COMPANY INTRODUCTION

THE THREE SAUCE SIMMER POT IS BASED ON THE FAMOUS QING DYNASTY IMPERIAL RECIPE FOR SAVORY SPICY FISH
黄记煌是一家从事餐饮连锁加盟及饮食研究等领域的餐饮连锁公司，其经营品牌“黄记煌三汁焖锅”自2004年推向市场以来一直受到广大消费者的认可。近几年公司在管理流程上进行了全面整合，使企业得到迅猛发展。截止目前，经营店面已达到500多家，2018年将达到1000家的规模，店面布局覆盖了包括西藏在内的全国所有省会城市，成为实现了大陆版图全覆盖的唯一中餐品牌，并已经成功进军海外市场。

黄记煌三汁焖锅打破了传统中餐的固有经营形式，采用全新的烹饪理念，将传统的焖的技法加以变革，并结合现代人对饮食安全及营养的需求，独创了一种全新的餐饮模式，并形成了量化、标准化、格式化的操作标准。

黄记煌三汁焖锅操作模式符合了中国餐饮发展的趋势，其“三无”理念（无厨师、无油烟、无食材重复使用）的推行，使黄记煌的餐饮形式具备极强的复制性。

经过多年的拼搏与奋斗，黄记煌公司在技术研发、品牌建设等各个方面均取得了瞩目的成绩，得到社会各界的认可，也奠定了在行业内的地位及影响力。
Huang ji achieves is engaged in the food chain and food research in areas such as restaurant chain company, its brand "yellow bright three sauce stewing pot" into the market since 2004 has been the vast majority of consumer recognition. In recent years, the company conducted a comprehensive integration in the management process, make enterprises get rapid development. So far, business has reached more than 500 stores, 2018 will reach 1000, the size of the store layout, covers all across the country, provincial capital cities, including Tibet, become the only realizing a complete coverage of the mainland territory of Chinese brands, and has successfully into the overseas market.

Huang ji achieves three sauce stewing pot operation mode meets the trend of the development of the Chinese restaurant, the "3 without" concept (not the chef, lampblack, ingredients reuse) the implementation of, huang ji bright catering form with strong replication.

After years of struggle and struggle, huang ji achieves company in many aspects, such as technology research and development, brand construction has made great achievement, recognised by the social from all walks of life, also laid the status and influence in the industry.
To share delicious food is to share happiness
分享美味  分享快乐
The Huangji headquarters are located in Beijing. Since the opening of the first restaurant in Beijing in 2003, Huangji restaurants are now in all provincial capital cities in the country, including Lhasa and Sydney, Australia, with the annual turnover exceeding 2 billion Yuan.

Located at our headquarters in Beijing we have a Marketing Head Office, General Office, Operation Head Office, Culinary Department, Planning Department, Information Management Center, Finance Department, Finance Department, Food Safety and Security Committee. Situated here also is the Beijing Huangji Huang Shunyi Subsidiary Company, Beijing Huangji Huang Commerce & Trade Company, Beijing Huangji Huang Building Decoration Engineering Co., Ltd, and Huangji Huang Training School. We have 7 other regional management companies in Beijing, Tianjin, Shanghai, Xian, Wuhan, Lanzhou and Shenzhen.

After years of detailed evaluation combined with dedicated research, Mr. Huang Geng and his research team have developed a unique style of Chinese catering that closely follows imperial recipes from the Qing Dynasty while conforming to all modern standards of procurement, supply quality and accepted operational principles. Adjacent to these mandatory requirements has been the expansion of a service concept favoring franchise chain standardization. The combination of all these qualities has created the ideal development model for Chinese restaurant catering and operations.

