

Mainland pizzeria chain opens first restaurant in Hong Kong and sets up regional headquarters to expand overseas (with photos)

Invest Hong Kong (InvestHK) today (May 30) welcomed the opening of Lacesar Pizzeria's first restaurant in Hong Kong, Cafe DE Lacesar. The launch marks the brand's first presence outside Mainland China, representing a major milestone in its global expansion journey. Founded in Shenzhen, Lacesar is best known for inventing the durian pizza.

Associate Director-General of Investment Promotion at InvestHK Mr Arnold Lau said, "We are delighted to welcome Lacesar to join Hong Kong's vibrant food and beverage (F&B) sector. As the originator of durian pizza, the brand has reimagined the traditional pizza experience and exemplifies the innovation of China's F&B industry. Its decision to begin its international journey in Hong Kong highlights the city's role as a strategic gateway between Mainland China and global markets. It also adds to the rich diversity of our food scene and reinforces Hong Kong's position as Asia's food capital."

The Head of Overseas Markets of Lacesar, Mr Anson Wang, said, "We chose Hong Kong as the launchpad for our global expansion because of its unique advantages. Its proximity to Shenzhen makes operations highly efficient, and the cultural, diet and linguistic familiarity between the two cities enables fast localisation."

He added, "Hong Kong also offers access to talent with a global perspective, a transparent and low tax regime, and one of the world's leading financial ecosystems, all of which provide a strong foundation for us to expand into Southeast Asia and the Middle East. Through this restaurant, we aim to deliver our signature durian pizza and other creative dishes to local customers. This is just the beginning of our global journey."

Located in Tsuen Wan, the new restaurant is wholly owned and operated by Lacesar. In addition to overseeing operations in Hong Kong, the restaurant will serve as the regional headquarters for Lacesar's overseas growth, and further expansion into Southeast Asia and Middle East markets. Lacesar plans to curate the Hong Kong restaurant as a family-friendly casual restaurant by introducing its original intellectual property characters "Dutti" and "Lezzy" to create an engaging experience for families and children.

Lacesar Pizzeria was founded in 2010 by Shenzhen Lacesar Pizza Catering Management Co Ltd and has since grown into one of Mainland China's most recognised pizza chains, with nearly 200 outlets across 33 cities. Its signature durian pizza – made with fresh, real durian fruit – has developed a dedicated following. The brand has been recognised by international

consultancy Frost & Sullivan as the "Originator of Durian Pizza", and praised by PMQ Pizza Magazine for "creating an entirely new pizza category".

For more information about Lacesar, please visit: www.lacesar.com.

To download event photos, please visit:
www.flickr.com/photos/investhk/albums/72177720326487823.

