

For Immediate Release

**Maxim's Group Celebrates Opening of 2000th Store in Asia
with simplylife apm Store in Kwun Tong
Launches Month-long Food Promotions Across Nearly 570 Stores in Hong Kong**



Image 1 and 2: The new simplylife store in apm, Kwun Tong officially opens today (15 December), commemorating the significant milestone of Maxim's Group reaching 2000 stores across Hong Kong, Mainland China, Macau and Southeast Asia.

Mr Michael Wu, Chairman and Managing Director of Maxim's Group, was joined by a distinguished group of guests to officiate the cake cutting ceremony at the restaurant's grand opening.



[15 December 2023, Hong Kong] Maxim's Group, driven by a strong commitment to innovation and novelty, remains dedicated to evolving and expanding its food and beverage business. Today, it stands as one of the largest F&B groups in Asia. The Group is excited to announce the grand opening of its 2000th store, simplylife Bakery Café in apm, Kwun Tong. This significant milestone marks the Group's extensive presence across Hong Kong, Macau, Mainland China and Southeast Asia. In celebration of this opening of the 2000th store, Maxim's Group offers a variety of food promotions with discounts of up to 60% off at nearly 570 restaurants and outlets across Hong Kong from 15 December 2023 to 15 January 2024.

Since its establishment in 1956, Maxim's Group has been at the forefront of developing its own F&B and retail brands in Hong Kong, as well as introducing renowned global brands since 2000. To date, the group manages nearly 80 brands, providing its customers with a diverse dining experience across Mainland China, Macau, Singapore, Malaysia, Thailand, Vietnam, Laos, Cambodia, the Philippines, and other regions.

"Over the past 67 years, Maxim's has achieved remarkable success through innovation and the introduction of new brands with various styles and cuisines, catering to the evolving tastes and demands of customers, leading a new culinary culture." said Mr. Michael Wu, Chairman and Managing Director of Maxim's Group, at the grand opening ceremony of the simplylife store in apm, Kwun Tong.

Extending Community Care with HK\$2 Million Donation to Charitable Organizations

In line with its commitment to community care, Maxim's Group is furthering its efforts during this momentous occasion by making significant donations. The Group has donated HK\$1 million to the Hong Kong Community Chest, and an additional HK\$1 million to "Mindset Hong Kong", a charitable organization dedicated to advocating for mental health awareness and support.



Images 3 and 4: Maxim's Group has donated HK\$ 1 million each to the Hong Kong Community Chest (top) and Mindset Hong Kong (bottom), demonstrating the Group's support for promoting charitable activities.

Renowned Graffiti Artist Performs in Hong Kong, Showcasing Unique Fusion of Graffiti and 3-D Mapping in Celebration

The opening ceremony showcased a remarkable performance by Yoyo Lee, an influential multimedia artist from mainland China. Showcasing the first-ever performance combining graffiti and 3-D projection mapping in Hong Kong, Yoyo used innovative interpretation to celebrate the grand opening of Maxim's Group's 2000th store, while incorporating symbols from different regions to symbolize its extensive business presence across Hong Kong, Mainland China, and Southeast Asia.

Having grown up enjoying various delicacies from Maxim's, he regarded the Group as an iconic representation of the era, which expanded his imagination of culinary culture. He also praised the

Group for its continuous efforts in improving and diversifying the quality of their food products, aligning it with his own pursuit of novelty in artistic creation.



Image 5: Cross-media artist Yoyo Lee was invited to Hong Kong to commemorate the occasion with his artwork, bringing a unique opening performance with dancers.

Month-long Food Promotions to Share Joys with the Public

To celebrate the opening of its 2000th store, Maxim's Group is launching month-long F&B promotions across its nearly 570 restaurants and shops in Hong Kong, offering discounts of up to 60%.

Promotions include value-for-money offers at the Group's 54 Chinese restaurants, where customers can enjoy a set menu for four or six people originally priced at HK\$4,000 to 5,000 for only HK\$2,000, or a four-person set menu originally priced at HK\$2,000 for HK\$1,200. Discounts will also be provided at all 164 Japanese restaurants of the Group. Customers who spend a certain amount or purchase designated set menus will receive complimentary designated food items, beverages, or vouchers.

Customers can also enjoy selected Morning Toast, originally priced at HK\$18.5 or above, at all 156 Maxim's Cakes stores for the discounted price of HK\$15.5, as well as a 20% discount on two specified Christmas cakes at all 82 arome stores. The Group strives to celebrate the grand opening of Maxim's 2000th store together with customers through various offers and promotions.

Furthermore, from now until the 21 December, members of Maxim's mobile app "Eatizen" can receive a HK\$200 e-coupon by making accumulative spending of HK\$2,000 at designated brands. New members can receive an extra HK\$10 e-coupon by registering with invitation code "2000TH".



To spread the joy to the online world, the food-themed mobile game "eatie" will not only mark the location of the new store in apm, Kwun Tong on the map with a "2000" logo, but also allows players to collect virtual commemorative cups by exploring the eatie game map or participating in mini games. Additionally, players can participate in an exclusive eatie Challenge to win free simplylife lunch sets as rewards.

For more details on the food promotions at various branches, please visit <https://www.maxims.com.hk/2000thstore>.

Image

Download [here](#)

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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