餐 饮 人 的 精 神 家 园

April / May 2024

28 & 29

餐飲家

The Restaurateur



中餐 Chinese 正在 Cuisine 崛起 Rising

餐饮 HI 双侠 SIFU

一个神器 在这十年 改变了美国的中餐

1 Chinese Company Striving To Make Chinese Cuisine Rank No.1

第二届餐饮家金像奖提名

Nominees for the 2nd Restaurateur Awards

https://canyinjia.us

ISSN：2771-2680
定价：$8 Price：$8

MenuSifu

十周年巨献 新品上市

北美餐饮业SaaS服务商**MenuSifu**点菜大师（米聚）已积累8年资深服务亚裔业主经验，专业提供定制点餐系统及在线点餐方案，致力于提升餐饮效率、助力北美万家餐厅平均降低20%管理成本，实现高效卓越数字转型。

WWW.MENUSIFU.COM

212-966-5888

优惠价格
欢迎联系

212-966-5888

10 YEAR ANNIVERSARY

MenuSifu





“

那年，
我想再开一家餐馆

但被日复一日的的经营琐事缠身，
信贷产品复杂多样让我无从下手，
各式信贷公司的花样繁多更是让我眼花缭乱

当复杂的申请流程让我几近崩溃之时

是如意财以其专业的眼光，
为我量身定制了最佳方案，准备材料，
帮我申请了$50万的资金，
解了我的燃眉之急。

”

–美国中餐厅老板 H.D.

EZ CAPITAL | 如意财

最省时，省钱，省心的
商业信贷服务助手

信贷方案

- SBA贷款
- 定期贷款
- 商业信贷额度
- 设备贷款
- 创业贷款
- 商业地产贷款

解决方案

- 资金周转
- 库存购买
- 开设新店
- 债务重组
- 购买设备
- 股权买断

小企业贷款，就找如意财

- **智能** 一份申请 多份匹配
- **快速** 极速审批 闪电到账
- **灵活** 精选方案 量身定制

最快
24小时放款

至高
$500万

646-887-9089
www.ezcapital.com
349 5th Ave, Fl 3, Manhattan, NY 10016

Vol. 4 &5 Issue 28 & 29 April / May 2024



李錦記
LEE KUM KEE
"真"鮮來自蠔汁"純"
鮮味有自然也有人造
李錦記的蠔油從真正的蠔開始
李錦記, 時時陪伴你
美國在地銷售; 美國團隊即時服務
李錦記全美味 LKK USA
www.LKK.com

CONTENT

Vol. 4 &5 Issue 28 & 29 April / May 2024

11 酸甜苦辣 LETTERS
张鹏亮：预制菜的乱世

15 餐饮要闻 NEWS
第二届餐饮家金像奖提名
Nominees for the 2nd Restaurateur Awards



烹饪革命：餐饮机器人时代
Culinary Revolution

30 餐厅推荐 RESTAURANTS REC
繁花宴天下
Blossoming Feast of the World

40 经典中餐厅 CHINESE CLASSICS
用一生去打造的饭店
A Chinese Dream，An American Dream

82 数据 DATA
在美国，中餐正在走进新时代
The Dawn Of A New Era For Chinese Cuisine In America

92 餐饮秘笈 SIFU’S IDEAS
这个小技巧可以让你的小费增加 11%

94 喷饭 TABLE JOKES
舞龙

餐飲家
The Restaurateur

2022 年 1 月创刊 2024 年 5 月10日出版

Vol. 4&5 Issue28 & 29

出版发行
《餐饮家》杂志社
8 The Green, Ste A, Dover, DE 19901

Email: info@littlelaba.com

Tel: 929-688-0888

President
Leo Li

Publisher
Leo Li

Executive Publisher
Jiangming Tou

Operations Director
Ivan Liu

EDITORIAL DEPARTMENT

Editor-in-Chief
Jiangming Tou

Editor
Ivan Liu / Lily Qin

Art Director
An Yang

Coordinator
Lily Qin

ADVERTISING DEPARTMENT

Advertising Manager
Fiona Cheung

CONTRIBUTORS

Lan Xie / Xiaoan Tou

Instagram **canyinjia**　Facebook **canyinjia**　微信公号 **Littlelaba 餐饮家**

www.canyinjia.us

The Restaurateur is published monthly by Littlelaba Media LLC
Printed in the United States

美 亞 食 品 廠

Cuisine Made Easy, Inc.

www.cuisinemadeeasy.com. Email: service@cuisinemadeeasy.com. Tel: (408)685-2597
1146 W. El Camino Real, Sunnyvale, CA 94087

全美可送达, 专供餐馆的高品质点心麵食, 欢迎索取样品

High Quality Dim Sum/Appetizer

Made for Restaurants & Foodservice Industry. We provide free sample for business account


虾饺
Ha Gao
9 lb, 160 pcs per case


猪肉烧卖
Pork Siu Mai
11 lb, 140 pcs per case


鸡肉烧卖
Chicken Siu Mai
Net weight: 11 lb, 140 pcs


白菜虾饺
Bokchoy Shrimp Dumpling
9 lb, 100 pcs per case


奶皇包
Egg Custard Bao
Net weight: 21 lb, 180 pcs


素菜包
Vegetable Bao
Net weight: 20 lb, 144 pcs


叉烧包
Charsiu Pork Bao
21 lb, 144 pcs per case


小笼包
Shanghai Pork Dumpling
11 lb, 160 pcs per case


鸡肉包
Chicken Bao
21 lb, 144 pcs per case


生煎素饺
Vegetable Dumpling
11 lb, 100 pcs per case


生煎韭菜粿
Chives Dumpling
11 lb, 100 pcs per case


潮州蚧棗
Chaozhou Shrimp Cake
9 lb, 140 pcs per case


牛肉煎包
Beef Jian Bao
Net weight: 18 lb, 180 pcs


韭菜盒子
Chives Pocket
11 lb, 80 pcs per case


炸鸡肉麻糬
Fried Chicken Mochi
11 lb, 100 pcs per case


芋絲虾饼
Taro Shrimp Cake
9 lb, 60 pcs per case


芝士蚧角
Cream Cheese Crab Puff
Net weight: 8 lb, 160 pcs


鸡或猪肉云吞
Chicken or Pork Wonton
Net weight: 8 lb, 260 pcs



梘水拉面
5 oz each
Chinese Lamian
15 lb, 48 pcs per case


梘水炒麵
Chowmein
15 lb, 3 bag per case

君子务本，本立而道生

旗舰 By Peter Chang

Peter Chang

CHANG CHANG

MAMA CHANG

NiHao

Peter Chang 欢迎您

酸 甜 苦 辣

分享你的酸甜苦辣

《酸甜苦辣》栏目是《餐饮家》为广大中餐人开辟的一方自由表达，吐露心声的园地。

欢迎您来信向我们讲述自己在餐饮人生中所经历的各种酸甜苦辣 ..... 我们愿意做一个倾听者和传播者，因为这里是咱们餐饮人的精神家园。

如何找到我们

电邮：
editorial@littlelaba.com

扫描二维码
填加餐饮家小助手或餐谋长微信

在《LittleLaba 餐饮家》
微信公众号后台留言

现在，我们已经为广大中餐人开通了“酸甜苦辣”社区，您只需要注册登陆以下网址发帖即可：

http://www.canyinjia.us/stkl

张鹏亮（Peter Chang，Bethesda，MD）

预制菜的乱世

首先申明一点：我不是专家，只是一个厨师。当集举国之力的政府部门也无法写出科学而严谨的有关预制菜的文件（2024年3月21日发布）的时候，我这个厨师只想谈谈肤浅的现实层面存在的一些现象问题。

从上世纪八十年代初开始一直到现在，我做了四十多年的职业厨师。我敢肯定，从职业的一开始，没有哪个厨师、没有哪一个店不做预制加工的。

这个厨艺流程存在了几百上千年。

从大家熟悉的火腿、腊味、鱼干、各式罐头产品、干菜到各个店出品的需要很长时间加工的狮子头、红烧肉、各式扣肉，牛腩、羊腩、各式肉丸…等等，都必须要提前预制加工。

至少在我的认知里，还没有一家中餐厅（包括国内国外的）对这些耗时费力的肉类菜品是每天现加工现卖的。因为从商业角度出发，谁都做不起，要投入大量的人力和时间。

当然，你如果想以家里的菜品或米其林的标准来衡量，那你就要么在家里吃，要么去吃米其林。

想以20-30刀的人均标准享受现烹现卖的所有菜品（绝大多数菜品还是现炒现卖的），非常不现实，你也别想！

第一个问题：什么是预制菜？为什么存在了几百年上千年的预制加工产品，以前不叫预制菜，而现在有人却理解为是预制菜？

今年刚刚发布的中国国家文件是这样定义的：预制菜也称预制菜肴，是以一种或多种食用农产品及其制品为原料，使用或不使用调味料等辅料，不添加防腐剂，经工业化预加工（如搅拌、腌制、滚揉、成型、炒、炸、烤、煮、蒸等）制成，配以或不配以调味料包，符合产品标签标明的贮存、运输及销售条件，加热或熟制后方可食用的预包装菜肴，不包括主食类食品，如速冻面米食品、方便食品、盒饭、盖浇饭、馒头、糕点、肉夹馍、面包、汉堡、三明治、披萨等。

从一个厨师的角度，我认为这个定义说了许多的废话，概念也是似是而非。只有这句话是比较符合实际：“经工业化预加工制成的产品”。

要认识工业化的预制菜，首先要了解一下这个预制菜的历史，在此我们还是以百度的解释为准：

1）萌芽阶段，预制菜的概念起源于20世纪30年代的美国。当时，大量工人涌入城市，为了满足他们的饮食需求，一些工厂开始生产简单的饭菜，并通过密封包装出售给工人。这种预制菜为工人们提供了方便，使他们能够在工作之余节省时间和精力。

2）预制菜的发展黄金时期：随着科技的发展，预制菜逐渐被大众所熟知和接受。特别是在日本，预制菜在80年代迅速发展，被誉为“国民菜”，给当时的餐饮市场带来了巨大的变革。与此同时，预制菜也逐步拓展到了欧洲和北美市场，开始受到越来越多消费者的青睐。

中国的预制菜概念，只是近十年左右才逐渐被人们认知，不知道当初是谁弄了这么个“预制菜”的名字，导致今天的人们都分不清工业化的预制菜与传统工艺制作的预制菜或预制加工的区别，将两者彻底地混为一谈，严重影响了人们的认知混乱。

个人认为，现代人们认知的“预制菜”是工业化的产物，是机器和流水线（当然会有卫生的问题）、科学配方（当然也有黑科技）、精致包装（避免不了的污染）；长时间保存、长途运输及门店或市场销售的时间长短（所以才有USDA的标准和要求）等流程综合加工而成的，所以从这些流程可以看出与传统的预制过程差别很大，在称呼上至少要跟传统的预制加工菜品作个区隔，比如“工业化预制菜”、“产品菜”，如果把它称为“预制菜”，那在餐厅厨房加工的过程就应该叫“预制过程”，这也符合人们对传统人工加工菜品的认知。

我做了四十多年的职业厨师。我敢肯定，从一开始，没有哪个厨师、没有哪个店不做预制加工的。



张鹏亮大师在后厨准备预制加工的菜。 摄影：Ivan Liu

这次中国颁布的预制菜文件里有一个特别的说明：“中央厨房制作的菜肴，不纳入预制菜范围”！同时，再三强调：“预制菜也称预制菜肴，其范围应当兼具预制化和菜肴的特征，突出工业化预加工特点。预制菜应当具备和符合规模化、标准化、洁净化、规范化食品生产加工特点和要求，更好发挥食品工业化优势作用”。从这里，大家应该看出来了：“工业化的预加工”、“突出工业化预加工的特点”，这才是重点啊！

其二，传统预制加工成品的特点。

工业化的预制菜的特点在上面已经说得很清楚了，现在主要谈谈传统预制加工的特点：

1）是在自己的厨房里加工的，是厨师凭着经验和手艺制成的，所以，没有流水线的污染和金属味，不需要借助黑科技来处理食材，不需要标准化的配方作用。这当然存在着出品不一致的风险，但这就是手艺！

2）在自己的厨房里加工，通常是不用冰冻的，在保藏冰库（41华氏度）保持两至三天，完全没有任何的品质问题，能够保鲜，而不像工业预制菜必须要冰冻保存少则几个月多则一年以上。

3）不用保鲜剂，不用添加剂。顺便说一句：国家文件规定（工业）预制菜不加添加剂，这完全是糊弄人的，工业化的食品加工必须靠各种添加剂来支撑，否则达不到食品保存和运输的长时间的要求。可以这样说，没有添加剂就没有（工业）预制菜。

4）餐厅厨房的菜品不用包装，所以，绝对没有由于包装而导致的污染。

5）餐厅大多数的客人都是当地的客人，是需要靠信用来支撑的，“要想人不知，除非己莫为”，大多数的客人对乱搞乱来的菜品是有感知的（极少数客人的认知就不提了），这也是一种为本地客人服务的职业自律，一般餐厅是不会冒这个风险的！

其三，美国市场上中餐（工业）预制菜的现状。

美国中餐的（工业化）预制菜毫无疑问是从国内兴起来的，而且发展得越来越蓬勃。由于这些预制菜来得太迅速，人们的认知有点猝不及防，再加上各种舆论的关注（不管是科学或不科学的），导致对（工业化）的预制菜谈虎色变，极力拒绝之。

从职业厨师的角度来说，没有一个厨师会喜欢（工业化）预制菜的；从商人的角度来看，（工业化）预制菜是很有吸引力的。所以，对于我这样的既是职业厨师又是小企业老板而言，是既爱又怕、蠢蠢欲动又踟蹰不前。

2022 年受乡亲老板的邀请，我参加他在纽约君豪大酒店举办的（工业化）预制菜的品鉴会。由于跟国内脱节了 20 多年，在 2001 年出国的时候还没有听说过预制菜，所以在预制菜的风口浪尖上非常想一窥其究竟。结果是我和我太太、我女儿都感到非常的失望，从这个时候开始，我就给自己立下规矩：不接触（工业化）的预制菜。

大都市区的中餐厅几乎没有人会用这样的工业预制菜产品，也不敢用。因为用这样的产品等于自废武功，没有哪个老板会这么蠢的！

目前，美国市场上中餐预制菜的产品真的不多，主要是海鲜产品和蔬菜、面食，国内的肉类预制菜目前是无法进口到美国的。

而在美国国内，由于工业化预制菜的标准和要求非常严格（USDA），市场的接受度毕竟比国内差太多，前景不明，加上投入太大、风险太高，所以，基本上还没有看到美国市场上本土生产的中餐（工业化）预制菜。

即便是国内进口来的一些海鲜预制菜，比如松鼠鱼、功夫脆鱼片、鱼饼、虾饼、各式鱼丸、虾丸等等大家常见的火锅食材，绝大多数都是在亚洲超市（华人）里售卖，也有在偏远地区小的中餐厅里少许的存在。

但目前可以确定的是：大都市区的中国餐厅几乎没有人会用这样的工业预制菜产品，也不敢用这样的产品，因为用这样的产品等于是自废武功，没有哪个老板会这么蠢的！

曾在马里兰 Rockville 的某个餐厅卖“功夫鱼片（脆鱼片）”的菜品，特别是倍受年轻食客推崇的“香锅功夫鱼片”，就是典型的黑科技预制菜产品，实在不能吃的。当然，这家店现在也不存在了！

最后，我想说一句的是：有几个文化人在自己的朋友圈里交流，说在 Mama Chang 店（作者拥有的其中一家餐厅，曾获第一届餐饮家金像奖杰出餐厅奖。编者注）吃了“预制菜”“红烧狮子头”，外面滚烫的，中间是凉的；也有的说，（宜宾）“芽菜扣肉”外面是热的，里面是凉的；Peter 的餐厅上菜太快，肯定是用的（工业化）预制菜。对于把这样的现象归结为是在使用（工业化）的预制菜，我只能很纠结的苦笑：麻烦大家看看这篇不很成熟但态度诚恳的职业厨师的小文，敬请批评指正！

作者介绍

张鹏亮，首届餐饮家金像奖杰出厨师获得者。其旗下餐厅 Mama Chang 获 2023 年度杰出餐厅，Chang Chang 获 2023 年度最佳新餐厅。



WEFOOD

一站式餐饮咨询

想出海吗？
这里有一片蓝海正在变红
有时慢人一步
就被动了
WEFOOD助您弯道超车

☐ 餐饮业品牌出海管家
☐ 北美产业链资源对接
☐ 独家数据+专业保障

WEFOOD 餐饮咨询公司成立于2020年，总部位于纽约，是一家专注于餐饮业数据分析和定制化咨询服务的企业。创立三年以来，累计了丰富的餐饮业上下游资源，拥有独家的餐饮数据库、人才资源库和全产业链的合作伙伴网络。无论您是供应链企业、餐饮品牌，还是下游服务商，无论您在全球任何地方，只要您在北美市场有拓展业务的需求，我们都可以为您提供定制化的咨询服务，包括但不限于市场调研、竞品分析、选址评估、问题诊断、合作介绍、人才招募、品牌推广等。

联系电话：917-254-0764
扫码加微信详询

第二届餐饮家金像奖公布提名名单



2024 年 4 月 20 日，北美最重要的中餐评选，第二届餐饮家金像奖公布提名名单。

餐饮家金像奖由全美发行量最大的线下中餐媒体《餐饮家》杂志主办，并与美国影响最大的中餐业协会美国中餐联盟联合主办。

2022 年 12 月，《餐饮家》宣布启动餐饮家金像奖评选。餐饮家金像奖的使命是：表彰华裔在餐饮业的杰出人才和成就；促进华裔餐饮与美国主流社会的交流和对话；推动种族和性别平等；激励华裔餐饮与社区的良好互动；以及社区的可持续的蓬勃发展。

餐饮家金像奖共设置 8 个奖项，包括终身成就奖(Lifetime Achievement Award)、社区英雄奖(Community Hero of the Year)、经典中餐厅(Chinese Classics Restaurants)，以及另外 5 个专业奖项：杰出厨师(Outstanding Chef)、新星厨师(Emerging Chef)、杰出餐厅(Outstanding Restaurant)、最佳新餐厅(Best New Restaurant)和杰出餐饮家(Outstanding Restaurateur)。

《餐饮家》主编、餐饮家金像奖发起人 Jiangming Tou 谈到为什么创办这一餐饮奖项时表示：“自 19 世纪中叶美国第一批华人移民潮兴起，中餐在美国已有上百年的历史，现在已发展成为美国餐饮业的一个重要分支。然而，受到长期以来的种族歧视影响，北美中餐一直蒙受廉价甚至不卫生的污名，美国餐饮界的权威评选也往往对中餐视而不见。餐饮家金像奖是改变这种现状的一个重要努力。”

2024 年对于北美中餐的发展来讲，是一个新的里程碑。借着出海中餐大潮带来的新局面，北美一批卓越的餐饮家怀着对中餐深刻的理解和深沉的热爱，凭借他们杰出的才华和创造力，令北美中餐在近十年来一改从前的刻板印象，呈现出自信和包容的崭新面貌。可以说，这十年是北美中餐发展史的最重要的十年。为此，第二届餐饮家金像奖在 8 个奖项之外，还评选出了“北美中餐十年十大杰出餐饮家”。这一重磅名单将与最终获奖名单同时宣布。

本届餐饮家金像奖由占居北美餐饮业科技管理软件第一的 MenuSifu 点菜大师首席赞助，定于今年 5 月 18 日，于芝加哥麦考密克展览中心(McCormick Place)公布最终获奖名单。

Nominees Announced for the Second Annual Restaurateur Awards

April 20, 2024 - The Restaurateur - the largest circulated Chinese language culinary magazine in North America - is proud to announce the nominees for its second eponymous annual culinary awards, the premier ceremony showcasing the best that Chinese cuisine has to offer in North America.

Sponsored by MenuSifu - the premier digital POS system for North American restaurants, the awards will be held at Chicago's McCormick Place on May 18.

The eight recognized categories include five professional prizes (Outstanding Chef, Emerging Chef, Outstanding Restaurant, Best New Restaurant and Outstanding Restaurateur) along with three honorary prizes (Lifetime Achievement Award, Community Hero of the Year, Chinese Classics Restaurants).

Jiangming Tou, editor-in-chief of The Restaurateur, says her initial impulse to launch the awards in December 2022 was as a reminder to food connoisseurs in the States of the rich Chinese-American culinary tradition and of the many world class Chinese chefs currently working within the country.

"Chinese cuisine has become a staple of American taste buds during the century and a half since the first wave of immigrants from China arrived in this country, despite much unfair racial prejudice portraying it as cheap and unhygienic."

"We're doing our part to change that image. While such long-standing undeserved stigmas still cause many authoritative voices in the industry to overlook the delicate flavors and rich scents of Chinese restaurants, we hope these awards can help reveal and promote the incredible talent that already exists in local communities across the States."

In addition to promoting culinary exchange between Chinese and mainstream American cuisine, The Restaurateur also wishes to honor recent strides made to change the above mentioned antiquated stereotypes of Chinese restaurants in North America.

A wave of fresh and innovative establishments has opened across the country over the past decade, driven by a new generation of restaurateurs in love with the depth and breadth of Chinese cuisine

These establishments deserve to be highlighted to foodies in search of their next hidden treat and to that end this year's awards will honor ten restaurateurs from across the region who painted a more vibrant and inclusive picture of Chinese-American cuisine during the last ten years, with the specific individuals revealed alongside the award recipients on May 18.

第2届
餐饮家金像奖

第二届 餐饮家金像奖 提名名单

THE 2024 RESTAURANT AND CHEF AWARD NOMINEES

杰出厨师 (Outstanding Chef)

王忠庆 (Zhongqing Wang)，Sky Pavilion NYC 川云涧，New York，NY
Penelope Wong，Yuan Wonton 元馄饨，Denver，CO
郭文俊 (Anthony Guo)，Chef Guo 小国宴，New York，NY
陈立民 (Arthur Chen)Eat Joy Food 颐中福 , Rowland Heights，CA
王海斌 (Haibin Wang)，Hai 海，Decatur，GZ

新星厨师 (Emerging Chef)

耿利恒 (Liheng Geng), South of the Clouds 云之南，New York，NY
刘扬 (Lynn Liu),19 Town，City of Industry，CA
Hann Low, Hainan Chicken House 海南鸡记，Brooklyn，NY
钟妍 (Yan "Andrea" Zhong)，Lady Yan 宴天下，San Gabriel，CA

杰出餐厅 (Outstanding Restaurant)

Hai 海，Decatur，GZ
Chef Guo 小国宴，New York，NY
Eat Joy Food 颐中福 , Rowland Heights，CA
YAO YAO 姚姚酸菜鱼，Chicago，IL
Henry's Cuisine 厨艺，Alhambra，CA

最佳新餐厅 (Best New Restaurant)

19 Town, City of Industry，CA
Hainan Chicken House 海南鸡记，Brooklyn，NY
Sky Pavilion NYC 川云涧，New York，NY
Chef Guo 小国宴，New York，NY
Liu's Cafe 刘家小铺 ,Los Angeles，CA
Yuan Wonton 元馄饨，Denver，CO

杰出餐饮家 (Outstanding Restaurateur)

刘扬 (Lynn Liu)，Sichuan Impression 锦城里，19 Town
李宗志 (Hanson Li)，Salt Partners Group
钟锦昌 (Tuyen Chung)，Cuisine Made Easy 美亚
李浩 (Jeffery Li)& 李惠 (Jessie Li)，Taste of Home Handmade Dumplings 家的味道

* 餐饮家金像奖由 MenuSifu 点菜大师 首席赞助
The Restaurateur Awards are Presented by MenuSifu.

