 1203 83 Ta Lin Pui Road, Kwai Chung, NT, Hong Kong or email [sec@lastminuteglobal.com](mailto:sec@lastminuteglobal.com) writing at least 7 working days in advance.

“BOBM”持有商戶希望退出計劃的必須至少在 7 個工作日前通知秘書處 地址：香港葵涌大連排道 83 號 1203 室 或發送電子郵件至 [sec@lastminuteglobal.com](mailto:sec@lastminuteglobal.com)。





# Asia Art of Cuisine Society

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🌐 [www.artofcuisine.org.hk](http://www.artofcuisine.org.hk)

f [www.facebook.com/aocsociety](https://www.facebook.com/aocsociety)

✉ [Vrb\\_hk@outlook.com](mailto:Vrb_hk@outlook.com)

Information of  
BEST OF THE BEST MASTERCHEF  
Recommendation Restaurant

[www.artofcuisine.org.hk/bobm](http://www.artofcuisine.org.hk/bobm)

