

For Immediate Release

**Maxim's Group Promotes WeGen farming
by Utilizing Pre-consumed Food Waste to Cultivate Pesticide-free Crops
Introducing Healthy Dining to Nearly 70 Restaurants and Fostering a Circular Economy**



Image 1: Maxim's Group promotes WeGen farming in collaboration with local farms to utilize pre-consumed food waste for cultivating pesticide-free crops.

[20 February 2024, Hong Kong] With the objective of reducing and making good use of food waste, Maxim's Group launches "WeGen farming", one of its sustainable development initiatives, by collaborating with local farms that adopt eco-friendly farming methods. By transforming pre-consumed food waste into enzymes, these farms produce crops without using pesticides and chemical fertilisers. The high quality and healthy farm produce is then served at nearly 70 of the Group's restaurants, thereby integrating a circular economy into the daily lives of customers.

Maxim's Group has strengthened its operations with a sustainable development framework . Over the years, the Group has actively promoted the concept of reducing food waste in concerted effort with the community to combat climate change. In early 2024, the new sustainable development initiative – WeGen farming was introduced, embodying the Group's vision of sustainability through "We" and "Regenerative (farming)". The project invites people from all walks of life to participate and savour the taste of sustainably sourced food.

Transforming Food Waste into Enzymes, Fostering a Circular Economy

Since 2022, Maxim's Group has been collaborating with Hung Yat Farm on a pilot project. The Group collects pre-consumed food waste, including mango peels, soy pulp, salmon bones, coffee grounds, eggshells for Hung Yat Farm to transform the waste into enzymes. This enhances soil nutrition, prevents pests, and produces farm goods free from pesticide and chemical fertilizers.



Image 2: Maxim's Group collects pre-consumed food waste, including mango peels, soy pulp, coffee grounds, eggshells for Hung Yat Farm to transform the waste into enzymes.

By practicing eco-friendly farming methods that align with the seasons, water and soil conservation is improved, and biodiversity is sustained on the farmland. The produce is then served in the Group's restaurants as high-quality and healthy cuisine, bringing the natural nutrition and flavours of WeGen crops to the dining table and reducing carbon emissions from the production and transportation of agricultural products.

Since 2022, the supply of food waste from Maxim's Group to Hung Yat Farm has grown exponentially and is expected to reach 30 metric tons in 2024. The annual yield of crops including cherry tomatoes, salad greens, zucchini, cucumbers, beetroot, pumpkin, and bitter melon, has also achieved substantial growth.

Mr. Pippo Au, Head of Supply Chain of Maxim's Group, said that food waste is always a matter of widespread community concern and that Maxim's Group is committed to integrating circular economy strategies into its business operations, creating a mutually beneficial situation with supply chain partners.

"We work very closely with Hung Yat Farm, conducting rounds of tests and trials on the types of food waste collected for use on the farm and accessing changes in crop flavours. Together, we overcome challenges in logistics and weather to ensure that the quality and quantity of the crops meet the Group's procurement requirements. Our ultimate goal is for the farm produce to meet the market's and customers' expectations for sustainable development and healthy dining, while also creating business opportunities through the circular economy."

Mr. Wong Chin Ming, owner of the Hung Yat Farm, added that before the collaboration, the concept of regenerative farming was not well-known in the community, which hindered its development. Fortunately, with the support from Maxim's Group, which shares the farm's vision by purchasing its harvest, the area under cultivation has expanded from approximately 40,000 square feet in 2022 to around 70,000 square feet in 2024. This expansion allows the farm to grow more WeGen crops with a more reliable supply of high-quality produce.

"Through this collaboration, I hope regenerative farming can continue to develop and transform the conventional farming practices in Hong Kong by promoting eco-friendly farming methods that use zero pesticides and zero chemical fertilizers, hence yielding high-quality farm produce." he said.



Image 3: Mr. Pippo Au, Head of Supply Chain of Maxim's Group (right) and Mr. Wong Chin Ming, owner of the Hung Yat Farm (left).

Incorporating WeGen Crops into Menus: Delivering Authentic Flavour and Nutrition of Food

Maxim's Group has incorporated a variety of WeGen crops into the menus of its restaurants, allowing customers to enjoy the benefits of a circular economy. These offerings span Chinese, Western, Japanese, fast food restaurants and coffee shops. To ensure the delivery of the crops' natural nutrition and flavours, the Group's chefs provide continual feedback and suggestions to the farm regarding the size, taste and characteristics of the crops.

"We are committed to offering customers a decent and cozy dining experience, which includes healthy and delicious cuisine. The WeGen farming project aligns perfectly well with our operational philosophy. When designing our menus, our primary goal is to deliver the original taste and nutrition of the food ingredients to our customers." said Ms. Candy Tse, Head of m.a.x. Concepts and COVA of Maxim's Group.

Mr. Thomas Fan, Head of Quick Service Restaurants of Maxim's Group, also plans to incorporate WeGen crops into the fast-food menus. "We are exploring ways to create dishes with crops from Hung Yat Farm. Our hope is to continuously offer a diverse range of healthy and value-for-money meals to more customers through our extensive network of fast food chain restaurants."



Image 4 and 5: Maxim's Group has incorporated a variety of WeGen crops into the menus of its restaurants, including "Wild Fungi and Toasted Feta Cheese Salad" (left) and "Roasted Hormone-free Chicken and Curly Lettuce Caesar Salad" (right) served in simplylife.

Cuisine	Catering Brand
Chinese cuisine	The Square, 818 The Seafood
Western cuisine	COVA, simplylife
Japanese cuisine	Nakame no Teppen, Obihiro Hageten, Uoharu, Yakiniku Ishidaya, Yakiniku Kagura
Quick service	Maxim's MX, can.teen, Maxim's Food ² , Deli-O
Coffee shop	Starbucks

Table 1: Nearly 70 restaurants providing different types of cuisines in the Maxim's Group are using crops from WeGen farming

Maxim's Group has also initiated a series of internal promotions for WeGen farming and has organised seven farm visits in collaboration with Hung Yat Farm to date, with over 100 employees from various departments participating. WeGen crops are also available for internal sale to enhance staff members' awareness and understanding of WeGen farming's vision and eco-friendly principles. The Group is encouraging to see the staff's enthusiastic support for its sustainability initiatives.

Image and Video

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About Maxim's Group

Maxim's Group delivers memorable moments to our customers by providing quality dining experiences under our homegrown brands and renowned global brands.

Maxim's Group's journey began in 1956 with the establishment of a European Night Club Restaurant in the basement of Lane Crawford, now known as the Landmark, followed by the launch of its first Chinese restaurant, Jade Garden, in 1971 in Tsim Sha Tsui. It was a culinary revolution at the time, elevating Cantonese cuisine to a new level of sophistication with Western-style service.

Since 2000, Maxim's Group has successfully introduced numerous international F&B brands to new markets and becomes one of Asia's leading food and beverage companies, operating Chinese, Western, Japanese and Southeast Asian restaurants, quick service outlets, bakery shops and cafes, and an institutional catering service. Maxim's Group also produces a range of festive products, including the award-winning Hong Kong MX Mooncakes, and is a licensee of Starbucks Coffee, Genki Sushi, IPPUDO, The Cheesecake Factory and Shake Shack in various territories. Altogether, the Group has 2,000 outlets.

Proud of our heritage and humbled by our success, we are committed to a sustainable and innovative future. To learn more, please visit www.savouringourfuture.com.hk.

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