

即時發佈

美心集團全亞洲第 2000 間分店 simplylife 觀塘 apm 店隆重開業 全港近 570 店慶賀推一個月美食優惠



圖一及二：位於觀塘 apm 的 simplylife 今日 (12 月 15) 正式開業，標誌着美心集團在中港澳及東南亞地區的分店數目達至 2000 間。美心集團主席兼董事總經理伍偉國先生及一眾嘉賓，為餐廳開幕進行切蛋糕儀式。

[2023 年 12 月 15 日 · 香港] 美心集團堅持創新及求變，不斷演化及拓展其飲食業務，至今已發展成亞洲最具規模的餐飲集團之一。集團欣然宣佈，位於觀塘 apm 的歐陸式餐廳 simplylife Bakery Café (simplylife) 今日隆重開業，同時標誌著集團旗下位於中港澳以及東南亞地區的餐飲及零售分店數目達至 2000 間，亦是集團業務發展的重要里程碑。為慶祝第 2000 間分店開業，美心集團由今年 12 月 15 日至 2024 年 1 月 15 日期間在全港近 570 間餐廳及店舖推出多重美食優惠，折扣更高達六折。

自 1956 年創立首間餐廳以來，美心集團的業務以香港為根，積極發展自家餐飲及零售品牌，由 2000 年起，更開始引進多個國際知名品牌，至今由其管理之旗下品牌共有近 80 個，業務亦擴展至中國內地、澳門、新加坡、馬來西亞、泰國、越南、老撾、柬埔寨及菲律賓等地，為顧客帶來多元化餐飲體驗。

美心集團主席兼董事總經理伍偉國先生今日於 simplylife 觀塘 apm 分店開幕儀式上表示：「美心在過去 67 年來一直創新求進，並帶來多個不同風格及菜系的新品牌，貼合顧客不斷演化的口味和需求，引領飲食新文化，並寫下了亮眼的成績。」

關懷社區 撥捐共 200 萬港元助慈善機構

美心集團亦藉此時刻加大其社會關懷力度，分別向「香港公益金」及致力提升公眾對精神疾病認知的慈善機構「思健」各撥出港幣 100 萬元善款，以支持兩個機構的服務及工作。



圖三及四：美心集團分別向「香港公益金」（上）和「思健」（下）各撥出港幣 100 萬元善款，以示集團支持推動慈善活動。

著名塗鴉藝術家來港獻技 首次創作結合塗鴉及光雕投影助慶

集團在開業儀式中，特別邀請了於內地極具影響力的跨媒體藝術家李昱昱 (Yoyo) 親自創作一幅塗鴉，配合光雕投影變成栩栩如生的畫作。Yoyo 首次在香港表演結合塗鴉和投影技術創作，慶賀美心集團第 2000 間店舖的開幕，又引用不同地區的標誌，隱喻其業務足跡遍佈香港、中國內地及東南亞。自言吃著不同美心食品長大的他，形容美心為一個劃時代的標誌，開闢自己對飲食文化的想像。Yoyo 又盛讚美心食品質素一直提升和變得多元化，就像他從事藝術創作不斷在破舊立新。



圖五：跨媒體藝術家李昱昱 (Yoyo) 應邀來港獻技，與舞蹈員帶來一場別開生面的開場表演。

連綿一個月美食優惠 與民同樂

美心集團趁著迎來第 2000 間分店開業的日子與民同樂，於未來一個月在全港近 570 間餐廳及店舖推出多重美食優惠，折扣更高達六折。如顧客於旗下 54 間中菜廳，以港幣 2,000 元的超值價惠顧原價港幣 4,000 至 5,000 元的四人或六人套餐，或港幣 1,200 元優惠價惠顧原價港幣 2,000 元的四人套餐，而集團全線 164 間日式食肆均會提供優惠，顧客消費滿一定金額或惠顧指定的套餐，可獲贈指定食品、飲品或禮券。

美心集團旗下 156 間美心西餅的指定款式早晨吐司 (原價港幣 18.5 元起) 亦會以港幣 15.5 元的優惠價，供顧客選購；全線 82 間東海堂分店現售或預訂指定兩款聖誕蛋糕，則可享八折優惠。集團務求透過各項優惠，一起慶祝美心第 2000 間店舖的開業！

