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Maxim's Group Unveils "Media Mooncake Tasting Event"

Hong Kong MX, arome, and COVA Mooncakes Debut New Flavours

Experts Showcase Ingredients and Traditional Mooncake Crafting Techniques



(30 July, 2024, Hong Kong) As a well-known food brand in Hong Kong, Maxim's Group has continuously developed innovative Mid-Autumn mooncake products over the years, maintaining a leading position among Hong Kong's bestselling brands. This year, Maxim's along with its affiliates arome and COVA, will introduce a series of innovative mooncake flavours, enhanced formulas, and novel packaging designs, including:

Hong Kong MX Mooncakes : "Lava Black Truffle Custard Mooncake", "Lace Strawberry Milk Flavoured Mooncake", "Chiuchow-style Mooncake – Tara Paste Egg York Mooncake"

arome : "Tokachi Red Bean Mochi Mooncake"

COVA : "Cranberries and Assorted Nuts Mooncake", "Lava Chocolate Mooncake", "Egg Custard Mooncake"

Eddie Wu, Director of Food Manufacturing, and Pippo Au, Head of Supply Chain at Maxim's Group, shared their expertise on the meticulous ingredient selection process. Their insights detailed why Hong Kong MX mooncakes remain at the forefront of the industry. Attendees not only enjoyed delicious mooncakes but also watched a demonstration by a seasoned mooncake master making the classic "White Lotus Seed Paste Mooncake with 2 Egg Yolks".



Image 2: For the first time, Maxim's hosts the "Media Mooncake Tasting Event," showcasing this year's new flavours and brand-new formula mooncake products from Hong Kong MX (top left), arome (top right), COVA (bottom left) as well as ChiuChow-style Mooncake (bottom right).

Production Experts Deconstruct the Strongest Traditional Mooncake Craftsmanship

Talking about the most classic Hong Kong MX mooncake, it has to be the “White Lotus Seed Paste Mooncake with 2 Egg Yolks”. This mooncake has been the best-selling mooncake in Hong Kong for 26 consecutive years, a record that continues to this day. The professional procurement and production team behind this success deserves recognition.



Image 3: Eddie Wu, Director of Food Manufacturing, and Pippo Au, Head of Supply Chain at Maxim's Group, explain at the "Media Mooncake Tasting Event."

Planning At Least 365 Days in Advance

Contrary to popular belief, securing high-quality mooncake ingredients is an intricate process that begins a year in advance. Pippo Au, Head of Supply Chain, mentioned: "Our procurement team visits the ingredient production areas multiple times for in-depth observation and testing, ensuring that the ingredients not only grow in ideal conditions but also meet the 'Good Agricultural Practices (G.A.P.)' environmental standards before we use them." Hong Kong MX Mooncakes is constantly researching, testing, and refining recipes. Pippo humorously stated, "A year seems long, but it truly takes a full 365

days to perfect this year's mooncakes, and as everyone enjoys the 2024 mooncakes, our team is already planning next year's procurement."

100% Made in Hong Kong

Emphasizing local production, Pippo noted the meticulous attention to detail in the preparation of ingredients like the salted egg used in mooncakes, which are processed from scratch in Hong Kong to ensure freshness and quality.



Image 4: The classic “White Lotus Seed Paste Mooncake with 2 Egg Yolks” ingredients are carefully selected by the Maxim’s Group procurement team, including Hunan Lotus seeds (“Xianglian”) and salted egg yolks. The lotus seeds took the team three years to plan and procure, assuring the resulting lotus seed paste especially sweet and clear. The salted eggs are sourced with strict requirements to ensure each salted yolk retains the fresh aroma and oiliness of duck eggs.

Hong Kong MX’s Signature Mooncake: White Lotus Seed Paste Showcases Top-Quality Ingredients and Craftsmanship

Taking the Hunan Lotus seeds (“Xianglian”) used in the “White Lotus Seed Paste Mooncake with 2 Egg Yolks” as an example, it is sourced from a G.A.P. certified plantation in Xiangtan, Hunan Province, China. Compared to ordinary lotus seeds, “Xianglian” from this plantation are plump, firm, and freshly sweet. The lotus paste filtration process demonstrates craftsmanship; Eddie, Director of Food Manufacturing at Maxim's Group, said: "Typically, a '30 mesh' screen (with a hole size of 0.600mm) is used for filtration, but Maxim's uses a finer '40 mesh' screen (with a hole size of 0.425mm). Because the '40 mesh' screen has smaller and denser holes, it can almost completely eliminate the granular texture of the lotus paste, leaving only the silkiest part. Combined with precise heat control and standardized production processes, the lotus paste can 'set' within the mooncake without collapsing."

