



百年嘉咸 創意蛻變

Century-old Graham Market Evolves With the Times and Innovations

位於中環的嘉咸市集始於1900年代初，乃香港最早期形成的華人露天市集。百多年來，隨着時代變遷，嘉咸市集亦一直在變。由營商手法，以至貨物種類和款式，不少檔販經過幾代人的努力，俱與時並進，在傳統經營環境之中闖出一片天。

嘉咸市集作為中西區重要的地方特色，一直是市建局珍視的社區網絡及夥伴。隨着卑利街/嘉咸街重建項目這幾年將相繼落成，市建局繼續與嘉咸市集一眾商販緊密連繫，並籌謀如何能利用科技與創意，向公眾展示嘉咸市集的價值與附近項目店舖的特色，讓嘉咸市集成為不但具備質素口碑，更是便利顧客購買新鮮食材的地方。

即使經歷了百年蛻變，惟一不變的，是那濃濃的人情味。

Located in Central, Graham Market was founded in early 1900s, as the earliest outdoor market in Hong Kong. For over a hundred years, Graham Market has been evolving, from trade practices to the types and choices of goods. Many stall owners strive for generations to progress over time, establishing their own niche in the traditional market environment.

Graham Market, a significant local attraction encompassing important social network in the Central and Western District, is always a partner valued by the URA. As the Peel Street/Graham Street redevelopment project is going to complete in the next few years, the URA has been working closely with stall owners in the Graham Market to explore innovative ways to showcase the values of the market and characteristics of the shops so as to spread its reputation of a quality and convenient food market afar.

A century of changes notwithstanding, the human touch remains.

歷史圖片由鄭寶鴻先生提供
Historical photos courtesy of Mr Cheng Po Hung



華記第三代：不轉變，就落後

The Third Generation of Wah Kee: To Change or Become Outdated

位於結志街的華記果菜，店內掛着不同名人和明星的合照。

「那個是周中師傅，還有鼎爺、肥媽……站在旁邊的就是我媽。」華記的第三代經營者陳嘉寶（Anson）望着牆上的合照如數家珍，卻不及其中一張鍾楚紅的個人照吸睛，「鍾楚紅以前最愛來華記買雅枝竹，有抗氧化功效嘛。」這位客人後來和Anson的媽媽熟絡了，遂以肖像相贈。

華記自五、六十年代便設於嘉咸市集，由Anson的爺爺一手創立。至七十年代由他的爸爸接手，主要售賣薯仔和蕃茄等普通蔬菜，後來也經營加工等生意，將蔬菜清洗和切好後供應給附近的酒樓食肆。

到華記的第三代——Anson和哥哥——接手，已是2007年的事。此前，Anson於高級酒店餐廳的工作才正起步，經過一番掙扎最後決定協助爸爸打理生意，卻未料打開一扇門：不少在高級餐廳認識的廚師朋友，逐漸成為華記的顧客。「這是一個網絡，因為廚師最靠口碑去搜羅高質素的材料，也是我回來幫手的第一個目標。」Anson說這些新顧客亦漸漸為華

On the wall inside Wah Kee Fruit and Vegetable shop located at Gage Street, there hang photos of the shop owner taken with different celebrities and movie stars.

“That is Chef Chow Chung, Lee Ka Ding, Maria Cordero...the one standing next to them is my mom.” Anson Chan, the third-generation successor of Wah Kee, proudly presented their collection of celebrity snapshots, among which the most eye-catching was a solo portrait of movie star Cherie Chung Chor-hung. “She used to come here to buy artichoke, which is rich in antioxidants.” This famous customer became a regular with Anson’s mother, to whom she gifted this portrait.

Wah Kee was founded by Anson’s grandfather in Graham Market around 1950s and 1960s. In the 1970s Anson’s father inherited the business, selling mainly ordinary vegetables like potatoes and tomatoes back then. Later, they also processed vegetables for restaurants nearby.

