




HKTDC Food Expo 2012**Highlighted Products**Hi-res images: http://filesharing.tdc.org.hk/hktdc/download.php?fid=_phpiJMRx5

	Product Photo	Description
First Partner Country - Japan		
1.	 <p>有限会社 アルパジョン Arpajon Co., Ltd. Booth no. : 5C-E11</p>	<ul style="list-style-type: none"> - A legendary popular cheesecake which has a record of receiving a flood of orders for 350,000 cakes in just four days. - A smooth and creamy cheesecake named "Asa no Hakkodai"
2.	 <p>株式会社マルデン Maruden Co., Ltd. Booth no. : 5C-D02</p>	<ul style="list-style-type: none"> - GINSEI, the king of GINKE sake, is on offer! Products include raw salmon, salmon roe, salmon flakes, smoked salmon, etc from Hokkaido. - - GINKE is sake (wild salmon) with a beautiful silvery body, while GINSEI is the selective pick of GINKE of the highest quality, accounting for only 5-6% of GINKE. - - Maruden Co., Ltd has been in the business of sake since its establishment in 1990. Based in Hidaka Erimo, Hokkaido's famous habitat of sake, the company is one of the few that is accredited in the trade of GINSEI.
3.	 <p>鹿児島食肉輸出促進協議会 Kagoshima Meat Export Federation Booth no. : 5B-A12</p>	<ul style="list-style-type: none"> - Kagoshima Meat Export Federation consists of several companies which are in the business of "Kagoshima Wagyu" and "Kagoshima Kurobuta", also known as black pork. - Wagyu and Kurobuta produced in Kagoshima area are famous for their exquisite taste, sweetness and juiciness, distinguishing them from run-of-the-mill beef and pork. - The rich flavour comes from the high levels of intramuscular marbled fat obtained by special breeding techniques.

4.



亀泉酒造株式会社

Kameizumi Sake Brewing Co., Ltd.

Booth no. : 5C-A06

- Kihin ,the most high quality Sake so we called Junmai Daiginjyo,used by carefully selected Japanese white rice,water and rice malt
- Established in 1897, Kameizumi Sake Brewing Co., Ltd. has been brewing outstanding sake with the famous pure water of Shikoku island in Kochi prefecture for the past 115 years.

5.



山梨県果実輸出促進協議会

Yamanashi prefecture fruits export promotion conference

Booth no. : 5C-A02

- Yamanashi is one of the major fruit producing regions of Japan, and the top domestic producer of grapes and peaches.
- Fruits from Yamanashi prefecture are well known for their sweetness and juicy taste.

6.



久保田米業(香港)有限公司

Kubota Rice Industry (H.K) Co. Ltd

Booth no. : 3B-C06

- Kubota Rice Industry produces high quality Japanese white rice.
- Its rice farm in Niigata is well known for Japanese white rice production.

7.



堀正工業株式会社
Horimasa Co. Ltd.
 Booth no. : 5C-A01,5C-A03

- A new division, VEGILAB, was established in 2012, to set up a plant factory in response to global warming, energy saving and food safety.
- VEGILAB™ provides the perfect environment to control the elements such as light wavelength, light intensity, water, oxygen, carbon dioxide, temperature, humidity and nutrient for certain growth stages of the plants, producing delicious, safe, fresh and high nutrient pears, tomatoes, mushrooms and leaf vegetables

Gourmet Zone

8.



Ice Cream Gallery
 <Sweet Delight> Gourmet Zone
 HK
 Booth No. : 3B-D12

- New and exciting flavours of ice cream
- Abalone ice cream is made with fresh New Zealand abalone with soft and tiny pieces of abalone.
- Kopi luwak sorbet With no sugar or milk, the sorbet tastes like the authentic kopi luwak.
- Spicy chili seafood ice cream
 It's made by fresh prawn, crab, mussel and red pepper, very hot and spicy to challenge your taste.

9.



La Nao Group
 <World Cuisine> Gourmet Zone
 HK
 Booth No. : 3B-C05

- KANTÉ presents a line-up of products including Avocado Oils, Agave Syrup, Spicy Olive Oil, Gourmet Spicy Sauce, Vanilla Extract and Chia Seeds.
- Using the rich variety of Mexican raw materials, KANTÉ aims to produce natural and healthy products which appeal to international consumers.

10.



Tsantali (Asia) Limited
 <World Cuisine> Gourmet Zone
 HK
 Booth No. : 3B-C01

- Tsantali Olive Oil is produced from the 250-year-old olive trees that grow in Mount Athos of Greece, Mediterranean Sea.
- This edible oil has is rich in omega-3, omega-6 and flavonoids, which promote good health.

11.




