

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

HFT Life 自家製作



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，自2021年開設了全新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 in 2021. 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 relaxing vibe.

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





HFT Life'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.



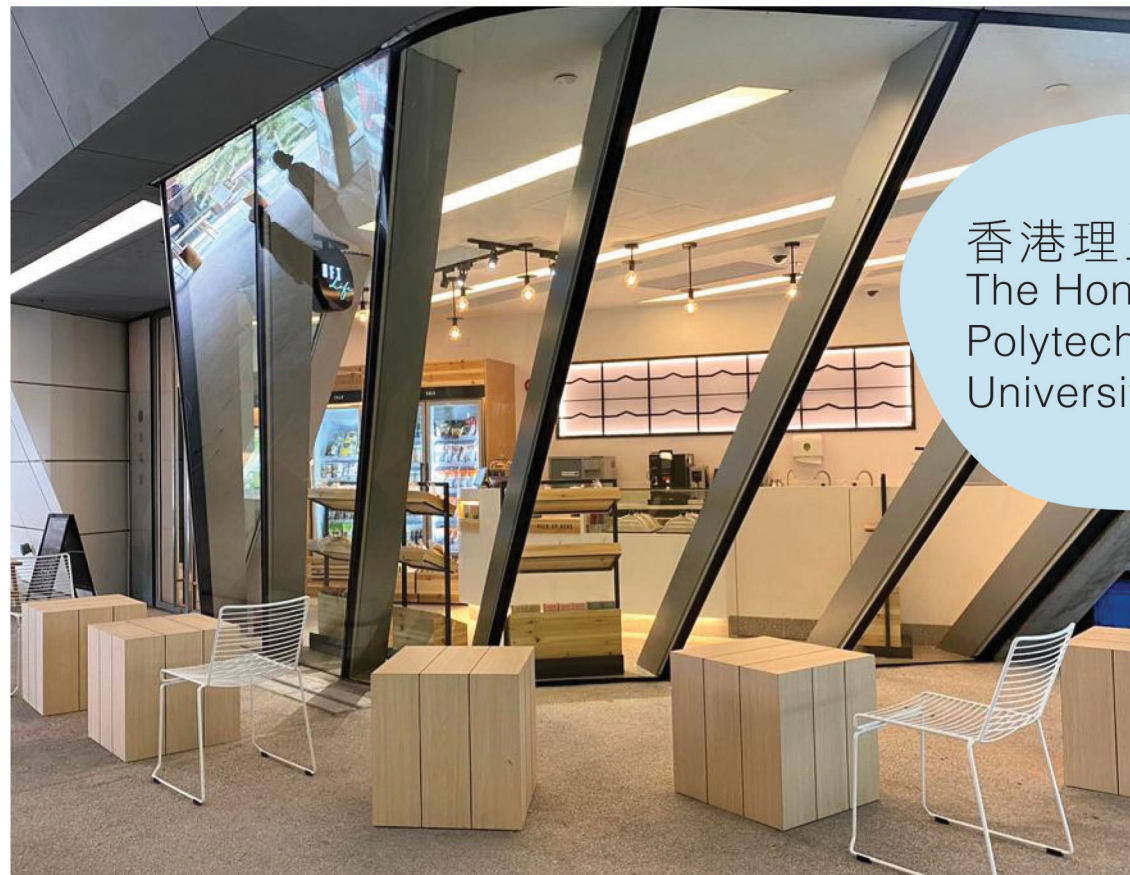
香港科技大學 The Hong Kong University of Science and Technology



半山堅道 Caine Road



香港理工大學 The Hong Kong Polytechnic University



炮台山 Fortress Hill



我們的分店 Our Shops



九龍貿易中心
Kowloon Commerce
Centre



數碼港
Cyberport



香港科學園
Hong Kong
Science Park

更多HFT Life分店會陸續
開幕，請瀏覽分店地址及
詳情：

Scan to check latest updates on
HFT Life stores:



旺角東站
Mong Kok East
MTR Station



九龍城
Kowloon City

我們的產品 Our Products

精選三文治
及麵包
Handmade
Sandwiches and Bread



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，讓您細嚐健康自家美味！

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 and bread with natural ingredients.



精選健康沙律
Healthy Salads



您可以麵包配自家湯、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 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.

精選套餐
Featured Combos



空間共享 連結社區

A Space for All

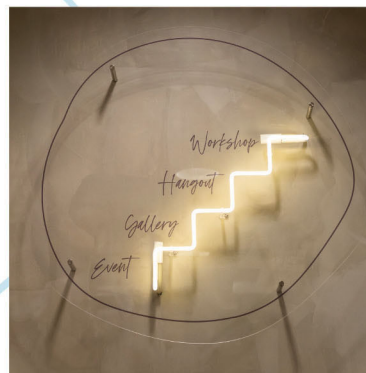
A Social Hub in the Community

HFT Life 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題，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。

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，創造人際間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。讓我們攜手打造一個可持續的社區。

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

場地預約
Book the Space



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，冀將HFT Life的健康理念帶進更多社區。

HFT Life will continue to expand by opening more new shops.

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、增設膠樽回收機及採用較環保的餐具等，有助減少溫室氣體的排放。同時會考慮更多本地採購，如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 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, switching to more environmentally friendly tableware, and promoting 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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