Patience in 'Oil Returning' Creates Perfect Mooncakes

Eddie further explained: "Freshly baked mooncakes must rest for at least 7 days before they become golden and oily." This process, known as 'oil returning,' involves letting the freshly baked mooncakes rest so that the oil from the lotus paste and egg yolks gradually seeps out, making the crust golden and oily. This is based on the principle of oil and water repulsion: freshly baked mooncakes have a

lower water content in the crust, making it dryer, but after resting for 7 to 14 days, the crust absorbs the oil and moisture from the filling. The repulsion between the oil and water forces the oil outward, giving the crust a shiny appearance and a softer, oilier texture, which is why traditional mooncakes are not best when freshly baked.



Image 5: A seasoned mooncake master demonstrates how to make the classic Hong Kong MX's "White Lotus Seed Paste Mooncake with 2 Egg Yolks".



Nine Years Market No.1 Hong Kong MX Custard Mooncake

Pioneering Custard Technique + Double Baking

Hong Kong MX custard mooncake, which has sparked a craze for custard mooncakes, has flown off the shelves and become a popular choice for many Hong Kongers during the Mid-Autumn Festival.

Exclusive Custard Technique

One of the highlights of Hong Kong MX custard mooncake is that it does not require heating; cutting the mooncake at room temperature also produces a rich custard flow. As Eddie explains, "We spent a lot of time developing the custard technology, allowing the custard filling to remain semi-solid at room temperature, enabling consumers to enjoy the smooth custard anytime, anywhere without heating the mooncake." This feature distinguishes Maxim's product from similar products on the market.

High-Quality Custom French Butter

Simply opening the packaging of the custard mooncake releases the strong aroma of butter and salted egg. Pippo commented: "As everyone knows, butter is a crucial component in making custard mooncakes. Our procurement team is very strict, requiring French farms and manufacturers to produce fresh butter according to our specifications." The custard uses French-produced, additive-free, and artificial color-free butter, perfectly balancing the butter flavor; combined with pre-baked salted egg yolks integrated into the custard filling for 'double baking,' not only does the custard emit a strong butter and salted egg aroma, but the mooncake's crust is also more crumbly and fragrant.



Image 7: Bitter Gourd cultivated under Maxim's "WeGen farming" (left) and BOB craft beer.

On-Site Tasting: "WeGen farming" (Regenerative Agriculture) Products

Maxim's Group has always valued sustainable development and is actively involved in "WeGen farming" (Regenerative Agriculture), collaborating with local farms like "Hung Yat Farm" to transform pre-consumed food waste such as mango peels, soy pulp, salmon bones, coffee grounds, and eggshells into enzymes for growing pesticide-free agricultural products. Additionally, they have partnered with local startups to use leftover bread and coffee grounds from the group to brew beer locally. At the "Media Mooncake Tasting Event," media attendees had the opportunity to taste a refreshing specialty drink made from bitter gourd produced by a local regenerative farm and handcrafted beer brewed from leftover bread and coffee grounds.

Bitter Gourd Juice - A product of the "WeGen farming" initiative, "Hung Yat Farm" converts pre-consumed food waste sent by Maxim's Group into natural enzymes, enhancing soil nutrition and preventing pests, while maintaining biodiversity through environmentally friendly farming practices. This time, seasonal bitter gourd was used to make refreshing bitter gourd juice. After tasting mooncakes, a glass of sweet and refreshing bitter gourd juice helps cleanse the palate and cool down.

BOB Beer - An award-winning craft beer in Hong Kong and internationally, made locally using pre-consumed bread and crusts instead of barley. Available in the original BOB Beer flavour and a distinctive Coffee BOB variant brewed with coffee grounds. Besides being available in over 100 Maxim's restaurants, attendees at the tasting event had the opportunity to try it.



Hong Kong MX Mooncakes

(Please click the link to download product photos)

Traditional and Durian Mooncakes:

https://drive.google.com/drive/folders/1JyqeNe4Wjl_QEHt2rm_aVp-dcRTXM-ue?usp=sharing

Lava Series :

https://drive.google.com/drive/folders/1kl3TOCr_eiV5PGelJkklUY9A70sx_NNr?usp=sharing

Snowy Mooncake Series :

<https://drive.google.com/drive/folders/1tzgBiVbfKKDLA-4reZdu9F-ofa1Z5d0m?usp=sharing>

Minion Mooncakes:

https://drive.google.com/drive/folders/1ij0bS99FsZ6GXH-swUHTZ1YDksjghch4?usp=drive_link