Spanish World (HK) Limited
 <World Cuisine> Gourmet Zone
 HK
 Booth No. : 3B-D05

"Queso Murcia al vino" (English Name: Murcia Cheese dipped in Wine)

First imported to Hong Kong, this awarding winning goat cheese is from the southeast Spanish region of Murcia, which has a delicate taste with a marvelous hint of wine. Dipped in wine from the nearby Jumilla, its rind gives an unique ruby color and a subtle wine flavor. This unusual combination earned it the Silver Medal Award at the World Cheese Awards* in

		<p>London last year.</p> <p>*World Cheese Award</p> <p>For over 20 years, the World Cheese Awards is the largest cheese competition in the world, attracting over 2,500 entries from 34 countries and judged by over 200 expert buyers from every corner of the globe. 2011 World Cheese Award was held in London.</p>
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<p>12.</p>	 <p>Oceanus International Trading Ltd. <Fine Dining> Gourmet Zone HK Booth No. : 3B-A14</p>	<p>Chile King Crab</p> <p>A delicacy of Chile, the king crabs are flown in by Oceanus, delivering freshness and full-of-meat seafood to your door.</p>
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<p>13.</p>	 <p>Altaya Wines Ltd <Fine Dining> Gourmet Zone HK</p>	<ul style="list-style-type: none"> - Labeled by Parker as one of the World's Greatest Wine Estates, Champagne Pol Roger has carved out one of the most flattering reputation in the select circle of the leading Champagne brands. - Out of the numerous choices of French Champagne, Pol Roger Brut Reserve Non-Vintage was specifically selected by the Buckingham Palace to serve the guests at the Royal Wedding of HRH Prince William and Kate Middleton.
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Booth No. : 3B-A16

14.



Tak Hung Hong International Ltd
 <Chic & More> Gourmet Zone
 HK
 Booth No. : 3B-D08

- ROMEU has a 150-year history of planting and owns five thousand hectares of olive and grape orchards. The premium quality of Year 2008 organic wine is certified by the RESERVA; the organic grape vineyard is qualified by EU Standard; the varieties & quality of grape certified by the DOURO.

15.



Kung Kai Hong & Co.
 <Chic & More> Gourmet Zone
 HK
 Booth No. : 3B-E07

- Lucaris Hong Kong Hip Burgundy Lead-free Crystal Glass has a mesmerising design and an edgy silhouette. Laser cut rims create a flawless finish to the seamless design. A collection designed for the most hip and happening dining scene.

Public Hall

16



Grace Cup Company Limited
Premium Food Zone
Booth No. : 1B-A06

- Cempedak – a traditional Malaysian fruit launched now in Hong Kong
- Rich flavour and creamy texture comparable to durian and jackfruit
- In Malaysia, the deep-fried seeds of cempedak are served as snacks.

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Goodbase Trading Ltd
Beverages (Non-Alcoholic)
Booth No. : 3D-C16

- Natural pork from Salmon Creeks Farm
- The only brand of natural pork that has certification from the US Department of Agriculture (USDA Process Verified Program).
- All hogs are under the protection of "Swine Welfare Assurance Program" (SWAP). Their diets do not contain any additives and they are fed with natural wheat and mineral water.

18



Haushold
Beverages (Alcoholic)
Booth No. : 3E-B05

- Pizza-flavoured beer produced in USA.
- Conceptualised by a couple in Illinois to pair with their favourite food – Pizza.
- Brewed with tomato, garlic, oregano and basil spices to give a subtle aroma resembling the flavour of pizza.

19



Tung Fong Hung Foods Limited

Canned, Frozen & Processed Food
Booth No. : 1B-C28

- New brand "Red More (紅坊)" developed by industry guru Tung Fong Hung in 2011.
- Red More features instant Chinese medicinal dishes and soup packs
- Dishes include Fujian cuisine Fo Tiao Qiang, Braised Deer Tendon in Red Wine etc.

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Chawell (Hong Kong) Co. Ltd

Health, Green & Organic Food
Booth No. : 3E-E09

- Yummy Earth Organic Candy is inspired by two parents who want to treat their children to organic sweets that are free of chemicals, colours and artificial flavourings.
- Silver Prize Winner at the USA Kid's Food Award.
- "The Best Lollipop he has ever tasted" by Veteran NBC's TODAY Show Food Trend Editor Phil Lempert
- Over 20 flavours for sale in Hong Kong now, including pomegranate and watermelon flavour.

21



The Food Source Ltd

Canned, Frozen & Processed Food
Booth No. : 3D-B13

- Chilled Canadian lobsters freshly caught from the North Atlantic Ocean where water quality is guaranteed.
- The live lobster is then processed by a breakthrough technology called Ultra High Pressure (UHP) which separates the lobster meat from its shell.
- Whole lobster stays intact while its meat is completely separated and is ready-to-cook.
- Preparing a lobster dish can now involve much less hassle.

22



Mineichi (Hong Kong) Industries Limited
Premium Food Zone
Booth No. : 1B-C10

Hokkaido Furano Select 3.7 Milk

- Making its debut in Hong Kong this August.
- It contains much milkfat than ordinary milk which makes it smoother and tastier.
- Furano is known for its milk, the quantity and quality of which is widely recognised by the Japanese.
- The milk cows in Furano are fed with hops and corn, so the milk produced tastes fresher and more delicious than ordinary milk.
- The milk can be used to make light desserts and drinks such as milk custard and cappuccino.