It was until 2007, when the third generation of Wah Kee, Anson and his brother, took up the shop. Before then, Anson just started his career in a high-end hotel restaurant. He struggled for quite some time before finally decided to help his father to manage the family business, which unexpectedly opened a new door for them. Many chef friends whom he knew from working in the fine-dining restaurant became customers of Wah Kee. “It became a network of customers as chefs relied on word-of-mouth to source for high quality ingredients. They were my first target customers when I returned to the shop.” Anson said these new customers brought changes to Wah Kee. The variety

記帶來轉變，所進口的外國種類蔬菜也多起來，甚麼苦白菜（比利時茭萹菜）、紅毛菜等固然一應俱全，Anson甚至不惜親自向外國菜販訂貨，以控制成本及售價。

作為華記的第三代負責人，Anson坦言做生意手法必須有所改變，「不得不變，因為你不肯轉變就會落後，被淘汰，所以要與時並進。」也因此，Anson決心要令華記落單工序電腦化，同時也在其他網購平台開拓客源。華記近年與網購應用程式公司合作，讓客戶足不出戶便可在網購平台買到新鮮蔬果，直接送到家中。這樣的購物模式，吸引了很多中上環及山頂的顧客來光顧，當中外籍及內地客人佔一定比例。

Anson說，事實上這十多年來嘉咸市集的客源也一直在變，由從前主要是本地街坊鄰里，到今天中上環區已因SOHO一帶有大量餐廳進駐，再加上中西區居住人口改變，連帶華記的客人也愈來愈多外籍人士，當中更不乏餐廳廚師，彼此會不時交流烹調心得和街市行情，從中偷師後又可再推介給其他客人。他印象最深刻是識於微時、現被喻為最年輕米芝蓮大廚的VEA創辦人兼行政總廚鄭永麒（Vicky）：「他當初回流香港做廚，還未成名，我看着他成功。」今天兩人情誼未變，也經常在嘉咸市集碰面，互相問候。

故此，即使將來網購怎樣發展都好，Anson都堅持華記要保留在嘉咸市集的門市，「很多客人未必求方便，但就喜歡來舖頭『打牙較傾偈』。這些人情味用錢也買不到，因為是用年月日去儲來的。」重情的Anson這時笑得眯上眼。

of vegetables they imported was widened, including Belgian endive and red coral lettuce. In order to control cost and sales price, Anson even ordered directly from overseas vendors.

As the third generation of Wah Kee, Anson stressed the importance of keeping the business abreast with market development. "In business, you either evolve or die." Therefore, Anson decided to computerise the ordering system and expand the clientele via other online shopping platforms. Recently, Wah Kee has collaborated with online shopping platforms to allow customers to order and have fresh produce directly delivered to their homes, which has attracted many residents in Central, Sheung Wan and the Peak, in particular some expatriates and mainlanders.

In fact, Anson said the clientele of Graham Market had changed significantly over the past decade. While in the past customers were mainly locals in the neighbourhood, Wah Kee is now having more and more expatriate customers due to the growing number of restaurants in the SOHO district and the change in population in the Central and Western District. Many of them are chefs who would exchange their cooking tips and market trends with Anson and he would share what he has learned with other customers. One of his regulars, Vicky Cheng, who is now Founder and Executive Chef of VEA Restaurant and known as the youngest Michelin-starred chef, goes back a long way with Wah Kee. "He returned to Hong Kong to start as a young chef and had yet become famous. I witnessed his journey of success." With business built with lasting friendship, the two friends still often meet and greet each other at Graham Market.

Hence, no matter how successful their online business will grow in the future, Anson insists on keeping their outlet in Graham Market. "Many customers care little about convenience. They'd rather come to chit-chat at our stall. This kind of relationship is priceless and has taken years to build." Anson smiled from ear to ear as he spoke.



Anson (左) 與媽媽「May姐」(右) 細說與星級客人如何結緣。右上圖為影星鍾楚紅相贈的肖像，她最愛到華記買雅枝竹。

Anson (left) and his mother May (right) recount how they met with various celebrity customers. Top right photo shows the portrait of Cherry Chung, the movie star who used to buy artichoke at Wah Kee.



外孫Jet（左）努力將「甜心」發揚光大，外公游暢新（右）感到安慰。上圖為精心設計的新派果汁包裝。

Grandpa Yau Cheong Sun (right) is pleased with his grandson (left) Jet's endeavour to expand the business of "Sweet Heart" with specially designed package of lifestyle juice (above).

