



SHORE HOSPITALITY

Taste of Success

MARK CHOLEWKA, CEO and Founder of the award-winning restaurant SHORE speaks on the importance of old fashioned cooking with no compromises.

“I have had a long career in Food and Beverage in Hong Kong. As the former Director of Operations of the then Igor’s Group, my main responsibility was creating new restaurants, opening them, and then ensuring the consistency of each operating restaurant. After the purchase of the group by Chevalier, an opportunity presented itself to open my own flagship venue, which I took,” says Mark Cholewka, Founder of Shore, an award-winning restaurant that has rapidly gained an enviable fan following.

“The success of Shore led me to new opportunities in the same field, creating a second brand called The Salted Pig, which we will expand in the future.”

Filling a niche!

“The restaurant industry is dynamic, and grows year-on-year. Despite the fact that the trend is for ‘the new thing’, building solid, reliable, consistently good venues serving the classics (like a steakhouse) will always have a place. Our focus rests on keeping the basics of good hospitality at the forefront of what we do.”

The company’s establishments continue to attract a regular audience each day of the week; Shore has become a favourite of professionals and executives based around Hong Kong Island’s busy Western district. The Salted Pig is likewise quickly gaining fame and growing a large following.

“Shore, as a 10,000 square foot space is iconic, and probably not something we could replicate too easily. The Salted Pig has incredible potential and we will roll out this family-style restaurant, and a new one we are developing, in 2016,” he says.



“Staffing in Hong Kong is at critical levels and expansion is hampered. Being aggressive with growth, and at the same time demand consistency in every outlet means we can’t pull out too many key personnel to open a new venue.”

True to Our Values

“We aim to be an employer of choice, and having a variety of outlets means we can retain staff, and promote within our own team. We also take a very hands-on approach and work with our teams to ensure every experience a customer has is the very best we can deliver.

“Our track record and staff retention rate is a good indicator of our company foresight, and doing all of our butchery, dry-aging and making everything from start to finish in the kitchen means that we control our flavors, and costs. Not only does this allow us to pass on the savings to our guests, it is also a good training ground for those who want to learn to cook, the old fashioned way!”

For Love of People

“We have remained true to what we wanted to achieve without compromising. Despite fluctuations in pricing, and outsourced options available, we have maintained that the reason guests come back is through consistency, quality and hospitality. We don’t view what we have as concepts or brands. They are restaurants run by people, for people. The industry is a tough one; those who don’t really love what they do, fail. We love hospitality, and everything about it and I believe it is the key to doing it successfully.” ■

For additional information please visit www.shore.com.hk