The basic concept of Huangji restaurants has always been simple. The imperial family in the Qing Dynasty were enjoying this food in good health long before fast food chains existed. We want quality food providers to be the suppliers for our restaurants. HJJ restaurants are the health conscious equivalent of McDonald's and KFC. Our restaurant chain is the healthy alternative with traditional Chinese food. We offer a new fast food management model to achieve the highest possible standards in traditional Chinese cuisine to assure the health and well being of our consumers around the world.
Beijing Huajinhuang Catering Management Co
Founder & Managing Director
Mr. Huang Geng
出身于美食世家，将一道道祖传美食创新开发发扬光大，充分依据中华民族药食同源的养生理论，独创品牌黄记煌三汁焖锅。在其研发产品的初期就以颠覆性逆向思维方式向传统中餐发起挑战，独创的“无油烟、无厨师、无食材重复使用”的“三无”模式开创了中餐领域多项“第一”，打破了制约传统中餐发展的瓶颈。这种极具前瞻性的产品模式使其至今仍处于中餐发展潮流的前沿，为实现中餐标准化，创建健康餐饮、绿色餐饮、环保餐饮、时尚餐饮作出了卓越的贡献。他以超前的经营理念和独创的市场拓展方式，使品牌在短时间内迅速发展壮大。目前黄记煌已经覆盖了中国大陆所有省会城市和直辖市，并进军海外市场，创造了中餐领域连锁王国的一个神话。

Born into a gourmet family, Mr. Huang Geng's innovations have improved upon famous imperial dishes inherited from his ancestors to create the Huang Ji Huang brand, the “Three Sauce Simmer Pot”. He followed detailed references in Chinese theory regarding health in the “homology of medicine and food”. In the early stages of product research, Mr. Huang Geng re-evaluated the long standing traditions of Chinese food preparation with modern thinking to match the times. His contemporary ideas of the three notes of the industry, no smoke, no flames, no ingredients reused was a first in Chinese food catering. It broke a bottleneck that restricted the development of traditional Chinese food preparation.

This forward looking 'first' step began a new trend in traditional Chinese food that combined medicinal herbs with freshly cut, high quality ingredients. This enlightened contribution achieved a new standard of Chinese food preparation. The combining of herbs and healthy green food was environmentally friendly and fashionable. Mr. Huang Geng's Huang Ji Huang brand has expanded over an incredibly short time proving his advanced management concepts and unique way of marketing are proven market place concepts. Currently the Huang Ji Huang restaurant chain operates in all capital cities and municipalities in mainland China. The company has succeeded in the competitive overseas market, creating a high level of confidence in the Huang Ji Huang restaurant brand.
三汁焖锅源于清代御膳名肴香辣汁鱼，同治年间，御膳房总管黄钰玖随驾南巡，同治皇帝沿途各地观景，尤喜香辣汁鱼，赞叹“鲜香嫩辣，回味悠长”。黄钰玖遂从民间索来秘方，回宫后按此秘方熬制汤汁，选用上乘活鱼用砂锅焖制，其味芳香，回味隽永，成为当时皇宫宴会百官的一道名菜。光绪末年，时任庆王府总管的黄杰臣归国，族人对黄杰臣的亲传，香辣汁鱼又成为王府宴会一道佳肴。

黄杰臣后人黄振权先生系我国著名营养学家，其子黄耕先生（中国烹饪大师）道家研究养生饮食，大胆创新，在祖传秘方基础上结合传统温补理论与现代养生学说，创出这道以宫廷菜肴精华为基础，适合现代人饮食需求的养生环保佳肴—三汁焖锅。黄记煌三汁焖锅原料的选择与搭配均经过科学考究、计算，充分达到营养均衡、鲜香嫩辣的完美效果。目前有酱汁系列、（酱汁咸鲜、酱汁香辣）、麻辣汁系列（微麻辣、中麻辣、超麻辣）、海鲜汁系列（咸鲜、香辣）、咖喱汁系列、烧烤汁系列、酸辣汁系列十种口味，三汁焖锅采用低温烹制法，能够最大程度地保留食材的营养成分，让食客在享受美食的同时，能保证膳食营养摄入均衡。这种充分将食材的药性与营养完美结合，从而达到健康养生的做法，正是“黄记煌”高人气的品牌卖点之一。