THE 2024 ACHIEVEMENT AWARDS

终身成就奖 (Lifetime Achievement Award) 获得者

甄文达 (Martin Yan)

社区英雄奖 (Community Hero of the Year) 获得者

韩伟忠 (Weizhong Han)

经典中餐厅 (Chinese Classic Restaurants) 获奖者

Szechuan 四川饭店 (Abilene，TX)
Fu Zhou Wei Zhong Wei Jia Xiang Feng Wei 福州味中味家乡风味 (New York，NY)

主办：《餐饮家》杂志社
联合主办：美国中餐联盟
协办：美中餐饮协会

中餐在美国崛起，一家华人公司正在努力让中餐成为全美第一

文、图 |《餐饮家》记者 Lily Qin

1月26日，在位于纽约曼哈顿的总部，北美最大的亚餐系统供应商MenuSifu迎来了成立十周年的重要里程碑。

这标志着这家创新型餐饮技术公司取得的重大成就。同时，也预示着整个餐饮行业正在迈向更智能化和先进的新时代。

在接受《餐饮家》采访时，MenuSifu的联合创始人兼CEO李宇表示，中餐在美国餐饮文化中日益占据主流地位，“中餐在美国的崛起是不可逆的趋势”。MenuSifu公司正全力推动中餐发展。“只要中餐在美国还没有排到第一，我们的使命就没有完成。”

北美亚餐市场领头羊

美东时间上午10点，MenuSifu的十周年庆典暨新品发布会在曼哈顿中城隆重举行，汇聚了来自全美的餐饮企业家、合作伙伴以及资深投资人。

作为此次庆典的受邀媒体，《餐饮家》有幸见证了这家领先的餐饮科技公司十年来的成就和未来展望蓝图。

MenuSifu一直以来秉持“科技赋能餐饮”的核心理念，致力于利用技术创新提高餐饮业的运营效率，包括前厅和后厨的自动化、供应链管理、顾客管理、流量代运营、支付系统升级以及金融服务等。

短短几年时间里，MenuSifu已成为北美亚餐市场的领头羊，并在疫情期间通过帮助餐厅处理外卖订单，实现市场占有率迅猛增长。

目前，MenuSifu的客户已覆盖美国50个州及海外众多地区，与数万企业建立了合作伙伴关系。

为改善用户体验，MenuSifu每年及每季度都会推出新产品系列，在其庆祝十周年之际，2024年第一季度的新品发布会也如期进行。

本次发布会上，MenuSifu





MenuSifu 的联合创始人兼 CEO 李宇在发布会上发表演讲。

官方宣布推出多款升级智能化产品，包括具有强大科技感的MenuSifu POS MX特别版、专为外卖餐厅设计的轻量版点餐系统POS Lite、提升餐厅运营效率的POS Pay Pad、E-Menu以及全新的MenuSifu会员营销系统。

特别值得关注的是MenuSifu与Google合作的线上预约等位系统，这将帮助餐厅进一步提高曝光度，增加预约流量，创造更多商机。

在发布会上，公司联合创始人兼CEO李宇以三道经典菜肴形象地描绘了中餐在美国的三股主要力量：以左宗鸡为代表的美式中餐、以西红柿鸡蛋面为代表的西式中餐以及以火锅为代表的出海中餐。

他强调，这三股力量在过去十年里相互影响、促进，未来也将更加紧密融合，MenuSifu的使命就是为不同类型的客户量身打造适合的产品。

展望未来，李宇表示，MenuSifu将拥抱更广阔的视野，不断探索和融合更高效的科技应用，如大数据、区块链、机器人和AI人工智能等，推动餐饮运营迈向新的智能化高度。

“作为华人，应该在美国干出点事情”

MenuSifu的创始人兼CEO王强（Qiang “William” Wang）表示，“起初，它只是一个想法，一个梦想，只觉得作为华人，应该在美国干出点事情。”

十年前，王强在一家餐馆打工时深入了解了餐饮业的痛点。他萌生了一个想法：利用自己的技术知识帮助餐饮经营者提高效率、改善运营。

他找到了哥大的李宇，以及几位志同道合的中国留学生，共同开发了MenuSifu的第一代产品。

王强在发布会上说道：“我仍然记得在哥大四处寻找合作伙伴的日子，记得十年前和李宇驾车前往加拿大上线我们第一台产品，以及第一次拿到投资时的兴奋。这十年，我们经历了许多、收获很多，同时心存感恩。”

李宇在发布会上也分享了MenuSifu的成功路径：“十年前，我和王强共同制定了一个蓝图，计划以POS系统为核心，打造一整套餐厅解决方案。这十年里，我们一步步实现了我们的梦想，不断扩充MenuSifu的产品线。除了眼前的成果，我们还在不断开拓看不见的服务。”

他列举了MenuSifu的流量代运营服务MealKeyway，为客户免费创建网站并进行私域流量运营，构建了食客与餐厅间的互动渠道，已帮助餐厅触达近1千万消费者；



技术体验区，与会者在工作人员的讲解下试用新产品。





其子品牌USezPay提供独立信用卡服务，提高了交易的灵活性和效率；

此外，EZCapital如意财项目专注于协助餐厅与银行及机构接洽，至今已帮助1000家客户获取超过2600万政府补贴。

疫情期间，餐饮业遭受了巨大打击，许多业主面临经济困难、供应链紧缩和社会分裂等挑战。为了鼓励他们重拾信心，共同克服困难，MenuSifu还主动降低价格，向餐饮业者免费提供医疗物资，并协助他们制作宣传材料，承担起了更多的社会责任。

“疫情之后，我们收到了很多餐饮老板的感谢，我们深刻意识到自己在做一件有价值、有意义的事。正因为心中有爱，才更有耐心，能看得更远。”

王强补充道，“展望未来十年，我希望我们能继续用心：用心利用科技来帮助整个餐饮产业链，用心打造我们的产品，用心提升我们的服务，用心塑造我们公司的文化和平台。”

“我们是这个国家的主流”

丰元资本（Amino Capital）创始人李强参加了发布会，他对MenuSifu取得的成就颇感骄傲。

“移民是这个国家的支柱和主流。”李强提到很多美国科技巨头的CEO都来自移民家庭，例如Google的联合创始人谢尔盖·布林来自俄罗斯，雅虎的创始人杨致远来自中国台湾，以及特斯拉的创始人埃隆·马斯克来自南非。

李强呼吁“我们华人应该骄傲地挺起胸膛，认真工作，因为我们才是这个国家的中流砥柱。作为主人，我们一定要特别骄傲、充满信心！”

李宇在接受记者采访时对此表示认同，并指出：“中餐经过200年的洗礼，在美国最受欢迎的外卖种类中排名第二，仅次于披萨，已经成为美国餐饮文化的‘主流’，融入美国人的日常生活。这一点可以从美剧中经常出现的白色梯形餐盒看出，这些餐盒已成为中餐的一大标志性文化符号。”

他补充说，“在文化传播过程中，所有跨族裔都会遇到挑战。这不是要强调我们是少数族裔，主流是多数族裔。美国本质上是个移民国家，之所以提出亚裔要成为主流，只是为了强调菜品在跨族裔时所面临的困难，并非为了强调我们属于非主流。”

李宇满怀信心地告诉记者：“十年前，我们就笃信中餐在美国的崛起是不可逆的趋势。只要中餐在美国还没有排到第一，发展的趋势就不会停止，我们使命就没有完成。”

Chinese Cuisine Rising in America

1 Chinese Company Striving to Make It Rank No.1

By **Lily Qin**



Co-founder and CEO Yu Li made a speech at the MenuSifu product release event.

The largest Asian food supplier, MenuSifu, in North America welcomed its ten year anniversary New York on January 26th.

It marked a significant achievement from the innovative tech company. At the same time, MenuSifu predicted the food and drink business would be heading into a more intelligent and advanced new era.

During the interview by Restaurateur, partner founder and CEO Yu Li of MenuSifu stated that Chinese food has been moving into the mainstream in the States, "It's a trend that can't be stopped." MenuSifu is promoting this development. "As long as Chinese food is not ranked number one, our mission is not done."

Asian food market leader in North America

At 10 am EST on January 26th, the 10th anniversary and new product release of MenuSifu was held in Midtown Manhattan. Food and drink business owners, partners and senior investors participated together.

Restaurateur, a media brand in the commercial foodservice, witnessed the leading food and drink tech company's accomplishments and future blueprints.

The core idea of MenuSifu has always been "technology empowers food and drink". MenuSifu empowers this idea by using innovative technology elevated with operational effectiveness. This includes automations for the front of the restaurants and back in the kitchens, supply chain management, customer service management, assistance on customer flow management, and innovations in payment system and financing services.

After only a few years, MenuSifu has become a leader of Asian P.O.S. systems in North America. During the pandemic, it pushed rapid market share growth for restaurants by assisting the "To Go" order process.

Currently, MenuSifu has customers in 50 states and foreign areas. They are partnered with tens of thousands of enterprises.

To improve user experiences, MenuSifu has been releasing new products yearly every season . While it's celebrating the tenth anniversary, the new product for the first season was presented accordingly.

MenuSifu officially introduced many smart products, including the special edition MenuSifu POS MX. Additionally, MenuSifu introduced POS Pay Pad and E-Menu designed to elevate operational effectiveness, as well as POS Lite for "To Go" lighter order systems.

What attracted our attention was the collaboration between MenuSifu and Google for online reservations and waiting systems, which would help restaurants strengthen exposure, increase reservation flow and create more business opportunities.

Co-Founder and CEO Yu Li used three classic dishes visualizing the three main developments for Chinese food in America: General Tso's Chicken representing American Chinese food,Tomato Noodle Soup for westernized Chinese, and hot pot as Chinese Food Outreach.

He emphasized that these three dishes influenced and promoted one another. In the future, they will integrate closely. The mission of MenuSifu is to customize different products for customers with various styles.

Yu Li said that MenuSifu will embrace a broader vision to explore and integrate higher tech applications, enlarge data, block chain, robot, and AI smart usages for restaurant operation.

"As Chinese, we should make it big in America."

The Founder and CEO, Qiang "William" Wang told us, "At the beginning, we only had an idea, a dream that as Chinese, we should make it big in America."

Ten years ago, William Wang worked in a restaurant. He went deep to understand the business of the food and drink operations. He started with a thought: using his tech knowledge to help operational effectiveness.

He met Yu Li in Columbia University and several Chinese students with the same aspiration. Together they developed the first-generation product for MenuSifu.

William Wang stated, "I still remember the days looking for partners in Columbia University. I can recall Yu Li and I went to Canada to install our first product and the excitement when we got our first investment ten years ago. For ten years, we experienced so much, gained a lot. We are very thankful."

Yu Li shared their journey for success, too. "Ten years ago, William Wang and I created a blueprint, using POS as the core to establish a package for restaurant problem resolutions. We realized our plan step by step. Continuously we broadened the product line. Other than what we achieved, we will keep developing more services that are still invisible."

Yu Li used MealKeyway which is a customer flow operation assistance service product by MenuSifu. It built websites for customers for free and processed intranet flow operations, which set up interactive channels for customers and restaurants. They managed contacts with around ten million restaurant consumers.

The sub-brand USezPay offered independent credit card service, which added flexibility and effectiveness for transactions. In addition, EZ Capital project focused on helping restaurants contact banks and financing institutes. 1000 customers were assisted to win 26 million government stipends.

During the pandemic, food and drink businesses suffered huge challenges. Many owners encountered money difficulties, supply chain tightening, and social distancing policies. To encourage them to recover and overcome the hardship, MenuSifu lowered the product price, provided medical supplies, and helped develop advertisement materials. MenuSifu took social responsibility further. After the pandemic, MenuSifu received many appreciations from restaurants. They recognized what MenuSifu have done was something valuable and meaningful.

William Wang added, "In the next ten years, we will run the business as sincerely as before. Sincerely we use technology to assist the entire food and drink business chain. Sincerely we create our products, promote our services. Sincerely we form our company culture and platform.

We are the mainstream here

The founder of Amino Capital came to the event. He was proud of MenuSifu's success. "Immigrants are the pillar and mainstream of the country." Qiang Li mentioned that many American tech giants and CEOs were from immigrants' families. For example, Google co-founder Sergey Brin from Russia, Yahoo founder Jerry Yang from Taiwan, China, Tesla founder Elon Musk from South Africa.

Qiang Li asserted, "We Chinese should proudly stand up and work hard because we are the backbone of this country. We have to be confident!"

When Yu Li was interviewed, he agreed and pointed out, "Chinese food has had 200 years of journey. Now the second most popular "To Go" food, only shy of Pizza, Chinese food is the mainstream amongst American food and drink cultures. It's fully integrated into American lives. We can commonly see white trapezoid "To Go" boxes in American soap operas, which has formed an iconic cultural symbol for Chinese food.

He added, "In the process of spreading culture, all cross-cultural groups would be challenged. We don't stress we are minorities. The United States is a nation of immigrants from the root."

Yu Li told the reporter confidently, "Ten years ago, we already believed in Chinese food rising in America was a trend that could not be resisted. If it is not ranked number one yet, the trend will go on. Our mission is unfinished.

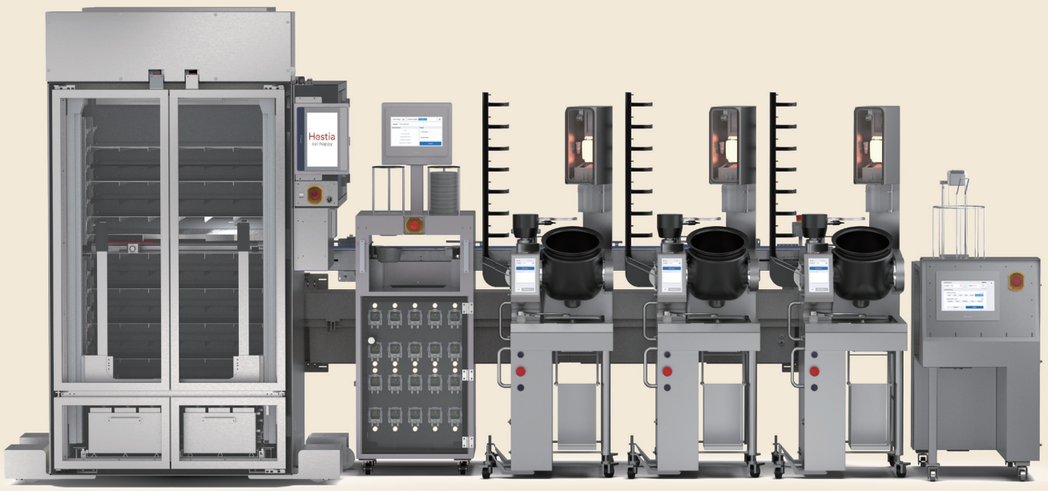
烹饪革命：燧氏科技引领餐饮业的机器人时代

随着人类科技的不断进步，餐饮业正在经历一场前所未有的变革。总部位于香港的燧氏科技自 2018 年成立以来，便以其创新的厨房技术解决方案成为亚餐自动化的领导者。2024 年，燧氏科技在成功进入日本市场后又快速进军美国市场，引发行业的关注。据了解，这家公司致力于研发烹饪机器人，特别是针对中华料理的高精度烹饪技术，为餐厅经营者提供了一种既能节约成本又能提升效率的新选择。

颠覆传统的快餐观念

传统上，快餐常常与营养不均、食品质量波动以及卫生问题联系在一起。燧氏科技致力于改变这种固有印象，通过其烹饪机器人将快餐变为既快捷又美味健康的选择。采用高度自动化的系统，这些机器人能在短短 3 分钟内完成一道菜的制作，从食材的准确投放到精确的温度控制和计时，再到装盘，每个步骤都旨在确保食品的高品质。此外，装盘完成后，机器人能在 15 秒内自动清洗锅具，快速准备好进行下一道菜的烹饪，显著提升了厨房的运营效率。

在繁忙的中餐馆后厨，燧氏科技的工程师和厨师们一起见证了燧氏科技机器人创下的记录——在一小时内出了 60 份高品质的餐点，每一份的口味都如同掌勺十年的大厨亲手炒出来的一样，而且每一份的锅气和咸淡都完全一致，验证了燧氏机器人提供快速、健康且美味菜品的卓越能力。



解决餐饮业难题，提升餐馆效率

面对原材料成本、人力资源和租金不断攀升，餐饮业正承受着前所未有的经营压力。在这样的背景下，燧氏科技利用人工智能技术开发的烹饪机器人，不仅为顾客提供了现炒的美味菜品，同时也有效降低了生产成本并提升了运营效率。除此之外，这些机器人还能够轻松应对繁忙时段的高强度工作，减轻厨师的工作负担，预防职业性健康问题如肩周炎、烫伤和静脉曲张等，还能在人手短缺的情况下提供稳定的工作效能。

对于餐厅经营者来说，烹饪机器人的价值远远超过其在厨房中的实际操作。它们通过精确控制食材用量来减少浪费，并在烹饪过程中优化能源使用，提高了资源利用的效率。利用燧氏科技的烹饪机器人，餐厅有望节省高达 50% 的能源费用、66% 的劳动成本、60% 的用油量和 65% 的用水量。这不仅有助于餐厅在面对劳动力成本上涨和原材料供应不稳定等情况时保持竞争力，还为餐饮行业引入了一种可持续且经济高效的运营模式。无论何时何地，燧氏科技的烹饪机器人都能够全天候不间断地运作，献给全球各地辛勤工作的人们一份美食慰藉。



Hestia Pro 系列惊艳亮相

在 2024 年 5 月，燧氏科技 Hestia Pro 系列旗舰产品和解决方案将在芝加哥国际餐饮展上亮相。该系列涵盖了从冰箱到炸锅、调料机以及烹饪机器人的全套厨房设备，其中烹饪机器人的设计尤为引人注目。该机器人采用类似炊具的 IH 加热锅进行烹饪，并能通过旋转动作模拟人手炒菜的过程，其尺寸精巧，能够完美融入任何专业厨房环境。机器人的高度为 64.24 英寸，宽度为 22.26 英寸，深度为 25.19 英寸，食材、油和调味料的加入过程已经实现了全自动化，确保出菜品质高度稳定。

这个系类的烹饪机器人有多“高科技”呢？燧氏科技北美地区负责人 Harris 告诉记者：“若餐厅经营者想引入新食谱或拓展菜单，现在无需耗费过多时间和精力在研发上。通过我们的 SyncKitchen Cloud，您将获得众多顶级大厨创作的食谱，其中包括了精确的调味量、烹饪时间和温度设置。您也可进行微调，来轻松打造出独具个人餐馆风格的佳肴，让您省时省力又省钱，这为餐厅经营者提供了一条探索新美食的全新途径，开启了便捷与创新并行的烹饪体验。”

他告诉记者，这个系列的烹饪机器人结合了最新的人工智能技术和精密机械工程，不仅能够精确地重现经典菜品，还能确保在呈现方式上无可挑剔的一致性。这是通过一系列复杂的传感器和控制系统实现的，它们能够精确地监测和调节烹饪过程中的温度、时间和配料比例。此外，烹饪机器人还能够自动调整烹饪策略，以适应不同的食材特性，从而保证出餐的高品质和高一致性。

燧氏科技的烹饪机器人通过其高度自动化的功能，解放了厨师和餐厅管理者的双手，让餐厅管理者有更多的机会去关注餐厅的其他重要方面，如顾客关系管理、创新菜品的研发和提升服务质量。燧氏科技的烹饪机器人不仅是当代餐饮业技术上的创新，更是对传统餐饮服务模式的一种有力补充和完善，使餐厅能够在繁忙的现代生活中提供一个更为温馨、高效和人性化的用餐环境。

Hestia

一键出餐
全/自/动/烹/饪/设/备/解/决/方/案
优质稳定



产品系列
多功能炒炉
万能炸烫炉
自动抓码冰柜
全自动调汁机



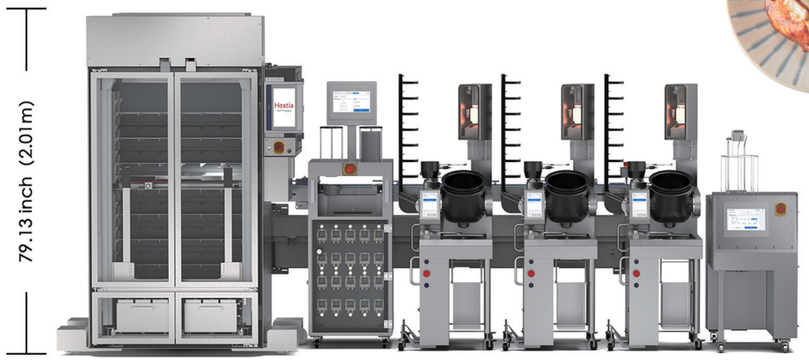
SyncKitchen
云端存储食谱
跨店数据更新
复刻大厨风味
千道特色料理



降本增效
3倍生产力
减轻工作强度
降低厨务难度
节水节油节电



客户反馈
锅氣十足
出餐迅速
标准统一
省时省力



End to End 自动抓码/自动调汁
自动炒菜/自动洗锅



T: +1 (202) 812-3989
E: enquiry@hestia.kitchen
www.hestia.kitchen

Culinary Revolution: Hestia Technology Leading the Robotics Era



Established in 2018 in Hong Kong, Hestia Technology Limited is a pioneer of innovative kitchen technology solutions. Our core focus lies in the development of culinary robots and systems with mechanical mastery in the culinary techniques of Chinese cuisine to deliver to restauranters a product that will streamline operations and enhance cost-effectiveness. Having successfully expanded into the U.S. market in 2023, Hestia remains at the forefront of culinary innovation and is committed to creating outstanding products that will revolutionize the culinary industry.

Our goal is to challenge traditional perceptions of Chinese cuisine. With Hestia's systems, Chinese fast food will no longer be characterized by nutritional imbalances, fluctuating food quality, and concerns over hygiene. Instead, our proprietary robotics, combined with a deep knowledge of nutrition, health, and safety, are able to transform conventional dishes into convenient and delectable healthy meals, all within three minutes with the touch of a button.

To achieve this goal, we employ fully automated systems for ingredient placement, which then precisely configure the appropriate cooking temperatures and durations, and finish with by plating through the use of robotic arms. Furthermore, upon completion of a dish, our system automatically cleans the cooking utensils within 15 seconds plating, ensuring that preparations of the next order begin swiftly and with minimal human intervention. Our dedication to high efficiency enables Hestia to craft 60 delectable dishes within a single hour.

In recent years, the restaurant industry has grappled with unprecedented operational pressures, including escalating raw material, labor, and rental costs. Against this backdrop, Hestia seeks to alleviate these pressures with its AI-driven culinary robots, which effectively reduce production costs and enhance operational efficiency without compromising the quality of its culinary creations. Moreover, in a world where human-run kitchens are prone to inconsistencies, bottlenecks, and injury during peak hours, Hestia's robot kitchen is able to consistently and effortlessly handle intense order loads without compromising quality and, naturally, prevent occupational health issues that frequently plague chefs who work under such intense pressures, such as rotator cuff syndrome, burns and varicose veins.

For restaurant operators, the value of culinary robots goes beyond just their practical applications in the kitchen. Hestia's system also reduces waste by precisely controlling ingredient quantities, optimizing energy usage during the cooking process, and enhancing resource efficiency. By utilizing Hestia's culinary robots, restaurants can potentially save up to 50% in energy costs, 66% in labor costs, 60% in oil consumption, and 65% in water usage. This not only aids restaurants in maintaining competitiveness amidst rising labor costs and volatile raw material supplies, but also introduces a sustainable and economically efficient operational model. Operational day and night, Hestia's culinary robots stand ready to offer a taste of China to hardworking individuals across the globe, anytime, anywhere.

Four Distinctive Features SyncKitchen Cloud

For restaurant operators looking to introduce new recipes or expand their menus, the arduous task of research and development is now a thing of the past. Through our SyncKitchen Cloud, you gain access to a myriad of recipes crafted by top chefs, complete with precise seasoning measurements, cooking times, and temperature settings. You have the flexibility of making adjustments effortlessly to craft dishes that reflect your unique restaurant style, saving you time, effort, and money. This offers restaurateurs a fresh avenue to explore new culinary delights, ushering in an experience that combines convenience and innovation.

Consistency Delivered

Our culinary robots integrate the latest advancements in artificial intelligence technology and precision mechanical engineering, which, when combined, is not only capable of faithfully reproducing classic dishes, but also ensures impeccable consistency in presentation. This is achieved through a series of sophisticated sensors and control systems that meticulously monitor and adjust temperatures, times, and ingredient proportions during the cooking process. Moreover, the

culinary robots can automatically adapt their cooking techniques to accommodate the different ingredients, thereby guaranteeing high-quality and consistent meal preparation.

Dependable Professional Quality

In today's rapidly evolving culinary landscape, customers seek not only delicious food, but also a dependable and consistent dining experience. However, inherent errors in a manual preparation process often produce inconsistent results. To address this challenge, Hestia's seasoning machines are designed to minimize errors to 0.1 grams, a level of consistency that can only be efficiently achieved through automation. To further enhance reliability, our culinary robots are designed to be easy to maintain and upgrade. This allows restaurants to swiftly adapt to new culinary trends to offer dishes that align with current customer tastes and trends.

Simplifying Business Operations

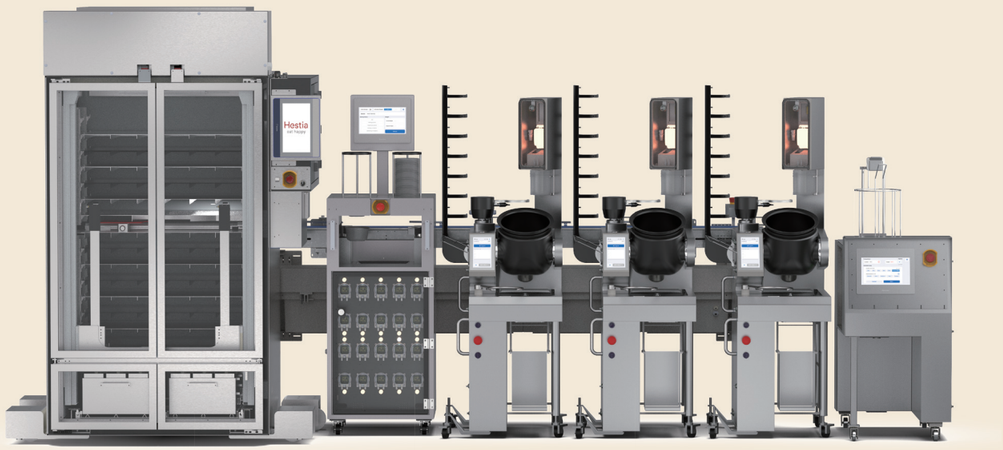
Hestia's culinary robots, with their high degree of automation, liberate the hands of chefs and restaurant managers, allowing them more opportunities to focus on other crucial aspects of the restaurant, such as customer relationship management, innovative recipe development, and service quality enhancement. This technological application not only provides patrons with a more delightful and personalized dining experience, but also provides restaurant teams with a chance to deepen connections and foster stronger bonds with their customers. Hestia's culinary robots are not just a technological innovation in the food and beverage industry but are also an enhancement to the traditional dining service model, enabling restaurants to offer a more welcoming, efficient, and personalized dining experience in a modern, bustling world.

In May 2024, we are poised to debut our Hestia Pro series solutions at the National Restaurant Association show in Chicago. This series encompasses a variety of kitchen equipment, including refrigerators, fryers, seasoning machines, and culinary robots. The standout feature of this innovative culinary robot lies in its utilization of an IH heating pot, which employs a rotating motion to simulate the process of hand-stir frying.

Combined, the three culinary robots stand at a total height of 64.24 inches, width of 22.26 inches, and depth of 25.19 inches, and are intricately designed to seamlessly blend into any professional kitchen environment. A major highlight is the fully automated process of adding ingredients, such as oil and seasoning. Users simply need to place accurately measured ingredients into dedicated containers, store them in the refrigerator, and then with a simple touch on the tablet, press "start cooking" to initiate the cooking process. Ingredients are automatically conveyed to the robot's workspace via a conveyor belt, added to the pot at the appropriate time, thus achieving a fully automated cooking process devoid of manual intervention, streamlining culinary operations while ensuring quality and consistency.

Furthermore, even the plating and cleaning operations have been automated; devices equipped with specialized mechanical arms precisely transfer finished dishes onto plates. Following this, the culinary robot automatically initiates the pot-cleaning procedure, which takes approximately 15 seconds to remove all residue, readying the pot for the next dish. In fact, the only human intervention during this entire process is any final plating embellishments and act of serving to guests. This significantly reduces the burden on kitchen staff while ensuring efficient service and quality.

Though the initial preparation steps of the cooking process, such as ingredient weighing and storage, require manual operation, only one staff member is needed to oversee multiple cooking robots simultaneously, with training time for the staff being just 1 hour. This means that, by preparing ingredients in advance, even during the busiest restaurant hours, one individual can independently manage all cooking tasks. Compared to traditional kitchens, a Hestia kitchen promises to triple overall efficiency.