甜心外孫 勇創新派果汁店 Sweet Heart Grandson Starts Up Lifestyle Juice Shop

生果店取名「甜心」，理所當然以為喻意水果又甜又多汁。可是76歲的游暢新卻笑言廿多年前在嘉咸街開店時，「甜心」本來是一間糖水舖，只因舖頭間隔不符食肆相關條例，才改賣水果。來到今天，由外孫黃澤恒（Jet）將「甜心」發揚光大，擴展至經營新派果汁及果杯店，外公當然笑逐顏開。

19歲的Jet未必是經驗老到的生果買手，不過初生之犢，敢於創新，對於如何開拓水果家族生意有一番想法：「果汁人人都識做，但我要做得比別人靚，包裝精美高級，更要講究品質切工，絕不可溝糖水。」方法是從管理入手，將所有工序分好，設備規劃整齊。每晚收舖前，Jet更親手洗淨所有榨汁機器，不可留有污漬。

Jet的目標既為年青客群及上班族，經營手法也當然要追得上潮流。除了在社交平台如Facebook和Instagram上宣傳推廣外，甜心也跟不同的網購平台合作接訂單，再加上客人可透過不同的電子平台來付款，因此吸引了不少年輕客群。

Jet說透過資訊科技，網購平台可以將客戶分類，輔以數據，讓他了解到新舊客人的消費模式，甚至乎，哪一天的客人評分欠佳，都有跡可尋，「我會知道是哪張單出現問題，可能是有一小塊的生果皮未切好，令客人失望，這樣就可以鞭策自己再做好一點。」

While one may think that a fruit shop named "Sweet Heart" naturally refers to the sweet fruits it offers for sale, 76-year-old Yau Cheong Sun explained that "Sweet Heart" was originally a dessert shop at Graham Street more than 20 years ago. It was only obligated to become a fruit shop because the partitioning of the shop did not comply with restaurant licence related regulations. Inheriting his grandfather's entrepreneurship, Jet Wong, Yau's grandson, has expanded the business of "Sweet Heart" to offering lifestyle juice and fruit cups as well. No wonder grandpa is so pleased.

19-year-old Jet may not be an experienced fruit buyer, but his passion and eagerness to innovate has generated much insights over the expansion of his family fruit business. "Making juices requires little expertise. So in order to be competitive, our juices have to be better than others. We have nicer packaging and higher quality fruits, and our juices are all syrup-free." He has to manage every procedure and make sure all equipment is in good order. Every night before closing shop, Jet cleans all juicers thoroughly until they are spotless.

Targeting young people and office workers as customers, Jet operates his business in a trendy way. Besides promoting on social media platforms like Facebook and Instagram, Sweet Heart collaborates with different online shopping platforms to take orders and accept payments through various electronic payment gateways, which are very effective in drawing a young clientele.

Jet said with the use of information technology, customers' orders at online shopping platforms can be categorised and analysed thereby enabling a better understanding of the consumption patterns of new and old customers. These data can even allow him to review negative feedback from a customer on a particular day. "I would be able to find out which order has gone wrong. Maybe a small piece of fruit is not peeled perfectly to have disappointed a customer. In that way I'd be able to know how to do better next time."

創新手機程式 助檔販開拓新經營網絡

Innovative Mobile App Opens Up New Sales Channels for Stall Operators

科技日新月異，社交平台、網購等工具的興起，可謂改變了不少人的消費習慣。即使是傳統的街市，市建局物業及土地高級經理黎嘉佩（Sandy）也留意到部分檔販的經營手法近年大有改變。因此當要為嘉咸市集構思推廣計劃時，Sandy認為在宣傳以外，還需要透過新渠道去協助檔販加強經營環境和開拓客源。

嘉咸市集毗鄰市建局卑利街／嘉咸街發展計劃，為保留百年市集「行街買菜」的地方特色，以及為社區營造更具活力的生活空間，市建局一直為商販提供不同支援，又合作宣傳推廣。隨着發展計劃內地盤B零售及公共空間陸續落成啟用，加上已有嘉咸商戶遷入項目內的鮮貨零售中心，Sandy說這是一個很好的契機去凝聚一班檔販，一起加強推廣嘉咸市集這個品牌。

