

# HFT

# Life

鴻福堂 · 自家製作  
By Hung Fook Tong

鴻福堂 · 新歷程  
空間共享 體驗慢活



專訪CEO  
介紹HFT Life的理念

全新設計風格  
如何呈現出一致的悠閒感

共享空間  
創造社區可能性

手作麵包x無添加自家湯  
堅持天然自家美味





# 關於 HFT Life

About

HFT Life

HFT Life 自家製作



鴻福堂



## 鴻福堂的 全新café概念店

鴻福堂一直推動傳統草本養生文化，由提供無添加的滋養產品，以至貼心的服務，旨在關顧大眾的健康。我們明白，要活得健康，必須同時照料到身體和心靈的需要，才能真正享受豐盛的生活。

本著推廣身心靈健康的核心價值，鴻福堂融合中西飲食概念和簡約設計風格，針對現代都市人對健康生活態度的日益追求，開設了全新café概念店「HFT Life」。從店鋪名稱、店面陳設、內裡裝潢以至食物選擇，我們希望以一個嶄新的品

牌為您提供一個煥然一新的體驗，為您的生活增添多一分悠然、多一種可能。

HFT Life 引入本地人氣品牌「嚙麥手作」麵包，配上鴻福堂的無添加自家湯及健康飲品，讓您細嚐健康自家美味的同時，亦能在耳目一新的舒適環境中治癒身心靈，與摯愛親朋一起享受慢活，放鬆身心。

## Hung Fook Tong's New café concept store

Hung Fook Tong has been promoting traditional herbal food culture with an aim to cater for the health needs of our customers. It is our belief that psychological wellbeing and physical health are the keys to a healthy and fruitful life.

"HFT Life" is a brand-new café-inspired concept store introduced by Hung Fook Tong. It brings together Western and Chinese food cultures and adopts a simplistic design to accommodate the pursuit of modern urbanite towards healthy living. We believe a refreshing change of brand image would deliver a new and a relaxing vibe.

Apart from Hung Fook Tong's signature addictive-free soups and healthy drinks, HFT Life also serves fresh baked goods from the local brand "Handmade Bakery". You can savour every mouthful and recharge your mind and body with friends and family.



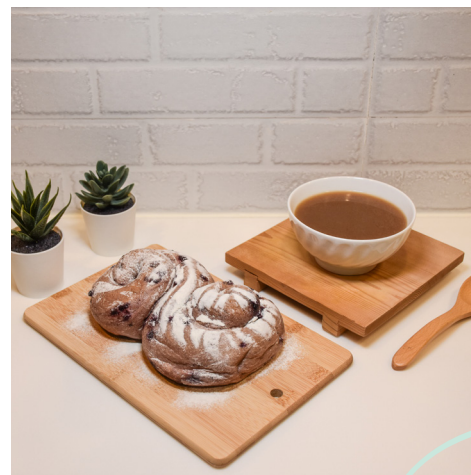




## HFT Life 的理念 's Concepts

HFT Life 提倡健康生活的理念，將健康飲食、慢活體驗、共享空間及社區互動集於一身，以充滿活力的形象為社區以至廣大社群呈現更多可能性。

HFT Life combines the concepts of healthy eating, slow-paced living style, community space and social interaction. We vibrantly bring more possibilities to the local and even wider communities.



## 管理層分享 A Word from CEO

**鴻福堂行政總裁兼執行董事司徒永富**相信，HFT Life 會成為凝聚社區的聚腳點：「我們期望HFT Life 會成為您的歇腳點，您可以悠然享受一個人片刻的寧靜，或是與三五知己相聚，亦可以參與於HFT Life舉辦的不同活動。例如，位於跑馬地的HFT Life 分店樓高兩層，寬敞的二樓會化身為共享空間，由不同的機構以各種形式在此舉辦活動，或進行不同文化交流，皆圍繞著身心靈健康這個重要的主題。」

**Mr. Ricky Szeto, Chief Executive Officer and Executive Director of Hung Fook Tong**, believes that HFT Life is an ideal social gathering spot to foster community cohesion, "At HFT Life, you can either enjoy a quiet moment by yourself, or gather with your friends. You can also take part in various activities happening at HFT Life. For example, the upper floor of the Happy Valley shop is a community space where different events focusing on wellbeing are hosted by different organisations."

「我們樂見不同的有心人透過HFT Life的共享空間增加人與人之間的互動和交流，亦相信企業能提供更多資源讓社區內不同持份者進一步連結起來。」

"We hope to encourage more interaction and exchanges among people with different interests. This could demonstrate how corporates can contribute to bringing together different stakeholders in the community."





# 設計元素 The Design Elements



## Fresh and Minimal

## 清新簡約 別樹一格

HFT Life 希望以一個嶄新的品牌形象為您打造一個全然不同的體驗。

店內空間佈局簡約大方，柔和的淺灰色系牆身、搭配純白階磚和木材家品，清新而不失格調。HFT Life 特意盡量採用開放式設計，以採納更多自然光，讓店內整個空間充滿生氣。



為增加空間的層次感及特色，我們特別在部份分店選用了特色鐵閘和窗框、階磚地板，令新形象更加突出。值得一提的是，設計師從美味的手作麵包取得靈感，幻化成優美的曲線圖案，以印刷或手繪形式展現在店內不同位置，令整體氛圍更添別緻。

HFT Life gives you a completely different experience with our refreshing image.