Hestia

DELICIOUS MEAL JUST ONE TOUCH AWAY

FULLY AUTOMATED KITCHEN TECHNOLOGY SOLUTIONS



Product Series
MultiCooker
Fryer
Larder
Dispenser



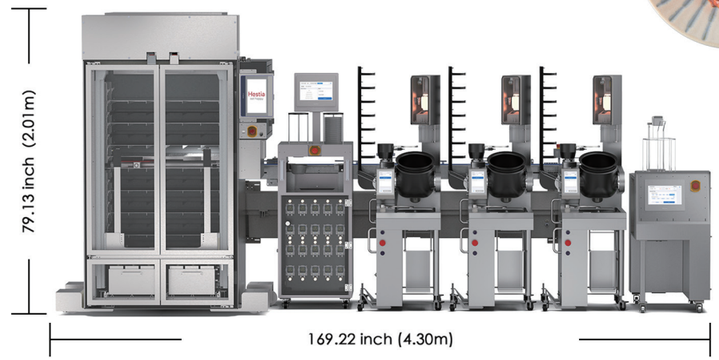
End-to-end Automation
Triple productivity
Reduce workload
Decrease complexity
Save water, oil, and electricity



SyncKitchen
Cloud-based recipes
Cross-store data updating
Flavors of master chefs
Thousands of dishes

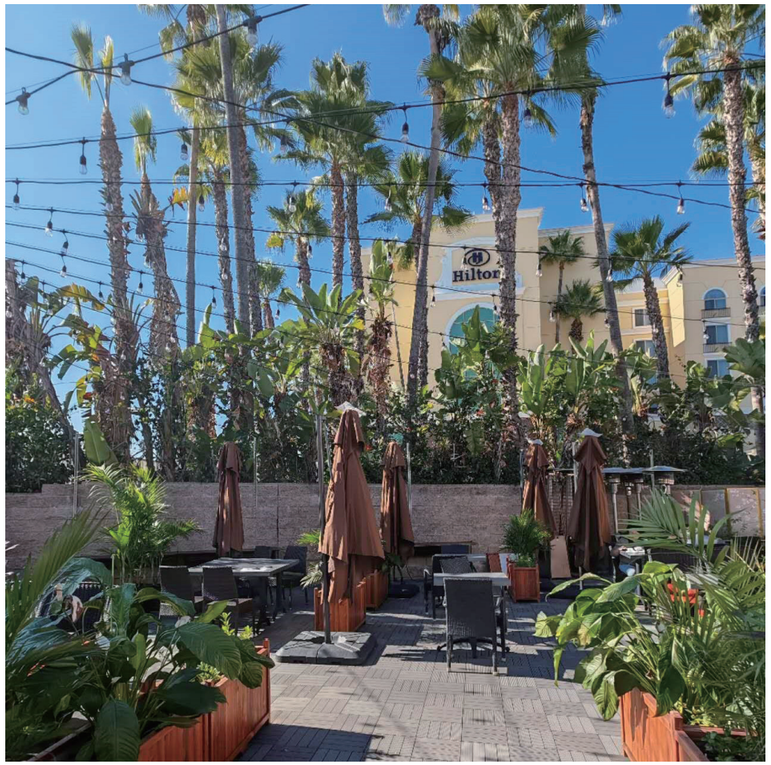


Client Feedback
Rich wok hei
Dishes served fast
Consistent quality
Time-saving





T: +1 (202) 812-3989
E: enquiry@hestia.kitchen
www.hestia.kitchen





Blossoming 繁宴 花天下 Feast of the World

文、图｜ Lan Xie

宴天下

137 W Valley Blvd, San Gabriel, CA 91776

在洛杉矶圣盖博希尔顿酒店附近，各种品类的中餐馆可谓是鳞次栉比，竞争激烈，颇有些像当年沪上的黄河路，普通的餐饮业者轻易不敢在这里试水。各个路口转角的旺铺，更不是一般人的气场所能压住。但是，有一位女生却豪气地打出了“宴天下”的旗号突围而出，闯出了一片天地。

这家“宴天下”餐厅的英文名为 Lady Yan’s，含带着女主人钟妍的名字，坦坦荡荡，直抒胸怀。

钟妍来自湖北，自带着九省通衢的豪气和变通。有趣的是，她原先是湖北一所医学院的老师，传道授业 5 年后，来到上海做起了餐饮。在 2018 年来到美国之前，钟妍已经在竞争异常激烈的上海餐饮业里摸爬滚打了 18 年。这 18 年间她开设以深海优质鱼品为特色连锁烤鱼店，高峰时期多达 71 家。

2018 年起，钟妍挟上海市场的成功经验，开始在洛杉矶的餐饮业中开疆拓土。首家店开在华人区著名的高档商场 Arcadia Mall 里面，即使在 2020 年起连续三年遭受了疫情的重大打击，依然通过高品质的服务，培养了一个稳定的客户群。

2022 年，租约期满，钟妍转战到现在位于 Valley 大街和 Manley 街交界路口的这个店面，取名“宴天下”，意在精制中华美食，广宴天下食客。

原来的店面看上去并不起眼，店面不大，前面的停车场倒比店面还大。钟妍接手这个餐厅后，另辟蹊径，首先将停车场改造为花园式前庭，种上绿植，然后布置上户外餐桌和遮阳伞，在寸土寸金的圣盖博闹市区，用一片宽敞的绿茵来欢迎所有路过的客人。

这一招别开生面，出奇制胜。经政府核准，整个花园前庭可以容客 120 人，就餐环境相当从容。西式小桌，中式茶园，闹中取静，别有一番情调。坐在这里就餐，头上是南加州的棕榈婆娑树影，身后是餐馆背靠的 Hilton 酒店米黄色大楼的雄姿，颇有海外度假的风情。到了晚上，华灯初上，庭院里灯光灿烂，如星河降落在喧闹的街头，让路过的人都情不自禁想停车入座。

虽然没有具体的销售数据进行比较，对于熟客们来说，只要天气合适，落座花园都是大家的首选。钟妍说晚上还要开设星光下的烧烤和夜宵，附上一个





浪漫的啤酒吧，将这里化成洛城版的“走到玉林路的尽头，坐在小酒馆的门口”。

洛杉矶的餐馆，如果不是财大气粗，很少有将庭园做得这么大这么用心的。尤其是中餐馆，愿意在庭园里花钱的老板就更少了。

为节约成本，钟妍不光所有材料和户外家具都从中国直接进口，还自己亲手栽种绿植，铺设地板，一草一木，都倾注了自己的心意

她笑着说，这个前院给她带来温暖的感觉，是不负加州阳光的初心，也是她对未来光明的期许。她把这里当成了自家的前院，一有空，就会指导员工护理整修，时不时也亲自上手。节约成本好像已经不是目标，她已经培养出了对园艺的热情。

虽为中餐，但“宴天下”并不将自己归属到某一菜系。有着医学教师背景的钟妍打破了厨师们的门户壁垒，不仅招用了来自湖北家乡的厨师，也聘请了资深的川菜师傅和粤菜师傅，倡导食补养生的理念，融合几种菜系的优势，推出创新的 Chinese Fusion 中式融合菜。

对于菜单，钟妍也进行了大刀阔斧的简化，突出“宴天下”的镇店三宝，四大必点和四大招牌。她亲自设计的菜品，既有色香味的传统，又格外强调了传统养生理念。

樟茶鸭色泽诱人，外酥里嫩，带有特殊的樟木和茶叶的香气，入口咸香，有一种酒香味随咀嚼慢慢散发出来。经过 48 小时特殊泡制后再熏制吹干蒸熟的鸭肉，肉香极其浓郁，皮下脂肪也完全渗出，鸭子







的表皮呈标准的棕黄熏烤色，让人食欲大开。

鸭肉营养丰富，富含蛋白质，其脂肪中各种脂肪酸配比接近理想值，化学成分则接近橄榄油，能降低胆固醇，对防治心脑血管疾病有良好辅助作用，民间素来有“老鸭胜补药”之说。

白菜大虾则是鲁菜系的一道菜品，荤素搭配，白里透红，尤其是汁多味甜的白菜吸收了大虾的汤汁后，鲜美无比，鲜香夺人。宴天下的出彩之处在于先摘下虾头，单独用虾头后炒出虾油和虾脑，提炼出大虾中最鲜美的部分，然后撇去虾头放入虾段煸热，最后放入白菜，再葱姜大火翻炒。整个过程中，除了少许的食用盐，不使用任何其他食用油和调料，取之于虾，用之于虾，可以说是天然食材，健康烹饪。

烤嫩羊肋排选用的整片的嫩羊肋排，肋骨纤细，肉质软嫩，肥而不腻。特别是表面的羊皮被烤出了焦香，带给食客一种先脆后嫩满口脂肪余香的快乐口感。虽然也附上了干湿两种调料，但基本上完全用不着。这个单纯的肉欲之美，已经足够让人大快朵颐了。华人讲究的春冬食用羊肉是大补。

钟妍说：“我就是好吃，喜欢吃，真心热爱美食！所以，我就把餐饮当成了主业！为了客人满意，我常常亲自上灶台！”满怀热忱，巧用心思，才是餐饮乃至一切行业的致胜之宝。

为了聚拢人气，也为方便社区，“宴天下”也推出了经济实惠的 10.99 元特价午餐，面向最广大的中层消费者：一份分量十足的家常炒菜 + 一个例汤 + 一份米饭。不光价格便宜，品种也相当丰富。而即便是 10.99 元的菜式，也同样对食材和口味保持着高标准。

钟妍一直都抱守着这样的



这就是农家小炒肉和一份手撕包菜，荤素搭配，营养均衡，又能做到美味可口。

一份理念，菜品即人品。在菜品上用心用力，就是对自己人品的呵护和提升。靡不有初，鲜克有终。能一直有着这样的初心，就是“宴天下”的魅力所在吧。

钟妍自嘲她“就是这么个二百五的性格”，认定了目标咬着牙不会放弃，即使每天工作到深夜，也执着地干下去。她已经制定了十年的发展计划，下一个店面将在大洛杉矶地区的另一个热土尔湾市闪亮登场。

作为在上海餐饮江湖打拼多年的女性，钟妍很难不让人跟热播剧《繁花》里的两位餐饮奇女子联系起来。一半像李李，钟妍尽力抢占市场的先机，不惧风险，快准狠地切入热点市口；另一半，她也像是铃子，精研菜式，锐意创新。当繁花来到美国，Lady Yan’s 正在洛杉矶的这片土地上绽放出自己的丰采。

Lady Yan's
137 W Valley Blvd, San Gabriel, CA 91776

Blossoming Feast of the World

By ***Lan Xie***



Outside the Hilton Hotel in San Gabriel, Los Angeles, Chinese restaurants of all tastes and varieties line the street and engage in fierce competition; much like a turbulent river, ordinary restaurateurs dare not test the waters in the area. The bustling shops at each street corner are another challenge not easily conquered. However, here, boldly and valiantly, one girl raised the flag of "Feast of the World" and carved out her own promised land.

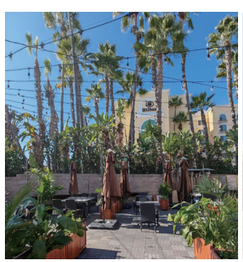
The restaurant's Chinese name is " 宴天下 ", which means "Feast of the World". Its English name, Lady Yan's, is named after its owner, Yan "Andrea" Zhong, and is sincere in its simplicity.

Zhong Yan hails from Hubei, a place known for its proud spirit and flexibility. Interestingly enough, she was originally a teacher in a medical school in Hubei. After teaching for five years, she moved to Shanghai and started a career in the restaurant industry. Before coming to the U.S. in 2018, Zhong Yan had already been navigating her way through the competitive restaurant scene in Shanghai for 18 years. During these 18 years, her grilled fish chain restaurant featuring high-quality seafood was open at as many as 71 different locations.

In 2018, relying on her experiences of success in the Shanghai market, Zhong Yan began exploring the restaurant industry of Los Angeles. Her first restaurant opened in the Arcadia Mall in the Chinese enclave, a space well-known for its high-end establishments. Despite the heavy blows dealt by the pandemic for three consecutive years starting from 2020, Zhong Yan's high-quality services attracted a stable clientele.

In 2022, as the lease expired, Zhong Yan relocated the restaurant to its current location—the intersection of Valley Street and Manley Street—and named it "Feast of the World", expressing her aim to refine Chinese cuisine and serve food lovers from all over the world.

The old storefront didn't stand out at all; it was small, smaller even than the parking lot in front of it. After Zhong Yan took over this restaurant, however, she found a solution outside the box. First, she transformed the parking lot into a front garden, filled it with greenery, then set up outdoor tables and parasols. In the busy and crowded San Gabriel, she welcomes every passerby with a spacious yard of green.





This strategy proved to be unexpectedly fruitful. According to government regulations, the front garden accommodates for a total of 120 guests while maintaining a pleasant dining environment. With Western-style tables placed in a Chinese-style tea garden, it strikes a balance between liveliness and tranquility, exuding a unique charm. Overhead, the palm trees of Southern California sway with the wind; behind, the Hilton Hotel's beige building stands majestically, reminiscent of a vacation by the sea. As night falls and lights come on, the illuminated brilliance of the garden is like stars that descended upon the bustling streets, tempting every traveler to halt their footsteps and take a seat.

Although there is no sales data to compare the two, for regulars, seating in the garden is always the first choice as long as the weather is agreeable. According to Zhong Yan, barbecue and late-night snacks under the stars will soon be offered along with a romantic bear bar, transforming the place into a true nostalgic and familiar dwelling for Chinese folks in Los Angeles.

Restaurants in Los Angeles rarely put so much thought into designing a big garden unless they have a lot of funds. When it comes to Chinese restaurants, especially, few owners are willing to spend money on gardens.

To save costs, not only did Zhong Yan import all materials and outdoor furniture directly from China, she also personally planted every greenery and laid out every floor tile, pouring her heart and soul into every blade of grass.

With a smile, she says that the warmth this garden brings her symbolizes her gratitude for the Californian sun and her hope for a bright future. She treats it like the front yard of her home; whenever she has free time, she guides her staff to care for it, sometimes joining in herself. Saving costs no longer seems to be the goal, for she has developed a genuine passion for gardening.

Though Lady Yan's is a Chinese restaurant, it does not confine itself to a specific culinary style. With her background in medical teaching, Zhong Yan broke down the barriers between chefs. Not only did she hire chefs from her hometown of Hubei, she also hired experienced chefs for Sichuan and Cantonese cuisine to advocate for healthy diets. Combining the strengths of several culinary styles, she introduced innovative Chinese Fusion dishes to the world.

As for the menu, Zhong Yan also simplified it significantly.







It highlights Lady Yan's Three Chef's Specials, Four Most-frequently-ordered, and Four Signature Dishes. The dishes personally designed by her not only excel in the traditionally valued color, aroma, and taste, but also emphasizes the idea of maintaining one's health through food.

The smoked duck is crispy on the outside and tender on the inside, exuding the unique aroma and camphor and tea-leaves. It is savory, and, upon chewing, the taste lingers like fine wine. Undergoing a 48-hour long soaking, smoking, drying, and steaming process, the duck meat is unbelievably rich; with its fat oozing through the brown skin of the smoked skin, it makes one's mouth water.

Duck meat is nutritious and rich in protein. Its fat contains a balanced ratio of various fatty acids, similar to olive oil in chemical composition, it can lower cholesterol levels and helps prevent cardiovascular diseases. As the folk saying goes, "an old duck is better than tonics."

Stir-fried Prawns with cabbage is a dish from the Shandong cuisine. It features a combination of meat and vegetables to create an appetizing color, after the sweet and juicy cabbage absorbs the flavor broth of the prawns, it's simply out of the world. What sets Lady Yan's apart from others is the meticulous preparation process: first, the prawn heads are removed and used to extract prawn oil and brain—the most flavorful parts of a prawn—by stir-frying. Then, the heads are discarded and prawn meat is stir-fried with cabbage, scallion, and ginger over high heat. Throughout the entire process, no other cooking oil or seasoning is used save for minimal salt, all the ingredients come from the prawns and are used on the prawns, making the dish natural and healthy.

The roasted Lamb Chop uses a whole piece of lamb rib with thin bones, tender meat, and just the right amount of fat without being greasy. When the skin is roasted to perfection, the crispy texture followed closely by the tenderness of the fat brings customers utter sensory enjoyment. Although sauce and seasonings are included on the side, they are practically unnecessary. The simple meaty delight is hearty enough to satisfy anyone. As a plus, consuming lamb during spring and winter is considered highly nourishing by Chinese people.



The picture shows Farmer's Stir-fried Pork and Stir-fried Hand-shredded Cabbage, a healthy mix of meat and vegetables with balanced nutrients, while being delicious all the same.

Zhong Yan says, "I simply love food, like to eat, and have a genuine passion for cuisine! So, I turned it into my job! To make customers happy, I often step into the kitchen myself!" Enthusiasm and innovative ideas; these are the true treasures of the restaurant, and, indeed, all industries.

To attract customers and better serve the community, Lady Yan's is now introducing the economical lunch special at only $10.99 towards its large portion of middle class consumers. It includes a generous serving of a home-style stir-fried dish + a soup + a bowl of rice. Not only is it affordable, it also offers a variety of dishes to choose from while maintaining the quality of the ingredients and flavors.

Zhong Yan has always held on to the principle that the quality of one's dishes reflects one's character. Putting effort and dedication into cooking is to nurture and elevate one's own character. Ambitious and persistent, standing by its values; perhaps that's where the charm of Lady Yan's lies.

Zhong Yan likes to say that she's "just dumb like that", as long as she is set on a goal, she would see it to the end no matter what, even if it means she'll work late into the night. She has already laid out a plan for the next ten years. The next branch of her restaurant will make a dazzling entrance on the stage of another bustling city in the Los Angeles metropolitan area: Irvine.

As a woman who has worked hard in the Shanghai restaurant scene for many years, it is hard to not make connections between Zhong Yan and the two remarkable female characters from the hit drama Blossoms Shanghai. Like Li Li, Zhong Yan strives to seize every opportunity in the market, quick, precise, and fearless of risks; like Ling Zi, she meticulously studies different dishes and innovates relentlessly. As Blossoms Shanghai makes its way to the American screens, Lady Yan's is also blossoming into its own brilliance on the hot soil of Los Angeles.

CLASSIC

RESTAURANT

四川饭店



A Chinese Dream 一生去打造的饭店 An American Dream

文 | 陈劲松

阿比林（Abilene）是得克萨斯州西部的一座小城市。1881 年，几个牛仔创建了这座城市，作为德克萨斯州和太平洋铁路上的牛只集散地，这座小城以堪萨斯州阿比林命名。

早年，阿比林是一座混乱的边境小镇，牛仔、枪手和酒吧斗殴是日常生活的一部分。人类历史上最著名的牛仔野牛比尔就来自阿比林。1871 年，比尔·希科克，也就是无数西部电影中的野牛比尔统治了阿比林，他曾经是联邦军人，退役后成为这座城市的市长，以其快枪骏马维持着这座城市的秩序，从此这座城市有了尚武的传统。

1942 年，美国最著名的空军基地之一，戴斯空军基地在阿比林落成。虽然戴斯不是最大的空军基地，但它是美国仅有的两个战略轰战机基地之一。这意味，一旦戴斯空军基地进入作战状态，世界末日就要到了。

除此之外，阿比林可能是美国对基督教最为虔诚的城市。每个社区都有教堂，三所著名的基督教大学也坐落此处，阿比林基督教大学、麦克默里大学和哈丁 - 西蒙斯大学。

总体来说，这是一个民风淳朴，充满了西部魅力的城市。在这座基督教小城的西部，距离戴斯空军基地 10 公里，横贯全美的 20 号公路边上，有一座古色古香的中国建筑群。石狮紧守正门，精致的石桥横跨锦鲤畅游的小溪。这座建筑的招牌是四川饭店，阿比林最出名的中餐馆，以精致的用餐环境和地道的中国味道赢得了阿比林人的青睐，从市到州乃至





从市到州乃至全美国，四川饭店荣获各类不同奖项共七十六个，堪称美国中餐馆之最。



全美国，四川饭店荣获各类不同奖项共七十六个，堪称美国中餐馆之最。四川饭店的董事长黄伟洪及其夫人也获得了由阿比林市市长颁发的奖牌，并以其夫妇二人的英文名字将每年5月24日定为阿比林城市纪念日（Bayron Huang and CiCi Chen Day）。

从上海到香港

黄伟洪用了四十年时间打造了这家饭店，这是他一生的梦想，也是一辈子的事业。

黄伟洪祖籍开平，著名的侨乡，几乎每家每户都有亲戚在美国。黄伟洪父亲出身家庭三房，从小备受歧视，16岁离开家乡，来到上海定居，在国营食品公司工作。黄父因为参加过国民党军队，是历次运动的整肃对象，也从未有过升职加薪。

黄伟洪出生于1956年，因为家庭出身不好，无法上大学。1974年高中毕业后，恰逢知青运动，黄家必须有一个孩子下乡。“我们家兄妹两个，我不去的话就要轮到我妹妹，”黄伟洪说，“女孩子不如男孩能吃苦，所以我自己申请去下乡了”。

黄伟洪下乡的地方是上海市崇明岛的长江农场，这是崇明岛的第一个国营农场，当时专门接受知青和社会青年进场。黄伟洪到了农场之后，由于字写得漂亮，被大队派出去写黑板报，基本上摆脱了体力劳动。后来，因为眼睛不是很好又被派去了厨房做大锅饭，这是黄伟洪第一次和厨艺结下了渊源。

由于出身不好，黄伟洪在农场经常被领导同事歧视，毫无上升空间，但他并没有抱怨父亲。“父亲给了我力量，他的坚强和对家人的责任感使得他在最艰难的时候都没有选择轻生，而是隐忍这一切的残酷，”黄伟洪说。

1976年，远在南美厄瓜多尔的舅舅来信。这个舅舅与黄伟洪从未谋面，但通过黄母了解了他的处境，决心让外甥移民去南美。当时厄瓜多尔与中国并没有建交，只能通过香港中转。黄伟洪办齐了手续来到了香港，正准备去厄瓜多尔领事馆办理签证，这个时候收到了舅舅的另一封信件。

在信中，舅舅告诉黄伟洪，纯粹是因为想让黄伟洪摆脱下乡的困境才帮助他办理移民的，“舅舅并不希望我去南美，南美的环境并不好，我之后要去美国的，香港对我来说是不错的中转，”黄伟洪说，“虽然舅舅骗了我，但我还是非常感激他，”

开平人在美国多是开中餐馆为生，很多开平籍名厨有着世界级声誉，其中包括著名旅美侨领、中国洪门致公党创始人、做过孙中山贴身保镖兼厨师的司徒美堂；著名印尼侨领、名厨，万隆会议期间接待周恩来、陈毅等国家领导人的关崇涧；被英女王授予OBE勋章的英国皇家御厨，被BBC誉为“西方中餐教父”的谭荣辉；有北美中国菜“功夫之王”称谓、主持美国2000多集电视美食节目《甄能煮》的甄文达等等，开平本身也有世界名厨之乡的美誉。

黄伟洪一家在上世纪70年代就计划出国，作为开平人，他们也将职业选择落到了餐馆上。来香港之前，黄伟洪的父亲将他介绍到了上海市虹口区的西湖饭店帮厨。在帮厨的7个月中，黄伟洪没有拿一分钱工资，但练就了扎实的厨艺。

抵港之后，黄伟洪开始到饭店找工。虽然他有一口流利粤语，但还是被香港本地人排挤，说他是大陆来的乡下人，骂他“上海仔”，没有一家粤菜馆愿意收他，最后还是湾仔的一家江浙餐馆让他做了学徒。他刻苦认真、勤奋主动，深得几位师傅的喜欢，成为了一名技术全面的江浙菜厨师。

产品经理的十年

1987年，先期抵达美国的父母为黄伟洪办理了移民手续，年过30的黄伟洪来到了旧金山附近的小城Sunnyvale，刚落地，父亲的一句话让他无地自容。

父亲开车接到了他，他问黄伟洪带了多少积蓄到了美国。黄伟洪带了两箱衣服，但积蓄只有320美元。“他问我为什么在香港做了9年才攒了这么点钱，”黄伟洪说，“我有些惭愧，但谁年轻时没有疯狂过？下面的话他没有说出口，但我知道父亲要说什么。”从那个时间起，黄伟洪决心做出一番事业，让父亲另眼相看。

在Sunnyvale住不到一周，黄伟洪就被父亲赶出了家门。用父亲的话说：“他已经30岁，如果还不让自立去闯，就没有了未来。”父亲给他介绍了一家湾区教父级的餐厅打工，开平老乡们口口相传，只有进过这家餐厅打工，以后才能在餐饮界立足。

这家店叫喜福居，位于硅谷的 Los Altos，可以说是湾区最出名的中餐馆。黄伟洪第一次来到喜福居，被狠狠地震撼了。“朱老板整整齐齐穿着厨师服，带着领结，一帮美国老太太跟着他，他来教这些美国人如何做简单的中国菜，”黄伟洪说，“在我眼里这样子就是有出息，能让老美这么信服，实在了不起”。从此，黄伟洪有了自己的人生目标。

这个时候，他开始规划起来自己未来的饭店是什么样。黄伟洪喜欢喜福居的开放式厨房，“从窗口可以看到整排炉头，客人在窗外能看到厨师炒菜，他们吃菜会很放心，”上个世纪 80 年代刚刚出现的开放式厨房让黄伟洪非常羡慕，他用纸和笔将一切细节记录下来，“我以后的餐馆也一定要搞开放式厨房”。

在喜福居做了 4 个月之后，黄伟洪离开了这家餐厅。这个时候，他的妹妹已经在德克萨斯定居，联系哥哥来德州开餐馆。黄伟洪告诉妹妹，现在还不是时候，“第一我英文不好，第二没有第一桶金，第三我没有信用，”黄伟洪告诉妹妹，他还需要 10 年的时间去筹备自己的餐厅。

黄伟洪认为，想在餐饮业立足，知道的东西越多，以后就站得更稳。“我以后的餐馆不仅要服务华裔，更希望我的顾客都是老美，”黄伟洪说，“喜福



四川饭店是阿比林最出名的中餐馆，以精致的用餐环境和地道的中国味道赢得了当地人的青睐。

居就是很好的例子，墙上摆着很多议员的照片，这些都是顾客，都是我想要的顾客。我要用 10 年的时间去了解老美到底吃什么，我要走遍美国，每个地方待上两年。”

离开湾区的第一站是南达科他州。黄伟洪看到报纸上中餐馆的招聘启示，打个电话就定下了这份工作，一年半之后离开，他就这样开始了走遍美国的取经生涯。每到一家餐馆，黄伟洪都会掏出他的小本本记下心得。“每个餐馆的运作都不一样，都有自己的特点，比如炉头的设计，沙发摆放的位置等，”黄伟洪说，“我要记录他们的优点，也要记录他们的缺点。比如大部分中餐馆客人和后厨都共用一个洗手间，厨师是穿着围裙去洗手间的，如果被客人看到，就会留下个人卫生不好的印象。我会写下来：以后我的餐厅洗手间一定要分开。”