“The Three Sauce Simmer Pot” has its origins in a famous imperial dish from the Qianlong Dynasty’s “Spicy Sauce Fish”. During the reign of Emperor Tongzhi, the supreme lord of the imperial kitchen Huang Yuju, accompanied his emperor on a southern tour. Among the many delicious dishes enjoyed by Emperor Tongzhi, he especially liked the flavors of a simmered “Spicy Sauce Fish”. He praised its freshness, tenderness, and lingering taste. The supreme lord of the imperial kitchen, Huang Yuju, was given the recipe by the local people. After returning to Beijing, Huang Yuju prepared the sauce then simmered the selected fish exactly as per the recipe in a casserole. Its aromatic flavor and lingering taste quickly made it a famous dish on the emperor’s banquet table for his guests and officials. Generations passed by. During the last years of Emperor Guangxu’s reign, Huan Yuju was the supreme lord in the imperial kitchen. He inherited the recipe from his grandfather and the simmered “Spicy Sauce Fish” continued on as a favorite royal feast delicacy in the palace of the Qing Prince for many generations. Like his fathers before him, Huang Jiechen passed down the recipe.

Generations passed and Huang Zhen’ou a descendant of Huang Jiechen became a famous nutritionist in China. His son Huang Geng was a Chinese master chef. The father and son team were most interested in and studied the dietary benefits of Chinese ancestral cooking with traditionally nourishing ingredients combined with the Chinese medicinal herbs. Over time they created new recipes for healthy cuisine that offered both quality nutrition with the health benefits of medicinal herbs. Their work became the basis of the Three Sauce Simmer Pot. Their new theories worked. They created recipes that suited the demands of modern dietary needs while maintaining the delicate flavors of imperial cuisines. The careful selection and blending of basic ingredients in the Huang Jiechen Three Sauce Simmer Pot have under gone sophisticated scientific tests in modern times and they have been found to have a well balanced level of nutrition yet with a delicious and tender taste.

With the growing success of the Sauce Simmer Pot more sauces were created that maintained the herbal health benefits of the original sauce but offered more flavors. Now there is a total of ten distinct flavors with salty, micro, medium, spicy and super spicy and for seafood dishes, salty, spicy, cury and finally sour pepper sauces. Another nutritional bonus of the Three Sauce Simmer Pot is the way the food is gently cooked with a low temperature. This retains the nutritional benefits of the food while allowing the medicinal herbs in the secret sauce to be fully absorbed into the ingredients giving character to the meal. The final bonus is the meal is cooked right before the consumers eyes at the table. This guarantees the quality, the freshness of the ingredients and enjoyment of the gentle cooking process that offers anticipation of the gently simmering dish. There is one thing more impressive than the medicinal properties of freshly prepared nutritious ingredients, the premium service, the comfortable surroundings and that is knowing, “What you see is what you get.”
“黄记煌三汁焖锅”是一种以“焖”为烹调手法的全新餐饮模式

黄记煌产品采用低温烹制法，锅中不加水，靠食材本身的水分将食材焖熟，最大程度保持了食材原有的营养成分。同时，黄记煌三汁焖锅将中国传统药食同源理论与现代营养学相结合，依据DRIs（中国居民膳食营养素参考摄入量），以成年中体力男子的营养素推荐摄入量为基准，搭配出膳食结构合理的主料、底料、调味汁配方和底油配方。黄记煌独创的餐饮模式于2011年获得中餐领域首个中餐科技进步一等奖。
“HuangjiHuang Three-Sauce Simmer Pot” is a completely new way of catering with ingredients gently “simmered” not harshly cooked on a low-temperature induction cooking plate.

