

HONG KONG MAXIM'S GROUP 香港マキシム・グループ



01.2025



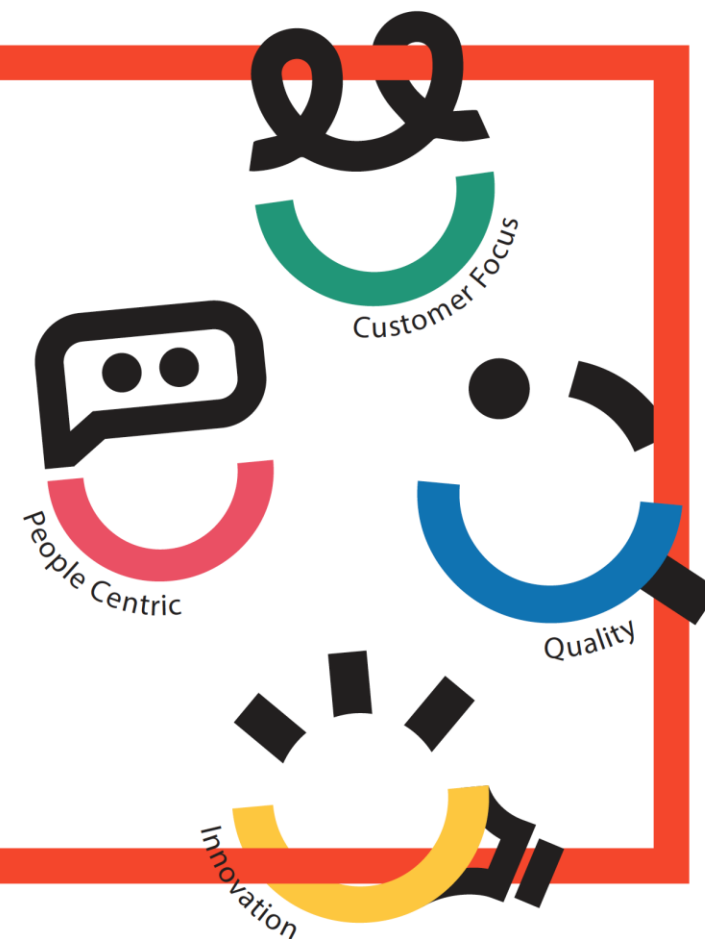
OUR VISION & MISSION

当社のビジョンとミッション



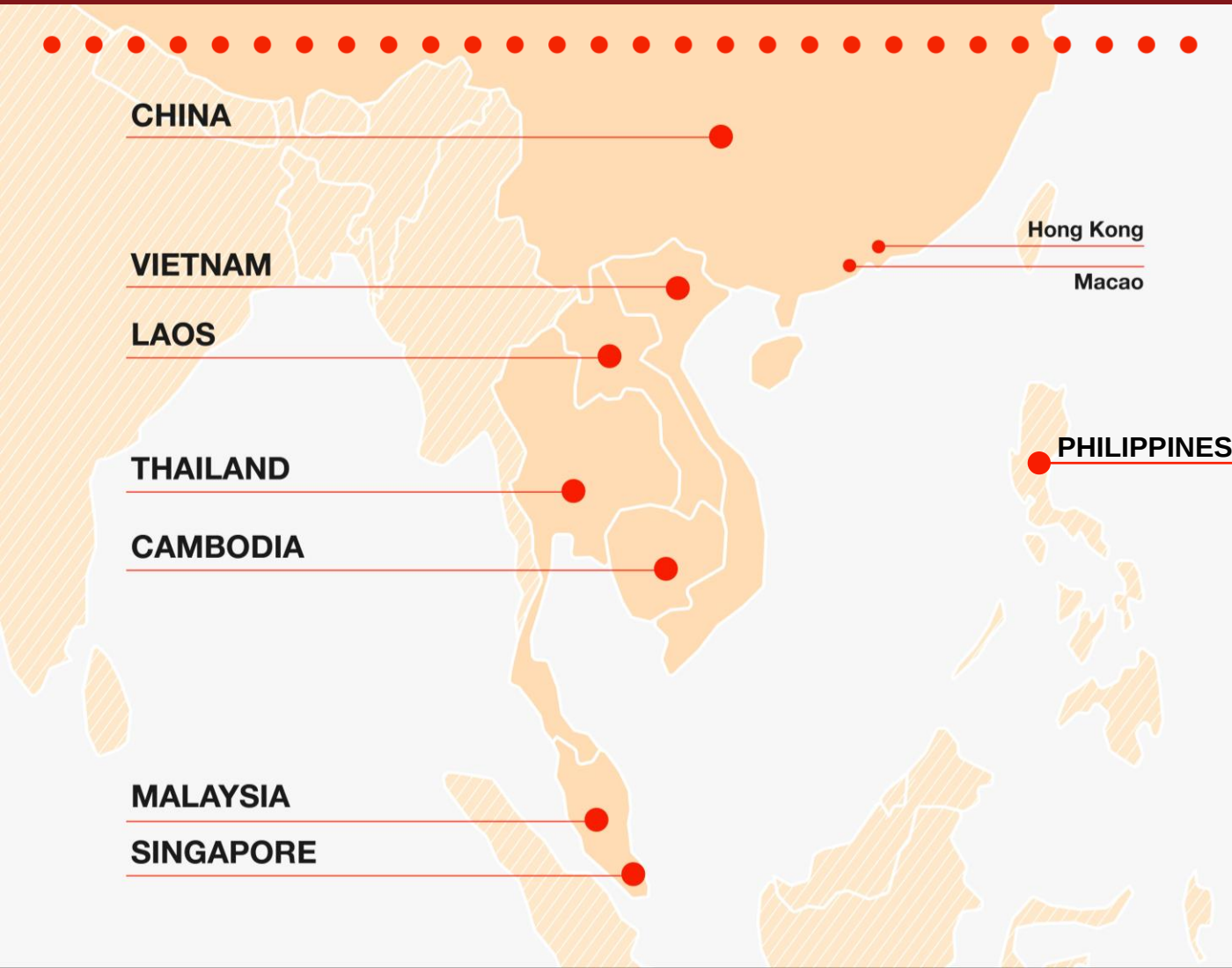
CONNECTING PEOPLE WITH GREAT FOOD

Cherish and Nourish Our People,
... Our Business and Our Planet ...



OUR FOOTPRINT

私たちのビジネス足跡



HIGH QUALITY, DIVERSE CUISINES

高品質で多様な料理



✦ 80 brands

✦ 2,000 outlets

✦ 40,000 employees

Chinese Cuisine



Cantonese Cuisine

Chiuchow & Provincial Cuisine



Western Cuisine



Japanese Cuisine



Southeast Asian Cuisine



Quick Service & Catering Services



Cakes and bakeries



Maxim's Products & Gifting



Coffee Concepts



Shake Shack



ROBUST SUPPORT FROM DFI GROUP

デーリー・ファーム・グループ(DFI)との強固な連携



Supermarkets
and
Hypermarkets



Convenience
Stores



Health and
Beauty Stores



Home Furnishings
Stores



Restaurants



CHINESE CUISINE (中華料理)



WESTERN CUISINE (洋食)



JAPANESE CUISINE (日本食)



SOUTHEAST ASIAN CUISINE (アジア料理)



THAI BASIL



QUICK SERVICES (ファストフード)



