



## **Chairman by Chef Man**

### **Authentic Hong Kong “Bing Shi” or “Tea Café” Delicacies Landed in Bangkok**

Chairman *by Chef Man*, a new venture of the Chef Man Group (CMG). “Bing Shi” presents to diners a casual food & beverage concept which offers all-day dining with unique “Hong Kong East-meets-West” cuisine and beverages.

The recently opened new outlet located at basement floor of Emquartier Shopping Centre Food Hall brings together the best of authentic Hong Kong cuisine. With the food dedicated to impeccable standards from the preparation to delivering that exquisite taste to every diner.

The outlet operates with efficiency and no-frills menu. Diners satisfying their cravings for the favourite HK baked rice, the “q” Soup Noodle, unique HK pastry Bo Lo Bun, warm melting butter French toast, and signature Milk Tea which is the perfect pit-stop after shopping.

CMG committed to maintain the rich traditions of Hong Kong cuisine and takes great pride in using quality ingredients that source both locally and overseas. Experience Hong Kong “Bing Shi” chefs and operation team are being recruited from Hong Kong and Singapore to offer the quality food and service.

Chairman by Chef Man is where you can now enjoy the authentic Hong Kong “Bing Shi” and “Cha Chaan Teng/ HK Tea Cafe” fare without getting out of the country.

### **Unique Dining Creation**

The “Bing Shi” or “Cha Can Ting” provides a wide range of creative & delectable food & beverage creations where western ingredients cross over with traditional Chinese fare and vice versa. With its reminiscent ambience, great value for money and efficient service, the café delivers the essence of the past in a modern era.

### **The Hong Kong – East Meets West Delights**

The menu offers wide variety of dishes ranging from sumptuous snacks, authentic Hong Kong buns, classic Hong Kong noodles, baked and steamed rice, signature beverages and mouth-watering desserts.

### **The Decor**

Iconic character of big and open beverage counter, nostalgic tea café interior design and furniture of the 70s, corrugated iron sliding gate replicate and fuses the retro Hong Kong tea cafe style with the contemporary look of a coffee house.

## **The History**

“Bing Shi” [冰室] can literally translated to “ice chamber”. Alternatively, it is called “cha chaan teng” [茶餐厅] that can literally be translated to “tea café” - a type of traditional and extremely popular coffee house in Hong Kong since 1950s when Hong Kong was much influenced by the British culture and people saw western food & beverage as luxury items. The old local “Bing Shi” offers the Chinese - Western Cuisine and drinks at an affordable price.

In 2007, the name “Bing Shi” was suggested to be listed in the UNESCO Intangible Cultural Heritage Lists of Hong Kong as it was a unique dining concept that resemblance the East meets West culture and its immense influence in the culinary history of Hong Kong.

## **Operation Head and Chef Background**

Operation Head, Mr Lau – 10 over years of Hong Kong “Bing Shi” chain operation experience

Executive Chef , Chef Koh - 10 over years of Hong Kong “Bing Shi” chain store culinary experience

Head Chef, Chef Wu – 10 years of Cantonese culinary experience

Bakery Head Chef, Chef Tan – 12 over years of Hong Kong pastry culinary experience

## **Outlets Address**

### **EmQuartier**

Unit No. QBB-12, B Floor

651, Sukhumvit Road, Khlong Tan Nuea, Wattana, Bangkok 10110

Tel : 02-261-0426

(Now Opened)

### **The JAS@Ramintra**

Unit No. A220

Lat Plakhao Road, Bang Khen, Bangkok 10220

(Opening soon)

### **Empire Tower**

Unit No. M2-02 , M2 Floor

1 Sathorn Road, Yanawa ,Sathorn, Bangkok 10120

Tel : 02-167-0068

(Opening soon)

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### **Athenee Tower**

Unit No. A,B,C Ground Floor

63 Wireless Road, Lumpini ,Pathumwan, Bangkok 10330

Tel : 02-168-8866

(Opening soon)

### **Riverside Plaza**

257 Charoen Nakorn Road, Samrae, Thonburi,

Bangkok 10600

(Opening soon)

