

THE BEST OF THE BEST **2020**  
**MASTERCHEF**  
RECOMMENDATION RESTAURANT

ASIA ART OF CUISINE ASSOCIATION OF HONG KONG





## *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!*

外出用餐就如一個放鬆心情的補給站，在舒適環境下享用美味佳餚，享受熱情親切的服務態度，就是大多數人就餐時所追尋的真正享受。正正因民以食為天演變為一種享受人生的文化追求，細膩廚藝、視覺及香味觸發、精巧調味、舒適氛圍。

團隊藉著對餐飲的推薦介紹，引進 THE BEST OF THE BEST MASTERCHEF

RECOMMENDATION RESTAURANT (BOBM) 認證，給饕客更好的體驗，亦望以帶動整體餐飲的水準再提昇，帶來雙贏的局面！

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ASIA ART OF CUISINE ASSOCIATION OF HONG KONG

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# INTRODUCTION

## 簡介

### EVERYTHING STARTED BY ASIA ART OF CUISINE SOCIETY

Asia Art Of Cuisine Society (AOC) was founded in 2006. At the beginning AOC was just cooperate with tourism board every year, our association was responsible for coordinating the culinary competition and F&B festival. The Committees have discovered and accumulated many high-quality restaurants, and these treasures should be made public. Therefore, The best of the best Masterchef Recommendation Restaurant (BOBM) was born.

BOBM was first launched by AOC in 2012 and received a good response. AOC accepts applications for more than 200 restaurants every year. The restaurant obtain BOBM must passed stringent assessment. The BOBM announce qualified participants and recognize participants for their outstanding performance in catering industry at the annual ceremony.

亞洲餐飲廚藝協會始創於2006，負責統籌推廣旅遊的餐飲節目及廚藝比賽，委員會藉此發挖及累積了廚師不同的秘方和高品質餐廳，為了將美食寶藏公諸於世。因此，The best of the best MASTERCHEF (BOBM) 推介餐廳從此誕生。

BOBM 由 AOC 於2012年首次推出，並獲得了良好的反響。AOC每年接受100多家餐廳的申請。BOBM 的餐廳必須通過嚴格的評估方可取得。BOBM 在每年舉行的典禮上宣布合格的參與者，並表彰其在餐飲行業的傑出表現。

## 1.1 STRUCTURE

### i) Planning and Coordinating Teams

Responsible for planning, coordinating and promoting work, and reviewing results

### ii) Committees

regular meeting for project development, project execution and management

### iii) Secretariat

Drafting documents, processing telegrams, handling meetings, collecting information, and conducting research

### iv) "The best of the best Masterchef" Steering Committee

Review the program process, collect data, communicate with relevant departments and make improvements and suitable suggestions

## 架構

### I) 策劃及統籌小組

負責策劃、統籌和推動工作，並檢視成效。

### II) 委員會

項目開發，項目執行和管理的例會

### III) 秘書處

起草文件、處理文電、辦理會務、收集信息、調查研究

### IV) "The best of the best Masterchef" 督導委員會

審視整個項目流程，資料搜集，與相關部門溝通並作出改進及適合的建議



## 1.2 TIMELINE 歷程

2012



### NOMINATED RESTAURANT

入圍餐廳

CHINESE RESTAURANT 中式菜系 56%  
WESTERN RESTAURANT 西式菜系 30%  
ASIA RESTAURANT 亞洲菜系 14%

2016



2017



THE BEST OF THE BEST  
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2013



2014



2015



2018



2019

# INTRODUCTION

## 簡介

### 1.2.1

### MEDIA AT A GLANCE

#### 媒體

#### TRADE MAGAZINE , NEWSPAPER AND ONLINE MEDIA

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

APPLE DAILY

蘋果日報

CHANNEL YOUNG

星尚

AM730

#### 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  
OVER 10,000 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)發送給0,000多個餐飲營銷區域。

