



Global gourmet adventure

A host of dining options await visitors to MegaBox, with every taste catered for

Main picture: MegaBox has ample space for function and banqueting halls. Top right: Delicious Chinese delights from Oriental Lily are complimented with western offerings from California Pizza Kitchen and delicious Turkish ice-creams from MADO.

主圖：MegaBox空間寬敞，適合舉行各種活動和宴會。右上：喜百合的精美中菜、California Pizza Kitchen的西式美食、MADO的香滑土耳其雪糕，均可在這裡品嚐。



We need to eat to survive, of course, but food means more than just nourishment.

Mealtimes are special, an occasion to be shared. The simple partaking of food provides a valuable framework for people to build relationships, make new friends, and even explore the world.

In Chinese culture, the ritual of food begins long before it is time to sit down at table together. Much love and thought goes into the planning and preparation of each meal. It begins with the careful selection of ingredients, with attention paid to colour, balance, freshness and texture. Various traditional cooking techniques are then employed before, finally, the delicate morsels are ready for the mouth.

Mealtimes are a celebration of food, designed not only to nourish, but to please both the eye and the palate. It is the Chinese tradition of sharing food, with family and friends seated together at table enjoying a range of communal dishes, which inspired the trend of “family-style” dining as it is now known.

In many countries, the concept of going out with family and friends for a shared meal is something usually reserved for the weekends. Not so in Chinese culture, particularly in Hong Kong, where according to government research, people tend to dine out an average 6.5 times per week. Perhaps it's because they have so much choice. Hong Kong has more than 11,000 restaurants, reportedly more restaurants per capita than in any other city.

Hong Kong's reputation as a gourmet's paradise is world renowned. Many visitors say the food is a main attraction, with tourists returning again and again not only for the incomparable shopping or fascinating sightseeing, but for the city's epicurean delights. International visitors love the excitement of consistently discovering new chefs, new eating adventures and new dishes.



Oriental Lily
喜百合



MegaRed Chiu Chow
醉紅樓潮州酒家



Naruto Japanese restaurant
鳴門日本料理

For Hong Kong people, dining out is entrenched as part of the everyday lifestyle. Thanks to the innovative design of MegaBox dining, retail and entertainment complex in East Kowloon, they can now combine two of the city's most loved activities: eating and shopping.

And there's no better time than weekday evenings to enjoy all that MegaBox has to offer. Located in Hong Kong's newest commercial hub, MegaBox makes a convenient place for everyone to meet after work. Depending on your particular preference, there is lots to do before dinner. Groups of friends can cheer on the skaters at the international-sized ice rink, or catch a movie at the Imax theatre. Fashionistas can browse the boutiques for designer collections, or try the latest skin care products. Couples and families can find inspiration in the expansive home-improvement stores so conveniently brought together under one roof. And, of course, there's MegaKids, an innovative zone dedicated to children that's sure to keep even the youngest family members happy.

All this is a lead-up to the main event - dinner. MegaBox offers about 35 food and beverage options – and with so much choice, you'll want to come back again and again.

The range of cuisines takes the diner on a gourmet's global adventure. It's a feast for the senses – appropriately called MegaFeast - starting with Asia.

The mouthwatering array of options gives diners a taste of the traditional recipes they love – and some exciting new experiences. All the favourites are there, like congee and dim sum, and fresh river seafood, in delectable Chinese dishes showcasing the food styles of Canton, Chiu Chow, Shanghai, Shandong, Hakka and others. Formal or casual dining? The choice is yours, from affordable fast food outlets for that quick bite, to a multi-course banquet. With an entire floor of banquet halls, it's no wonder this venue is so popular for wedding feasts and annual dinners.

Other Asian delights await discovery, too. If you feel like a sizzling Japanese teppanyaki, a spicy Singaporean laksa or an authentic Thai curry tonight, you'll find it here.

International tastes are well catered for, too. MegaBox features a star-studded list of chefs waiting in trendy restaurants to bring you everything from a Manhattan cocktail to a California pizza, a classic burger to a thick, juicy steak, or authentic Italian pasta.

For a sweet finish, there are dessert bars and candy shops, ice cream parlours and an exquisite chocolatier.