透過向檔販進行意見調查，Sandy和同事了解到檔販的經營狀況和需要，又掌握他們對嘉咸市集的品牌認知和持守的一套核心價值，「他們就是堅持賣的食材要新鮮、高質素和多種類，涵蓋中西；我們可以成為facilitator（促進者），利用網上平台加強品牌，同時透過網上平台的功能，協助他們接觸客人。」

Sandy口中這個新平台，便是市建局團隊新推出的手機應用程式「H18」。程式內除了有很多關於嘉咸市集的珍貴歷史介紹和圖片外，還深入介紹不同檔販，

Technology advances have facilitated the rise of social media and online shopping platforms, and thus, changed tremendously our consumption habits. Even for a traditional food market, trade practices of some stall operators have greatly changed in recent years, according to the observation by Sandy Lai, Senior Property and Land Manager of the URA. Therefore when the URA was working on the promotion plans for Graham Market, which is located adjacent to the URA's Peel Street/Graham Street development project, Sandy realised the need to develop new channels for enhancing the business environment and expanding clientele for the stall operators.

In order to preserve the local characteristics of this century-old wet market and create a more vibrant living environment, the URA has provided various kinds of support to the stall operators and worked with them in different promotion campaigns. With the completion of the retail and public space in Site B of the development project, and some stall operators have moved from Graham Market to the new Market Block, Sandy believed this is an excellent opportunity to bring all stall operators together to promote the brand of "Graham Market".

Sandy and her team first conducted a survey to look into the business situations and needs of the stall operators. From the results the team has also come to understand the qualities of the brand "Graham Market" perceived by the stall owners and their sets of core values. "They are dedicated to selling fresh and premium produces, with a large variety covering both western and local styles. The URA

can act as a facilitator and use an online platform to strengthen the brand and help them reach out to more customers."

To this end, the URA has taken a new initiative to create a mobile app called "H18", a new platform that contains precious historical description and photos of the Graham Market, as



市建局團隊訪問不同檔販，講述他們在嘉咸市集幾代經營的故事，帶出他們對商譽的重視。

The URA team interviews and writes stories about stall owners who have been doing business in the Graham neighbourhood for generations. These stories, in essence, are about business reputation.

講述他們在嘉咸幾代經營的故事，以及傳授他們選購和處理食材的貼士。Sandy說：「這些故事說到尾就是關乎商譽。這些檔販幾代人都在嘉咸街一帶經營，年復年為無數客人搜購食材，他們的信譽和網絡有多強勁都不言而喻了。」

此外，乘着網上平台的便利，「H18」程式又透過連結至檔販的WhatsApp號碼，讓顧客可直接以手機WhatsApp預訂食材。「例如想買甚麼菜，只要揀選食材標籤便可以即時找到相關攤檔，再連到他們的WhatsApp訂貨。對檔販來說這是很實際的開拓生意機會，因為他們平日都忙於商舖營運，未能研究手機平台等新渠道。」Sandy說這樣的新訂貨模式，對還未有網上或手機訂貨經驗的檔販來說，是一個起步點，讓他們可接觸這種新式平台，擴闊商機。

參考了嘉咸市集內檔販和客人經常交流菜式與廚藝心得的習慣，「H18」程式內亦設立了一個互動平台，讓已登記為會員的用戶上傳食譜，與其他人交流不同煮食新點子，務求讓公眾也可以參與建立嘉咸網絡，與檔販們互動交流。

Sandy說，手機應用程式自推出以來，市集商戶都歡迎這個新平台，並願意作新嘗試。為了嘉咸市集這個品牌和H18社區空間，市建局與商戶之間頻頻交換意見，上下一心貢獻「好橋」，未來還會攜手舉辦不同推廣活動。Sandy說：「很開心這次能凝聚社區。其實在嘉咸市集附近，市建局亦於中環中心地下建立H6 CONET社區空間，同時中環街市活化項目工程正如火如荼；日後當中環街市完成活化後，這三個市區更新項目連結起來，定能更凸顯中西區的地方特色。」

well as in-depth features on the stall operators who also share tips in selecting and processing different cooking ingredients. "These stories, in essence, are about business reputation. These stall operators have been doing business in the Graham neighbourhood for generations, and have always been sourcing for the best produces for customers. It goes without saying how strong their reputation and network are."

