

Epicureans devoured by their work

Samantha Pong and Fergus Fung love food so much, the two left their jobs in finance and started the online restaurant guide WOM (word of mouth) in 2005.

The duo admit that it was their love for food that led to the launch of Hong Kong's first and only survey-based restaurant guide; not unlike New York's Zagat guide book.

"We love eating very much," Pong confessed. "Fergus' wife told me that when he travels, he can eat the whole day - from breakfast, lunch, afternoon tea, then dinner and late-night snack."

From a start-up blog (www.womguide.com) in 2005, they have now created a print version. They've just revamped the website featuring more

than 1,000 independent reviews in 50 categories and held a small relaunch at Bookazine on Wednesday. The third-print edition will be out in November.

"This website is basically for foodies and it is written by foodies for foodies. Just like an online magazine," said Fung. "And our principle is to be neutral, independent and unbiased."

However, the one thing the two Epicureans won't likely ever do is open their own restaurant.

"I love eating and trying new food," Fung said. "But if you open a restaurant, you always have to be in that one place."

They will be at Kelly & Walsh in One Exchange Square on Monday at noon to further promote the website.



Featured in South China Morning Post
August 10, 2007