

國泰



旅遊新鮮人

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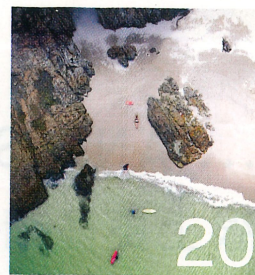
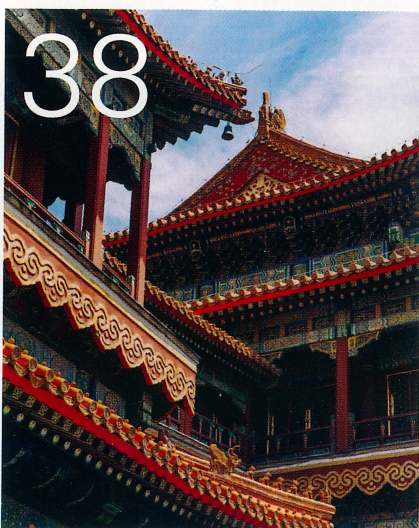
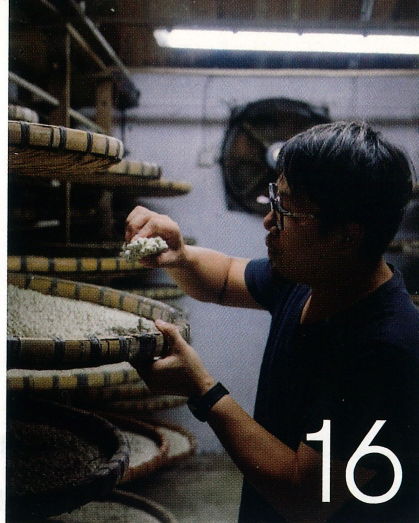
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GO FURTHER
盡情體驗

Much, much more online
線上更多精彩內容

Photos: Soy sauce making: Elvis Chung, Big Wave Bay; Tugo Cheng, Beijing; Colin Ou.
Others: Courtesy images

好 HOU² 香 HOENG¹ 港 GONG²
SO HONG KONGTASTES OF
HOME

OVER THREE GENERATIONS, THIS SOY SAUCE
MANUFACTURER HAS BLENDED TRADITION AND
INNOVATION TO BECOME A MADE-IN-HONG KONG
SUCCESS STORY. BY **CHARLOTTE KUNG**

PHOTOGRAPHY / **ELVIS CHUNG**再 情
發 味
酵

一個橫跨三代的醬油老字號，新掌舵人
接手後拒絕墨守成規，不忘傳統之餘亦進行
大革新，成功延續這個「香港製造」故事

撰文 **CHARLOTTE KUNG**攝影 / **ELVIS CHUNG**

SOY SAUCE is a staple of Hong Kong home cooking. To Jack Pong, it's also a livelihood. His family has run condiment manufacturer Yuet Wo for 80 years, and having succeeded the business in 2016, Pong is now on a mission to refresh the brand's image and navigate a new era while staying true to its traditions.

THREE GENERATIONS OF GROWTH

Yuet Wo was established by Pong's grandfather, Yiu Pong, in the 1930s. After setting up in Tsuen Wan, he moved operations to Sheung Shui in the 1960s. Now, due to new development projects in the northeast New Territories, Yuet Wo will need to relocate again – though Pong vows it'll be business as usual. "We will stay in Hong Kong and keep on producing soy sauce on home soil," he says.

The family has met its share of tough calls: in the 1980s, when many Hong Kong manufacturers migrated to the Chinese Mainland due to lower costs, Yiu Pong chose to stay put. This is a decision his grandson is grateful for, as it means Yuet Wo is now one of the few remaining made-in-Hong Kong soy sauce brands.

Yuet Wo soy sauce is naturally brewed; a complex and space-intensive process that involves fermenting air-dried soybeans. It's also more environmentally friendly than producing soy sauce by machine, as it involves fewer greenhouse gas emissions. This adherence to both tradition and green practices earned Yuet Wo accreditation as a "sustainable product supplier" by the Business Environment Council in 2018, and Pong's goal is to step up the company's sustainability efforts with more efficient wastewater solutions. ②

豉油是香港家庭不可缺少的調味品，但對龐中衡（Jack Pong）來說，背後還承載著家族對製作醬油的堅持。已有八十年歷史的悅和醬園，近年成功讓年輕一輩認識，全賴這位第三代接班人的努力。自2016年接棒後他成功擴展業務，並锐意革新產品面貌，同時融合傳統製作手藝，帶領悅和升級成為創新品牌。