In addition, the "H18" mobile app also links up to WhatsApp numbers of vendors, allowing customers to place orders on fingertips via WhatsApp. "For instance, you can easily find vendors selling a particular food by clicking the food tags, then you will be able to link to their WhatsApp numbers through which you can place orders. This is also a practical channel for vendors to expand their business as they are usually tied up with the daily operation of their shops and have no spare effort to develop new channels like a mobile app themselves." Sandy explained that this new method of order placement is a good starting point for some stall operators who have no experience in selling online before. By gaining knowledge about this kind of new platforms, they can widen their business opportunities in future, she added.

While in Graham Market stall operators and customers have often been sharing recipes and cooking tips, H18 app models after this behaviour to build an interactive platform on which users can upload their recipes and exchange cooking ideas with others, allowing the public to get involved in building the Graham network and interact with the stall operators.

According to Sandy, since its launch the app has been well received by shop owners in Graham Market who are eager to try out innovations. The URA and stall owners have frequently exchanged views and ideas on how to enhance the brand of Graham Market and the H18 community space, with plans to co-organise more promotional activities in the future. Sandy said, "It was such a pleasure bringing the community together. In fact, the URA has also created "H6 CONET" - a community space on the ground floor of The Center located nearby Graham Market, and at the same time the Central Market Revitalisation Project is underway in full swing. When the Central Market Project is completed, the synergy of these three urban regeneration projects will further accentuate the local characteristic of the Central and Western District."



為推廣嘉咸市集，Sandy（左一）及其團隊與嘉咸商戶合作無間，更開心能因此凝聚社區。

Besides promoting the Graham Market, Sandy (1st from left) and her teammates are delighted to have brought the community together as a result of the close collaboration with stall owners.

H18手機應用程式功能推介

Features of H18 App



歡迎掃瞄下載 Scan to download



嘉咸·買餸

列出各類食材的標籤，用戶只需點選標籤，即可找到相關攤檔，並提供前往目標商舖的快捷路線。

H18 Market

A directory of food items in different tags. Simply click a food tag, the relevant vendors along with the shortest route from your location to the target vendor will be shown.

新煮意

用戶可登記成會員，將自己的心水食譜上載至平台，與眾交流煮食新點子，又可追蹤及收藏其他用戶食譜。食譜內的食材會自動配上標籤，並連結至大部分嘉咸市集攤檔，方便用戶以手機WhatsApp訂貨。

Recipes

Registered members can upload their recipes to the platform and share cooking ideas with others. They can also follow and bookmark recipes by other members. The ingredients in the recipes are automatically tagged and linked to most of the stalls in Graham Market for users to place order easily via WhatsApp.



嘉咸·搵食

用戶可透過手機程式遙距領取餐廳排隊籌號，節省輪候時間，並有訊息提示輪候情況，避免錯過叫號。透過程式，食肆商戶亦可了解餐廳客人的排隊情況，方便營運管理。

Restaurant

Users can get e-queue tickets of restaurants via the mobile app, saving queuing time. Notifications will be sent informing users on their queuing status to avoid missing their turns. With the app, the restaurant operator can also view the waiting line from time to time and manage its operation more effectively.

嘉咸·故事

除以珍貴歷史圖片，概述嘉咸市集百年歷史演變外，這裡亦集合了檔販故事，細說店舖創立和發展歷程、經營心得和人情故事，並傳授選購食材的心得。用戶亦可在這裏獲得有關嘉咸市集的最新活動資訊。

Graham Stories

Users can learn a brief history of Graham Market and its evolution over the past century, supplemented with invaluable archived photos, alongside features on how stall owners founded and have developed their family business, their operating insights, inspiring stories as well as tips on how to select the best food produce. Users can also obtain the latest information about Graham Market events here.