The reason that the culinary experience on offer is so diverse is that many experienced dining establishments recognised the potential of MegaBox early, and secured substantial floorspace to open flagship restaurants.

Another reason is the innovative design. The architecture is such that, in MegaBox, you actually feel like you're on a journey – a glorious food journey following the sights and aromas of dining rooms from around the world, each offering something characteristically special, and tantalisingly delicious.

Take the time to explore them all. Whether it's for a quick coffee in McCafé or Starbucks, or a formal celebration in the banquet hall, your taste buds will be well rewarded.

Thanks to MegaBox, Kowloon Bay is becoming Hong Kong's new focal point of dining and fine cuisine. And there is no better way to enjoy it than by making a weekday dinner date at MegaBox. What a wonderful way to cap your busy working day.

東九龍美食之旅

民以食為天，人類需要食物來充飢，不過時至今日進食早已跳出「醫肚」的框框，成為交朋結友，甚至體味大江南北不同風情之道。

中國的飲食文化源遠流長，食物在上桌前已經過一輪精心策劃，選料要新鮮，配搭要得宜，質感既要上乘，且要色澤鮮明，食物再經過不同的傳統烹調方法，美味的佳餚方可為賓客奉上。中國人的宴席，無論是與親人或是朋友共聚，大家團團圍著，共享一席。筵席要用圓桌，這就從形式上做成了一種團結共趣的氣氛，「大團圓」也因此而起。

就很多國家而言，與親友外出吃飯主要是一項週末的活動，唯對中國人，尤其忙碌的香港人來說，平日下班後與家人或朋友外出晚膳甚為普遍。據香港政府的統計，香港人平均一周出外晚膳6.5次，原因可能是餐飲選擇豐富。香港現有超過11,000家餐廳，餐廳與人的比例均較其他任何城市為高。

香港是著名的飲食天堂，除購物與觀光外，品嚐珍饈百味可說是吸引遊客經常來港的主要原因。各國美食、新式餐廳、著名廚師及多元化的菜式均令遊客樂而忘返。而對香港人來說，外出用餐是生活的一部份，來到匯聚吃喝玩樂於一身之MegaBox，大家定必盡興而歸。

MegaBox位於香港東九龍最新的商業中心，工餘與友人相約共聚非常便利，晚飯前的消遣選擇眾多，可到面積達國際標準的溜冰場暢快玩樂，或於IMAX影院看齣電影，於潮流時裝店選購最新服飾，或試用最新的護膚產品。情侶或家庭亦可到大型家品店添購時尚生活用品，或到一站式的MegaKids為小朋友選購教育用品及潮流衣飾。

購物娛樂之餘，MegaBox提供約35家餐飲食肆，選擇眾多，必定能令食客再三回味。

中式美食方面，傳統烹調及新款菜式兼備，無論是點心、河鮮還是簡單的粥品，廣東、潮州、上海、山東及客家等各種地道菜餚色色俱備，由便宜的快餐到壽筵喜宴任君選擇。這裡更有整層的宴會廳，難怪大大小小的婚宴及周年聚餐均選擇在此舉行。

其他亞洲及國際美食亦應有盡有，無論日式鐵板燒、新加坡叻沙、傳統泰式咖哩、加州薄餅、美式漢堡包、肉汁豐滿的牛排、正宗意大利粉，甚至麥克頓雞尾酒等，MegaBox一系列時尚的餐廳及譽滿國際的名廚均不會令你失望。

吃過晚餐，甜食亦不可少。這裡有各式甜品、糖果及雪糕店，亦有精美的巧克力可供選擇。

MegaBox能夠提供如此豐富的餐飲選擇，全賴香港的餐飲集團早就看到其優厚潛質，在物業初落成時便已進駐或建立旗艦店。此外，MegaBox獨特的建築設計讓食客穿梭於美食之道，由視覺、嗅覺及味覺引領，盡情探索各地的獨特色香味。

只要花點時間，無論是到McCafé或星巴克嘆一杯香濃咖啡，還是到宴會廳享用佳餚，MegaBox各式美食一一俱備，必能令你回味無窮。



Mos Burger



Business executives
enjoy a working lunch at
California Pizza Kitchen.
行政人員到California
Pizza Kitchen午膳。