

Hong Kong's international gourmet hub status attracts Mainland coconut chicken hot pot chain to open first restaurant in Hong Kong (with photos)

Invest Hong Kong (InvestHK) announced today (June 13) that Runseason World Trade Catering Co Ltd (Runseason), a Mainland catering brand specialising in coconut chicken hot pot, has officially opened its first restaurant in Hong Kong, marking a significant step in its global expansion strategy.

The new restaurant, located in Causeway Bay, will also serve as a regional office and a strategic launch pad for the company's ambitions to enter European markets and elevate its brand on the global stage, according to Runseason co-founder Mr Huang Guangchun.

Associate Director-General of Investment Promotion at InvestHK Mr Arnold Lau said, "Runseason's decision to establish its foothold in Hong Kong underscores the city as the premier choice for Mainland brands to go global. It also highlights Hong Kong's unique advantages as a launch pad for food and beverage companies aiming to expand internationally. We are delighted to support Runseason in leveraging Hong Kong's vibrant market and international connectivity to achieve its ambitious expansion goals."

Mr Huang said, "Hong Kong's status as an international culinary hub, with its mature market and diverse consumers, makes it the ideal base for Runseason to refine its product offerings, strengthen its supply chain resilience, and enhance its digital services. Aligning with the company's 'family standards and conscientious quality' philosophy, the Hong Kong restaurant will develop a replicable model for global expansion, showcasing its signature coconut chicken hot pot and innovative dishes to a global audience."

He added, "Hong Kong, as an international city where East meets West, provides an unparalleled opportunity for Runseason to introduce our coconut chicken – a delicacy rooted in Eastern dietary wisdom – to international markets. By leveraging Hong Kong's diverse consumer base and its reputation for culinary excellence, we aim to transform this regional specialty into a global cultural symbol of healthy and sustainable dining."

Founded in 2009, Runseason is a subsidiary of Shenzhen Runyuan Four Seasons Catering Co Ltd, offering its signature coconut chicken hot pot, in which the brand sources fresh ingredients directly from its own coconut plantations and Wenchang chicken breeding farm in Hainan, ensuring a premium dining experience. It operates over 20 restaurants across Mainland China, bringing its beloved hot pot to an ever-growing customer base.

For more information about Runseason, please visit
mp.weixin.qq.com/s/Cn8mevI9TxnrmaIT72fksA.

For a copy of the photos, please visit
www.flickr.com/photos/investhk/albums/72177720326792123.