黄伟洪可以说是餐厅的产品经理，设计期长达 10 年，最终的产品就是阿比林餐厅。所有进到这家餐厅的人都觉得眼前一亮，细节处处舒服，因为这是积累了美国从北到南，无数家中餐馆优点的餐厅。

在黄伟洪眼里，虽然广东人开了很多家粤菜馆，但最成功的美国中餐馆都是中国台湾移民开的。“上世纪 70 年代，台湾师傅大批来到美国，提高了整个美国中餐的水准。之前的粤菜馆都是炒杂碎，但台湾厨师做出了其他味道，有川菜，有北方菜，都很地道。更重要的是，台湾厨师简化了中餐的流程。我去过成都，参观过正宗川菜馆的厨房，那里摆着一百多种调味品。做菜的时候，师傅看都不看就能直接拿调味品下锅，这样的师傅固然厉害，但你要想想其中的门槛有多高。但台湾餐馆不一样，他们厨房都是摆着成品调味品，比如黑椒汁，比如糖醋汁，炒黑椒牛柳放点黑椒汁，放点勾芡麻油，翻炒一下就行了。这样即使刚入门的厨师也能把黑椒牛柳炒出 80 分。”

这就是最早的预制中餐，现在已经大行其道，但上世纪 80 年代还是非常先进的做法。经过这样的熏陶，从技术到思想到细节，黄伟洪的产品设计已经成熟了，只等待一个合适的契机。

美国梦和中国梦

从南达科他州到乔治亚，从乔治亚北上密西根，黄伟洪就是这样一步步充实着自己。1996 年，在妹妹的再次邀请下，黄伟洪来到了德州阿比林，在一家名为“中国厨房”的中餐馆打工。在这里，他认识了一个好朋友，来自柬埔寨的 Kim，半工半读的小伙子。两个人共同做了一段时间，萌发了独立出来的念头，他们觉得完全可以做一个好得多的中餐馆。

两个人辞职之后就开始找地块，最终租下了一家肯德基抛弃的店面。占地 150 平米，装修用了 11 万美元，其中从银行贷了 8 万。装修完毕之后，两人已经身无分文，但这时店里连锅碗瓢盆都没有。最终黄伟洪狠下心，说服 Kim，两个朋友透支了所有的信用卡，买齐了厨房用品。

开业后 6 个月，四川饭店生意惨淡，挣到的一点钱全部用来还信用卡，黄和 Kim 可以说是接近山穷水尽。他们商定再做一个月，如果还没有转机，就把店面关了，他去阿拉斯加打工，供 Kim 读完大学。

一个月不到，黄伟洪等待了一辈子的转机到了。当地报纸《阿比林新闻报 (Abilene Reporter-News)》的主编非常喜欢四川饭店的口味，想采访主厨。黄伟洪非常兴奋，当天中午早早地关门，在妹妹的帮助下完成了这次采访。

有了当地报纸的背书，四川饭店终于被顾客认可。在文章刊出的当月，四川饭店第一次实现了盈利，“第二个月，我们饭店门口就排起了长队，”黄伟洪想起这个转折点，充满了自豪。

在黄伟洪的经营下，四川饭店不断扩大，面积从 150 平米增加到了 700 平米，座位从 48 个增加到了 168 个，目前每个月流水 20 万美元，门口装饰了小桥流水，外面的停车位高达 100 个，成为当地最大的中餐馆。

成功之后的黄伟洪开始回馈当地社区，他每年都向当地慈善机构捐款，帮助教友。在三年新冠疫情期间，四川饭店免费放发了大量食物，并长期向阿比林警察局和医院提供餐饮。“你想融入当地社会，就要广交朋友，尤其是和老美交朋友，参加各种公益活动。这样他们才会把你当成自己人。美国是个大熔炉，你自己必须有意愿融进去，”黄伟洪说。



用了一生的时间，投入了全部的精力，黄伟洪终于在美国小镇上打造出了自己心目中的理想餐馆。这不仅是完美的美国梦，也是完美的中国梦。

黄伟洪被邀请到当地大学演讲，向美国大学生讲述他如何实现自己的美国梦。他的个人奖项更是不计其数，包括美国德州四川饭店董事长兼行政总厨，全美中餐业联盟主席，世界中餐名厨交流协会专家委员会主任主席，北美餐饮食品协会名誉会长等等，荣誉证书装满了一个大箱子。

遗憾的是，父亲没能看到四川饭店扩大就去世了，但黄伟洪母亲还活着，为儿子的成就而自豪，“我完全是白手起家的，在美国飘荡了快 10 年才有这样一家成功的店，”黄伟洪说。

中餐馆做大了之后一般都会开连锁店，尤其到美国大城市开店。但黄伟洪并没有这样的打算。“中餐馆不像西餐馆，没有这么大的复制度，口味非常依赖厨师的手艺，而且我对大城市比较抗拒，我出生在上海，青年时期在香港，这是两个超大城市，给我留下了不太好的印象。所以，我到美国之后，希望能找到一个清静的地方，安静下来做一个完美的餐馆，而不是复制再复制，”黄伟洪说。

用了一生的时间，投入了全部的精力，黄伟洪终于在美国小镇上打造出了自己心目中的理想餐馆。这不仅是完美的美国梦，也是完美的中国梦。

A Chinese Dream An American Dream

By ***Chen Jinsong***

About 150 miles west of Fort Worth off Interstate 20 sits a small Texas town by the name of Abilene. Founded by a band of cattlemen in 1881 as a distribution center on the Texas and Pacific Railway, in its youth the settlement was a wild bordertown full of cowboys, gunmen and bar brawls.

But Abilene mellowed and grew more devout with age, later hosting a church in every neighborhood, three Christian universities and even a U.S. strategic bomber base.

About ten miles to the west of the town lies a strip of quaint buildings, seated behind a gate flanked by stone lions and across an inlaid bridge spanning a brook of koi.

A sign hanging by the wayside carries the name of the Szechuan Chinese Restaurant, a local staple so beloved that Abilene designated May 24 as a day of commemoration for its CEO Byron W. Huang and his wife Cici Chen.

The establishment has also been dubbed the States' quintessential Chinese restaurant, a title attested to by seventy six awards draped along its walls. The honorary certificates for Huang alone would fill a small box.

Despite his achievements, Huang remains modest by nature. But when speaking of his business, he beams with pride. More than a career, the restaurant is his dream given flesh. A dream built piece by piece over more than forty years.

A Hard Start

Huang's story starts in a southern Chinese town named Kaiping. Born to a poor family in 1956, he grew up during the successive string of political purges and social upheavals following the establishment of the People's Republic of China by communists in 1949.

After graduating highschool in 1974, Huang found himself sent to a state farm near Shanghai full of young intellectuals, to plow the fields with rural farmers as part of a labor education program amidst the ten year long Cultural Revolution.

"There was only me and my younger sister, and one of us had to go," says Huang. "Boys being a bit harder than girls, I applied."

Despite missing out on college, Huang didn't complain. He took inspiration from his father, a man who survived years of humiliation and abuse due to his association with the communists' former rival political party.

"He bore it with grit and an unwavering love for his family. He gave me strength and never considered the easy way out."

Out of China

Looked down upon by his colleagues due to his father's background and denied any advancement by team leaders, Huang nevertheless made the best of his time at the farm. His decent handwriting got him initially assigned to write daily blackboard bulletins, sparing him most manual labor. After being reassigned to the kitchens due to his poor eyesight, he was introduced to cooking when he began fixing rice for other workers.

Two years later, a letter suddenly arrived from an uncle Huang had never met living in far away Ecuador who - hearing of his nephew's plight - advised the young man to come work with him in South America.

Easier said than done. China and Ecuador had neither official relations nor direct flights at the time, with the only route being to first fly from the mainland to Hong Kong and from there change airlines to South America.

Despite the distance, he took his uncle up on the offer. After several years of pulling many strings and asking many favors, Huang's family finally prepared for their son to leave for Hong Kong in 1978.

Change of Plans

But just after arriving in the city, Huang found another letter from his uncle awaiting him as he prepared to apply for a visa at the Ecuadorian consulate.



The letter called for a change of plans, telling Huang that his uncle had never really wanted him to come to the politically unstable South America in the first place. He had just wanted to get his nephew as far away from the labor camps as fast as possible.

Free from the prying eyes of Chinese censors, Huang's uncle now candidly advised his nephew to change course to the more prosperous and lucrative United States. The uncle would settle there first, and help the rest of Huang's family over in time. Huang agreed.

"Even though my uncle tricked me, I thanked him for it."

But the trick wasn't completely unexpected. Huang's family had already privately discussed leaving China to work in the States, and almost every family in Huang's hometown had relatives there. Many made a living running restaurants and a few even found fame from the profession.

Slow and Steady

The uncle soon got to work, chopping away bit by bit at all the forms and stamps needed to get Huang's family over. Member by member, the family made it to the States. Huang's sister arrived in 1983, eventually moving to Texas, while his parents made it two years later, settling near San Francisco.

In the meantime, Huang waited his turn and addressed the immediate problem of making ends meet in Hong Kong. A half year before arriving in the city, his father had helped him find unpaid work as a kitchen-hand in Shanghai.

While the gig didn't pay a penny, it did teach the young man the fundamentals of professional cooking.

But neither those skills nor fluent Cantonese helped Huang much in Hong Kong, where after being turned down by every local establishment, he was finally offered a gig by a Shanghai restaurant.

Years passed and Huang moved from kitchen to kitchen around Hong Kong's bustling restaurant industry. Quietly paying his dues and winning over older cooks with quick hands and a clever mind, it was in those kitchens that Huang finally bloomed into a true chef.

A Drive He Never Forgot

In 1987, Huang finally made it to the States. Two boxes of clothes in tow, he arrived in a small Bay Area town named Sunnyvale to meet his father waiting in a parked car.





On the ride back home, the unsentimental father asked his thirty year old son how much savings he had. Huang answered honestly; only $320.

"He asked why I hadn't saved more in Hong Kong. I was a little ashamed, but who hasn't gone a little crazy when they're young? He was silent afterwards, but I knew what he was thinking."

Huang never forgot that drive. From then on, the son was determined to show his dad he could make it in life. His father soon tested him, giving Huang only one week's notice he needed to find a place to stay. In his dad's own words: "The boy's already thirty. If he doesn't stand on his own now, he never will."

Seed of a Dream

But if Huang's father was tough, he was also fair. Before his son moved out, he helped the young man find work at Chef Chu's, a well known Chinese restaurant on the border of Silicon Valley.

The restaurant was held in fine esteem by old Kaipingers in the States, all of whom claimed that anybody who worked there was a made man in the food industry.

Given the high reputation of the establishment amongst Chinese immigrants, Huang was a bit surprised when he started to find out who the cooks were.

"A bow tie around his neck, the manager came in followed by a trail of old American women. They were his students, whom he was going to teach how to cook basic Chinese dishes. They learned well."

Teaching foreigners to cook decent Chinese food was an inspiration to Huang, as was the open window setup used at Chu's, a novel innovation that began to appear in kitchens during the 80s.

"Being able to actually watch cooks stir frying over the burners through windows put customers at ease when their plate arrived."

Watching the workers chop, mix and sautee away day after day, Huang began to seriously imagine these people working in his own restaurant. Taken with the idea, he began recording little details at Chu's that caught his fancy, just in case they might come in handy one day.

The seed of a dream took root.

On the Road

Four months later, Huang said goodbye to Chu's and left to meet his sister in Texas. She had suggested they open a restaurant together, an offer Huang was interested in but declined for the moment.

"I just didn't believe it would work at the time. My English wasn't good and there wasn't enough startup capital."

But Huang agreed with his sister that the idea was sound. He just first planned to spend a decade finding and saving the two essentials needed to build any half decent establishment: money and knowledge.

"I wanted Americans eating at my restaurant, not just Chinese-Americans but all Americans, from all walks of life. But I didn't know exactly what food would draw them in. So I hit on the idea of spending ten years traveling around the States in order to really figure out what Americans like to eat, staying in different spots for a couple of years each."

And thus his travels began. One phone call responding to an ad for a Chinese chef in South Dakota had Huang out the door and on the road.

From South Dakota to Georgia to Michigan, Huang worked around the country, at every stop unceasingly





jotting down insights into a notebook for reference, enriching himself on observations about American tastes and restaurant design."

"Every restaurant operates differently and has its own quirks: the layout of the stove, the position of furniture."

During these ten years, Huang also tirelessly observed details about kitchen planning and restaurant design, observations which he would later use to polish and fine tune every last detail of his own business.

"I really tried to notice little things I could improve on, such as how most Chinese restaurants seemed to have a shared restroom for both customers and kitchen staff. Now I thought, if a customer sees a cook in an apron using the restroom, that'll probably leave a poor impression of personal hygiene. Better to separate them. Things like that."

Broke but Open

Huang finally made it to Abilene when he returned to Texas to see his sister again in 1995. At her suggestion, he found work at a local restaurant called China Kitchen the next year.

Here he met a young Cambodian man named Kim who turned into a lifelong friend. After working together for a time, Huang shared his dream of opening up a Chinese restaurant with Kim. Kim enthusiastically agreed to help cover startup costs, and within a month the two friends had left China Kitchen to find a plot of land for their own business.

They eventually rented out a former KFC storefront, with renovation costs reaching $110,000, more than three fourths of which was paid for with bank loans. Without a penny to their name, the two men still had to figure out how to buy all the necessary kitchen supplies, eventually agreeing to overdraw their credit cards in order to foot the bill.

Six months after opening, business was dismal. The little money the restaurant earned was just enough to fend off Huang and Kim's credit payments. Feeling close to burnout, the two men agreed to give the restaurant one more month to see if a turnaround might come.

The Break

Miraculously, it did. The editor-in-chief of the local Abilene Reporter newspaper had become enamored with the restaurant's flavors and wanted an interview with the chef. Huang excitedly agreed, closing early on the appointed day and talking for hours with the editor about his life in food.

The interview's warm endorsement and the resulting wider recognition amongst locals changed the restaurant's fortunes almost overnight, allowing it to finally turn a profit in the very first month after the article was published.

"By the second month, there was a queue stretching out the front.".

From then on, Huang's child grew and grew some more, blooming into the largest Chinese restaurant in the region. Gradual expansions over the years since then brought the restaurant its current 700 square meter premise, 168 seat interior, 100 car parking lot and $200,000 monthly turnover.

Not too bad for a young man that first began cooking rice for workers at a labor camp.

A Quiet Place

While his father sadly passed away before the restaurant's fortunes took off, Huang's mother has been able to witness the many years of toil hee son went through finally pay off.

Despite the expansions and the awards, Huang hasn't let success get to his head. He gives back to the community, makes annual donations to local charity organizations and even provided free meals to neighborhood police stations and hospitals during COVID.

"If you want to integrate and be treated as part of the community, you need to make friends and help those in need. The States are a melting pot, but only if you commit to melting in."

Huang has no plans to turn his business into a chain, as is common with many successful Chinese restaurants in the States. Unlike many businessmen, he prefers the rustle of the country to the bustle of the city.

"The taste of Chinese food is highly dependent on the chef, not as easily mass produced as many Western food types. And besides, I'm just a bit resistant to big cities. I spent my youth in two of them, neither of which really left a good impression. I came to the States hoping to find a quiet place to settle down and perfect one restaurant, not to worry about constantly expanding."

After spending his whole life and investing all his energy, Huang thinks he's finally created the ideal restaurant in his heart in this small American town. This is not only the perfect American dream, but also the perfect Chinese dream.

一个神器

在这十年改变了美国的中餐

文 | Lily Qin
图 | 受访者提供

顾名思义，MenuSifu 是餐饮管理的大师。《餐饮家》自创刊以来，深入接触了很多优秀的餐饮家，MenuSifu 是被他们经常提起的一个名字。

十年来，使用 MenuSifu 的餐馆与全美餐饮业平均水平相比，销售额增长高出 11 个以上的百分点，总计收入增加了 28 亿 1726 万美元。

「中餐在美国的崛起是不可逆的趋势。MenuSifu 公司正全力推动中餐发展。只要中餐在美国还没有排到第一，我们的使命就没有完成。」

前言

神器

2022 年 8 月，新冠告退。Kevin Wu 在底特律北郊的诺维（Novi，MI）小镇开起了他的第一家餐馆 —— 川菜坊 Szechuan Fan。

学了十几年的 IT，在美国最大食品供应商 Sysco 干了十几年，尽管做了多年的餐饮运营咨询顾问，但亲自投身其中，去实打实地运营一间餐馆，Kevin Wu 不敢掉以轻心。

为迈好事业的第一步，Kevin 做了很多研究。除了餐馆的选址、试菜、定位，选择 POS 机系统是他花了最多时间的。市面上，大大小小有十几种餐饮 POS 机系统，他拿出读书时赶论文的劲头一一对比，参加展会，实地考察，zoom meeting，甚至还做了表格。最终，他选定了一款“神器”。

Kevin 告诉《餐饮家》，他选择的标准就是要好用、要同时有中英文界面，还有一点他很看重，就是服务。出了状况，或者有什么疑问，最好马上有人能跟进。有的供应商到了节假日就找不到人了，餐馆恰恰是节假日才最急迫的。而这家供应商真的能做到 24 小时都在。这种被在乎的感觉让他很放心。

而真正让 Kevin 钟意的，其实是它远远超出了一个 POS 机，还帮他在网上搭建了 Szechuan Fan 的虚拟餐厅，相当于他一下子开了两家店，营业额倍增。

不到一年，餐厅业务量已经很稳。Kevin 开心地说，“我开这个餐馆就是想用正宗的中餐去征服所有美国人的胃，白人的、黑人的、西裔的、印度人的……现在我真的做到了！”

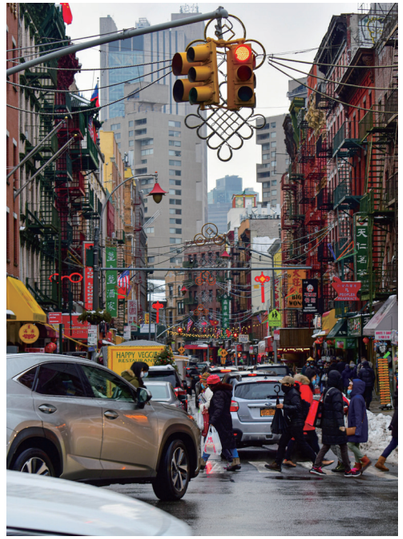
“就通过这个神器，真的能让我事半功倍。我省了起码三分之一的人工。我跟一个朋友推荐，她说员工已经习惯了正在用的一款 POS 机，怕麻烦不肯换。我笑她有电脑了你还在用算盘。他们餐厅 12 个人，我这边只有 4 个人，可是他们的业务量只有我的一倍，平时不忙显不出来，一忙起来，我这个优势就出来了。我不需要人听电话，也不会出错，沟通成本极大降低。客人下的送餐单，直接进厨房，既省了人工，更减少了差错率。这个神器比麦当劳还先进。麦当劳今年才可以通过 APP 送薯条，我早都开始弄了。为了鼓励客人去我的网站下单，我专门设置了网上下单优惠。而且，我也不用担心被外卖平台抽水太多，业务多的时候可以改为自家派送。因为是自己的网站，根本不怕因平台转换丢失客户。”

让 Kevin Wu 赞不绝口的这个神器，叫做 MenuSifu，Menu 是菜单的英文，而 Sifu 则是不折不扣的中华词汇，就是粤语对大师的尊称“师傅”的谐音。顾名思义，MenuSifu 是餐饮管理的大师。《餐饮家》自创刊以来，深入接触了很多优秀的餐饮家。MenuSifu 是被他们经常提起的一个名字，Kevin Wu 就是其中之一。

而市场数据也的确验证了 MenuSifu 作为餐饮管理神器在这个行业的影响力，从 2017 年起至今，MenuSifu 就一直是北美亚餐市场占用率最高的餐饮管理系统。

“我开这个餐馆就是想用正宗的中餐去征服所有美国人的胃，白人的、黑人的、西裔的、印度人的……现在我真的做到了！”

纽约唐人街一瞥。这十年来，MenuSifu 一共帮助了数万家餐厅，其中大部分由华人企业家经营。据 MenuSifu 进行的测算，使用 MenuSifu 的餐馆，平均年销售额均比同期餐饮业的平均增长水平有相当大的提升。



2024 年，是 MenuSifu 成立十周年。《餐饮家》获得的一份数据报告显示，这十年来，MenuSifu 一共帮助了数万家餐厅，其中大部分由华人企业家经营。据 MenuSifu 进行的测算，使用 MenuSifu 的餐馆，平均年销售额均比同期餐饮业的平均增长水平有相当大的提升。

新冠疫情后，全美餐饮业迅速恢复，销售额上升 22.59%，而 MenuSifu 的用户上升幅度则达到了 35.04%，较行业平均水平增加了 12.45 个百分点。而在全美餐饮业因 Shutdown 出现断崖式下滑的 2020 年，平均下降率达到 17.37%，MenuSifu 的用户下降率仅为 11.94%，平均每店比行业平均少损失 5 万 9418 美元。

MenuSifu 估算，十年来，使用 MenuSifu 的餐馆与全美餐饮业平均水平相比，销售额增长高出 11 个以上的百分点，总计收入比行业平均水平增加了 28 亿 1726 万美元。

这是一个令人骄傲的数字。尤其是，这个沉甸甸的数字大部分是由华人餐馆创造的，其中的意义对于华裔来讲就格外突出。

2024 年不仅对于 MenuSifu 是一个重要的里程碑纪年。中餐也在这一年来到了一个新的起点上。随着又一波新的华人移民潮涌来，雄心勃勃不甘雌伏的餐饮资本也怀着激情蓄势待发，澎湃而来。作为近十年来对美国中餐发展居功至伟的科技企业，MenuSifu 势必将会成为美国中餐新发展的关键一环。为此，在 MenuSifu 十周年庆典之际，《餐饮家》多次采访了这家公司，并与两位创始人展开了深度对话。

《餐饮家》印象最为深刻的是 MenuSifu 的联合创始人兼 CEO 李宇说的一句话。他判断，中餐在美国餐饮文化中日益占据主流地位，“中餐在美国的崛起是不可逆的趋势”。MenuSifu 公司正全力推动中餐发展。“只要中餐在美国还没有排到第一，我们的使命就没有完成。”

2013 年，王强（左）遇到了李宇（右）。两人心意相通，携手闯荡餐饮江湖，创办了 MenuSifu 推动餐饮业数字化进程，助力餐馆老板们挣脱了旧有的束缚，实现了运营和管理的飞跃，让整个餐饮业焕发出崭新的生机。过去的这十年，对王强和李宇而言，是他们个人梦想与情感交织的十年。他们用实际行动证明，技术并非冷冰冰的代码和数据，而是能够温暖人心、改变生活的强大力量。



餐饮双侠

在餐饮江湖中，有两位行走的侠客。一位是王强，求学期间送过外卖、当过服务员、管理过各种餐馆，他的足迹遍布每一寸土地，尝遍了餐饮的酸甜苦辣；另一位是李宇，哥伦比亚大学医学院科学精英，每日驰骋于数据的海洋，以智慧与力量为人类的健康事业添砖加瓦。看似毫无交集的两人，却在命运的安排下悄然相遇。

2013 年，王强找到了李宇。他们一个对市场脉搏了如指掌，一个擅长剖析数据奥秘。两人心意相通，决定携手闯荡一番事业。他们将目光投向美国亚餐市场，广发英雄帖，召集了一群志同道合的江湖豪杰，共同孕育出了以 POS 系统为核心的餐饮管理系统——MenuSifu。

时光荏苒，十年光阴转瞬即逝。MenuSifu 已如一颗璀璨的明珠，在北美餐饮科技领域熠熠生辉。它利用互联网的力量，助力餐馆老板们挣脱了旧有的束缚，实现了运营和管理的飞跃，让整个餐饮业焕发出崭新的生机。

十年磨一剑，这十年，对王强和李宇而言，是 MenuSifu 推动餐饮业数字化进程的辉煌十年，更是他们个人梦想与情感交织的十年。他们用实际行动证明，技术并非冷冰冰的代码和数据，而是能够温暖人心、改变生活的强大力量。

2010 年，在美国旧金山欧巴布也那艺术中心，苹果公司举办了一场震撼全球的新品发布会，一款介于手机和笔记本电脑之间的电子产品惊艳亮相，它就是 iPad 平板电脑。这款革命性的产品一经问世便席卷全球，成为无数人工作、娱乐和生活中不可或缺的得力助手，许多行业都迎来了翻天覆地的变革。

与之形成鲜明对比的是，亚餐行业在数字化浪潮中却显得步履蹒跚，许多餐馆老板仍依赖老旧的台式电脑，与时代脱节。正是在这样的背景下，王强凭借着敏锐的洞察力和对餐饮行业的热爱，决心做一些真正有价值、有意义、帮助餐饮行业的事情。

多年的一线经验，让王强对亚餐行业的种种困境与落后了如指掌。他亲眼目睹了服务员们疲惫不堪地忙碌于手工点单、手工结账之间；而老板们则依旧沿用着传统的派发传单方式进行宣传，对社交媒体的力量一无所知；更令他痛心的是，市场上缺乏提供一体化解决方案的服务商，整个行业显得杂乱无章，缺乏统一的标准和规范。

正是这些痛点，让他看到了亚餐行业在数字化道路上的巨大潜力。当时的王强已经拥有一家专注于软件系统分销的公司，但他并没有满足于现状。在积累了一定的资本和人脉后，他毅然选择再次创业。

在接下来的日子里，王强满腔热血地四处奔走，发掘志同道合的伙伴。尽管遭遇了无数次的挫折与拒绝，但他从未退缩。“大概找了四五十个人吧，碰壁成了家常便饭。”回忆起那段时光，他脸上露出一丝苦涩的笑容，“但我始终相信，真挚的目光和坚定的决心，总是能打动到一些人。”

两个月后，李宇遇见了王强。

当时的李宇，正沉浸在数据的世界里，试图从繁杂的信息中寻找生命的意义。他研究的项目“电子病历的二次利用”，旨在通过深度挖掘数据，为药物效果评估和人工智能诊断带来突破性的进展。

面对王强的邀请，李宇起初是犹豫的。他站在人生的岔路口，眼前是两条截然不同的道路：“一边是关乎全人类健康的崇高使命，一边是餐馆老板们的运营管理问题，”他坦言道，“我对后者完全不感兴趣啊！”

说到这里，李宇的思绪飘回了那个在哥大教

室的夜晚：王强扛着一台笨重的台式电脑走进来，伴随着一声“哐”响，电脑重重落在桌上。他开始展示这个餐馆老板们仍在使用的老旧系统，并滔滔不绝地讲述着自己的梦想——打造一个“餐饮界的阿里巴巴”。