Purchase link : <https://www.maximsproducts.com.hk/tc>

Enquiry hotline : 2101 1333

Products	Information
	White Lotus Seed Paste Mooncake with 2 Egg Yolks (Pack of 4) Retail Price: \$409 per box, Special Price: \$265 per box, HSBC Credit Card 40% Discount Price: \$245.4 per box A classic taste of Hong Kong MX mooncakes, featuring golden, buttery pastry filled with smooth, creamy, sweet “Xianglian” lotus paste. Each mooncake contains two large, oily salted egg yolks, maintaining consistent quality over the years.
	*New Product Lava Black Truffle Custard Mooncake (Pack of 4) Retail Price: \$290 per box, Special Price: \$188 per box, HSBC Credit Card 40% Discount Price: \$174 per box Our signature custard mooncake is enhanced with a layer of La Rustichella black truffle paste from Italy and a touch of sea salt for the lava. First, the sweet fragrance of custard greets the palate, followed by the elegant aroma of black truffle.

	<u>*New Product</u> Lace Strawberry Milk Flavoured Mooncake (Pack of 6) Retail Price: \$352 per box, Special Price: \$228 per box, HSBC Credit Card 40% Discount Price: \$211.2 per box A Hong Kong MX original, incorporating the trendy milk cap tea element into mooncakes. The filling includes strawberry milk and oolong milk tea flavours with a cheese pull sauce. Slowly separating the mooncake by hand reveals a 'cheese pull' effect, making for an excellent photo opportunity.
	Snowy Mango Paradise Gift Box (Pack of 6) Retail Price: \$268 per box, Special Price: \$174 per box, HSBC Credit Card 40% Discount Price: \$160.8 per box Featuring three mango-themed flavours including Mango with Pomelo Dessert, Mango, and Mango Chestnut made with Swiss chestnut paste. Even the snowy-skin includes French mango puree, making it a must-try for mango lovers.
	<u>"New Product"</u> "MINIONS" Lotus Seed Mooncake with Egg Yolk (Pack of 4) Retail Price: \$275 per box, Promotional Price: \$178 per box The mooncake gift box is designed like a vintage camera, matching the colors and patterns of the "Minions". Turning the handle on the side of the box projects six different Minion patterns, doubling as a Mid-Autumn Festival lantern.
<u>*Note:</u> 1. Special price offers valid from today until 17 September 2024. 2. HSBC credit card discount of 40% valid from today until 10 September 2024.	

arome Bakery Product Information

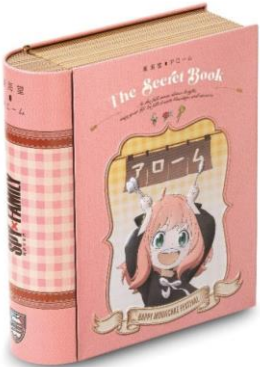
Please click the below link to download product photos :

<https://drive.google.com/drive/folders/1864eMXg7W2oWkU4gbuexyHg1lQOoUsLR?usp=sharing>

Purchase Link : <https://www.aromeonlineshop.com.hk/tc/>

Enquiry Hotline : 2101 1333

Products	Information
	<i>*New Product</i> AROME X ARISA SHIMODA MEOW MOONCAKE GIFT BOX (Pack of 4, available in Water Blue / Petal Pink) Retail Price: \$260 per box, Special Price: \$169 per box, HSBC Credit Card 40% Discount Price: \$156 per box Featuring designs by popular Japanese illustrator Arisa Shimoda, this gift box includes Tokachi red bean mochi and custard mooncakes. The mochi offers a chewy and sweet texture, perfectly complemented by the rich Tokachi red beans.

	<u><i>*New Product</i></u> AROME x SOU · SOU Mooncake Gift Box (Pack of 8) Retail Price: \$430 per box, Special Price: \$279 per box, HSBC Credit Card 40% Discount Price: \$258 per box In collaboration with the Kyoto fashion brand SOU · SOU, this double-layer Japanese-style gift box showcases a classic chrysanthemum pattern, reflecting centuries of Kyoto aesthetics. It includes custard and salted egg yolk with white lotus paste mooncakes, with the former in a cute rabbit shape.
	<u><i>*New Product</i></u> "Spy x Family" arome Secret Book Mooncake Gift Box (Pack of 4) Retail Price: \$250 per box, Special Price: \$162 for one box or \$299 for two boxes Back by popular demand, this gift box features a book-like design with Anya from “SPY x FAMILY”, making it a collectible item.
	<u><i>*New Product</i></u> Rabbit Snowy Mooncakes Gift Box (Pack of 8) Retail Price: \$291 per box, Special Price: \$189 per box, HSBC Credit Card 40% Discount Price: \$174.6 per box These adorable 3D rabbit-shaped snowy mooncakes are made with Hokkaido 3.6 milk, offering a sweet and chewy texture. The box includes eight flavours: green tea cheese, blueberry, mango, green tea chocolate, milk chocolate, milk cheese, strawberry, and sesame.

