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Report Highlights:

"Taiwan Foodservice—Behind the Scenes" is a publication that focuses on trends in Taiwan's foodservice industry. The newsletter features information related to Taiwan's foodservice sector and interviews with key local players so that you, our readers, can obtain more objective view of the potential market for U.S. food products in Taiwan.

General Information:

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Issue 3

Spring 2012

Taiwan Foodservice—Behind the Scenes Behind the Scenes

Agricultural Trade Office, Taipei

Calendar of
Taiwan HRI
Events

Taiwan Young Master
Chefs Competition—

National Restaurant As-
sociation Show—
Chicago, May 5-8, 2012

Northeast Asia Regional
Chef Competition—
TBD, 2013

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A T O S p e a k s

If you build it, they will come. That was the mantra of hotel and real estate developer Limus Lu when he and his family first conceptualized the Grand Victoria Hotel. The hotel sits in the center of a thriving new development in Dazhi, an up-and-coming suburb of central Taipei.

Built approximately five years ago, the popularity of the Grand Victoria Hotel speaks to the growing pres-

ence of luxury boutique hotels dotting the landscape of Taipei City. The Grand Victoria's diverse western restaurant selection—from a Michelin Star chef's Italian cuisine to authentic American steakhouse fare—is leading the charge in bringing more fine dining choices (replete with American ingredients) to Taiwan. Let us explore the export opportunities that exist in the boutique F&B industry.



Exterior and interior of the Grand Victoria Hotel.



"168", which in Chinese sounds like being prosperous all the way, is Grand Victoria's address and is also the name of the hotel's upscale steakhouse.

S p o t l i g h t : C l a s s i c , T i m e l e s s L u x u r y a t T h e G r a n d V i c t o r i a T a i p e i

The Grand Victoria and its 100 guest rooms represent a tasteful blend of classic 19th-century Victorian architecture and 21st century luxury. Equipped with an English-style bell tower, the Grand Victoria's lobby also houses a simplistic yet luxurious interior of white granite.

What differentiates the Grand Victoria from its competitors is its collection of gardens and green space. In addition to standard ball-

rooms, the Grand Victoria also boasts English-style gardens appropriate for informal events as well as upscale weddings.

The hotel is located near the Neihu Technology Park and the newly developed Nankang Software Park, Taiwan's own version of Silicon Valley, which houses the Asian regional headquarters of Hewlett Packard, IBM, Yahoo, Intel, and other major technology firms.

As one of the first hotels in the area, the Grand Victoria had anticipated a large base of clients from the high tech sector in the neighborhood. However, Mr. Lu's vision for innovative dining has also drawn a large following of local foodies and expats, who arrive in droves to sample the innovative fare at the Grand Victoria's three restaurants: la Festa (Italian), The East (Chinese), and most notably, N°168 Prime (American Steakhouse).

Food for Thought: Western Favorites

The Grand Victoria Hotel tried its luck with several different restaurant themes before coming up with the perfect Michelin Star solution. Previous restaurant options at the Grand Victoria included an international café and even a Japanese restaurant. By opening la Festa, the Grand Victoria's newest Italian restaurant, owner Linus Lu hopes to introduce fine Italian dining to the Taiwan public at large.

"When people think of European fine dining, they usually think of French food," said Mr. Lu. "With la

Festa, we hope to re-introduce Italian food to our guests, as there are many gourmet Italian flavors and ingredients that are not yet in the mainstream food and beverage market."

With the launch of la Festa, Mr. Lu hopes to replicate the success achieved by N°168 Prime, a favorite steakhouse among local patrons. The Grand Victoria works with its importers to bring dry-aged American beef to the table, coupled with American organic produce and imported wine from the United States, Australia, and Europe.



Modern Italian fare at la Festa.

Fine Dining Trend: Organic & Ribeye Cap

Among Taipei's restaurant patrons, Ribeye Cap steak is more popular than New York steak.

At the Grand Victoria, organic produce and meat from boutique farms are slowly beginning to catch on. "Our restaurant patrons do not simply want delicious food," said Mr. Lu. "Our more distinguished clients want to know where the food came from and how it was produced."

The menu at N°168 Prime tries to highlight the sources of its ingredients. According to Mr. Lu, the hope is to eventually import from smaller suppliers. "Some of our meat comes from large meat-packers. As our restaurants grow, we hope to source meat and produce from smaller

American suppliers that can tell us where each potato was grown and how the cattle for the steaks were raised."

Mr. Lu also highlights the importance of customization in cuts of meat, especially in dry-aged beef. "New York steak is popular in the U.S., but here in Taipei, the market leader is Ribeye Cap steak. Striploin is simply a tougher sell here. In Taiwan, the more Ribeye Cap the better, and beef suppliers would definitely stand to profit from customizing cuts to provide a larger cap ratio."

The Grand Victoria Hotel houses three distinct fine dining options:

- [N°168 Prime](#)
- [La Festa](#)
- [The East](#)



The modern dining area at N°168 Prime features a double-sided open kitchen, which opens to a beautiful English garden.