此外，從即日起至本月 21 日，美心集團專屬手機應用程式 Eatizen 之會員，只要在參與 Eatizen 計劃的店舖累計消費滿港幣 2,000 元，即可獲共值港幣 200 元 Eatizen 美食禮券。非現有用戶亦可使用邀請碼「2000TH」登記成為 Eatizen 新會員，並額外獲得一張港幣 10 元 Eatizen 現金券。

美食手遊 eatie 亦會將熱鬧的慶祝氣氛帶到線上世界。eatie 除了會在遊戲地圖中以「2000」標示新店的所在地觀塘 apm，玩家亦可透過遊覽 eatie 遊戲地圖或參與迷你遊戲，收集虛擬紀念杯，再參與專屬美食挑戰賽，贏取免費 simplylife 午市套餐作獎勵。

如欲了解各分店美食優惠詳情，可瀏覽 <https://www.maxims.com.hk/2000thstore>。



圖片

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有關美心集團

美食可以滋潤生活，連繫人心。美心集團透過自家研發的品牌和產品，以及引進世界知名品牌美食，為顧客提供多元化的餐飲體驗，譜寫難忘歡樂時刻。

美心集團的旅程始於 1956 年，在中環置地廣場的地庫開設一家擁有現場音樂和舞蹈的高級法式餐廳，又於 1971 年在尖沙咀開設第一家中餐廳翠園，用西式服務將粵菜提升到一個新的層次，是為一場餐飲業的革命。

自 2000 年以來，美心集團成功將許多國際餐飲品牌引入新市場，至今已發展成亞洲其中一家頗具規模的餐飲集團，在中國內地、香港、澳門，以及東南亞地區擁有 2000 間分店。集團業務範疇廣泛，包括中菜、西菜、日本菜、東南亞菜、快餐、西餅及麵包、咖啡店及美心餐務等，並同時提供一系列優質美味的應節食品，包括獲獎無數的香港美心月餅。集團亦為國際知名品牌星巴克、元氣壽司、一風堂拉麵、The Cheesecake Factory、Shake Shack 在不同地區的經營者。

承先啟後，創新求進，集團將可持續發展融入業務和運營，冀盼攜手同心共創更好未來。了解更多，請瀏覽 www.savouringourfuture.com.hk。

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For Immediate Release

**Maxim's Group Celebrates Opening of 2000th Store in Asia
with simplylife apm Store in Kwun Tong
Launches Month-long Food Promotions Across Nearly 570 Stores in Hong Kong**



Image 1 and 2: The new simplylife store in apm, Kwun Tong officially opens today (15 December), commemorating the significant milestone of Maxim's Group reaching 2000 stores across Hong Kong, Mainland China, Macau and Southeast Asia.

Mr Michael Wu, Chairman and Managing Director of Maxim's Group, was joined by a distinguished group of guests to officiate the cake cutting ceremony at the restaurant's grand opening.



[15 December 2023, Hong Kong] Maxim's Group, driven by a strong commitment to innovation and novelty, remains dedicated to evolving and expanding its food and beverage business. Today, it stands as one of the largest F&B groups in Asia. The Group is excited to announce the grand opening of its 2000th store, simplylife Bakery Café in apm, Kwun Tong. This significant milestone marks the Group's extensive presence across Hong Kong, Macau, Mainland China and Southeast Asia. In celebration of this opening of the 2000th store, Maxim's Group offers a variety of food promotions with discounts of up to 60% off at nearly 570 restaurants and outlets across Hong Kong from 15 December 2023 to 15 January 2024.

Since its establishment in 1956, Maxim's Group has been at the forefront of developing its own F&B and retail brands in Hong Kong, as well as introducing renowned global brands since 2000. To date, the group manages nearly 80 brands, providing its customers with a diverse dining experience across Mainland China, Macau, Singapore, Malaysia, Thailand, Vietnam, Laos, Cambodia, the Philippines, and other regions.

"Over the past 67 years, Maxim's has achieved remarkable success through innovation and the introduction of new brands with various styles and cuisines, catering to the evolving tastes and demands of customers, leading a new culinary culture." said Mr. Michael Wu, Chairman and Managing Director of Maxim's Group, at the grand opening ceremony of the simplylife store in apm, Kwun Tong.