	AROME x ARISA SHIMODA Cute Cat Travel Organizer Set (Not for Sale) *Gift/Bundle Purchase Designed by Japanese illustrator Arisa Shimoda, this set of two cat-themed travel organizers comes with a carry handle and is foldable. Available for free with the purchase of any 3 boxes of mooncakes; or for an additional \$50 with any 2 boxes. Limited quantity available.
	Cute Cat Dining Set (Not for Sale) *Bundle Purchase Starting 1 August 2024, visit Arome Café at four specified locations on Fridays, Saturdays, and Sundays to purchase 2 boxes of "AROME X ARISA SHIMODA MEOW MOONCAKE GIFT BOX" along with the dining set for \$350. Limited quantity available.
* Notes : 1. Special offers valid until 17 September 2024 2. HSBC Credit Card 40% discount valid until 10 September 2024	



COVA

Please click the below link to download product photos :

https://drive.google.com/drive/folders/18BMk6NBSdO8On8iUmDWNJ_YBkJh-5HUq?usp=sharing

Purchase Link : <https://order.cova.com.hk/tc>

Enquiry Hotline : 2832 9008

Products	Information
	COVA BIJOUX Mooncake Gift Box Retail Price: \$158 This year's solo-enjoyment gift box is delicately small and inspired by the design of the COVA flagship store in Italy. It includes one custard mooncake with a flaky French butter crust filled with a coconut milk and salted egg yolk custard filling, offering a perfectly balanced sweetness for a light indulgence.
	Custard Mooncake Gift Box Retail Price: \$308 Contains four smooth and rich custard mooncakes, blending intense coconut milk with salted egg yolk, complemented by a flaky, buttery French crust, worth savoring repeatedly.
	Bright Moon Mooncake Gift Box (Pack of 6) Retail Price: \$528 Ideal for those who enjoy variety, this gift box includes three different flavors: mini white lotus seed paste mooncake with egg yolk, cranberries and assorted nuts mooncake, and egg custard mooncake, two of each, catering to both modern and traditional mooncake enthusiasts.

	Classic Mooncake Gift Box (Pack of 8) Retail Price: \$738 This box features two of COVA's signature mooncakes: cranberries and assorted nuts mooncake and lava chocolate mooncake. The former is made with pistachios, almonds, macadamia nuts, pecans, walnuts, pumpkin seeds, sesame, and dried cranberries, offering a rich texture; the latter has a tempting chocolate lava core that oozes without heating. It also includes mini white lotus seed paste mooncake with egg yolk and egg custard mooncake, two of each.
	GEM Mooncake Gift Box (Pack of 8) Retail Price: \$798 Includes one white lotus seed paste mooncake with two egg yolks, two cranberries and assorted nuts mooncakes, two lava chocolate mooncakes, and three egg custard mooncakes. The "seven stars with the moon" theme symbolizes reunion and is perfect for Mid-Autumn festival gifting.
Notes: 1. All mooncake gift boxes are available with gift vouchers for purchase. Early bird discounts of up to 35% off are available for pre-ordering mooncake vouchers from now until 31 July 2024 at COVA pastry shops, restaurants, or online stores in Hong Kong and Macau. Exclusive online privileges are available on specified days when purchasing mooncake vouchers from the COVA online store. 2. COVA mooncake voucher redemption period in Hong Kong is from 8 August to 8 September 2024.	



Maxim's ChiuChow-sytle Mooncake

Please click the below link to download product photos : :

<https://drive.google.com/drive/folders/12-TDCwYS49dfAbzvEOX4Rs1U3CObivag?usp=sharing>

Purchase Link : www.maximschinese.com.hk

Enquiry Hotline : 2101 1128

Product	Information
	<i>*New Product</i> Taro and Salted Egg Yolk Mooncakes (Available in 6-piece pack) Retail price for 6 pieces: \$178, Promotional price: \$148 The Chiu Chow-style mooncake-making process is intricate, beginning with sautéing the taro paste to enhance its fragrance, followed by crafting the water and oil dough layers, and then slowly frying in hot oil until golden brown. The flaky crust encases the salted egg yolk and taro filling, offering a crispy texture with a rich taro flavor. Available at all Chiuchow Garden Restaurants, Chiuchow Garden, and “Be MY Goose”, must be ordered 3 days in advance.
<i>* Notes:</i> 1. Available at all Chiuchow Garden Restaurants, Chiuchow Garden, and “Be MY Goose” 2. Must be pre-ordered 3 days in advance. 3. Can be stored at room temperature for 5 days; refrigerated storage extends shelf life to 7 days.	



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.

- End -

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