傳承三代 香港製造

悅和醬園由Jack的爺爺龐堯老先生於1930年代創立，醬油廠昔日設在荃灣，直到60年代才因逼遷而搬至上水古洞，然而命運難料，如今因新界東北發展計劃又再遭逢逼遷，Jack卻心存信念說道：「我們仍會留港，要做100%香港製造的豉油。」

早在八十年代，香港不少工業因製造成本較低而北移，龐老先生當時選擇留港。Jack認為是塞翁失馬，慶幸當年爺爺堅持把廠房留在香港，才造就出今時今日僅存的真正本地醬油品牌。

製作天然生曬豉油，涉及黃豆自然風乾及發酵工序，縱使過程繁複佔地亦多，但比起機械化生產，這個古法能減少很多廢氣。悅和堅持以傳統且有利環境的方法製造豉油，令其於2018年獲「可持續產品供應商」認證，Jack更希望醬油廠將來可更有效處理污水，為大自然多出一分力。

舊品牌新嘗試

要令品牌撇掉老氣，使得打進年輕人市場，Jack說：「上一代宣傳靠『公仔箱』，如今是互聯網的天下，悅和也利用社交媒體接觸新一代。」品牌現在不但開設臉書及Instagram帳戶，更以嬉笑怒罵形式，為生活加點調味。Jack認為：「網民喜歡創意而又搞笑的事物，所以就索性利用借題發揮的方式去呈現悅和。」他為醬園產品加入時事和社會文化，製作成有趣圖片，如豉油街、露台僑建泳池新聞、經典廣告金句等都是Jack的靈感來源，作品獲網民點讚。

Jack在製作新產品亦不遺餘力，悅和的有機、無麩質及和風系列產品均由他親自研發，像和風產品「椒漬」，使用上悅和的玉冰燒浸漬本地種植的指天椒製成，至於新產品包裝 ③



“

INSTEAD OF TRADITIONAL TV
ADVERTS, WE'RE REACHING OUT
TO THE YOUNGER GENERATION
THROUGH SOCIAL MEDIA



From top: the Yuet Wo factory in
Sheung Shui; Jack Pong inspects
soybeans, used to make soy sauce

上圖起：悅和醬園位於上水的工場；Jack親力
親為檢查黃豆，以製作出更佳豉油

Clockwise from left: Pong with Chan Hok-ping, a Yuet Wo employee for over 40 years; steps in the soybean fermentation process; soy sauce is bottled. Opposite page: Pong features in one of Yuet Wo's online memes; noodle restaurant Lotmee uses Yuet Wo seasoning



左起順時針：Jack跟在醬園工作超過40年的陳學平合照；黃豆的發酵過程及入樽工序。對頁：Jack自製的搞笑圖片；拉麵店樂麵以悅和醬料炮製麵食

OLD BRAND, NEW FACE

Despite his respect for tradition, Pong understands the importance of keeping the brand relevant among a new generation of customers. The company has its own Facebook and Instagram pages, where tongue-in-cheek memes put a sauce-based spin on trending news. "Instead of traditional TV adverts, we're reaching out to the younger generation through social media," Pong says. "Netizens crave creative and playful content, so we present an ironic take on hot topics as part of Yuet Wo's branding."

Pong has also driven the development of new products that meet modern consumers' needs, such as an organic and gluten-free range, and a Japanese-inspired series that includes a marinated chilli seasoning made with locally sourced chillis and Yuet Wo's rice wine. He oversees the packaging of these new lines too: Chinese calligraphy on a white background contrasts with the more colourful designs of the main product line. The label of Yuet Wo's coriander-infused soy sauce even features a caricature of Pong himself in a "coriander hat" – a play on the Cantonese name of the product and reference to a character in the classic martial arts comedy *Kung Fu Hustle*. "I want to project a creative image that echoes our product innovation," says Pong.