#### 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

## 1.2.2 SUPPORTERS AT A GLANCE 支持單位

HONG KONG TOURISM BOARD  
香港旅遊發展局  
HONG KONG QUALITY ASSURANCE AGENCY  
香港品質保證局  
CHINESE CULINARY INSTITUTE  
中華廚藝學院  
ASIA WINE SERVICE & EDUCATION CENTRE  
葡萄酒與烈酒基金會  
GHM(GUANGDONG, HONG KONG, MACAO)  
HOTEL GENERAL MANAGERS SOCIETY  
粵港澳酒店總經理協會  
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  
HONG KONG COMMERCIAL DAILY  
香港商報  
CHANNEL YOUNG  
星尚  
RESTAURANT & BAR HONG KONG  
HOFEX  
JC GROUP



## 2.1 BENEFIT

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.

## BOBM 裨益

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。

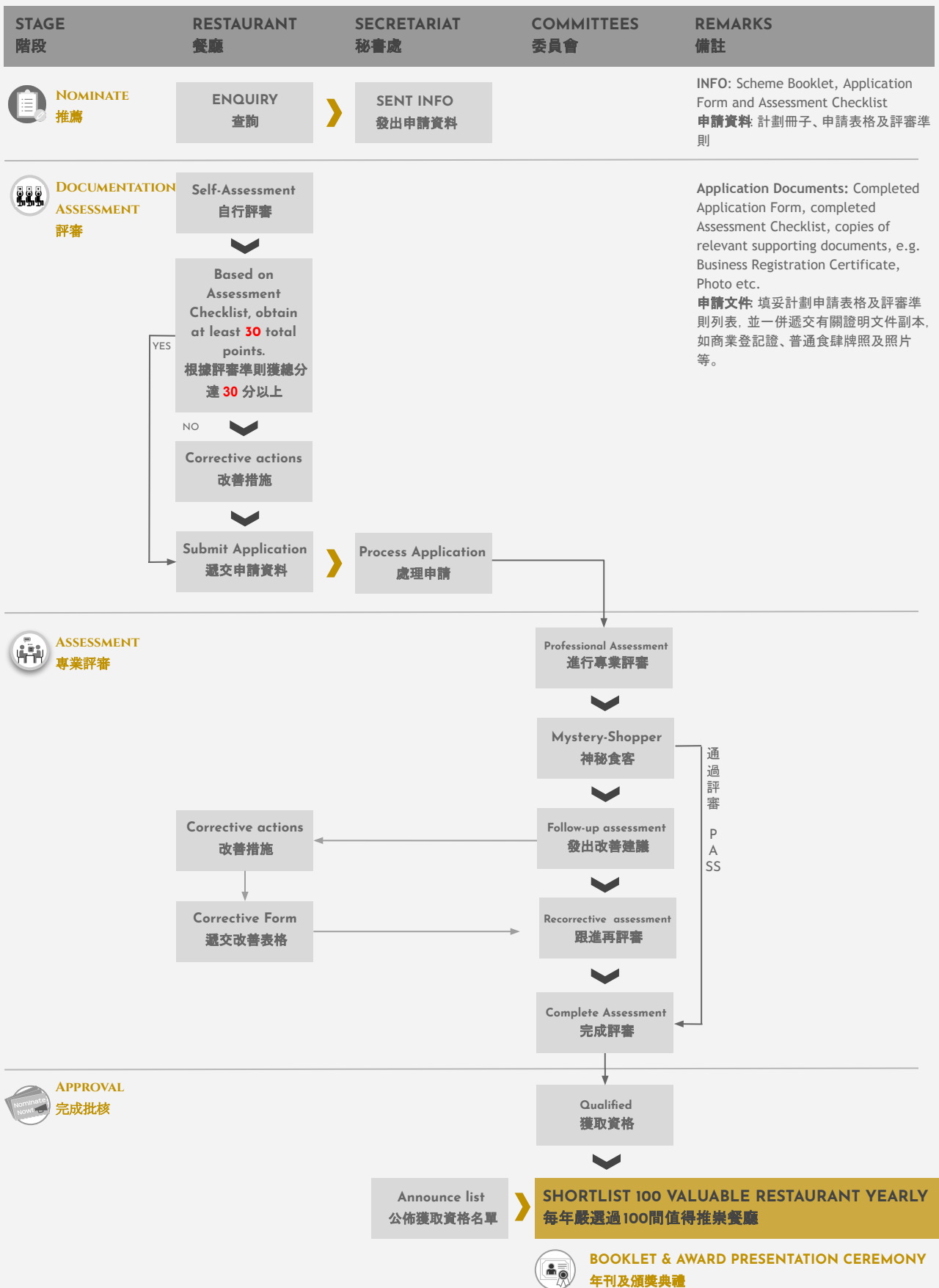
## 2.2 REQUIREMENTS

- i) Applicants must hold a valid food business licence issued by FEHD
- ii) Operating for more than one year  
If the business is less than one year, Please provide commended dishes or restaurant information for review
- iii) No complaints or any major accidents in last 12 months: Consumer Council / Food and Environmental Hygiene Department / Mainstream Media / Tourism Bureau
- 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.

## 申請資格

- i) 申請人須持有食環署發出的有效食物業牌照
- ii) 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) 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) 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

## 2.3 PROCEDURE 申請流程



## 2.4 JUDGING PROCESS 評審流程

### PHASE ONE

### 第一階段

#### Nominate:

Scheme Booklet, Application Form and Assessment Checklist can be download from the website : [www.https://www.artofcuisine.org.hk/](http://www.artofcuisine.org.hk/) or Request form from the Secretariat.

相關表格可以登入<https://www.artofcuisine.org.hk/> 下載 或 向秘書處索取。



### PHASE TWO

### 第二階段

#### Documentation Assessment :

The participants must completed the self-assessment , according to the assessment criteria (Appendix 5.1 ) the participants must to obtain a total score of 30 points or more. (The participants must take corrective actions when less than 30 points need ). Submit application Form and Assessment Checklist(Appendix 5.1 ), copies of relevant supporting documents sent the secretariat office or email to [sec@lastminuteglobal.com](mailto:sec@lastminuteglobal.com)