李宇被王强的热情所感染，他开始重新审视这个行业。那一刻，一个全新的世界仿佛在他眼前展开，等着他去探索、去征服。

那晚的会议持续了很久，李宇与王强找到了共鸣。很快，一支充满干劲与才华的技术团队迅速组建起来。李宇和其他几名成员利用课余时间紧锣密鼓地研发系统，王强则肩负起了销售的重任，四处奔波寻找投资。

当时，他们正埋头于电子菜单的研发，恰逢《功夫熊猫》在美国热映，主角阿宝与师傅的形象深入人心。在中国文化中，厨师常被尊称为“师傅”，而这一称呼又蕴含着敬意与传承，于是“MenuSifu 的”名字便应运而生了。

“我曾夸下海口，这个项目我们三个月就能完成。但十年过去了，我们还在不断地改进和完善。”李宇自嘲道，并进一步解释说，“它看似简单，实则非常复杂，其难度就隐藏在那些看不见的细节之中。餐饮市场的多样性导致了业务流程的千差万别，而这些纷繁复杂的流程又对软件的灵活性提出了极高的要求。我们不得不面对的现实是，可能需要同时应对数十甚至上百种不同的变化。”

就这样，李宇与小伙伴们白天上班，晚上加班，周末再聚在一起开会，数月后便推出了 MenuSifu 的 1.0 版本—— 尽管这个版本并没有完全达到他们最初的设想和期待，更像是一个权衡与妥协的结果，但时间不等人，此时距离 MenuSifu 成功售出第一单已经过去了一周，他们只能硬着头皮，快马加鞭地继续迭代和完善产品。

随着项目的推进，创业的艰辛与挑战愈发显现。团队成员也从最初的八人减少到了四人。

“起初，我还想着等公司成立时，就把家里那幅‘八仙过海’图挂在办公室的墙上。谁曾想，这‘八仙’后来都各显神通去了。”提及此事，李宇语气中满是对过去同伴的怀念，也有对那段艰苦创业历程的淡淡幽默。

他不是没有迷茫的时刻。曾经有一段时间，李宇反复问自己，自己的选择是否背离了社会责任，是否能在其中找到如同解决全人类健康问题那般的成就感?在与果壳网创始人姬十三的交流中，他找到了答案。



2015 年时的 MenuSifu 团队合影。

姬十三告诉他：“创业与科研，其实有着异曲同工之妙，都是基于假设不断地尝试、犯错，直到找到正确路径。看着一个初步的想法逐渐成熟，就像看着一个孩子慢慢长大，那种成就感是无法比拟的。”

这番话让李宇豁然开朗，借助技术的力量，去改善那些勤劳而可爱的餐饮人的生活，这不正和科研一样，能带来无尽的成就感吗？

“餐饮行业由于高度碎片化的特点，难以被现代科技之光照耀，但它对技术的需求又是巨大的。”李宇说，“餐饮行业让我与这个世界建立了更深层的联系，我也相信，它更需要我。”

自此坚定了目标，李宇与王强携手并肩，一个专注系统的研发，一个致力寻找资源，他们如同两把锋利的剑，相互配合，共同铺展了 MenuSifu 飞速发展的十年。

阿里巴巴

2014 年的圣诞节，为了给 MenuSifu 的第一位客户安装系统，王强与李宇踏上了远赴加拿大的旅程。

出发前，纽约晴空万里，新闻中却突然传来了加拿大遭遇雪灾的消息。两人立即致电老板了解情况，但老板似乎对他们的担忧不以为意，只是轻描淡写地回应说不用担心。尽管内心有些忐忑，考虑到此行对公司极为关键，两人还是决定前往。

当车子驶近缅因州时，大雪纷飞，能见度急剧下降。由于没有提前准备雪胎和防冻液，他们在雪地里举步维艰，雨刮器刮过的玻璃又迅速结起了冰花，视线变得愈发模糊，两人常常需要将头伸出窗外，才能勉强看清前方的路况。

途中，他们找到一家加油站，换上防冻液后才得以继续前行。等到了加拿大，整个道路已被一层厚厚的冰覆盖，他们小心翼翼地驾驶着，车辆还是频繁失控，几次险些撞到路边。那辆原本在公司成立时才购置的新车，在短短几小时内变得伤痕累累。

后来，他们才从新闻报道中得知，那一年的雪灾异常凶猛，仅加拿大的一条国道上就发生了上百起交通事故。每当回忆起那段惊心动魄的旅程，两人总会相视而笑，戏称自己是“用生命在创业”。

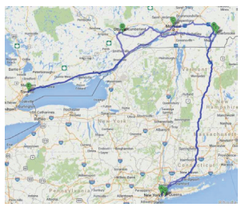
然而，更大的挑战还在前方等待着他们。

据李宇回忆，他们要安装 POS 机的餐厅位于魁北克蒙特利尔附近，当地有个特殊的装置叫做“税控机”，所有交易小票都需要通过它同步至税务局。第一次听说税控机的两人顿时傻了眼，火速联系了远在纽约的同事，通过远程协作，通宵达旦地调试，最终攻克了这个难题。

在法语区的魁北克，餐馆系统必须支持中、英、法三种语言同时运营。这无疑又给他们的工作增加了巨大的难度。整整一个星期，他们几乎每天都泡在餐馆里，一遍遍地改进系统，优化语言设置。正是因为啃下了这块硬骨头，让 MenuSifu 后来具备了多语言运营的能力，也成为了他们的一大竞争优势。这家餐馆也成了他们的最忠实客户之一，直到现在还在使用 MenuSifu 的产品。

驱车 1000 公里，顶着几十年未遇的大雪，为第一家客户上门装机。





在王强、李宇及其团队的不懈努力下，MenuSifu从最初的概念逐渐蜕变为一个备受市场青睐的品牌，并成功吸引了投资人的目光，为他们带来了宝贵的第一笔投资。

时间回到2015年，当时王强正在前往麻省理工学院（MIT）的路上，准备参加一场重要的投资活动，一场突如其来的车祸让他的车猛地撞上了路障。面对这样的突发状况，他却表现得异常冷静和乐观："每当坏事发生，好事总会随之而来。"

那场活动汇聚了来自MIT和哈佛的精英学子，他们怀揣着各自的创业梦想，竞相角逐真格基金提供的十万美金投资。MenuSifu原本并不在入选名单之列，但王强不甘心错过这个机会，主动联系了真格基金的投资经理和MIT的主席，不断与对方沟通，最终争取到了两分钟的项目展示的机会。

他至今仍清楚地记得自己在会上说的前三句话："这两分钟，是我32年来最珍贵的两分钟；我要做餐饮界的阿里巴巴；我的名字叫王强。"

话音刚落，现场爆发出一阵哄笑。原来，真格基金的联合创始人之一也叫王强，他和另一位创始人徐小平就坐在台下。这意外的巧合，让王强成功地吸引了对方的注意。会后，徐小平主动与他握手，并交换了微信。

第二天回到纽约，他们又一起参加了哥大的另一场宣讲会，王强在会上再次分享了自己的目标和团队的组建过程。徐小平听罢当即拍案而起："像王强这样的创业者，就是我们要找的人！"2015年2月，刚给员工发完工资的MenuSifu，就收到了真格基金的500万元投资。

随后，MenuSifu在美国和加拿大地区稳扎稳打，于2018年初获得了丰元创投和颉羿资本的A轮投资，市场占有率实现了惊人的十多倍增长。2022年，MenuSifu又完成了由挑战者风险投资领投的2000万美元B轮融资，累积客户突破上万家，业务从最初的POS系统逐步扩展到了支付公司USEZPAY、帮助商家营销和增长的Mealkeyway点餐平台以及帮助商家金融支持的Ezcapital，真正做到了餐厅的"一站式"服务。

几年过后，当李宇问及徐小平为何决定投资MenuSifu时，徐小平回答说："我们只投那些非做这件事情不可的人。"而在他们眼中，王强正是那个"非做不可"的人。

王强身上总带着两部手机，一部用来与投资人联系，另一部则存了1500至2000位餐馆老板的微信。

回忆起创业初期，他经常穿梭于城市的街头巷尾，与餐馆老板们倾心交谈，为他们安装设备，耐心培训。那些日子，餐馆仿佛成了他的第二个家，他与老板们也建立了深厚的友谊。王强向《餐饮家》提到过三位他印象深刻的餐饮家：

一位是来自福州的卢老板，尽管他读书不多，却拥有宽广的胸怀。"他是一个很有格局的人，很乐意帮助身边的人一同创业开餐厅，身边团结了很多愿意和他长久合作的朋友，"王强说，"这种格局和奋斗精神令我深受感动。"

Gary，MenuSifu最早期的100位客户之一。在产品还处于起步阶段功能不够完善时，他常常打电话给王强，毫不留情地指出问题所在，有时甚至言辞激烈，让王强觉得很对不住他，并发誓一定要做得更好。尽管Gary的批评直接且严厉，他却从未要求过退款。这种坦诚与理解，不仅为MenuSifu提供了宝贵的反馈意见，也激励着团队不断进步，努力改善产品。

还有一位同样来自福州，是一家日料店的老板。认识他时王强还没开始创立MenuSifu。有一次，王强见到他问及餐厅的经营状况，这位老板突然低下头，哽咽着说："我的店关门了。"王强深感震惊，因为这家店开业不过八个月，老板当时雄心勃勃、意气风发的样子还历历在目。老板随后含泪说，由于选址不当，他和妻子辛苦积攒多年的积蓄付诸东流，还背负了沉重的债务。

谈及此事，王强的眼神中流露出一丝遗憾："如果放在现在，借助大数据的力量，他所遭遇的问题或许就能迎刃而解。"这段经历让王强更加坚定了帮助餐馆老板走出困境的信念，而这一信念，也早已深深烙印在MenuSifu企业文化的核心之中。

2020年3月，纽约市因疫情陷入停摆，餐饮业遭受了前所未有的打击，MenuSifu的业务也随之停滞，前景一片黯淡。正是在这时候，李宇领导的技术团队通过数据分析，捕捉到了一线生机。他们发现，由于人工短缺，外卖并没有如想象中大涨，反而是"自取"业务呈现出了爆发式的增长，短短一个月内就涨了三倍之多。

李宇迅速召集了公司里的精英团队——一位项目经理、一位产品经理、一位研发人员和一位运营人员。他指着报告上的曲线对他们说："看，这条曲线预计还会持续上升，这是唯一的一张王牌。虽然除此之外，我们一无所知，但我们必须抓住这个机会！"

围绕这个趋势，李宇提出了一个大胆而紧迫的项目计划。他强调了几个关键要求：首先，由于公司的处境并不乐观，投资必须控制在合理范围内；其次，规模不能太大，以免给客户增加不必要的负担；最后，也是最重要的一点，速度要快。

4月20日，项目正式立项。在接下来的20天里，团队成员们夜以继日地奋战在研发一线，只用了短短的20天，就成功推出了以"非接触"自取为场景的新产品。

这套系统对餐馆老板们来说，无疑是雪中送炭。它不收取安装费，只在产生订单时收取一美元，并免费为餐馆提供印有二维码的开业海报，既告知营业信息，又方便顾客扫码"非接触"点餐。

这一创新举措在当时引起了不小的轰动，许多餐馆因此成功渡过了疫情难关，MenuSifu也开辟了一条全新的路径，树立了良好的口碑，在逆境中实现了市场份额的快速增长。

王强补充说，疫情期间是他这辈子收到感谢信最多的一次，餐馆老板们纷纷感谢他们在困难时期为餐饮行业所做的努力，真正帮助到了餐厅，"这一刻，你会深深明白创立MenuSifu的意义，MenuSifu的每一位同仁都在齐心协力，共同做一件有价值、有意义且充满使命感的事。"

疫情结束后，"非接触"系统转型成线上代运营MealKeyway，继续帮助餐馆老板改善经营，MenuSifu在餐饮数字化进程上又往前迈进了一大步。

疫情笼罩下的纽约，仇亚事件频发，族裔间的气氛变得剑拔弩张。

"我们身边有来自各个族裔的朋友，他们都是善良、正直的人。但在某些特定的场合，种族问题就像一颗随时可能引爆的炸弹，触发




2020年，捐赠抗疫物资。

非理性的冲突与对立。”李宇继续说道，“这世界虽然破破烂烂，但总有人在缝缝补补。虽然我们只是一家企业，但 MenuSifu 不能坐视不理。我们要做些什么，来修补这些裂痕。”

于是，李宇和市场部的团队设计了一系列美食公益海报。海报上，咖啡与奶茶、拉面与意大利面、寿司与饺子等来自不同文化的美食卡通形象手拉手站在一起，共同传递着一个强而有力的信息：“Food Brings Us Together”。

这些海报很快被免费分发到纽约的各个餐馆，店家们纷纷将它们张贴在显眼的位置。李宇希望，这些海报能成为一道美丽的风景线，提醒人们在享受美食的同时，也能意识到仇恨是可以被治愈的。

不仅如此，李宇还联合餐馆老板们发起了捐赠口罩的倡议，这一行动立即得到了众多热心人士的支持和响应，防疫物资被源源不断地送往当地警察局和消防局。

每当回想起那段充满挑战的日子，李宇心中总会涌现出一种与时间赛跑的紧迫感，每一个决策对他来说都至关重要。为了给自己加油鼓劲，他常常用电影《奇异博士》中的一幕来激励自己：古一法师在临终之际，将衣钵传给奇异博士，对他说，“没有人是完全准备好的，而且你也无法选择时机。”

“在面临重大选择和责任时，每个人都会忐忑不安。”李宇说道，“但正是这些关键时刻，需要我们勇敢地承担起责任、积极面对，唯有迎难而上，才能找到出路。”



下一个十年

十年前，李宇还是哥大青涩的学生哥时，常去附近一家名叫 The West Place 的美式中餐馆。每次去吃饭，他心中总会涌起一股莫名的感慨：那些博大精深的中华烹饪技艺，煎炒烹炸、八大菜系，都到哪里去了?那时的李宇，对中餐在异国他乡的呈现方式感到困惑与不解。

然而，随着逐渐深入餐饮的世界，李宇开始发现，餐饮不仅仅是味蕾的享受，更是文化与商业的交融与碰撞。文化需要慢慢融入，而商业则需要餐饮人一代代去搭建。

如今，美国的餐饮行业早已不是十年前的模样，站在新十年的起点，王强和李宇这对黄金搭档满怀信心。

王强表示，随着技术的革新，MenuSifu 的产品线也将与时俱进，并在未来有望突破亚裔市场的局限，进军主流市场。他提到，过去的十年里，互联网技术极大地提升了餐厅的管理效率，而未来的十年，数字化技术将成为核心驱动力，推动厨房智能设备的升级和餐厅后厨的自动化进程。

他补充说，因为热爱餐饮行业，MenuSifu 的目标远不止于帮助餐饮行业实现数字化转型，更重要的是通过提升效率、增加营收等方式，推动整个餐饮生态的蓬勃发展，帮助餐厅成功。

李宇心中早有蓝图，他计划将 MenuSifu 打造成餐厅的中枢大脑，全面提升经营效率，实现数据分析的精准化，推动金融管理的自动化。同时，他还致力于人工智能产品的开发，让科技与餐饮深度融合，为行业注入新的生命力。

李宇说，中餐在美国餐饮文化中日益占据主流地位，中餐在美国的崛起是不可逆的趋势。“只要中餐在美国还没有排到第一，我们的使命就没有完成。”

MenuSifu

从第一天开始
就为您的餐厅增加收入



准备好让您的餐厅迎来更高效的运营了吗？无论您更看重 POS 系统的可靠性、功能性还是两者兼具，MenuSifu 十周年全新产品将助您的餐厅一臂之力。MenuSifu 品牌累计收获全美超过 12000+ 客户的一致信赖。

MenuSifu 将是你为餐厅最后一次购买的 POS
一次切换，终生受用

一个目标
从 POS 系统到在线点餐，MenuSifu 只有一个简单的目标：致力于为餐厅管理者提供创新的工具和前沿的技术

一台足以
无论您拥有哪种类型餐厅，MenuSifu 为各规模的餐厅都配备了专属的智能方案

一切为您
MenuSifu 提供 24/7 的客户服务、多语言支持和指导，让客户满意永远是我们最首要的任务。

您的餐厅管理最优解
告别切换，迎接爆单



为您提供丝滑的 POS 转换

我们的团队将与您密切合作，确保新 POS 系统安装过程顺利进行，我们将最大程度减少新老系统交替对您餐厅运营的干扰。

从售前到售后，我们将提供个性化的技术支持，为每个餐厅量身定制最适合的解决方案。

我们的用户友好界面让您的员工无需培训，即刻上手，保障您的门店能在切换系统后立即投入运营，快速见效。

从第一天开始为您的餐厅增加收入

全程无任何隐藏费用，我们将为您提供最有竞争力的价格，最大限度地提高您的投资回报率，最小化您的餐厅管理总成本。

无论是实时销售趋势还是实时库存监控，随时随地访问您餐厅的绩效指标，合理利用我们强大的数据中心来为餐厅增加销售额。

MenuSifu 将为不同规模和类型的餐厅量身定制专属功能，提高餐厅效率并简化运营，有效节省您的时间和资源。





与 MenuSifu 建立长久的合作

我们的客户成就团队与餐厅紧密合作，帮助餐厅提供免费的市场营销服务，包括社交媒体营销和管理、活动策划和促销，以及视觉设计服务。

通过定期的软件更新和功能增强，时刻优化您的 POS 系统，保证您的系统领跑同行。

免费的在线资源和操作指南，最大限度发挥您的 POS 系统潜力，使您的员工提供卓越的服务。

The Miracle Tool That Revolutionized America's Chinese Cuisine In Just Ten Years

*by **Lily Qin***

Foreword

Miracle Tool

• • •

August, 2022, Covid-19 took its curtain call. In Novi, a town in the northern suburbs of Detroit, Kevin Wu opened up his first restaurant—Szechuan Fan.

Prior, he had studied information technology for over a decade and worked at Sysco, America's biggest food supplier, for an equally long time. Despite having years of experience as a restaurant operation consultant under his belt, when it came to actually immersing himself in operating a restaurant, Kevin Wu dared not take it lightly.

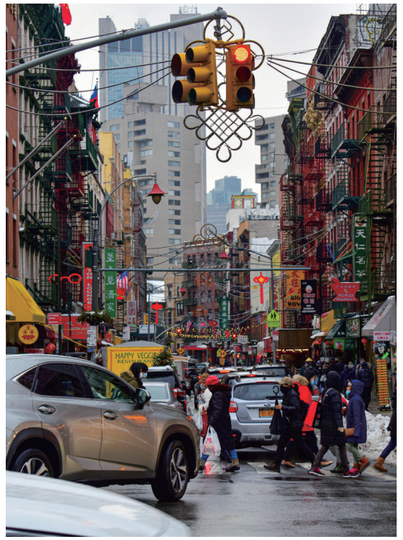
For a successful first step in his career, Kevin did a lot of research. Apart from selecting a location, testing the menu, and finding target customers, he spent the most time deciding on the POS system. With over a dozen different types of restaurant POS systems available in the market, he approached the task with the same determination he had when he was finishing an essay in college before deadline, meticulously comparing every option, attending trade shows, going to on-site inspections, joining Zoom meetings, even making spreadsheets. At last he settled on a "miracle tool".

Kevin told The Restaurateur that his criteria consists of three things: user-friendliness, availability in both Chinese and English, and, most importantly, good service. Whenever an issue arises, someone should follow up immediately. Some providers vanish into thin air during holidays, but restaurants often face the most dire problems during holidays. However, this particular provider is available for support 24/7; this sense of dedication greatly reassured him.

Yet, what truly won Kevin over was the fact that it is not just a POS system. It also helped him establish a virtual Szechuan Fan online, essentially giving him access to two businesses at once and significantly increased his revenue.

It took less than a year before the restaurant secured a stable business volume. Kevin exclaimed happily, "My reason for opening this restaurant was to conquer the stomachs of all Americans with authentic Chinese cuisine, whether they are white, black, Hispanic, Indian… And now I've achieved it!"

"This miracle tool cut my workload in half. I've saved at least one-third of the labor costs. When I recommended it to a friend, she said that her employees were already used to the POS system they were using, and refused to switch. I laughed and told her it's like using an abacus when you have a computer. Her restaurant has 12 employees while I only have 4, yet their business volume is only twice mine. It's not that noticeable when it's not a busy day, but when things pick up, my advantage becomes apparent. I don't need people to answer the phones and make no errors, making communication much



A look at New York's Chinatown. According to a data report obtained by The Restaurateur, during these ten years, MenuSifu has helped tens of thousands of restaurants,most of which are owned by Chinese entrepreneurs. Based on MenuSifu’ s calculations, restaurants that use MenuSifu experience a significant increase in average annual sales compared to the average growth rate of the industry.

more efficient. Customers place their orders online, which gets sent directly to the kitchen. This way, not only is labor cost reduced, there's less room for mistakes, as well. This miracle tool is even more advanced than McDonald's. McDonald's only started giving free fries in the app this year, while I've been doing it long ago. To encourage customers to place orders on my website, I've set up online ordering discounts. Moreover, I needn't worry about high take rates, when it gets too busy, I can switch to in-house delivery. Since it's my own website, I won't lose customers even when I switch platforms."

The miracle tool that Kevin Wu speaks so highly of is none other than MenuSifu. "Menu" is taken from English, while "Sifu" is a Chinese term—the Cantonese honorific for "master". As the name suggests, MenuSifu is a master of restaurant management. Since its inception, The Restaurateur has closely engaged with many extraordinary figures in the industry, including Kevin Wu, and MenuSifu is a name frequently brought up in their conversations.

Market data, too, confirms MenuSifu's immense influence in the industry as a miracle tool for restaurant management. Since 2017, MenuSifu has consistently held the highest market share in North America's Asian restaurant scene.

In 2024, MenuSifu celebrates its tenth anniversary. According to a data report obtained by The Restaurateur, during these ten years, MenuSifu has helped tens of thousands of restaurants, most of which are owned by Chinese entrepreneurs. Based on MenuSifu's calculations, restaurants that use MenuSifu experience a significant increase in average annual sales compared to the average growth rate of the industry.

After the pandemic, America's restaurant industry quickly recovered, with sales increasing by 22.59%. However, users of MenuSifu observed an increase of 35.04%, surpassing the industry average by 12.45 percentage points. On the other hand, during the industry's sharp decline caused by shutdowns, sales decreased 17.37%, but only 11.94% for users of MenuSifu, resulting in $59,418 less loss per restaurant on average than the industry average.

MenuSifu estimates that in the past decade, restaurants that used their system had experienced sales growth exceeding 11 percentage points higher than the average of the U.S. restaurant industry, this translates to a total revenue increase of $2,817,260,000.

That is an incredible figure. Considering how Chinese restaurants generated most of this substantial amount, this achievement is especially significant for the Chinese community.

2024 is not just an important milestone for MenuSifu. It also marks a new beginning for Chinese cuisine. As another wave of Chinese immigrants rushed in, the industry's ambitions and passion also reached a new high. As the leading technology company in the development of America's Chinese cuisine in the past decade, MenuSifu is bound to play a pivotal role in its future. Therefore, on MenuSifu's tenth anniversary, The Restaurateur conducted several interviews with the company and engaged in in-depth conversations with its two founders.

To The Restaurateur, the most memorable moment has to be a statement made by MenuSifu's co-founder and CEO, Yu Li . He believes that Chinese cuisine is becoming increasingly mainstream in America's culinary culture, and that "the rise of Chinese cuisine in America is an inevitable trend". MenuSifu is fully committed to aid its development. Li Yu emphasizes that "as long as Chinese cuisine is not yet number one in America, our job is not finished."

Twin Heroes of Restaurants

In the restaurant industry, there are two wandering heroes. One is Qiang Wang, who has worked as a delivery man and server, and managed all sorts of restaurants; his footsteps cover every inch of the land, carrying all the joys and sorrows in a restaurant. The other is Yu Li , a scientific elite from Columbia University who navigates the ocean of data day in and day out, contributing to better public health brick by brick with his wisdom and strength. Though they seemed to live in completely different worlds, the two were brought together by fate's clever design.

In 2013, Qiang Wang found Yu Li . Among the two of them, one knew the pulse of the market like the back of his hand, while the other excelled at deciphering the secrets of data. With mutual understanding, they decided to work together and embark on an adventure. They turned their gaze to America's market for Asian cuisine, rounded up a group of like-minded talents, and created a restaurant management system based on the POS system—MenuSifu.

Time flew, and ten years slipped away in the blink of an eye. MenuSifu has become a shining pearl in the field of North American restaurant technology. Utilizing the power of the internet, it has helped restaurant owners break free from old constraints, achieve leaping success in operations and management, and revitalize the whole industry with newfound vitality.

As the saying goes, it takes ten years to hone a good sword. To Qiang Wang and Yu Li , not only do these ten years signify the glory of the advancement of digitized restaurants driven by MenuSifu, they also signify their interwoven dreams and emotions. They have proven through their actions that technology is not cold codes and data, but a powerful force capable of warming hearts and changing lives.

In 2010, at the Yerba Buena Center for the Arts in San Francisco, Apple held a groundbreaking launch event for the product that shook the world: an electronic device somewhere between smartphones and laptops, the iPad tablet, made its grand debut. This revolutionary product swept the globe overnight, becoming an indispensable assistant for countless people in work, entertainment, and daily life. Many industries underwent drastic transformations.

In stark contrast, the Asian restaurant industry seemed to be swallowed up by the waves of digitization, with many restaurant owners still relying on outdated desktop computers, it was very much out of touch with the times. It was against this backdrop that Qiang Wang, fueled by his knee insights and passion, resolved to do something that's truly valuable, meaningful, and helpful for the industry.

Years of first-hand experience have given Qiang Wang a clear understanding of the challenges and setbacks in the industry. With his own eyes, he has seen servers running around in exhaustion to manually take orders and checks, as owners continued to rely on old-schooled flyer distribution for advertising, oblivious to the power of social media. To make matters worse, there was a lack of service providers who offered



In 2013, QiangWang (L) meet Yu Li (R). With mutual understanding, they decided to work together and embark on an adventure. They have proven through their actions that technology is not cold codes and data, but a powerful force capable of warming hearts and changing lives.

integrated solutions in the market, leaving the entire industry disorganized and without standards or norms.

It was precisely these discomforts that made him see the high potential of a digitized Asian restaurant industry. At the time, Qiang Wang already owned a company specializing in software system distribution, but he was not satisfied with the status quo. After accumulating enough capital and connections, he decided to start up a new business.

In the days that followed, Qiang Wang traveled far and wild with enthusiasm, seeking out like-minded partners. Despite having faced countless setbacks and rejections, he never backed down. “I probably talked to forty or fifty people, getting rejected was becoming the norm,” he recalls with a bitter smile, “But I held onto the belief that a pair of sincere eyes and firm determination will touch some people’s hearts.”