No water is added into the pot, the food is simmered gently using its own water content This preserves the nutrient content of the food. The HuangjiHuang Three Sauce Simmer Pot method combines the benefits of traditional Chinese therapeutic herbs with traditional Chinese ingredients of known nutritional quality. This is in accordance with the DRIs (Chinese Dietary Reference Intakes). As the benchmark every meal has the nutritional requirements of a physically active adult male. Each simmer pot consists of a main menu selection, base menu selection, selected sauce and base oil recipe. The simmer pot was awarded the Chinese Food Technology Progress 1st Award of Chinese food field in 2011.
中国餐饮百强企业  中国火锅十大品牌  中国火锅品牌50强企业  中国最具成长魅力企业
中国特许经营连锁120强  中国特许经营连锁餐饮企业20强  企业信用评价AAA级信用企业
中国绿色餐饮连锁企业  京城必去餐厅  北京国际美食节年度流行菜品
国际美食节100家影响力餐饮品牌  中国年度火锅创新奖（焖锅）
中国十大特色餐饮品牌  金鼎奖  2011年中国食品安全示范单位

China’s Top 100 Catering Business  China’s Top 10 Hot Pot Brands
China’s Top 50 Hot Pot Brands  China’s Top 120 Franchise Chains
Chinese Business Award for The Highest Growth Acceptance
China’s Top 20 Franchise Chain Businesses  Triple A Grade Credited Business
China’s Greenest Food Chain Business  Top 100 most visited business in Beijing
Most Popular Dish of the Beijing International Annual Food Festival
Top 100 Most Influential Catering Brands of the International Food Festival
China’s Hot Pot Innovation Annual Award (Simmer Pot)
China’s Top Ten Featured Catering Brands: Jinding Award 2011
China’s Food Safety Demonstration Unit ……
黄记煌采用中央厨房管理模式
中国传统餐饮文化和西方先进餐饮管理模式相结合的全新连锁经营模式
HuangJiHuang creates a central kitchen management procedure

A completely new restaurant chain operational program combining Chinese traditional catering and advanced Western catering management procedures
生产基地
黄记煌三汁焖锅所用汁料及药料均由黄记煌生产基地独家自行生产，车间采用先进的生产管理方法与技术，严格执行卫生检疫制度同步，实施各项食品安全措施，保证汁料药料的质量安全。基地同时承担着物品物流与非物品物流的配送，黄记煌专用调味品已获得QS认证及ISO9001质量管理体系认证。

品牌采购强强联手
严格的供应商选择标准，决定了所有原料、调料供应均来自国内外各知名品牌，张锦记、正大、福成、鹏程等优秀供应商为黄记煌打造出特有的优质供应链体系。

严格的质量检测体系
保证了每道环节的品质控制，每道菜上桌前均经过了数位技术人员的共同把关，坚持所有菜品质量始终如一。

专业的采购管理
菜品的主要辅料和调料有严格的质量评估体系及采购模式，实现了产品的可追溯，为食客用餐提供食品安全的保证。
Production Facility

The sauces and therapeutic herbs used by HuangJiHuang are exclusively manufactured by the HuangJiHuang production facility. The plant incorporates the latest manufacturing procedures and technology. HuangJiHuang strictly adheres to all health and quarantine regulations, carrying out various food safety measures to ensure quality and safety of our sauces and therapeutic herbs. The company distributions food and non-food products from it’s manufacturing plant and all the special ingredients of HuangJiHuang are QS certified with ISO9001 Quality Certification.

Partnership with Brand Name Suppliers

Our rigorous supplier selection criteria guarantees that the procurement of all our ingredients and spices comes from well known brand names at home and abroad. Names such as Lee Kum Kee, CP, Fucheng, Pengcheng to mention just a few of our outstanding suppliers. This insures the highest quality supply chain possible for HuangJiHuang.

Strict Quality Inspection Systems

To ensure every step in our quality control, every dish preparation is scrutinized by an exacting quality inspection staff before delivery to our restaurants. This assures that the quality of all dishes always remains consistent.