HOMEGROWN FLAVOURS

Yuet Wo's balance of tradition and innovation is also reaching a new customer base by inspiring other Hong Kong businesses. Noodle restaurant Lotmee, which opened in Kwai Fong in March, pairs traditional cooking with influences from other cuisines and uses Yuet Wo sauces and seasonings in its pan-Asian dishes, which include slow-cooked chicken and duck in a chicken broth seasoned with *hua diao* wine and goji berries. Yuet Wo products are sold in the brand's Tsuen Wan shop and by online retailers and smaller grocers throughout the city, though Pong aspires for his family's flavours to go worldwide – even if that's via one suitcase at a time: "It'd be a dream come true if visitors thought of Yuet Wo, tried our noodles, or bought our sauces as souvenirs when they come to Hong Kong." ○

YUET WO SHOP

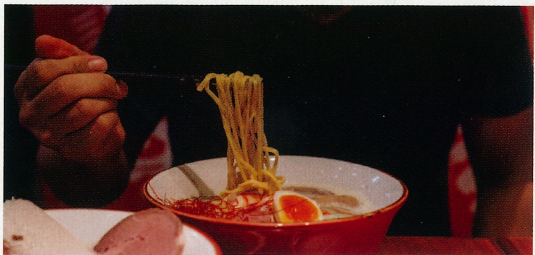
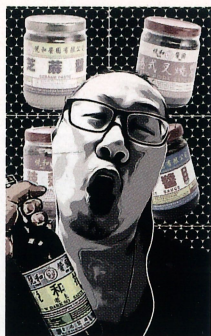
📍 G/F, 33 Market Street, Tsuen Wan, 2490 7821

LOTMEE

📍 Shop 270, 2/F, Metroplaza, 223 Hing Fong Road, Kwai Fong, 5978 2846

“

上一代宣傳靠『公仔箱』，如今是互聯網的天下，悅和也利用社交媒體接觸新一代



也由他一手包辦，簡約白色底紙加上書法字款，跟傳統產品形成對比，當中一款「莞抽」，包裝上更印有Jack戴上「莞茜帽」的嘜頭，驟看像極香港演員元秋在電影《功夫》中的包租婆角色，產品名稱「莞抽」（元秋）亦大玩食字，相當鬼馬。Jack補充：「希望悅和的自家製新產品及我的創意圖片，可讓人看到我們有所突破。」

本土見「麵」禮

悅和在傳統與創新之間取得平衡，更與其他行業合作，吸引更多支持者，今年三月於葵芳開幕的樂麵就找到悅和蹤影。店舖以悅和醬料結合傳統方法，炮製不一樣的亞洲風味。其花雕醉雞湯拉麵，鮮雞湯配上慢煮雞肉及鴨肉，再加入悅和花雕，滲出淡淡酒香及枸杞芳香。除了在荃灣的自家門市，不少網店及遍布全港的雜貨店也可購買到悅和產品。Jack更希望品牌可推向世界，令更多人認識。他補充：「如果遊客來到香港會想起悅和，購買我們家族出產的醬料作手信，或是品嚐創新麵食，我便算是圓夢。」○

悅和醬園門市

荃灣街市街33號地下, 2490 7821

樂麵

葵芳興芳路223號新都會廣場2樓270號舖, 5978 2846

YUET WO MAKES NEARLY 70 PRODUCTS. HERE ARE SOME OF THE MOST FAMOUS

悅和產品接近70種，最有話題最窩心首推以下數款



MOST INNOVATIVE

The **Marinated Chili Seasoning** is inspired by chilli-infused wine from Okinawa. It's made with Yuet Wo's own rice wine and locally grown red chillis and has a strong, spicy kick.

最新推介

椒漬的製作靈感來自沖繩的辣椒浸酒產品，但換上悅和玉冰燒和本地指天椒製作，味道豐富辣勁凌厲。



MOST NOSTALGIC

One of Pong's favourites is the **Sweetened Vinegar**. A customer once told him that their family had used this Yuet Wo staple as a postnatal supplement for three generations.

最富情懷

Jack私心推介**甜醋**，曾有客人告訴他，三代人產子後都以悅和甜醋煮薑醋。



MOST ICONIC

Yuet Wo **Soy Sauce** is rich in taste and depth, with the unique aroma of fermented soybeans. It's perfect for marinades or as a dipping sauce.

最具歷史

悅和**豉油**以黃豆菌發酵的方法製作，味道濃郁，層次豐富，作為醃料或蘸醬皆可。



MOST RECOGNISED

Yuet Wo is the only sauce manufacturer with a distillery and brewery licence; its **Hua Diao** wine has the sweet aroma of glutinous rice.

最獲認證

悅和是香港唯一擁有獨立蒸酒及製造牌照的醬園，其**花雕**滿溢著糯米酒香。