Extending Community Care with HK\$2 Million Donation to Charitable Organizations

In line with its commitment to community care, Maxim's Group is furthering its efforts during this momentous occasion by making significant donations. The Group has donated HK\$1 million to the Hong Kong Community Chest, and an additional HK\$1 million to "Mindset Hong Kong", a charitable organization dedicated to advocating for mental health awareness and support.



Images 3 and 4: Maxim's Group has donated HK\$ 1 million each to the Hong Kong Community Chest (top) and Mindset Hong Kong (bottom), demonstrating the Group's support for promoting charitable activities.

Renowned Graffiti Artist Performs in Hong Kong, Showcasing Unique Fusion of Graffiti and 3-D Mapping in Celebration

The opening ceremony showcased a remarkable performance by Yoyo Lee, an influential multimedia artist from mainland China. Showcasing the first-ever performance combining graffiti and 3-D projection mapping in Hong Kong, Yoyo used innovative interpretation to celebrate the grand opening of Maxim's Group's 2000th store, while incorporating symbols from different regions to symbolize its extensive business presence across Hong Kong, Mainland China, and Southeast Asia.

Having grown up enjoying various delicacies from Maxim's, he regarded the Group as an iconic representation of the era, which expanded his imagination of culinary culture. He also praised the

Group for its continuous efforts in improving and diversifying the quality of their food products, aligning it with his own pursuit of novelty in artistic creation.



Image 5: Cross-media artist Yoyo Lee was invited to Hong Kong to commemorate the occasion with his artwork, bringing a unique opening performance with dancers.

Month-long Food Promotions to Share Joys with the Public

To celebrate the opening of its 2000th store, Maxim's Group is launching month-long F&B promotions across its nearly 570 restaurants and shops in Hong Kong, offering discounts of up to 60%.

Promotions include value-for-money offers at the Group's 54 Chinese restaurants, where customers can enjoy a set menu for four or six people originally priced at HK\$4,000 to 5,000 for only HK\$2,000, or a four-person set menu originally priced at HK\$2,000 for HK\$1,200. Discounts will also be provided at all 164 Japanese restaurants of the Group. Customers who spend a certain amount or purchase designated set menus will receive complimentary designated food items, beverages, or vouchers.

Customers can also enjoy selected Morning Toast, originally priced at HK\$18.5 or above, at all 156 Maxim's Cakes stores for the discounted price of HK\$15.5, as well as a 20% discount on two specified Christmas cakes at all 82 arome stores. The Group strives to celebrate the grand opening of Maxim's 2000th store together with customers through various offers and promotions.

Furthermore, from now until the 21 December, members of Maxim's mobile app "Eatizen" can receive a HK\$200 e-coupon by making accumulative spending of HK\$2,000 at designated brands. New members can receive an extra HK\$10 e-coupon by registering with invitation code "2000TH".



To spread the joy to the online world, the food-themed mobile game "eatie" will not only mark the location of the new store in apm, Kwun Tong on the map with a "2000" logo, but also allows players to collect virtual commemorative cups by exploring the eatie game map or participating in mini games. Additionally, players can participate in an exclusive eatie Challenge to win free simplylife lunch sets as rewards.

For more details on the food promotions at various branches, please visit <https://www.maxims.com.hk/2000thstore>.

Image

Download [here](#)

About Maxim's Group

Maxim's Group delivers memorable moments to our customers by providing quality dining experiences under our homegrown brands and renowned global brands.

Maxim's Group's journey began in 1956 with the establishment of a European Night Club Restaurant in the basement of Lane Crawford, now known as the Landmark, followed by the launch of its first Chinese restaurant, Jade Garden, in 1971 in Tsim Sha Tsui. It was a culinary revolution at the time, elevating Cantonese cuisine to a new level of sophistication with Western-style service.

Since 2000, Maxim's Group has successfully introduced numerous international F&B brands to new markets and becomes one of Asia's leading food and beverage companies, operating Chinese, Western, Japanese and Southeast Asian restaurants, quick service outlets, bakery shops and cafes, and an institutional catering service. Maxim's Group also produces a range of festive products, including the award-winning Hong Kong MX Mooncakes, and is a licensee of Starbucks Coffee, Genki Sushi, IPPUDO, The Cheesecake Factory and Shake Shack in various territories. Altogether, the Group has 2,000 outlets.

Proud of our heritage and humbled by our success, we are committed to a sustainable and innovative future. To learn more, please visit www.savouringourfuture.com.hk.

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