Two months later, Yu Li met Qiang Wang .

Back then, Yu Li was immersed in the world of data, trying to find the meaning of life in loads of complex information. His research topic, “the secondary use of electronic medical records”, aimed to make breakthroughs in drug effectiveness evaluations and artificial intelligence diagnosis through deep data mining.

Yu Li was initially hesitant to accept Qiang Wang ’s invitation. He stood at a crossroads in life, facing two vastly different paths. “On one hand, I had the great mission concerning the well-being of all humanity, while on the other hand, I had operational difficulties of restaurant owners,” he admitted, “I had absolutely no interest in the latter!”

As he spoke, Yu Li ’s mind drifted back to that night at Columbia University. He had just secured a classroom for his team to hold meetings in. Qiang Wang walked in, carrying a bulky desktop computer, and heavily set it down on the desk with a loud “thud”. He began to showcase this outdated system which restaurant owners still used, and rambled on and on about his dream—to create the “Alibaba of the restaurant industry”.

Infected by Qiang Wang ’s passion, Yu Li started to view this field in a new light. It was as though a whole new world unfolded right in front of his eyes, waiting for him to explore, to conquer.

That night, the meeting went on for a long time as Yu Li and Qiang Wang found common ground. Soon, a team filled with energy and talent was assembled. Yu Li and several other members utilized their spare time outside of class and committed themselves to developing MenuSifu’s initial model, while Qiang Wang took on the heavy responsibility of finding investments.

While they were immersed in the development of the digital menu, Kung Fu Panda happened to be airing in the United States, and the characters Po and Master Shifu gained immense popularity. In Chinese culture, chefs are often respectfully referred to as “shifu”, a title laden with reverse and heritage. Hence, the name “MenuSifu” was born.

“I once boasted that we could finish this project within three months. But ten years have passed, and we are still constantly improving and perfecting it.” Yu Li said jokingly, then explained, “Though it looks simple, it’s actually really complicated. The challenges lie in the invisible details. The diversity of the restaurant industry results in vastly different business procedures, which then demand high flexibility from softwares. The reality is that we may need to navigate through tens or even hundreds of variations simultaneously.”

And just like that, Yu Li and Co worked during the day, worked overtime at night, and gathered on weekends for meetings. Several months later, they launched MenuSifu version 1.0—although they thought this version did not fully meet their initial vision and expectations, and was more of a compromise. Despite the regrets, a week had passed since MenuSifu made its first successful sale, so they had no choice but to bite the bullet and continue to make revisions.

As the project progressed, the hardships and challenges of starting up a business became increasingly apparent. Out of the original eight people, only four remained in the team.

“At the beginning, I was going to hang the ‘Eight Immortals Crossing the Sea’ picture on the wall of our office once the company was established. Who would’ve thought that the ‘eight immortals’ would each go off on their own.” Yu Li reminisced with nostalgia for his former partners and a hint of wry humor about the difficult journey of entrepreneurship they had shared.

He did have moments of uncertainty. There was a time when Yu Li repeatedly questioned himself; does his choice stray from his social responsibilities? Would it ever give him a sense of achievement as great as solving global health issues would? In a conversation with Guokr’s founder Ji Shisan, he found the answer.

Ji Shisan told him, “Starting a business and doing research share similarities; they are both processes that involve constant trials and errors based on hypotheses until you find the right path. To watch an idea gradually mature is like watching the growth of a child, and that sense of accomplishment is irreplaceable.”

His words enlightened Yu Li. To improve the lives of the hardworking and lovely people in the restaurant industry with the power of technology; can’t it also bring him endless satisfaction, just like research did?

“Due to the highly fragmented nature of the restaurant industry, it’s seldom illuminated by the light of modern technology, yet it has a huge demand for technology,” said Yu Li . “Thanks to this industry, I have forged a deeper connection with this world, and I believe that this is where I’m needed.”

Having steeled their resolve, Yu Li and Qiang Wang stood shoulder to shoulder. Splitting the tasks so that one of them focused on developing the system and the other on finding resources, they resembled two sharp blades, complementing each other and paving the way for MenuSifu’s rapid growth in the first ten years.

Alibaba

On Christmas of 2014, in order to install MenuSifu for its first ever client, Qiang Wang and Yu Li embarked on a journey to Canada.

Before their departure, the New York sky was cloudless, but news suddenly came of a snowstorm hitting Canada. The two of them immediately phoned the client to learn more about the situation, however, the client shrugged them off and responded with nonchalance that they didn’t need to worry. Though feeling a little uneasy, considering the critical importance this trip had to the company, they still decided to go.

As their car approached Maine, heavy snow began to fall and visibility dropped drastically. Since they didn’t prepare snow tires and antifreeze in advance, they struggled to make progress in the snow. The windshield quickly frosted over after the wipers passed, making their vision increasingly blurry. They often had to stick their heads out of the window just to barely see the road ahead.

On the way, they found a gas station and replenished the antifreeze before continuing their journey. By the time they reached Canada, the entire road was covered with a thick layer of ice. They drove cautiously, but the vehicle still frequently lost control, narrowly avoiding collisions with the roadside several times. The new car, purchased only when the company was established, became heavily damaged in just a few hours. Later, they learned from news reports that the snowstorm that year was exceptionally severe, with hundreds of traffic accidents occurring on just one highway in Canada. Whenever they recalled that thrilling journey, the two would smile at each other, jokingly remark that they were “starting up a business with their lives”.

However, even greater challenges awaited them.

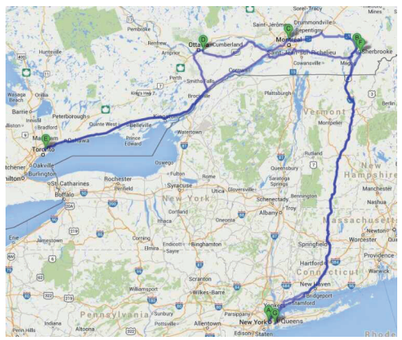
Yu Li recalled that the restaurant they had to install the POS system for was located near Montreal, Quebec. There was a special system in the area called the "tax control machine", through which all transaction receipts needed to be synchronized with the tax-collecting authorities. When they first heard about the tax control machine, they were dumbfounded. They quickly contacted colleagues in New York and, through remote collaboration, worked tirelessly day and night to revise the software. Eventually, they overcame this challenge.

In the French-speaking province of Quebec, restaurant systems had to operate in three languages simultaneously: Chinese, English, and French. This undoubtedly added to their workload. For an entire week, they practically lived in the restaurant, improving the system and optimizing language settings nonstop. It was because they tackled this tough challenge that MenuSifu later gained the capability to operate in multiple languages, becoming one of their major competitive advantages. The restaurant also became one of their most loyal customers, still using MenuSifu's products to this day.

Through the relentless efforts of Qiang Wang , Yu Li , and their team, MenuSifu gradually evolved from a mere concept into a highly favored brand in the market. They successfully caught the attention of investors, securing their valuable first investment.

At the time, Qiang Wang was on his way to the Massachusetts Institute of Technology (MIT) to participate in a crucial investment event. However, an unexpected car accident caused his vehicle to crash into a roadblock. In the face of this sudden turn of events, Qiang Wang remained remarkably





Driving 1000 km in snowstorm to install the system for their first client.



MenuSifu team group photo taken in 2015.

calm and optimistic because he firmly believed that "whenever something bad happens, something good always follows."

The event brought together elite students from MIT and Harvard, each harboring their own entrepreneurial dreams, vying for the $100,000 investment provided by ZhenFund. MenuSifu was originally not on the shortlist, but Qiang Wang was determined not to miss this opportunity. He contacted the investment manager of ZhenFund and the chairperson of MIT, continuously engaging with them. Eventually, he secured a two-minute opportunity to showcase their project.

Even to this day, he still vividly remembers the first three sentences he uttered at the meeting: “These two minutes are the most precious two minutes in all 32 years of my life; I want to be the Alibaba of the restaurant industry; My name is Qiang Wang .”

As soon as he finished speaking, the room broke out in laughter. It turned out that one of the co-founders of ZhenFund was also named Qiang Wang , and he and another co-founder, Xu Xiaoping, were sitting in the audience. This unexpected coincidence successfully captured their attention. After the meeting, Xu Xiaoping approached him, shook his hand, and they exchanged WeChat contacts.

The next day, upon returning to New York, they attended another presentation at Columbia University together. Once again, Qiang Wang shared his goals and how he built his team. Upon hearing this, Xu Xiaoping immediately stood up and exclaimed, "Entrepreneurs like Wang Qiang are exactly who we're looking for!" In February 2015, MenuSifu, which had just finished paying its employees' salaries, received a 5 million dollar investment from ZhenFund.

Subsequently, MenuSifu steadily expanded its presence in the United States and Canada. In early 2018, it secured Series A funding from FountainVest Partners and GGV Capital, achieving an astonishing tenfold increase in market share. In 2022, MenuSifu completed a $20 million Series B financing round led by Challenger Capital, accumulating over tens of thousands of clients. Its business expanded from its initial POS system to include a payment company (USEZPAY), a meal ordering platform (Mealkeyway) to aid in merchant marketing and growth, and Ezcapital, providing financial support to merchants. It truly achieved "one-stop" service for all restaurants.

Years later, when Yu Li asked Xu Xiaoping why he decided to invest in MenuSifu, Xu Xiaoping replied, "We only invest in people who absolutely believe in what they do." In their eyes, Qiang Wang was precisely that kind of person.

Sewing and Mending

Wang Qiang always carried two cellphones with him—one for contacting investors and the other for storing the WeChat contacts of 1,500 to 2,000 restaurant owners.

Reflecting on the business's early days, he often roamed the streets and alleys of the city, engaging in heartfelt conversations with restaurant owners, installing equipment for them, and patiently providing training. During those days, restaurants seemed like his second home, and he forged deep friendships with the owners. Qiang Wang mentioned three restaurant owners who left a deep impression on him to The Restaurateurs:

The first was Mr. Lu from Fuzhou. Despite having little education, he had a broad mind. "He's a person with great vision. He's willing to help others start businesses and open restaurants. He's united many friends around him who are willing to cooperate with him for a long time," Qiang Wang said. "His vision and commitment deeply moved me."
Gary was among MenuSifu's first hundred customers. When the product was still in its infancy and not fully functional, Gary often called Wang Qiang, mercilessly pointing out the shortcomings, sometimes even using harsh words, which made Qiang Wang feel very sorry and promise to do better. Despite Gary's direct and harsh criticism, he never asked for a refund. This honesty and understanding not only provided valuable feedback for MenuSifu but also inspired the team to continuously improve and strive to enhance the product.

The last one was also from Fuzhou, who ran a Japanese cuisine restaurant. When Qiang Wang first met him, he had not started MenuSifu yet. One day, when Qiang Wang asked about the restaurant's business situation, the owner suddenly lowered his head and choked up, saying, "My restaurant closed down." Qiang Wang was deeply shocked because the restaurant had only been open for eight months, and he still vividly remembered the owner's ambitions and enthusiasm. The owner tearfully explained that due to poor location choice, he and his wife had lost their hard-earned savings accumulated over many years, and they were burdened with heavy debts.

Recalling this incident, Qiang Wang 's eyes showed a hint of regret. “If this happened now, with the power of big data, perhaps the problems he encountered could have been easily solved.” This experience further solidified Qiang Wang 's belief in helping restaurant owners overcome difficulties, a belief that has long been deeply ingrained in the core of MenuSifu's corporate culture.

In March 2020, New York City came to a standstill due to the pandemic, and the restaurant industry experienced unprecedented loss. MenuSifu's business also stagnated, and the outlook appeared bleak. It was precisely at this time that the technical team led by Yu Li found a glimmer of hope through data analysis. They discovered that, contrary to expectations of a surge in delivery orders due to a shortage of manpower, there was instead an explosive growth in "self-pickup" orders, which tripled in just one month.

Yu Li quickly assembled the elite team in the company—a project manager, a product manager, a developer, and an operations manager. Pointing to the curve on the report, he said to them, "Look, this curve is set to keep rising, and it's our only ace in the hole. Although we know nothing else besides this, we must seize this opportunity!"

Based on this trend, Yu Li proposed a bold and urgent project plan. He emphasized several key requirements: first, since the company's situation was not optimistic, investments must be kept within a reasonable range; second, the scale should not be too large to avoid unnecessary burdens on customers; and finally, and most importantly, speed was crucial.

On April 20th, the project was officially initiated. Over the next 20 days, team members worked tirelessly day and night on the frontlines of research and development. In just 20 short days, they successfully launched a new product focused on "contactless" self-pickup scenarios.

This system was undoubtedly a lifesaver for restaurant owners. It didn't charge any installation fees and only collected one dollar per order. Additionally, MenuSifu provided free opening posters with QR codes for restaurants, informing customers about their business hours and facilitating "contactless" ordering through scanning. Furthermore, MenuSifu established a dedicated department for operational support, assisting numerous restaurant owners in applying for federal government subsidies.

This innovative initiative caused quite a stir at the time. Many restaurants successfully navigated through the pandemic crisis because of it, and MenuSifu paved a new path, earning a good reputation and achieving rapid market share growth in adversity.

Qiang Wang added that during the pandemic, he received more thank-you letters than he'd ever gotten in his life. Restaurant owners expressed their gratitude for the efforts MenuSifu made during difficult times for the restaurant industry and how they genuinely helped restaurants. “That was







Donating anti-epidemic supplies in 2020.

the moment you truly understood the significance of establishing MenuSifu. Every colleague at MenuSifu worked together to create something valuable, meaningful, and mission-driven," he said.

After the pandemic, the "contactless" system transformed into an online operational support platform called MealKeyway, continuing to assist restaurant owners in improving their operations. MenuSifu took another significant step forward in the digitization of the restaurant industry.

In the midst of the pandemic in New York, hate crimes against Asians were on the rise, heightening tension among ethnic groups.

"We have friends from all ethnic backgrounds, and they are all kind and honest people. But in some situations, racial issues are like a bomb ready to explode, triggering irrational conflicts and opposition." Yu Li went on, "Though the world may be tattered, there are always people sewing and mending its flaws. Although we're just a business, MenuSifu cannot turn a blind eye. We must do something to mend these rifts."

So, Yu Li and the marketing team designed a series of food themed posters. On these posters, cartoon characters representing different cultural cuisines—coffee and bubble tea, ramen and spaghetti, sushi and dumplings—stood hand in hand, conveying a powerful message: Food Brings Us Together.

These posters were quickly distributed for free to various restaurants in New York, and the owners eagerly displayed them in prominent places. Yu Li hoped these posters would become a beautiful sight, reminding people while they are enjoying food that hatred can be healed.

Not only that, Yu Li also initiated a mask donation campaign in collaboration with restaurant owners. This action immediately garnered support and response from numerous enthusiastic individuals, and protective equipment was continuously sent to local police and fire departments.

Whenever he recalls those challenging days, Yu Li always feels a sense of urgency, as if racing against time. Every decision he made was crucial. To motivate himself, he often thought about a scene from the movie Doctor Strange: as the Ancient One passes away, she passes on her mantle to Doctor Strange, saying, "No one is ever ready. We don't get to choose our time."

"In the face of major decisions and responsibilities, everyone feels anxious," Yu Li said. "But it is precisely in these critical moments that we need to bravely shoulder the responsibility and face them positively. Only by facing challenges head-on can we find a way out."

The Next Ten Years

Ten years ago, when Yu Li was still a student at Columbia University, he frequented a nearby American-style Chinese restaurant called The West Place. Every time he dined there, he couldn't help but feel a strange sentiment: where had the profound and vast Chinese culinary skills gone? The stir-frying, deep-frying, steaming, and braising, the eight major Chinese cuisines—where are they? At that time, Yu Li was perplexed and puzzled by the presentation of Chinese cuisine in a foreign land.

However, as he delved deeper into the world of catering, Yu Li began to realize that dining was not just about the enjoyment of taste buds but also about the fusion and collision of culture and commerce. Culture needs to gradually integrate, while businesses require generations of restaurateurs to build.

Today, the restaurant industry of America is no longer what it was ten years ago. Standing at the starting point of a new decade, Qiang Wang and Yu Li , this golden duo, are filled with confidence.

Qiang Wang states that with technological innovation, MenuSifu's product line would also keep pace with the times and is poised to break through the limitations of the Asian market and enter the mainstream market in the future. He mentioned that in the past decade, internet technology greatly enhanced restaurant management efficiency, and in the next decade, digital technology would be the core driving force, promoting the upgrade of kitchen smart devices and the automation process of restaurant kitchens.

He added that because of their love for the restaurant industry, MenuSifu's goal goes far beyond helping the industry achieve digital transformation. What's more important is its aim to promote the vigorous development of the entire industry ecosystem by improving efficiency, increasing revenue, and helping restaurants succeed.

Yu Li has long had a blueprint in mind. He plans to turn MenuSifu into the central nervous system of restaurants, comprehensively improving operational efficiency, achieving precise data analysis, and promoting financial management automation. At the same time, he is committed to developing artificial intelligence products, integrating technology deeply into restaurants, and injecting new vitality into the industry.

Yu Li said that Chinese cuisine is increasingly dominant in American culinary culture, and the rise of Chinese cuisine in the United States is an irreversible trend. "As long as Chinese cuisine is not yet number one in America, our job is not finished."

MenuSifu

Make your Final Restaurant POS Purchase Today
"Switch Once, Stay Forever"



Whether you crave reliability, functionality, or both, unlock all and more with our 10th Anniversary Special Edition, trusted by over 12,000+ clients of every type and scale nationwide.

All For One

From POS to Online Ordering, MenuSifu has one mission: provide restaurants with cutting-edge technology essentials.

All By One

No matter what kind of restaurant you own, MenuSifu provides smart solutions for all types and sizes.

All For You

MenuSifu offers 24/7 customer service, multi-language support and instruction. Customer is always our priority.

Your Ultimate POS Solution
Where Switching Ends and Success Begins!



Transit Your POS Seamlessly

Our team will work closely with you to ensure a smooth installation and transition process, minimizing disruptions to your restaurant operations.

Receive personalized support every step of the way, from initial setup to ongoing maintenance and beyond.

User-friendly interface requires minimal training for your staff, allowing you to hit the ground running and start seeing results immediately.

Increase Revenue From Day 1

Enjoy competitive pricing with no hidden fees, maximizing your return on investment and minimizing your total cost of restaurant management.

No matter it is real-time sales trends or inventory management, access your restaurant's performance metrics anytime, anywhere.

Streamline operations with our advanced features tailored to different restaurant sizes and types, saving you time and resources in the long run.





Build Lifelong Partnerships With MenuSifu

Our customer success team helps you provide FREE marketing services including social media marketing, promotion planning & visual design service.

Stay ahead of the curve with regular software updates and feature enhancements, keeping your POS system optimized and future-proof.

Access a wealth of training materials and resources to maximize the potential of your POS system, empowering your staff to deliver exceptional service.

对话

王强&李宇

问：请谈谈这十年来对美国中餐行业的观察，以及未来的发展趋势。

王强：十年来，中餐数量呈现指数增长，品类日益丰富。火锅、烧烤、奶茶、川菜、湘菜等都在逐步打开美国市场的大门。未来十年，中餐将更加多元，而移动互联网的普及将为中餐的发展注入更强劲的动力。

中餐出海之旅，早在 2016、2017 年便悄然启航。随着国内市场竞争的加剧，将有越来越多的优秀中餐品牌进军美国市场，助推中餐多样化发展。预计未来三到五年，中餐品牌将迎来爆发式增长，大城市间的竞争尤其激烈。同时，中餐品牌也将不断扩张和融合，在人口密集的大城市增设门店。此外，美国本土也将涌现更多融合餐厅，他们不仅提供中餐，还将泰国菜、越南菜等多种风味纳入业务范畴，展现更加多元的餐饮文化。

李宇：中餐在美国的发展目前呈现为三股力量：以左宗鸡为代表的美式中餐，以西红柿鸡蛋面为代表的西式中餐，以及以火锅为代表的出海中餐。

美式中餐的历史可追溯到华人移民的淘金热时期，他们不远万里，带着家乡的味道来到这片陌生的土地，独特的味道与华人的坚韧和智慧一同融入美国人的生活。

尼克松的访华之旅为美式中餐带来了转折点。当时，全美的目光都聚焦在电视上，人们通过国宴第一次见识到了中餐原来不只是芥兰鸡，中餐在美国人心中的形象得以彻底改变。

现在的美式中餐，已成为美国社会接受度最高的一股力量，拥有完善的供应链，也是推动整个行业前进的基础。

西式中餐的兴起，则标志着中餐在美国的又一次演变。这股力量由那些深入美国文化土壤的华人所推动，包括留学生、华尔街精英、硅谷工程师以及金融和科技界的从业者。他们敏锐地捕捉到中餐元素，并将其带入美国主流市场，使中餐精髓与西方饮食文化得以交融。

这些华人不仅将主流文化与餐饮业结合，还培养了一批专业的餐饮管理人才。这些人才走进各类餐厅担任管理职务，推动餐饮向更加规范、专业的方向发展。

而出海中餐，作为搅动北美餐饮的新兴力量，前景非常可观。中国拥有 800 万家餐厅，年均营业额为 8 万美元，而美国仅 100 万家，年均营业额就达到了 90 万美元。这意味着，在美国开一家餐馆相当于在国内开 30 家。毫无疑问，未来会有越来越多的中餐品牌在美国落地开花，成为一股不可逆转的趋势，为美国餐饮市场注入新的活力与创新。

当然，这三股力量并非相互排斥、此消彼长，而是在相互交织中共同推动中餐在美国的繁荣发展。它们可能会融合形成新的力量，也可能两两合并，使得边界更加模糊。但无论如何，这一切都将取决于从业者们的努力和创新。

问：本土餐饮家应该如何应对出海中餐带来的影响？

王强：餐饮家们不仅要讲述美国本土餐饮人的故事，更应该将全球优秀的餐饮品牌引入美国，同时紧跟科技的发展步伐，善于运用新技术提升服务质量和效率，以满足消费者日益多样化的需求。

李宇：首先，我们要认真学习和借鉴出海中餐在精细化管理和创新元素方面的成功经验；其次，必须充分尊重中美文化差异，深入了解食材选择背后的历史背景；再次，还应注重菜品的融合与创新，充分利用美国对食材本味的重视，并结合中餐调味料的智慧，创造出更具吸引力的菜品；最后，出海中餐也需要寻求合作伙伴，本土餐饮业者不应只是观望，而要更加积极地适应、学习和融合，共同探索新的可能性。

问：中餐人如何讲好故事？

王强：饮食，无疑是文化的另一种表现形式，也是人与人之间沟通的桥梁和纽带。每一位餐饮人的背后，都隐藏着一段独特而动人的奋斗史。我认为，应该有更多的餐饮人勇敢地走到台前，将他们的创业故事娓娓道来，将餐厅的经营理念和文化内涵传递给大众。

李宇：在美国，文化和习惯的差异总是餐饮无法回避的话题。举个例子，同样是小麦，西方人与中国人的运用方式就大相径庭。西方将其制成高筋面粉，烘焙成面包；中国则制成低筋面粉，用来蒸馒头，同时更节约能源。正是这些自然与文化的差异，造就了不同的食材运用方式，使得中餐在美国市场需要不断地适应和改良。

我的一位厨师朋友，就对传统的回锅肉进行了巧妙的改良：制作过程中去除猪肉的腥味，减少豆瓣酱等重口味调料的使用，同时去掉猪皮，并将肉片煎至外脆里嫩。这样的调整不仅保留了回锅肉原有的口感，还使之更容易被美国人所接受。这并非简单的西化，而是经过深思熟虑后的适应与创新，打破了文化与味觉的界限。

除了改良，“沟通”同样重要。

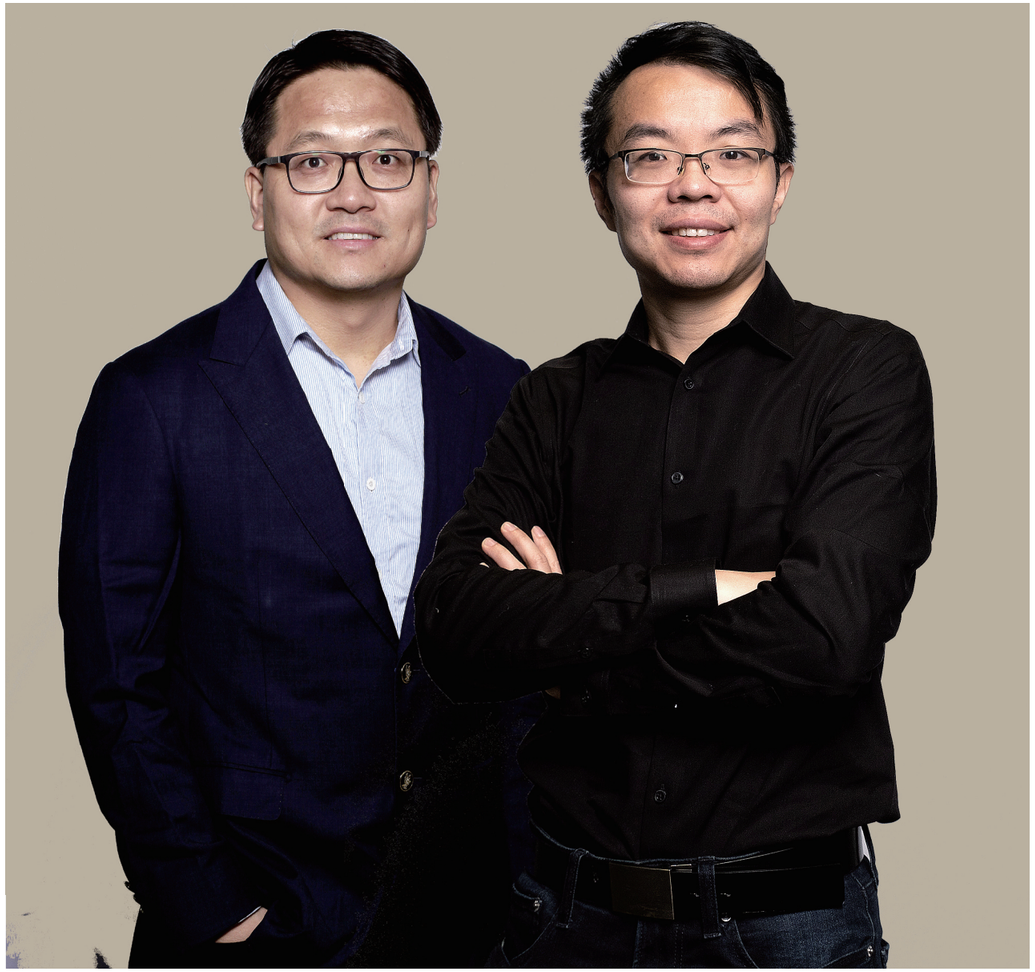
我们需要理解顾客选择的多样化原因。他们走进餐厅，可能不仅仅是为了满足口腹之欲，也可能是为了追求某种社交体验，或是被独特的氛围所吸引；必须深入了解目标文化，消除误解，搭建起餐厅与顾客之间的桥梁；当我们的菜品能够打动人心后，最后一步才是“讲故事”，用顾客能够理解的语言传递信息，或者借助专业机构（第二股力量的参与者），让那些擅长讲故事的人用更加生动、有趣的方式传递中国文化的魅力。

我还有位朋友，他一直在美国努力推广花椒，走到哪儿都会带一小盒给不同的人品尝。他形象地称花椒为“味道的手雷”，因为一旦放入口中，那麻味就会如同手雷爆炸般瞬间弥漫开来。这一极具中国特色的香料，看似难以被接受，但因其新奇比喻，许多美国人反而愿意尝试。可见，本土化元素也能通过恰当方式与沟通，被其他文化接纳和欣赏。

对《餐饮家》读者的寄语

王强：在当今时代，每个美国人平均每周都会吃两到三顿中餐，中餐厅的数量已经超过了麦当劳，这一成就的背后，是众多海外华人餐饮从业者辛勤耕耘、不懈努力的结果。他们勤奋、吃苦耐劳、敢于拼搏，这种精神也感染着我们。我衷心期望，能有越来越多的餐饮家通过《餐饮家》分享人生经历、展示经营理念、讲述奋斗故事。

李宇：投身于餐饮行业的每一位成员，都是值得我们尊敬的“餐饮家”。在我看来，餐饮家并不仅仅局限于行业内的权威人士，更是那些将餐饮视作毕生事业与坚定信仰的人。餐饮，这项看似平凡却蕴含深刻的事业，既承载着生活的烟火气息，满足人的基本需求，又能在不经意间触动心灵，填补我们灵魂的空缺。能够深深扎根于这一行业，无疑是一件令人倍感幸福的事情。



Conversation with Qiang Wang & Yu Li

By ***Lily Qin***

Q: Can you share your observations on the growth of the Chinese restaurant industry in the US over the past decade, and your predictions for its future trends?