參加者須先完成自我評估, 根據評估標準(附件 5.1 ), 參加者須獲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(附件 5.1 ), 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 THREE

### 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.

神秘顧客對申請人進行實地考察, 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 FOUR

### 第四階段

#### Approval :

Announce qualified participants and recognize participants for their outstanding performance in catering industry in the award presentation 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。

## 2.5 IRREGULAR REVIEW 非定期審查

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The assessment team will conduct a Irregular review, to ensure access to the qualified BOBM holder they are fulfil the related procedures and guidelines.

評審小組會進行非定期審查，確保獲取the best of the best masterchef Recommendation restaurant 的參加者在履行相關程序及指引。

## 2.6 QUALIFICATION REVIEW 續証

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The best of the best masterchef recommendation restaurant qualification (BOBM) valid for one year and is subject to renewal on an annual basis.

BOBM 資格有效期為一年，須每年續證。

Applications for renewal of BOBM must be made 30 days prior to the expiry date. The bobmq holder must submit the renewal application form and renewal fee to secretariat.

BOBM 的續証申請必須在有效期前 30天提出。BOBM 持有人必須向秘書處提交續証申請表和續証費用。

# ASSESSMENT CRITERIA

## 評核準則

### 3.1 QUALITY OF FOOD

Food quality are accepted as a fundamental component to satisfy restaurant 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.

(ratings:Appendix 5.1 )

### 食材品質

食品質量被認為是滿足餐廳顧客的基本要素。食品質量與飯店的滿意度和行為意圖有關。可以確定與食品相關的品質中的哪些屬性對於提高滿意度和提高重訪意願至關重要。

評分內容:(查閱附件5.1)

### 3.2 COOKING SKILL

The most important hard skill chefs need is an ability to cook, as well as knowledge of the kitchen. This broad skill 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 etc...

(ratings:Appendix 5.1 )

### 烹調技巧

廚師最重要的技能是烹飪能力以及對廚房的了解。這項廣泛的技能包括各種較小的技能, 包括刀具和品嚐技能。廚師需要能夠準確有效地烹飪。他們還需要熟練地識別口味和判斷調味料的平衡。

評分內容:(查閱附件5.1)

### 3.3 FOOD DRESSING

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.