HFT Life adopts a minimalistic design style that showcases a spacious area with gentle light-gray wall, matches with pure white tiles and wooden furniture that accentuates a sense of simplicity. The open-plan interior style draws more natural lighting to create a soothing environment filled with warmth and coziness.

Distinctive features are incorporated at HFT Life shops such as steel gates, classic window frames and square tiles. Notably, the beautifully curved lines and patterns found at different areas in printed or hand-drawn forms were inspired from delicious handmade baked goods.

“由室內設計，以至餐牌、餐具、員工制服都換上全新形象，令HFT Life呈現出一致的悠閒感。”

HFT Life 店鋪陳列設計師  
Ben Wong

“From the shops' interior design, menu, cutlery to staff uniform, the new image provides a relaxing and rejuvenating atmosphere for customers.”

Ben Wong,  
Visual Merchandising Designer  
for HFT Life



## 我們的分店 Our Shops

### 跑馬地 Happy Valley

位於跑馬地的HFT Life分店樓高兩層，環境寬敞舒適。二樓是一個共享空間，以不同形式予各方機構使用，作為文化交流和舉辦活動的場地。

Located at Happy Valley, our shop spans two stories, which is spacious and comfortable. The upper floor is also a community space for events hosted by different interested organisations.



### 半山堅道 Caine Road

與繁忙商業區僅距數分鐘之隔，便是HFT Life半山堅道分店，是鬧市中的綠洲，讓您感受憩靜的片刻。

Located at mid-level, HFT Life on the Caine Road is just a few minutes' walk from the central business district. It is the oasis in a bustling city for you to enjoy a quiet moment.



### 炮台山 Fortress Hill



### 九龍城 Kowloon City



更多HFT Life分店已陸續開幕，請瀏覽分店地址及詳情：

Scan to check latest updates on more HFT Life stores:

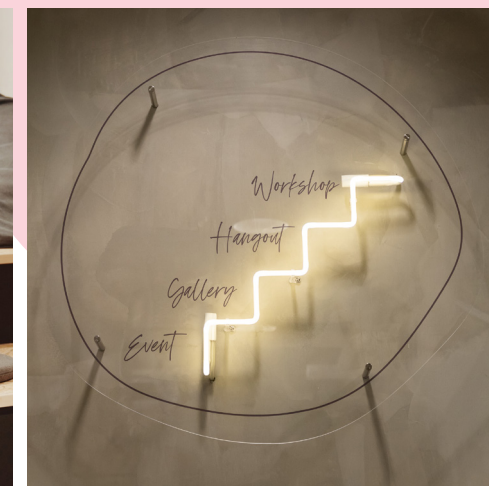




# 空間共享 連結社區

## A Space for All

### A Social Hub in the Community



HFT Life 明白，真正健康及快樂的人生，在身心靈各方面都要平衡。我們不僅推廣健康的飲食，悠閒的環境亦提供一個充電、慢下來的好去處。更重要的是，我們希望將空間與社區分享，讓您更喜歡在這裡與親朋共度美好時光。

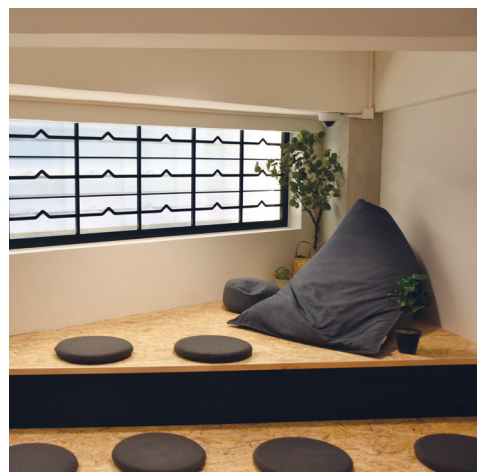
HFT Life 跑馬地分店的二樓位置，會由不同機構舉辦各類活動，涵蓋運動、文化、環保等關注身心靈健康的主题，推動社區參與，連繫社區內的成員，亦可豐富社區文化生活，促進人與人之間的互動。

It is our belief that psychological wellbeing and physical health are the keys to a healthy and fruitful life. We promote a healthy diet for physical wellbeing, while we also provide a relaxing environment for you to recharge your mind and body. More importantly, we share our space with the communities so you can spend quality time here with friends and families.

The upper floor at Happy Valley shop is suitable for hosting all kinds of events by different organisations covering themes such as sports, culture, green and sustainability. We hope to connect and motivate members of the communities to contribute to a more vibrant social life.