Qiang Wang : Over the past decade, there's been an exponential growth in the number of Chinese restaurants, with an ever-expanding variety of culinary offerings. Hot Pot, BBQ, Bubble Tea, as well as Sichuan and Hunan cuisines are gradually opening the doors to the US market. In the next decade, Chinese cuisine will become even more diverse, with the proliferation of mobile internet providing a significant boost to its development.

The journey of Chinese cuisine abroad quietly set sail in 2016 and 2017. As domestic competition intensifies, more successful Chinese brands will enter the US market, further diversifying the landscape of Chinese cuisine. In the next three to five years, Chinese restaurant brands are expected to experience explosive growth, and the competition for a position in major cities will increase. Moreover, the consolidation and expansion of Chinese restaurant brands will continue, with new locations opening in densely populated urban areas. What's more, the US will see more fusion restaurants that not only serve Chinese cuisine but also incorporate Thai, Vietnamese, and other flavors, showcasing a more diverse culinary culture overall.

Yu Li : The evolution of Chinese cuisine in America can currently be categorized into three distinct forces: American-style Chinese food, epitomized by General Tso's Chicken; Western-style Chinese food, represented by Tomato and Egg Noodles; and exported Chinese food, with hotpot as the prime example.

American-style Chinese food traces its roots back to the Gold Rush era when Chinese immigrants brought the flavors of their homeland to unfamiliar soil. Its unique flavors, along with the wisdom and resilience of the Chinese people, soon integrated into American lives. The iconic white pagoda takeout boxes often seen in American TV shows is a symbol of this history.

The turning point for American-style Chinese food came with Nixon's trip to China. With all of America glued to their TVs, the state banquet introduced Chinese cuisine beyond just Chicken Broccoli stir fry and fundamentally changed its image in the minds of many Americans.

Today, American-style Chinese food is the most widely-accepted style in the US, supported by a robust supply chain and serving as the foundation for the industry's development.

The rise of Western-style Chinese food marks another evolution of Chinese cuisine in the US, driven by Chinese individuals deeply embedded in American culture, including students, Wall Street elites, Silicon Valley engineers, and professionals in finance and technology. They adeptly infused Chinese culinary elements into the mainstream market, blending the essence of Chinese cuisine with Western food culture.

These individuals not only infused mainstream culture into the culinary industry but also fostered a generation of professional restaurant management talent. These professionals have stepped into management roles across various restaurants, steering the industry towards more standardized and professional development.

Exported Chinese cuisine is the new force stirring the North American culinary scene, with a very promising outlook. China has 8 million restaurants with an average annual revenue of around $80,000, while the US has only 1 million, with an average revenue around $900,000. After adjusting for differences in retention rates and other factors between the two countries, the number suggests that opening a restaurant in the US is equivalent to opening 30 in China. Undoubtedly, more and more Chinese brands will flourish in the US, becoming an irreversible trend that injects new vitality and innovation into the American culinary landscape.

Of course, these three forces are not mutually exclusive, but interweave to collectively promote the prosperity of Chinese cuisine in the US. They might merge to form new forces or blend into one another, blurring their boundaries even further. Regardless, the future depends on the efforts and innovations of those in the industry.

Q: How should local restaurateurs respond to the impact of exported Chinese cuisine?

Qiang Wang: Restaurateurs should not only tell the stories of American culinary figures but also bring excellent global restaurant brands into the US. At the same time, we should keep pace with technological advancements, and leverage new technologies to improve service quality and efficiency in order to meet the increasingly diverse needs of consumers.

Yu Li : First of all, we should earnestly learn from and emulate their precision management practices and innovative elements. Second, we should respect the cultural differences between China and the US, and seek to deeply understand the historical context behind how ingredients were chosen. Third, attention should be focused on the fusion and innovation of dishes, making full use of America's appreciation for the natural flavors of ingredients along with the wisdom of Chinese seasonings, to create more appealing dishes. Finally, these exported brands also need partners, and local restaurateurs should not just sit idle but actively adapt, learn, and incorporate, exploring new possibilities together.

Q: How can those in Chinese cuisine tell their stories effectively?

Qiang Wang: Without a doubt, food is another form of cultural expression, serving to bridge and bond people. Behind every restaurateur lies a unique and touching story of entrepreneurial struggles. I believe more individuals should step forward and share their stories, their business philosophies, and their cultural insights with the public.

Yu Li : In the US, encountering differences in culture and customs are inevitable in the culinary world. For example, the uses of wheat between the West and China are worlds apart. The West uses it to make high-gluten flour for baking bread while China makes low-gluten flour for steaming buns, which is also more energy-efficient. These environmental and cultural differences lead to different uses of ingredients, which is something Chinese restaurant businesses need to continuously adapt and innovate upon in the US market.

A chef friend of mine cleverly modified the traditional Twice-Cooked Pork recipe by removing the gamey taste of pork, reducing the use of strong seasonings like broad bean paste, cutting out the skin, and frying the pork slices just enough that they're crispy on the outside and tender on the inside. These adjustments not only retain the original texture of Twice-Cooked Pork but also make it more palatable to Americans. This is not merely Westernizing a dish but a thoughtful adaptation and innovation, breaking the barriers of culture and taste.

Besides modifications, "communication" is equally important. We need to understand the diverse reasons customers choose our restaurants. They may be seeking more than just satiating hunger; some are looking for a social experience or are drawn by the unique atmosphere. We must deeply understand the target culture they are seeking, dispel misunderstandings, and build bridges between restaurants and customers. Once our dishes can touch the hearts of our customers, we can then begin the final step of "telling the story". We must do so by conveying messages in a way that customers can understand, or by involving professionals (particularly those in the second driving force) to share the beauty of Chinese culture in more vivid and engaging ways.

Another friend of mine has been on a mission to promote Sichuan pepper in America, always carrying a small box to share with different people. He calls it the "flavor bomb" because once it's in your mouth, the tingling sensation explodes like a grenade. This novel metaphor has intrigued many Americans to try this distinct, seemingly hard to accept Chinese spice. We can see from this example that culturally specific elements can be accepted and appreciated by other cultures through appropriate communication.

A Message to Our Readers

From Qiang Wang : In this day and age, the average American has Chinese food two to three times a week, and the number of Chinese restaurants has surpassed the number of McDonald's. This achievement is the culmination of the tireless efforts and hard work of many Chinese culinary professionals. Their conscientiousness, perseverance, and courage inspire us all. It is my profound hope that more culinary professionals will share their life stories, business philosophies, and tales of entrepreneurship through "The Restaurateur".

From Yu Li : Every individual dedicated to the culinary industry is what I consider a true "Restaurateur," and deserve our utmost respect. To me, the term extends beyond the authoritative figures within our field. It encompasses those for whom culinary arts are not just a career but a lifelong mission and a deep seeded conviction. The culinary field, seemingly ordinary yet profoundly significant, carries the essence of everyday life, meeting basic human needs while also serendipitously touching our hearts and filling our souls. To be deeply rooted in this industry is undeniably a source of great happiness.

《餐饮家》问餐饮家

问 |《餐饮家》　　答 | 王强 / 李宇

姓名：王强
性别：男
年龄：42 岁
你来自哪里：内蒙古
从事餐饮业 14 年



姓名：李宇
性别：男
年龄：42 岁
你来自哪里：贵州
从事餐饮业 10 年



• 目前的心境怎样？
王强：平静而乐观。
李宇：还挺兴奋的吧。因为处在一种变革的状态里，有机会去做一些有意义、有影响力的事情，会有一种即将获得成就感的兴奋感。

• 最难忘的时刻是什么时候？
王强：下决心创立 MenuSifu。
李宇：疫情，感觉经历了一个历史事件。

• 你最喜欢的食物是什么？
王强：妈妈做的炖羊肉。
李宇：妈妈炒的猪肝。

• 最恐惧的是什么？
王强：最恐惧的是人生没有方向，人有了方向和热爱的事情，就会快乐很多。
李宇：没有。

• 认为程度最浅的痛苦是什么？
王强：辟谷七天。
李宇：早上 5 点起床。

• 最喜欢做的事是什么？
王强：美食和跑步。
李宇：煮咖啡。

• 最后悔的事情是什么？
王强：人生没有什么可后悔的事情，所有的经历都是一种人生体验和财富。
李宇：陪伴家人的时间少了一些。有的东西一旦错过就难以弥补。

• 如果能选择的话，你希望让什么重现？
王强：人生最重要的是 keep going，不管过去经历了什么，有多少酸甜苦辣，碰到过多少坎坷和波折，永远都要往前走，勇敢乐观地去面对未来的每一天。
李宇：我不太会去纠结已经发生过的事情。我相信，在每一个决策的瞬间，我都尽力做出了最好的选择。

• 最伤痛的事是什么？
王强：人生就是一场修行，当人生沉淀下来后，会发现承受痛苦的能力变得很强，人经历的波折和困难越多，只会让自己变得更强大。
李宇：因为各种原因没有尽到该尽的责任。

• 何时何地让你感觉到最快乐？
王强：第一次为公司筹到钱。
李宇：跟志同道合的人一起聊天。

• 自己最伟大的成就是什么？
王强：伟大”这个词太大了，只能说是人生的一点点小成就吧，也是找到自己所热爱的事业，那就是创立了 MenuSifu。
李宇：没啥特别自豪的，运气好，遇到了对的人，没有走特别大的弯路。

• 这一生中最爱的人（或物）是什么？
王强：家人
李宇：家人。

• 座右铭是什么？
王强：唯能诚于心，故能诚于世。
李宇：行至水穷处，坐看云起时。

ASK A RESTAURATEUR

Name: Qiang Wang
Gender: Male
Age: 42
Origin: Inner Mongolia
Years in the business: 14



Name: Yu Li
Gender: Male
Age: 42
Origin: Guizhou
Years in the business: 10



• How are you feeling right now?

Qiang Wang : Content and optimism.

Yu Li : Quite excited, actually. Being in a state of transformation provides an opportunity to engage in meaningful and impactful endeavors. There is a feeling of excitement for the good things to come.

• What is your most unforgettable moment?

Qiang Wang : When I decided to establish MenuSifu.

Yu Li : The pandemic. It felt like witnessing history unfold.

• What do you regret the most?

Qiang Wang : There is nothing in life to regret; all experiences are a form of life experience and wealth.

Yu Li : Not spending enough time with my family. Some things, once missed, are hard to make up for.

• If you could, what would you like to experience again?

Qiang Wang : The most important thing in life is to keep going. No matter what we've been through or the trials we've faced, we must always move forward and face each new day with courage and optimism.

Yu Li : I don't dwell on what has already happened. I believe I've made the best decision I could at every step of the way..

• What is your favorite food?

Qiang Wang : My mother's stewed lamb.

Li Yu : My mother's stir-fried pork liver.

• What is your greatest fear?

Qiang Wang : The greatest fear is having no direction in life. Once a person finds their path and discovers something they are passionate about, their happiness significantly increases.

*Yu Li :*Nothing.

• What is the least painful experience you've had?

Qiang Wang : Fasting for seven days.

Yu Li : Waking up at 5 a.m.

• What do you enjoy doing the most?

Qiang Wang : Having good food and running.

Yu Li : Brewing coffee.

• What has caused you the most pain?

Qiang Wang : Life is a journey of personal growth. As it progresses, you'll find that your capacity to withstand pain strengthens significantly. The more challenges and hardships you face, the stronger you will become.

Yu Li : Failing to fulfill my responsibilities for whatever reasons.

• What was a moment you felt the happiest?

Qiang Wang : The first time I made money for my company.

Yu Li : Chatting with like-minded people.

• What is your greatest achievement?

Qiang Wang : "Great" is a strong word...I'd say a minor achievement in life was finding the career I love, which was deciding to start MenuSifu.

Yu Li : Nothing in particular. Just lucky to meet the right people, and had made no significant detours in life.

• What or who do you love the most in life?

Qiang Wang : My family.

Yu Li : My family.

• What is your personal motto?

Qiang Wang : Only by being true to oneself can one be true to the world.

Yu Li : "Reaching the end of the water, sitting and watching the clouds rise."*

**A verse from famous Tang dynasty poet Wang Wei describing a state of Zen tranquility and contentment achievable through self-contemplation, awareness, and meditation.*

DATA 数据

在美国，中餐正在走进新时代

文 | Xiqiao Yin

饮食文化作为人类交流与融合的不可或缺的重要载体，扮演着关键的角色。在美国，中餐文化以其丰富多样的口味和独特的饮食体验一直吸引着广泛的受众群体。

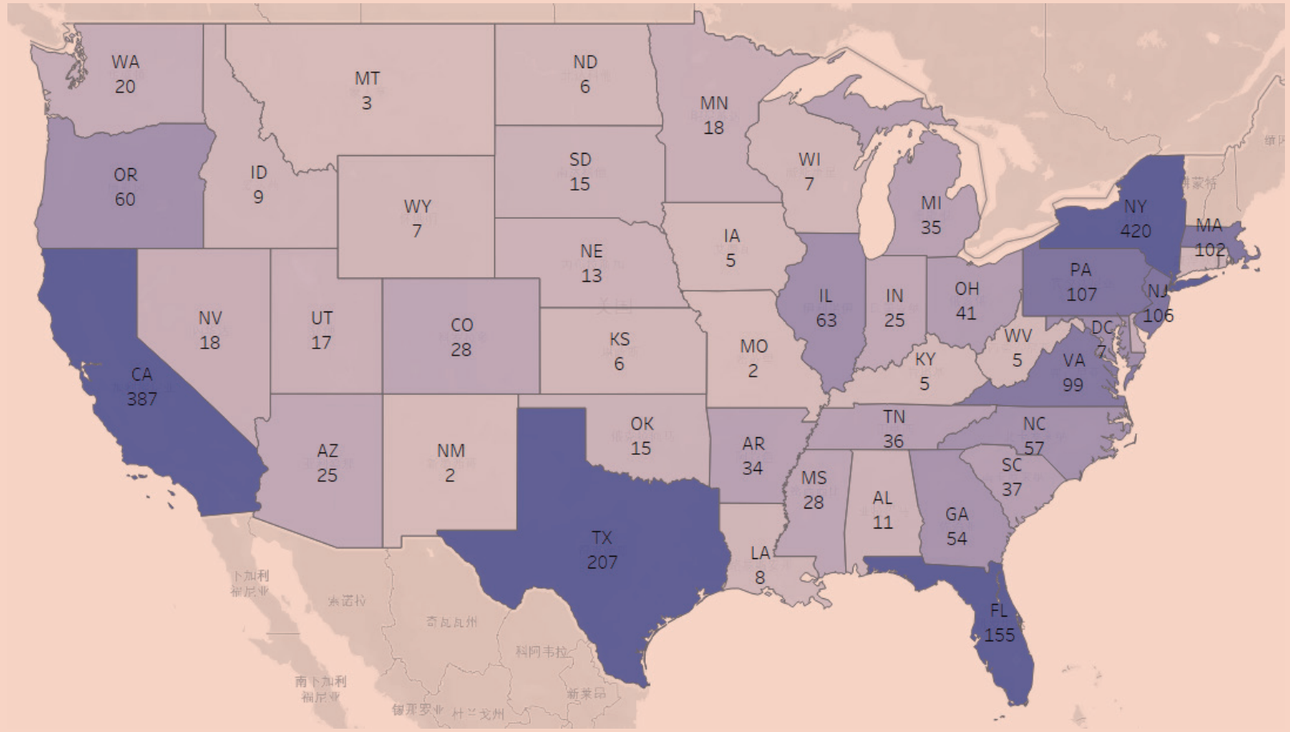
自华裔移民在 1849 年在旧金山创立了第一家中餐厅，拉开了中餐文化在美国的序幕后，中餐的发展历程如同一幅绚烂多彩的画卷，记录着岁月的沉淀和文化的传承。

随着时间的推移，中餐在美国的发展经历了多个阶段，从早期服务于移民和当地工人的经济型美式中餐，到如今 21 世纪以国内中餐品牌出海的连锁新中餐，每一个阶段都闪耀着独特的魅力和饮食文化的独特风采。

尤其是最近这十年，随着新的华人移民潮再度涌起，中餐出海的热潮也一波接着一波而来。一方面，美式中餐依然遍布全美，而地道中餐也正在以前所未有的规模越来越多地在美国涌现。在这样的历史背景下，新中餐连锁品牌逐渐崭露头角，成为了中餐业发展中不可或缺的重要力量。

本次报告，根据餐饮 Saas 公司 MenuSifu 提供的新中餐连锁品牌餐厅数据，对近年来的新中餐连锁品牌和普通当地中餐进行全面的比较与分析，深入探讨它们在地区分布、价格定位、菜肴口味等方面的异同之处。通过这些研究，我们能够更加全面地了解中餐文化在美国的发展趋势，为中餐产业的未来发展提供有益的参考和启示，供大家参考。

以下“连锁品牌”指新中餐连锁品牌；“普通餐厅”指除新中餐连锁品牌外的其他当地中餐厅。



连锁品牌店铺数量各州分布

集中于东西海岸 前三州占比近一半

从新中餐连锁品牌的店铺分布来看，统计到的连锁店铺数量总共有 2438 家，平均每州有 52 家，平均占比为 2.13%。与中餐店铺数量分布相似，新中餐连锁店铺也集中在华裔人口密集的东西海岸地区。

与中餐店数量排名第一的加州相比，纽约州成为连锁店铺数量排名第一的州，拥有 420 家连锁店铺，占全国数量的 17.23%。其次是加州，拥有 387 家连锁店铺，占全部的 15.87%。得克萨斯州紧随其后，拥有 207 家连锁店铺，占比为 8.49%。这三个州是美国连锁餐厅数量最多的地区，占比达到 42%。

其次是一些连锁餐厅数量在 100 家左右的州，占比约为 4%，分别是 FL（6.36%），PA（4.39%），NJ（4.35%），MA（4.18%），VA（4.06%），分布较为分散。

前 20 排名的州共拥有 2094 家连锁店铺，占比为 85.89%，与中餐店铺的分布比例一致。因此，可以着重考虑在这些热门州开设连锁店铺，以利用其人口密集、经济繁荣的特点，提升品牌影响力和市场占有率。

连锁餐厅背靠资本 疫情后恢复迅速

从单个店铺销售额来看，普通餐厅和连锁餐厅的趋势相似，但连锁餐厅的销售额平均是普通餐厅的近 2 倍（平均值 171%），凸显了连锁店铺的资金优势和规模优势。

就走势而言，2020 年受疫情影响，连锁餐厅和普通餐厅的销售额达到五年来的最低值，随后逐渐恢复。21 年至 22 年呈增长趋势，但 2023 年轻微下降。在预测中，到 24 年，销售额将继续增长，达到五年来的最高值。

连锁店铺在 2024 年的销售额相比于 2020 年增长了 169.86%，平均增长率为 15.99%。而普通店铺在同一时期的销售额增长了 149.99%，平均增长率为 11.09%。

其中，2021 年的增长率最高，因为当时处于疫情结束期间，餐厅营业快速恢复。普通餐厅在这一年的增长率为 27.10%，而连锁餐厅则背靠资本，恢复速度更快，增长率达到 52.37%。

至 2022 年，连锁店铺由于在 21 年已经大幅恢复，增长速度放缓至 6.84%，而普通餐厅则加快了恢复进程，增长率为 10.77%。

在 2023 年，连锁餐厅的增长率为 -4.31%，出现了下降，而普通餐厅的增长率为 0.67%，有轻微增长。

DATA 数据

在美国，中餐正在走进新时代

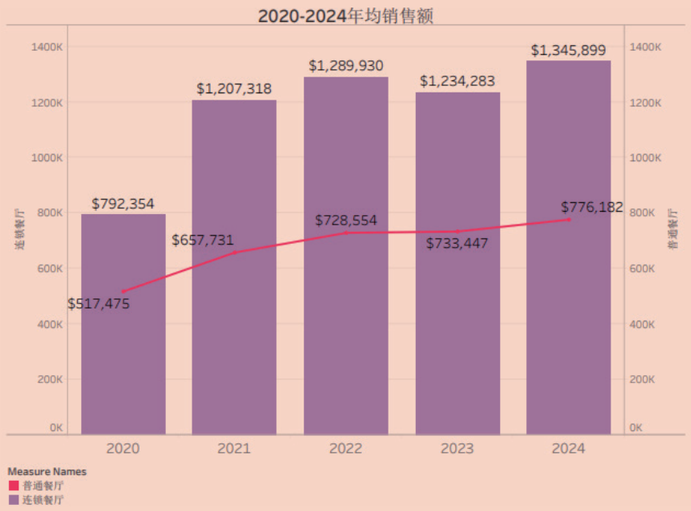
2024 年根据前三个月的数据预测，到年底两者销售额皆会继续增长，成为近五年来的最高值。连锁餐厅的增长率为 9.04%，普通餐厅为 5.83%。

由此可见，连锁餐厅在过去五年中表现出稳定增长的趋势，尤其是在 2021 年迅速恢复并保持领先地位；普通餐厅虽然增长速度稍低，但仍然呈现出持续增长的态势。

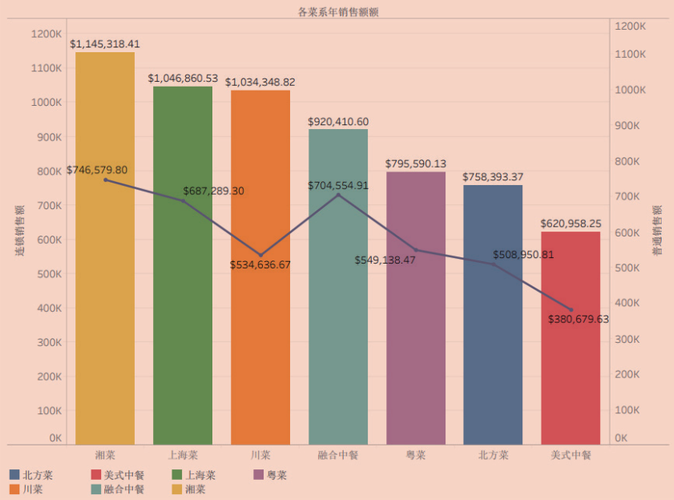
湘菜连锁销售额最高 川菜最具有品牌优势

根据菜系的营业额数据，可以看出普通店铺的平均营业额为 $587,404，而连锁餐厅的平均营业额为 $903,126。这表明连锁餐厅的平均营业额是普通店铺的 1.5 倍，显示出了连锁品牌的显著优势。连锁餐厅中各菜系的营业额，发现湘菜的营业额最高，达到 $1,145,318，是美式中餐的近两倍。此外，还有三个菜系的营业额超过了平均值，分别是上海菜（$1,046,860.53）、川菜（$1,034,348.82）和融合中餐（$920,410.60）。

根据连锁餐厅营业额占普通餐厅营业额的比例来看，比例越高说明连锁品牌越具有优势。所有菜系的连锁餐厅占普通餐厅的营业额平均比例为 155.26%。在各菜系中，连锁餐厅在川菜方面的表现最为突出，销售额明显高于普通餐厅，连锁店铺的销售额为普通餐厅的 193.47%，位居榜首。



连锁品牌 VS 普通餐厅年均销售额变化



连锁品牌 vs 普通餐厅各菜系销售额

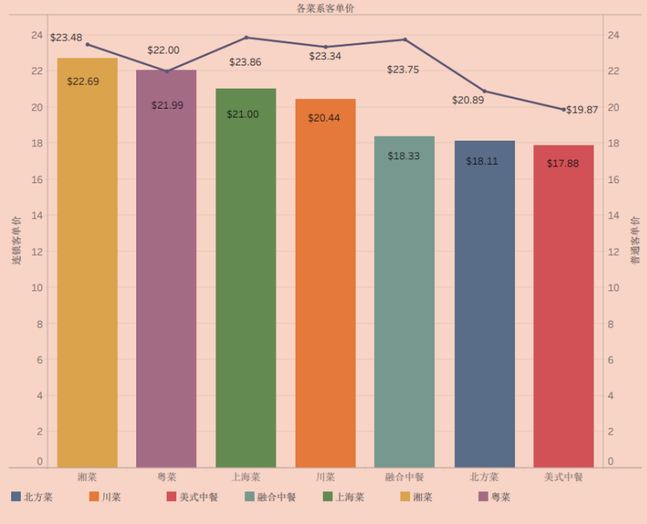
紧随其后的是美式中餐，其占比为 163.12%。其他菜系的连锁餐厅占普通餐厅营业额的比例均低于平均值：湘菜为 153.41%，上海菜为 152.32%，北方菜为 149.01%，粤菜为 144.88%，融合中餐为 130.64%。总体来看，连锁品牌在市场份额方面还是具有明显的优势。

湘菜连锁客单价最高 融合中餐规模化效益最明显

从不同菜系的客单价来看，普通店铺的平均客单价为 $22.45，而连锁餐厅的平均客单价为 $20.06，连锁餐厅的价格为普通餐厅的 89.45%。连锁餐厅通常具有规模经济优势，他们能够大规模采购原材料，并且可以通过标准化的生产和运营流程来降低成本。这使得他们能够在一定程度上降低产品价格，并提供更具竞争力的价格。我们可以将菜系分为四大类：

第一类是湘菜与粤菜。在超过平均客单价的连锁餐厅中，湘菜的客单价最高，为 $22.69，与普通餐厅相差仅为 $0.79；粤菜的客单价为 $21.99，与湘菜类似，仅相差 $0.01。这表明这两种菜系对于连锁品牌的影响不大。

第二类是上海菜和川菜。上海菜的连锁客单价为 $21.00，与普通餐厅相差 $2.86，川菜的客单价为 $20.44，与普通餐厅相差 $2.90。这两种菜系的连锁客单价较高，超过了平均值，且与普通餐厅的差距明显。



连锁品牌 vs 普通餐厅各菜系客单价

第三类是融合中餐。融合中餐的连锁客单价为 $18.33，低于平均值，与普通餐厅的差距最大，为 $5.42，远超过平均值。这表明融合中餐在连锁店提供了最具竞争力的价格，规模效益最为显著。

第四类是北方菜和美式中餐。这两种菜系的连锁客单价均低于平均值，分别为 $18.11 和 $17.88，且与普通店铺的客单价相差约为 $2，具有一定的规模效益。

综上所述，不同菜系的连锁餐厅客单价表现各异，但整体来看，连锁餐厅在提供竞争力价格方面具有一定优势，规模经济效益在一些菜系中表现尤为显著。

结语

以上是本期关于新时代中餐连锁品牌（中餐出海）发展状况（上）的数据总结，旨在为各位相关从业者提供清晰的市场反馈，以供参考。本章主要涵盖了新时代中餐在地理分布、近五年销售额变化以及各菜系（北方菜、粤菜、川菜、湘菜、美式中餐和融合中餐）在年销售额和客单价方面的差异。

在下一期中，我们将继续为您呈现关于各菜系在外卖占比、餐厅命名趋势、畅销菜品以及菜单渗透率的相关分析。期待与您共同探索中餐行业的更多精彩内容！

以上数据来源为网络公开数据和科研分析，分析结果仅代表《餐饮家》观点，最后，如果您对更多的餐饮信息、数据分析和问题持有疑问，欢迎给我们 info@littlelaba.com，我们的数据分析师尽力为您去寻找答案！

*** 本文数据由北美餐饮 Saas 公司 MenuSifu 提供，或存少量误差，仅供参考。**

DATA 数据

The Dawn Of A New Era For Chinese Cuisine In America

Food culture is an irreplicable carrier for human communication and integration. In the States, Chinese food culture has attracted a wide audience with its rich and diverse flavors and unique dining experiences. In 1849,a Chinese immigrant opened a Chinese restaurant in San Francisco, which raised the curtain of Chinese food culture in America. Through the years, the culture's development has been like a colorful scroll recording the years of accumulation and cultural heritage. In its early days, the economical Americanized Chinese food served immigrants and local laborers. In the 21st Century, brand name restaurants from China went abroad to represent more prestigious dining. Each development showed its special charisma and cultural style.