Procurement Quality and Traceability

All main course, supplementary ingredients and spices for all our dishes have been subjected to the strictest quality assessment and procurement administration assuring full product traceability guaranteeing food quality, food safety for all our dishes.
百年之秘 万世流芳

黄记煌焖锅美味，营养的根由在于其秘方配制。黄记煌的秘方继承祖先「药食同源」的传统，不仅是食材与食材的配比，也含食材与药性的配比。董事长黄耕先生在祖传御膳基础上，将传统药性滋补理论与现代养生学说相结合，采用几十种中药及香料研制成底油、药酒、药料及系列调味汁。经营学家、中国医药专家、标准化专家鉴定，形成技术专利，并制定了相应技术标准，实现专利标准的融合与统一。

中华美食 焖字当先

焖——指质韧的食物放入锅中，加入适量的汤水，盖上盖并利用文火炆软至熟的烹调方法。人云，美食既是「脍炙之味」。黄记煌将祖上流传下来的名菜“香辣汁鱼”进行改良，使锅中的食物充分达到营养均衡、鲜香绵嫩的完美效果，创造了环保养生的健康理念，汤汁合一的营养保障。这一切都来源于这个独特的烹调方法——「焖」。

A One Hundred Year Old Secret, Famous for Generations

The delicacy and nutritional values of HuangjiHuang simmer pot can be traced back to historical recipes. Preparation of the HuangjiHuang recipe revolved around the combination of therapeutic herbs and quality ingredients closely following the ancestral traditions of Huang ancestors. The secret of success in the simmer pot rests upon the ratio of ingredients to therapeutic herbs and spices. The founder, Mr. Huang Geng researched ancestral imperial cuisine to blend the traditional theories of medicinal herbs, ingredients to the modern world's demand for tradition and quality. He used more than ten groups of traditional Chinese medicinal herbs and spices to develop the essential oil base, medicine wine and medicinal herbs in the sauces. After strict appraisal by nutritionists, Chinese medicine specialists, quality standards experts, the recipe preparation was granted a patent with the technical details and formulations secured within the patent.

Chinese Cuisine, The Simmer

To simmer food once referred to a cooking method of putting not so tender ingredients into a cast iron pot hanging on a tripod over a slow fire. An appropriate amount of soup stock would be added, the pot covered with a lid and left to simmer until the food was tender. In the early days of 'Chinese cuisine' it was said in that the delicacy of the food was decided by the pot. HuangjiHuang understanding this made improvements on the old cast iron pot to achieve the same delicacy of Spicy Sauce Fish yet maintain the balanced nutrition and delicious taste of the meal. Now the nutritional value of the food is controlled by this uniquely new cooking method - the induction simmer.
无油烟、无厨师、无食材重复使用

黄记煌三汁焖锅是一种全新的中式餐饮运营模式。它最大的特点就是打破了传统中餐受厨师制约的弊端。专业技术掌握在公司手中，由公司统一配送核心调料。各门店按照标准操作，有效地实现口味的统一性，便于餐厅良性运营。
No fumes, no cook, no ingredients reused

The Three-Sauce Simmer Pot a new hi-tech way of Chinese catering
A break from the constraints of traditional Chinese cooking
No wok, no heat, no fumes, no ingredients re-used.
Expertise is in the hands of Huang Ji Huang with all the ingredients and condiments standardized, distributed by the company.
The same high standard of service is guaranteed in all restaurants.
Medicinal Herbs Nutritionally Balanced

药食同源 营养均衡
药食同源 营养均衡

世界上没有任何一个民族的饮食文化像中华民族一样博大精深。我国中医学自古以来就有“药食同源”的理论，认为药即是食物，食物亦是药物，两者同源、同根、同用、同效。也就是说，每一种食物除营养价值外，都具有和药物一样的性味和功能。

药食同源是中国饮食文化的显著特点之一，特别是带有较浓重宫廷特色的传统药膳，大多是将药物与食物相互配伍，相辅相承，经过选料加工制成具有食疗用途的膳食，既将药物作为食物，又将食物作为药物，既可食，也可药，食药双效，使人享受美食的同时达到保健和强身的作用，体现了科学性和艺术性的完美结合。

"Medicinal Herbs and Food Homology" theory. Balanced Nutrition

No dietary culture in the world is as broad and profound as Chinese cuisine. Chinese people believe medicinal herbs and food are interchangeable. Since ancient times medicinal herbs were food and foods served as medicine. For example oranges, rice, longan meat, walnut, almond, pepper, cumin, cinnamon, pumpkin seeds, honey, etc. are foods but in China they also serve as medicine. This has been understood in China from ancient times to the modern day. The Chinese believe what you are is what you eat. You may expect a better quality of health, immunity from illness, longer by eating quality foods infused with medicinal herbs. This is the ultimate mission behind HuangjiHuang philosophy. Behind the delicate flavors and taste of the three sauce simmer pot there is a perfect combination of tradition, science and artistic perfection just waiting to be enjoyed.

