

# What is WOM guide

Representing the people's voice of dining in the city, WOMguide.com is a comprehensive and unique online food magazine and restaurant guide. It features over 2,900 restaurants in Hong Kong, and its members - the 'wommers' - the 'market in a log' on to www.WOMguide.com share their opinions on the restaurants they have experienced. A community of discerning locals giving their independent sight into what's hot, what's and why.

WOM is short for "Word of Mouth" the technique adopted when it comes to restaurant recommendations.

Spread the word and join the WOM movement!

and  
About WOM  
- www.WOMguide.com

# Jan ELLE

Feature in

ELLE

飲食界



**KC Koo** (黃凱琪)  
「抵」到市況上至特首好大劑，要小心但面對下半年或會一個「抵」字，身及新同樂，明年Bombana的8½，美食評級，你或！者平時你不會看食生蠔的自助晚定了的樣。餐廳在曙光出現之前



**Charmain East n**  
的廚師進軍本地兼具亞洲風味之元素的east meet到世界各地遊覽材引入香港。

**梁輝雄** (海峽羣島酒店中菜行政總廚)  
**養生** 預計二〇一二年物價會逐步上揚，飲食行業對食材的需求會出現緊張，更多客人對環保意識增加，魚翅或會漸漸淡出餐飲市場，一些標榜健康的食物，如有機食品、素食等會越來越受歡迎。飲食烹調潮流或會趨向以簡單及保健為原則，一些多鹽多油的烹調方法或會式微或被逼改變，廚師可能要重新適應才能達標，但對我們來說也是一個挑戰及契機。我本人覺得香港灣仔

## Samanta Pong (WOM guide 創辦人)

**有機** 怎樣吃出健康？這是越來越多現代人關注的話題。近年備受關注的有機飲食就是其一，吃有機食物，用公平貿易產品，目的是想生活變得簡單、乾淨、安全和舒服，這也是個人生活的最基本要求。如何才能吃得更好、更健康呢？Homemade food會是新的流行趨勢，人們厭倦了在外用餐時的大魚大肉，嚮往返璞歸真的家庭小菜。Homemade food不僅吃起來更安全、有營養，還能擺脫每天在外吃飯的油膩感。

另外，著名創意份子料理餐廳El Bulli為了研發新菜式，宣布二〇一二年和二〇一三年休業。預測位於哥本哈根的NOMA將有機會成為大家追捧的新餐廳，當然香港的廚師亦不能忽略，不少本地餐廳的質素亦很高，不論菜式或烹調方法也相當出色。



**中國葡萄酒** 大勢。大量外國專才將被中國酒莊重金禮聘，大大提高我國葡萄酒的質素，中國繼續成為全球最貴價葡萄酒進口市場的焦點。中國的葡萄酒、餐飲業人才越見專業，顧客對各地的葡萄酒的接受程度也越見開放，不只法國和澳洲，就連意大利、西班牙等地的葡萄酒的受歡迎程度將被提高。另外，因為中國人對葡萄酒的興趣極濃，一二年將有更多中國人購買外國酒莊、香身釀酒業，我們將有更多機會嘗試中國人生產的優質葡萄酒產品。



experience by writing reviews and uploading photos - anytime, anywhere.

The best seller annual WOM guide printed dining guide book, now in its sixth edition, is available in leading bookshops throughout the city. It is Hong Kong's only dining guide based on the opinions of everyday people who enjoy food and has the advantage of authenticity - it's written by the people. It is the dining guide for food-lovers, restaurateurs, and visitors alike. Published annually since 2005, WOM guide has repeatedly hit the Best Seller's list in Hong Kong.

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It was recognised as one of the most successful small businesses in the "2010 SME Entrepreneurship Awards" by the Hong Kong Chamber of Commerce and Industry.

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