HFT Life 提供輕鬆交流的空間，創造人與人及與社區之間的更多可能性，提倡身心靈健康及人際關係的價值。讓我們攜手，令您的生活、以至我們的社區充滿更多發展空間。

**HFT Life is a relaxing space where people communicate and explore possibilities in our community. Together we cultivate psychological and physical wellbeing for a more sustainable city.**



跑馬地分店二樓的共享空間可容納約20人，設有基本會議設備，適合舉辦：

- 講座及分享會
- 小型工作坊及興趣班
- 團隊訓練及體驗

Our 2-storey shop at Happy Valley can accommodate about 20 people at the upper floor. It is equipped with basic meeting facilities, and is suitable for hosting various kinds of events:

- Talks and Sharing
- Small-scale workshops and classes
- Team building activities



# 我們的產品

## Our Products

煙燻三文魚  
貝果三文治  
Bagel with  
Smoked Salmon



精選「嚙麥手作」  
三文治  
Signature "Handmade  
Bakery" Sandwiches



芥末芝士醬田園  
蔬菜脆法包  
Baguette with Mustard  
Cheese Sauce and  
Garden Vegetables



無添加  
Additive-free



本地烘培咖啡  
Locally Roasted  
Coffee



HFT Life 將中西飲食文化獨特的健康概念融合，除了提供鴻福堂滋潤湯水及健康美食套餐外，更引入本地人氣品牌「嚙麥手作」麵包，並首推多款以手作餡料及天然酵母製作的三文治，讓您細嚙健康自家美味！

HFT Life believes in the philosophy of healthy diet by integrating the essence of Western and Chinese food culture. Apart from our signature nourishing soups and healthy meal combo, we also provide sandwiches from "Handmade Bakery" with natural ingredients.

精選健康沙律  
Healthy Salads  
of Choice



精選套餐  
Featured Combos



您可以「嚙麥手作」麵包配自家湯、美味小食搭配自家涼茶，無添加的健康滋味任君選擇。

秉持鴻福堂推陳出新的宗旨，HFT Life 亦繼續研發並推出更多不同款式的食品，致力為您帶來不同的美食體驗。

At HFT Life, you can enjoy bread from "Handmade Bakery" with homemade soups; delicious snacks with Chinese herbal tea; and more additive-free healthy choices.

Innovation is always the top priority of Hung Fook Tong. We are committed to bringing you different culinary experience by introducing new products.





## 嚙麥手作麵包 X 無添加自家湯 Handmade Bakery x Additive-free Chinese Soup

鴻福堂 HUNG FOOK TONG  
嚙麥 HANDMADE BAKERY

嚙麥手作於2016年成立，是一家本地人氣烘焙店，並於2019年初成為鴻福堂集團成員。嚙麥手作成立至今一直秉承新鮮健康的原則，每日新鮮在香港工場出爐，不採用添加劑，堅持嚴選世界各地優質食材，並融合台灣與日本獨特的烘焙技術，將手作烘焙麵包的各種風味及口感呈現出來。

首間「鴻福堂x嚙麥手作」店於2019年底開業，當時已主打手作麵包 x 中式湯水涼茶的新輕食概念，深受區內消費者歡迎，亦可說是HFT Life的前身。

Founded in 2016, Handmade Bakery is a beloved local bakery shop. It became a subsidiary of Hung Fook Tong Group since early 2019. Handmade Bakery prepares fresh and healthy baked goods in Hong Kong daily, which are free from additive and made with the finest ingredients.

The first "Hung Fook Tong x Handmade Bakery" shop was opened at the end of 2019, featuring light meal combos of handmade bread and Chinese soups and herbal tea. The concept is well received among local residents, setting an example for HFT Life.

### 皇牌手作麵包 Signature Handmade Bread



雙色薯薯包

Yellow & Purple  
Sweet Potato Bun



抹茶甜心三角

Sweet Matcha Toast



黑白頰

Black & White  
Sesame Croissant



紅酒藍莓乳酪軟歐

Red Wine Blueberry  
Yogurt Soft Bread



## 邁向未來 Into The Future

HFT Life 將持續擴展，開設更多新店，繼續努力不懈地推廣身心靈健康的生活文化。HFT Life 將陸續落戶多個位於港島或九龍區的地點，冀將HFT Life的健康理念帶進更多社區。

HFT Life 亦關注社區以至環境的可持續性。我們會加入更多綠色元素，推廣綠色生活的重要性，比如提倡素食的好處、增設膠樽回收機等，有助減少溫室氣體的排放。同時會考慮更多本地採購，如計劃引入本地烘焙的咖啡豆，支持本地生產。我們希望HFT Life能作為社區的橋樑，培育社區成員的綠色概念，攜手創造共融及可持續發展的未來。

HFT Life will continue to expand by opening more new shops. New locations in the Hong Kong Island or Kowloon have been secured.

HFT Life also cares about the sustainability of our communities. Looking forward, we will adopt more green measures such as installing plastic bottles recycling machines or bins, and promote a green living style such as highlighting the benefits of vegetarian diet. These will help to reduce greenhouse gas emissions.

At the same time, we will consider local purchasing, for example locally roasted coffee beans, to support local production.

We hope that HFT Life can connect members of the communities, cultivate green concepts for an inclusive and sustainable future.





如對HFT Life有任何查詢，歡迎聯絡我們的團隊：  
For any enquiries about HFT Life, please contact our team:

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