Medicinal herbs and food homology theory in the West is seen as grandma’s remedies for fever, headache and constipation etc. But in China medicinal herbs are a very serious science going back thousands of years. In China medicinal herbs are not taken only when you are unwell. They are taken as a health supplement, as an aid to well being, to improve the feel good quality of life. Grandma’s wisdom that the worse it tastes the better it is for you is not true. HuangjiHuang recipes combine healthy food with more than 30 kinds of traditional Chinese medicinal herbs to achieve appetizing tastes, flavours and the medicinal protection of traditional Imperial cuisine. What you eat today is how you will feel tomorrow.
便于制作 营养均衡
专用料包、副产品及调味品由北京总公司统一配送，保证了口味的一致，避免了厨师操作的随意性。其材料的选择和搭配均经过科学论证，能有效地保证食客品尝美味的同时补充身体所需的多种营养元素。

环保不扰民
菜品整个制作过程采用低温蒸制法，不产生油烟及噪音，有利于保护环境，消费者及餐厅员工的身心健康，最大程度地减少了餐厅对周边居民的打扰。

安全卫生 节约能源
其制作过程均在客人餐桌前完成，真正实现食品安全，不同于中餐后厨制作前厅用餐的传统形式，客人可以直接看到菜品从生到熟的全部制作过程，食用更安心。餐具选用高科技合金材料制成的专用锅和专用节能型电磁炉，使用电能，比使用其他能源更安全，费用也更低，更符合现代环保节能的时代要求。焖锅整个制作环节做到食材的物尽其用，使食材没有重复使用的价值，真正实现了食客餐桌的“安全”。

吃法独特
顾客可以根据自己的需求“先吃后烫”。锅中还剩余底料和汁料时加入少量高汤“烫”吃各种蔬菜及菌类，比传统的涮菜味道更醇厚的同时也更保留了食材营养元素。在服务员的指导下，食客还可以自己动手DIY制作一锅美食。这种将趣味性、互动性融入就餐过程，节省劳动力，简化服务流程也是黄记煌对中餐传统经营模式的一种创新。
Consistency of specialized manufacturing... Balanced Nutrition

Our special sauces, side products and ingredients are uniformly manufactured and distributed by the Beijing HuangJiHuang headquarters. This ensures consistent excellence in the company’s product and avoids incongruity in restaurant operation. The strict control of raw materials in our manufacturing processes is carefully monitored and scientifically qualified to insure the nutritional requirements of our products are met so consumers may enjoy the best possible experience of taste, texture and presentation.

Environmental Consideration. Consideration of Others.

All of our Three Sauce Simmer Pot dishes are gently simmered on a low temperature cooking plate. This insures there is no fumes, smoke, heat or noise. This is beneficial to the local environment, the comfort of the consumer and restaurant staff. It minimizes power and air-conditioning costs while presenting a minimal environmental footprint.

Health and Safety Considerations. Saving Energy

Traditionally Chinese restaurant food is cooked in a kitchen then carried to the consumer table by hand. The first time the consumer sees their food is when it is delivered to the table. Who prepared the food, cooked it and handled it has to be accepted as dutifully processed. In a HuangJiHuang restaurant our patrons inspect the delivery of ingredients in sealed clear containers, witness the preparation, simmer process from beginning to end by a qualified attendant. The consumer is at leisure to snack on a side salad or observe for a few minutes while their three sauce meal is to gently simmered to perfection. Our simmer pots are constructed from high technology alloys with a glass lid and rest on an electronically controlled induction plate that heats only the simmer pot. This offers the best possible power efficiency and customer comfort. The consumer may observe the gently simmering food through the lid. The food preparation area where ingredients are prepared is part of the restaurant’s open plan. Customers may inspect preparations if they wish. The HuangJiHuang restaurant operation is designed to achieve the best possible utilization of ingredients with minimal wastage. Since all food is presented raw to the consumer’s table then cooked before them there is no reuse.

