



STEAK WORKSHOP

Dream Kitchen

CHARLES KUAN's establishment allows culinary enthusiasts to host the intimate dinner parties they have always wanted.

Hong Kong may seem rather lukewarm and impersonal at times. The confinement of most residential units coupled with busy five to six day workweeks limit socializing opportunities to happy hour drinks and other external channels, and something as simple as hosting a small home-cooked dinner party becomes tricky to pull off. However, somewhere in the Fo Tan industrial area in Sha Tin, one can do exactly that.

Covering a vast 2,000 square foot space, Steak Workshop is a unique establishment that enables individuals and groups to host a variety of private and corporate dining functions. Consisting of a large, excellently designed kitchen, roomy dining and living areas, and



various amenities, it also offers clients a selection of the finest ingredients to prepare generous, mouth-watering feasts.

"Hong Kong is a gourmet's paradise," says Steak Workshop owner Charles Kuan. "Not only do people like going outside in search for a delicious meal, but they also like to cook for themselves, invite friends and relatives and have small gatherings. Many people would like to have a dream kitchen at home, but due to the limitations of most Hong Kong housing, this is not possible. This presented us with a great opportunity to



set up Steak Workshop, where we can provide not only high-quality ingredients but also the perfect venue and facilities for our guests to share their cooking skills with friends."

To your heart's content

Kuan shares that due to limited space and time, the busy people of Hong Kong prefer to book special venues when organizing parties instead of holding it at their homes. A number of companies have recently been established for the sole purpose of providing space for small private events. Even with so many new entrants, there remains a large potential for growth in this industry. The challenge is drawing the consumer's attention, and being a pioneer in this industry, the company must put even more effort to maintain its lead. Besides providing the best quality ingredients and a well-stocked pantry at all times, the main directive is to make guests feel at home.

"Steak Workshop continuously improves on the quality of food, and the quality of our service. We insist on hosting no more than one group of guests per night, and tailor-make each event to be a most memorable party for every guest."

Unexpected Places

Rent, labour costs, the prices of ingredients in the case of Steak Workshop, and all other expenses ceaselessly rise

in Hong Kong, and quite rapidly. Along with increasing competition and many other unknown variables, it is much tougher for any business to achieve its desired success. These are givens, and Charles Kuan has prepared well to overcome these hurdles, including the shop's odd placement.

"Doing business at factory building, it is always hard to promote and attract new customers to our shop. However, in just a few years, we have accumulated many customers who now help in promoting our shop. Some of our customers are now regulars who come whenever they have gatherings."

Steak Workshop now looks to extend this experience to even more people in the near future, entailing the construction of five to ten new distribution points across Hong Kong in the next two years. Granting a new manner of intimate, home-styled celebrations, it may very well change the city's social atmosphere for the better. ■

For additional information please visit www.steakworkshop.com