(ratings:Appendix 5.1 )

### 菜式展示

視覺吸引力與品嚐食物一樣重要。在您吃第一口之前, 您就已經判斷過眼前的飯菜。特別的菜式展示呈現能給食客留下深刻的印象。食客可以通過其視覺口味和色調品嚐到令人讚嘆的美食, 享受更好的體驗。

評分內容:(查閱附件5.1)

### 3.4 INTERIOR ENVIRONMENT

Restaurant interior environment impacts customer psychology prompts them to order more or less, and even impacts the duration of their stay in the restaurant.

(ratings:Appendix 5.1 )

### 餐廳環境

餐館內部環境會影響顧客的心理，影響他們食欲及單餐數量，甚至影響他們在餐館停留的時間。

評分內容:(查閱附件5.1)

### 3.5 HYGIENE

Restaurant hygiene is not just for ensuring health and safety of the staffs and customers but also plays a major role in defining the of 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 your restaurant, one needs to keep the kitchen and the surroundings clean which will result in a healthy environment attracting a lot of customers.

(ratings:Appendix 5.1 )

### 衛生

餐廳的衛生不僅是為了確保員工和顧客的健康和安全，而且能幫助餐廳定立更高的位置。衛生是餐館在經營企業時必須牢記的重要內容之一。為了保持餐廳的衛生，需要保持廚房和周圍環境的清潔，整潔及健康的環境，就能吸引更多食客。

評分內容:(查閱附件5.1)

### 3.6 SERVICE QUALITY

Customer service is equal parts communication and genuine attention to your diners. When guests visit your restaurant, you want them to feel welcome. When you treat them with care and respect while providing an excellent meal, they'll come back to your restaurant again and again.

(ratings:Appendix 5.1 )

### 服務質素

客戶服務是雙方平等的溝通，是對用餐者的真正關注。當客人訪問您的餐廳時，您希望他們受到歡迎。如果您在提供精美佳餚的同時照顧和尊重他們，他們會一次又一次回到您的餐廳。

評分內容:(查閱附件5.1)



# TERMS & CONDITIONS

## 條款及細則

### 4.1 TERMS & CONDITIONS

i) All information and documents submitted by the participants are kept in strict confidential and will only be used for judging.

ii) All submissions will be assessed according to the rules and manual. The restaurant which does not meet the rules will be disqualified, and The disqualification should be decided by the assessment team as appropriate.

iii) regardless of any matter, the assessment team will holds the final decision and binds on the parties concerned .

### 條款及細則

i) 所有參加者提交的資料及文件會絕對保密及只限於作評審之用途

ii) 所有提交的內容須根據規則和手冊進行評估，不符合規則的餐廳將被取消資格，取消資格會由評審小組全權決定。

iii) 不論任何事情，評估小組將保留最終決定並約束有關各方。

### 4.2 PROMOTIONAL MATERIALS

#### BOBM certificate and sticker

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

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

i) The restaurant has obtained BOBM certificate

ii) The sticker to be displayed on visible point at the shop entrance

iii) Being used the BOBM Logo in self-designed into produced advertisement and promotional materials , the design must be sent to Secretariat via email for prior approval and record purpose before.

iv) the BOBM logo and sticker is annually-renewable

### 宣傳品

#### “BOBM”證書和櫥窗標籤貼

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

## 4.3 WITHDRAW

The BOBM holder wishes to withdraw from the Programme must notify Secretariat Address: Room 221, 2/F Mirror Tower 61 Mody Road Tsim Sha Tsui East Kowloon, Hong Kong or email [sec@lastminuteglobal.com](mailto:sec@lastminuteglobal.com) writing at least 7 working days in advance.

## 退出計劃

“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:香港九龍尖沙咀東麼地道61號冠華中心2樓221室 或發送電子郵件至 [sec@lastminuteglobal.com](mailto:sec@lastminuteglobal.com)。

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