A Unique Way of Dining

HuangJiHuang restaurant patrons are free to add to the simmer pot. Extra vegetables and mushrooms plus a little soup stock may be added at will top up the simmer pot to absorb those subtle flavors in the pot. Guests are encouraged to ‘do it yourself’ with their own selection of simmer pot ingredients. They may satisfy their own personal tastes while being assisted as needed by our helpful HuangJiHuang table hosts. At HuangJiHuang restaurants this fun interaction is welcome as adds a sense of dining management for families or groups offering a more congenial atmosphere while easing service demands.
Product Estimations
The average meal price per person is approximately 65-70 Yuan. This price suits our target group who are fashionable diet conscious youth, students and young couples starting out. All have a great enthusiasm toward new healthy dining experiences.

Restaurant Location Choices
With the majority of our customers young adults, current Huang Ji Huang restaurants are located in youth oriented areas near malls and shopping complexes. In international cities around the world 'China town locations' are preferred. Traditional Chinese restaurant locations on the street are less interesting to our target customers.

Huang Ji Huang Restaurant Image
Image is every thing. Our restaurant image is specifically designed to appeal to modern, fashionable young patrons while maintaining the valued, cultural traditions of Chinese cuisine.

Restaurant Décor
Huang Ji Huang benefit from a consistent design in their restaurants. This is desirable in all major restaurant food chains around the world. It builds a connection with the targeted consumer. It encourages a relaxed sense of familiarity while strengthening the consumer's expectation of service and product quality.

Electronic Menu
Our consumers are young adults who's day revolves around social media applications. They identify meals ordered via Apple iPad, Android phones or tablet computers as not only convenient, quicker but also 'cool'.

Company Promotions
Huang Ji Huang is working hard to make full use of available social medias to conduct promotions via email, micro-blogs etc. down loaded to Apple and Android smart devices.
Customer Support
Training Support
Planning Support
Business Support
Operations Support
Market Support

Standardized business model
Improved training and operational programs
It's easy to open a HuangjiHuang restaurant
为年轻时尚客户群体打造的iPad自助点菜系统不仅节省了点菜的时间和人力，等候时间还成为了客户的娱乐工具。

餐厅使用iPad点菜系统受到了媒体广泛关注。

便携高效的菜品清单。

人性化的操作界面。
ipad自助点餐系统不仅节省了服务员认的劳动强度，还节省了食客点餐、等候时间，同时还成为了食客娱乐工具，带给食客全新的就餐体验。黄记煌餐厅由于在中餐领域率先引领了时尚风潮而备受媒体广泛关注。

Being able to order meals via smart devices like iPad is appreciated by customers and is a bonus to restaurant staff. It saves service waiting time while offering a fun new experience to many diners. It relieves the work load of 'Table Hosts' who no longer need to take table orders. HuangJiHuang enjoys wide social media attention due to their fashionable trends in Chinese Restaurant Marketing.
微博推广

微博已经成为时尚人群的标签。利用这一新兴媒体，针对我们的客户群体采取互动的方式进行推广，并取得了良好的效果。

Weibo Network Social Media

Weibo has become the ‘in thing’ with modern young adults. HuangJiHuang takes advantage of this interactive technology allowing our customers to order on line saving time.
黄記煌

Braised Delicacy which has 100 years history

黄记煌三汁焖锅源于清代御膳名肴香辣汁鱼

The Three-Sauce Simmer Pot is based on the famous Qing Dynasty imperial recipe for Savory Spicy Fish
THANK YOU
谢谢

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