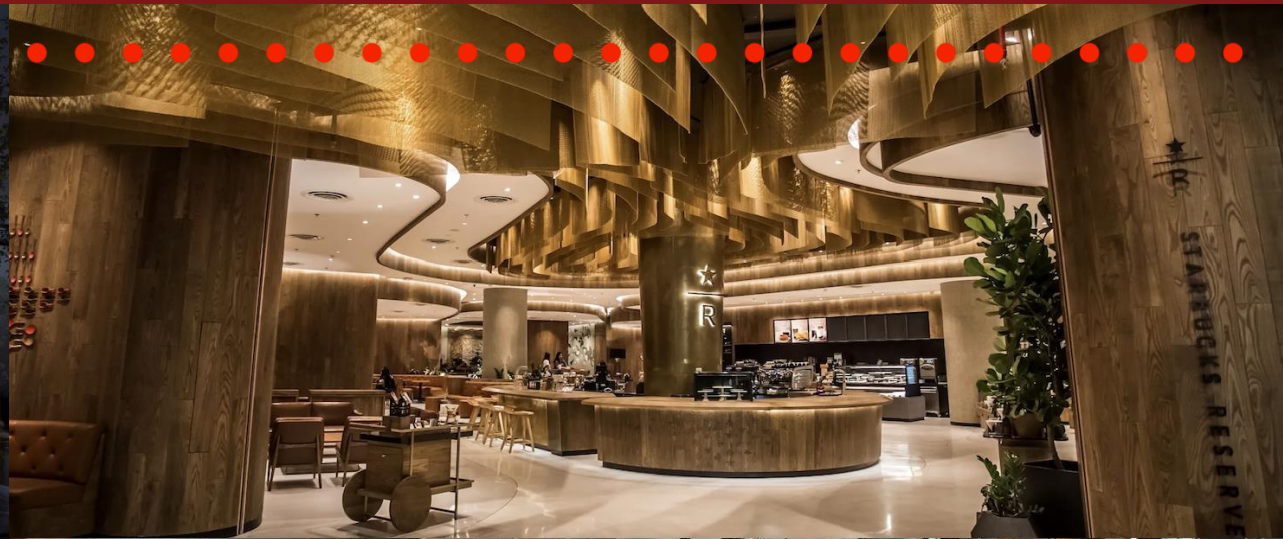
CAKES & BAKERY (ベーカリー)



CATERING SERVICES (ケータリング)



STARBUCKS (スターバックス)



SHAKE SHACK (シェイク・シャック)



Maxim's Products (自社ブランド商品)



GRAND OPENING OF 2000th STORE - simplylife, apm - 15 December 2023 2023年12月に2000店舗達成



FOOD MANUFACTURING

製造販売 ・ 品質管理



HONG KONG S.A.R.

➤ Maxim's Branded Products Factory

- Over 250,000 sq. ft.
- ISO22000, ISO9001 and HACCP accredited

➤ Maxim's Cakes & Bakery Factory

- Over 150,000 sq. ft.
- Features HK's largest baking tunnel oven
- ISO22000 and HACCP accredited

➤ Maxim's Food Factory

- Over 100,000 sq. ft.
- ISO22000 and HACCP accredited

➤ Maxim's Branded Products Factory

- Slated to open in 2024
- Over 100,000 sq. ft.

➤ JIANGMEN

Maxim's Food Factory

- Opened in November 2020
- Over 1,000,000 sq. ft.



CHERISH OUR PLANET – CIRCULAR ECONOMY

持続可能な世界を目指し - SDGs取り組み



BOB (BOTTLE OF BREAD)
Upcycling Craft Beer
クラフトビール醸造



upcycled

2.6 Tonnes

(2022-2023)

surplus bread
廃棄予定のパン使用



REGENERATIVE FARMING
Farm to Table
農場から食卓へ



turning food waste to

Enzymes

for planting and fertilizing
食品廃棄物を肥料化



WASTE-TO-ENERGY



from used cooking oil to

Biodiesel

廃食用油を
バイオフィーゼル燃料へ



USED PLASTIC TO UNIFORM



upcycling used plastic bottles to

STAFF UNIFORM

廃プラスチックを
ユニフォームへ

WASTE NOT CHERISH FOOD

社会貢献 - 浪費せず、必要な方を支援に



売残ったパンを寄付
LOVE BREAD PROGRAMME
Since 2009



donated more than

6.1 million

bakery items



「子ども食堂」
KIDDY HEART CANTEEN
Since 2013



served more than

250,000

nutritious meals



「シニア食堂」
SILVER HAIR KITCHEN
Since 2015



served over

8,000

elderly



季節ギフトを寄付
FESTIVE DONATION
In 2023



donated more than

80,000

mooncakes

THANK YOU
ありがとうございました



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