As the Chinese population grew, the demand for Chinese food increased. Overseas Chinese student groups were the main target market. They missed their hometown delights and showed special preference for authentic Chinese restaurants. Their support promoted the development of new Chinese restaurant chain brands, which emerged and played an essential role in progression.

According to the data from food companies Saas and MenuSifu about new Chinese restaurant chain brands, we compiled this report, comparing and analyzing the differences and similarities between chain brands and ordinary restaurants in distribution, pricing, and flavors. Our work enabled us to learn about the developing trends, which will offer reference and insights for people in the field.

We used "Chain Brands" for Chinese restaurant chain brands and "Ordinary Restaurants" for those local restaurants other than Chain Brands.

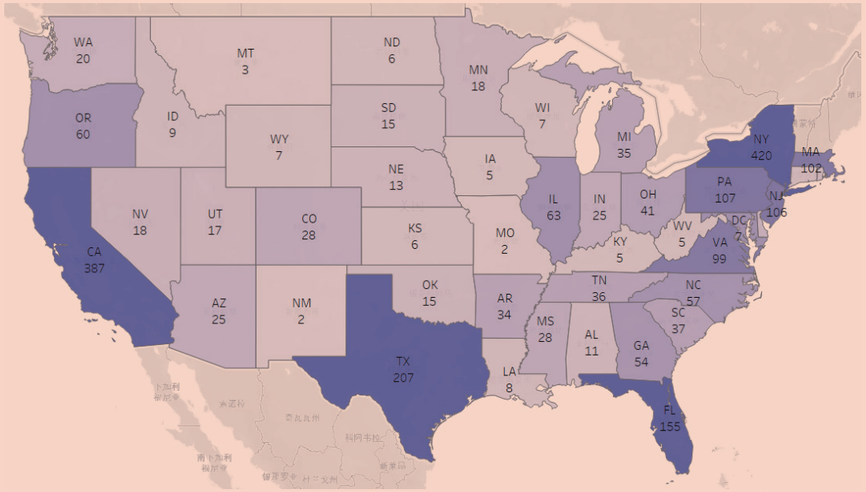
Restaurants concentrate on the east and west coasts. Almost half of the businesses are represented by the top three states.

There are 2438 Chain Brands. On average, each state has 52 restaurants, which means 2.13% of the total. Like Ordinary Restaurants, the Chain Brands were primarily located at the populated coastal areas.

While California has the highest number of Ordinary Restaurants, the State of New York ranks number one for Chain Brands with 420 restaurants, which is 17.23% of the national total. California is number two for Chain Brands with 387 restaurants, which is 15.87%. Texas has 207 Chain Brands, which is 8.49%. These three states have the most Chain Brands in the States, representing 42% of the total.

Some states have 100 or so Chain Brands, which is around 4%. FL(6.36 %),PA(4.39%),NJ(4.35%),MA(4.18%),VA(4.06%)Outside of the top three states, restaurants are more scattered.

The top 20 states have 2094 Chain Brands, which is 85.89%. The distribution is very much like Ordinary Restaurants. Therefore, we should consider opening Chain Brands in the popular states, which have the advantage of a dense population and prosperous economy to elevate brand influence and market share.



Chain Brands distribution

Chain Brands backed up by capital. Rapid recovery from Covid.

For individual restaurant sales, Chain Brands and Ordinary Restaurants have the same trend. However, Chain Brands sales have almost twice as much business as Ordinary Restaurants. (average of 171%) Chain Brands have prominent advantages in both capital and scale. In 2020, Chain Brand and Ordinary Restaurant sales reached the lowest number in 5 years because of Covid. The recovery has been gradual. The growth trend continued in 2021 and 2022 but dropped slightly in 2023. However, the estimation is that the growth trend will follow the recovery trend and reach its highest sales within the last five years.

Compared to 2020, the sales of Chain Brands in 2024 increased by 169.86%. The average yearly growth is 15.99%. In the same period, Ordinary Restaurants sales grew 149.99%, which is 11.99% annual growth on average.

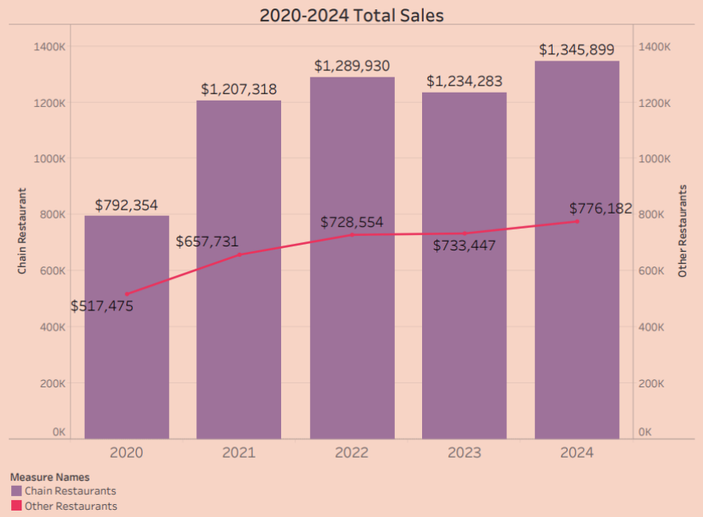
Among these years, 2021 had the highest growth rate. At the end of the pandemic, restaurants recovered rapidly. Ordinary Restaurants grew 27.10%. Chain Brands were backed by capital, which prompted their recovery rate with 52.37% growth.

Chain Brands had recovered tremendously in 2021, thus the growth rate slowed to 6.84% in 2022. Ordinary Restaurants are slower but also showed positive results with the Ordinary Restaurants sped up to 10.77% growth.

For the year of 2023, Chain Brands showed negative growth of -4.31%. On the other hand, Ordinary Restaurants grew slightly with 0. 67%.

According to the data of the first season in 2024, both Chain Brands and Ordinary Restaurants will continue to grow all year long. It will be the highest growth. The estimation shows 9.04% for Brand Chains; 5.83% for Ordinary Restaurants.

All in all, Chain Brands have grown steadily for five years. The performance in 2021 benefited from the rapid recovery and savvy leadership.



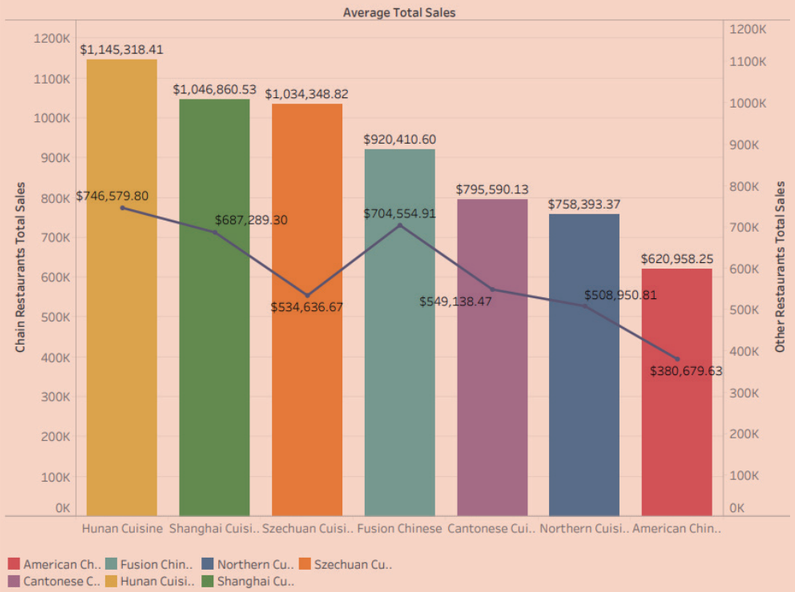
Chain Brands and Ordinary Restaurants sales change

Hunan cuisine has the highest sales. Sichuan food has the best brand advantage.

From the sales data, the average sales of Ordinary is $587,404; Chain Brands is $903,126. a sales difference of 1.5 times. Chain Brands are more in demand Ordinary Restaurants. Among different cuisines with Chain Brands, Hunan food has the highest sales at $1,145,318, which is twice as much as American Chinese food. There are three cuisines that are above the average sales: Shanghai $1,046,860.53, Sichuan$1,034,348.8, and Fusion Chinese $920,410.60.

The sales data showed Chain Brands

The Dawn Of A New Era For Chinese Cuisine In America



Chain Brands vs Ordinary Restaurants sales in cuisines

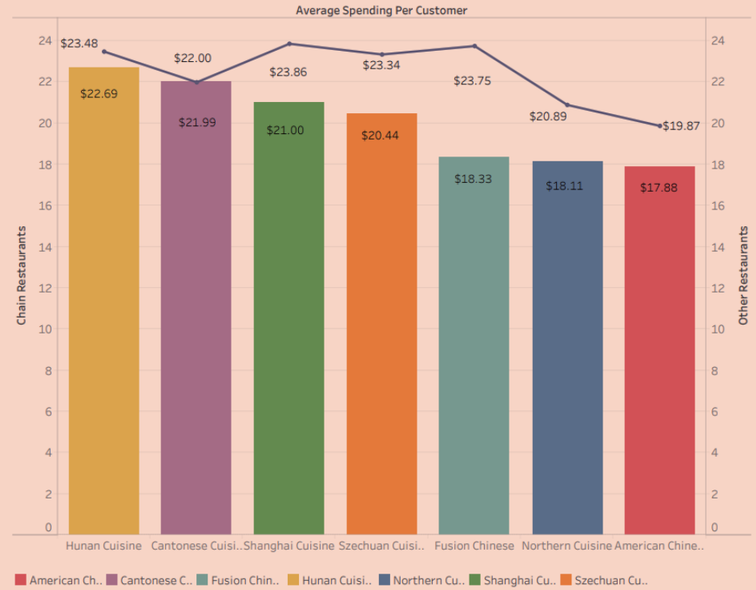
Hunan cuisine has the highest guest cost. Fusion Chinese has the intelligible scale effect.

The average guest cost in Ordinary Restaurants was $22.45; in Chain Brands it was $20.06. Chain Brands have 89.45% the cost from the menu compared with Ordinary Restaurants. Because Chain Brands have the benefit of a large-scale economy, they have advantages in purchasing, standardizing production, and operation flow to lower costs. Therefore, they can lower the price reasonably and raise the compatibility. We can discuss this in four categories:

Hunan and Cantonese
Hunan has the highest average guest cost of $22.69, which is different from Ordinary Restaurants by $0.79. Like Hunan food, Cantonese has $21.99 average guest cost, only varing from Ordinary Restaurants by 1 cent. These two cuisines carry little influence on the Chain Brands.

Shanghai and Sichuan Shanghai
$21.00 different from Ordinary Restaurants for $2.86; Sichuan: $20.44 with the difference of $2.90. These two cuisines have higher than average guest cost. The gap with Ordinary Restaurants is more obvious.

Fusion Chinese
The guest cost is lower than average with $18.33, which is different from Ordinary Restaurants for $5.42. It shows Fusion Chinese food has the best compatibility among all Chain Brands. The scale effect is the best among all cuisines.



Chain Brands vs Ordinary Restaurants guest cost

Northern cuisine and American Chinese
Guest average cost are $18.11 and $17.88, both lower than Ordinary Restaurants for around $2. The scale effect is fine.

With the analysis above, Chain Brand cuisines varied in guest cost. Some cuisines demonstrated better cost and scale advantages.

CONCLUSION

We have presented you with the Chain Brands development (Chinese food outreach) and data analysis. We intend to offer market feedback for those in the field. It covered the geographic distribution, sales change in five years, and annual sales and guest cost of different cuisines (Northern, Cantonese, Sichuan, Hunan, American Chinese, and Fusion). Next episode, we will present the ratio of "To Go" for different cuisines, the trends of name restaurants, hot sale dishes, menu penetration rate, and more relevant analysis. More exciting materials in the Chinese restaurant business will be shared here.

Our data source was Internet open data, and scientific analysis. Our intent was to represent the findings of Restaurateur. If you have further information for the field, data analysis and questions, please email us info@littlelaba.com. Our data analysts will try their best to answer you.

The data in this article was from North America Food and Drink Saas Company and MenuSifu. It might have slight deviations. It's for reference only.

SIFU'S IDEAS
餐饮 秘笈
The Restaurateur



餐谋长

北美老吴

资深餐饮人。在中美餐饮行业均有多年成功经验，
目前在餐饮投资、培训领域颇有建树。

扫码加餐谋长

这个小技巧可以让你的小费增加 11%

【问】

餐谋长您好：前一阵看到你们公号说“小费疲劳”，我现在很有体会。我怎样改善这种情况呢？

【答】

小费文化一直是美国餐饮文化的一个重要组成。

但是，随着需要给小费的场合越来越多，比例也越设越高，而且每次交易的小费比例都已经预先设置好，可以是 20% 到 35%，给小费似乎变成了一种义务，而不只是对优质服务的奖励了。

很多消费者觉得这走得太远了，于是开始反弹。这就是现在的“小费疲劳”现象。

然而，由于交易越来越无现金化，给收入最低或低于最低工资的服务业工人小费是至关重要的。

根据联邦法律，可以收小费的服务业员工时薪最低只有 2.13 美元，远低于最低工资标准，所以他们需要小费来达到最低工资标准。(不错，一些州现在正在提高收小费员工的最低时薪，或者干脆取消给小费。)

我看到过薪资平台 Gusto 提供的一个数据，对于餐馆员工来说，小费可以使工资提高约 90%。

怎么处理这种矛盾呢？

对于餐厅老板们，这是一个反思和调整的时机。

在经营中，除了提供优质的食物和服务，也要关注顾客的感受和反馈。

考虑到“小费疲劳”的现象，或许可以考虑调整费用结构，减少不必要的附加费，或者提供更多的价值回馈给顾客。

一个诚恳的态度和灵活的策略，将有助于维护顾客的忠诚度，确保餐厅的长久繁荣。

顾客在处理小费请求时，会有一种不舒服的感觉，甚至是恼怒。如何让这种体验变得更加积极?这里告诉你一个小技巧。

有个很有意思的研究发现了一个简单又有效的办法：在账单小费栏里加个笑脸表情符号。

是的，你没听错，就是那个我们每天在手机上用个不停的笑脸 emoji。研究说，这个小小的变化可以让小费平均增加 11%。

《国际酒店管理》最近发表的一项研究结果表明，如果餐馆顾客的支票上建议小费旁边印有笑脸表情符号，则可以鼓励餐厅顾客多付一点小费。

这个研究分析了三种不同情况下的小费行为，其中包括现场就餐和在线订购。在每种情况下，当提供账单时，都会提示受试者从一组建议



小费中进行选择，每个金额旁边印有不同的表情符号：最低的建议小费配的是中性表情符号（不微笑或皱眉），并且金额越高，旁边附的表情符号就更快乐。

结果出乎意料。只是这样一个看上去简单的表情符号的变化，受试者平均多付了 11% 的小费。这个结果，无论是在打印收据上还是在数字屏幕上，都是一样的。

作者说，笑脸表情符号至少可以减轻一些烦恼，特别是在服务人员应该得到一点额外帮助的环境中。

以前的研究就表明，人脑可能会像对待实际的笑脸一样对待笑脸表情包，从而引发更积极的反应。比如有的服务员会用钢笔在支票上画一个笑脸。这样的方法在一定程度上也会有效，产生意想不到的刺激顾客的效果。

这项研究的结果给餐厅经营者提供了一种易于实施的方法，可以最大限度地为员工提供小费，或者至少防止顾客不满。

作者表示：“很多顾客确实反对给小费，因为在很多情况下他们都被要求给小费。现在我们的研究提供了一种简单的方法来以使员工受益。”

笑脸表情能以一种轻松愉快的方式减轻客人对小费的抵触感，让整个过程变得更加友好和积极。

这给我们还有一个更多的提示就是，如果只是印在纸面上的笑脸都能起到如此积极的作用，那么消费者面对真实的笑脸时，其积极意义也就不言而喻了。

所以不是说只要在账单上画个笑脸，其他的就不用管了。

服务依然是最重要的。让顾客在温暖友好的氛围中用餐，能被积极的情绪环绕，不仅仅带来小费的增加，更重要的是，能让客人带着满意和愉快离开，下次还会再来。

TABLE JOKES

喷 饭

The Restaurateur

插画 | 钭小岸

Illustration by Xiaoan Tou





NRA EXPO

餐饮界资源最集中的年度峰会，你一定不想错过

由美国中餐联盟、美中餐饮协会和《餐饮家》杂志主办的第六届全球中餐博览会将于2024年5月18日至21日亮相芝加哥麦考密克会展中心湖滨馆。在芝加哥国际餐饮展的百年历史中，作为“展中展”的中餐博览会正在发展壮大，成为国际大舞台上亮眼的风景，更是为全球华人餐饮家们打造了一个展示、交流、资源对接的平台。

第二届餐饮家金像奖也将在这次中餐博览会开幕式上揭晓，一批杰出的大厨和企业家将会与大家见面。还有很多新的发现、新的机会要与同行们分享。

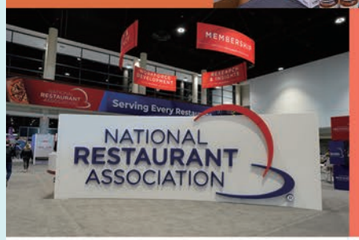
这是一个激动人心的时代，充满着变数，也让人憧憬，我们已经准备好了，你呢？













AMERICAN CHINESE CULINARY FEDERATION ACCF 美國中餐聯盟

mra 美中餐飲協會 Mid-America Restaurant Association

餐飲家 The Restaurateur

2024 05.18—05.21

参会、合作扫码咨询

餐飲家
The Restaurateur

广告价目表 Advertising Rates

	单月 Month	半年 Half Year	全年 Year
▼ 彩色内页 4-color Inside Page			
1 page	$4,000	$16,000	$28,000
1/2 page	$2,500	$10,000	$17,500
1/3 page	$1,800	$7,200	$12,600
1/4 page	$1,400	$5,600	$9,800
封二（封二对页）Front-Cover-Inside（Front P3）	$13,500	$54,000	$94,500
封三（封三对页）Back-Cover-Inside（Back P3）	$12,000	$48,000	$84,000
Front P4-P9　Back P4-P9	$6,000	$24,000	$42,000
封面 Front Cover	$90,000	/	/
封底 Back Cover	$14,000	$56,000	$98,000

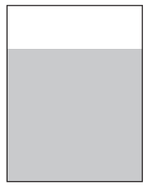
每年发行 10 期；
全面覆盖北美 11.2 万家华人餐饮企业
电话：929-688-0888

Published 10 issues yearly;
The magazine covers more than 112,000
Chinese restaurants across the United States.
Sales Contacts: 929-688-0888

广告尺寸 AD SIZE



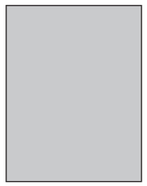
封面 Front Cover
8.375W x 10.875D



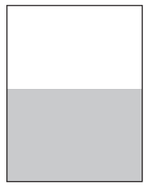
封底 Back Cover
8.375W x 8.5D



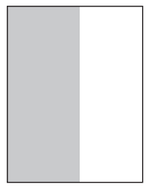
跨页 Spread
16.75W x 10.875D



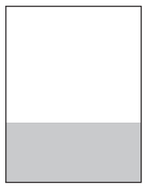
整页 Full Page
8.375W x 10.875D



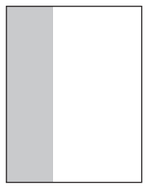
1/2 页（横）Horizontal 1/2 Page
8.375W x 5.4375D



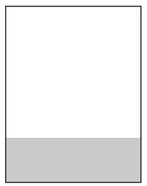
1/2 页（竖）Vertical 1/2 Page
4.1875W x 10.875D



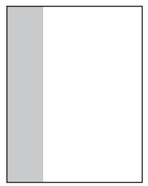
1/3 页（横）Horizontal 1/3 Page
8.375W x 3.675D



1/3 页（竖）Vertical 1/3 Page
2.79W x 10.875D



1/4 页（横）Horizontal 1/4 Page
8.375W x 2.718D



1/4 页（竖）Vertical 1/4 Page
2.093W x 10.875D

餐飲家
The Restaurateur

为全美 100 万
华裔餐饮家服务

我们相信

喂饱人民的生意
是世界上
最了不起的生意

THE BUSINESS OF
FEEDING PEOPLE IS
THE MOST AMAZING
BUSINESS IN THE WORLD

美食团结人类

FOOD BRINGS US TOGETHER

餐厅是一个社区的基石

RESTAURANTS ARE THE
CORNERSTONE
OF EVERY COMMUNITY

广告咨询及其它需求
请扫描二维码或致电
929-688-0888

FOR ADVERTISING INQUIRY,
PLEASE SCAN THE QR CODE OR CALL
929-688-0888

添加餐饮家小助手微信号，
让我们为您服务
只要你是餐饮从业人员，
“餐饮家小助手”就是你的好朋友
添加好友请简单注明意图，谢谢

关于我们
ABOUT US

《餐饮家》杂志为 LITTLELABA MEDIA LLC 旗下印刷媒体，创刊于 2022 年 1 月，是全美发行量最大的线下餐饮媒体。

"The Restaurateur", a magazine under Littlelaba Media LLC, was launched in January 2022 and has the largest circulation in the United States for offline dining media.

杂志覆盖全美各地超过 10 万家华人餐厅上百万华人餐饮从业人员。

The magazine covers more than 100,000 Chinese restaurants and millions of Chinese dining practitioners across the United States.

有华人餐饮处，皆有《餐饮家》。《餐饮家》已经成为全美华人餐饮业上下游企业推广的优势平台。

Every Chinese restaurant has a copy of "The Restaurateur", and it has become an advantageous platform for the promotion of both upstream and downstream enterprises within the American Chinese dining industry.

LITTLELABA MEDIA LLC 创立于 2021 年 12 月，致力于服务全球华裔餐饮从业人员，向世界传播中餐文化，助力华人餐饮突破文化界限，兼容并蓄，拓展视野，呈现精彩于世界。

Littlelaba Media LLC was founded in December of 2021 and is committed to serving global Chinese restaurateurs, spreading Chinese food culture to the world and helping Chinese catering break through cultural boundries, be inclusive, expand their horizons, and present all the wonderful things they have to offter to the world.

目前，LITTLELABA MEDIA LLC 已经发展成为一家拥有印刷媒体、数字媒体和社交媒体的全媒体公司，未来将建成华裔餐饮业界互通有无、分享经验，共同成长与发展的交流平台。

Currently, Littlelaba Media LLC has developed into a multi-media company offering print, digital and social media. In the future, Littlelaba Media is aiming to build a communication platform for the Chinese dining industry in order to exchange knowledge, share experiences and grow and develop together.

Instagram
canyinjia

Facebook
canyinjia

微信公号
Littlelaba 餐饮家

LITTLELABA
P.O. BOX 540899
FLUSHING, NY 11354

PRESORTED STD
US POSTAGE
PAID
GARDENA CA
PERMIT NO. 40



第2届
餐饮家金像奖

它不是“餐饮奥斯卡”
它不是“中餐米其林”
它是你的金像奖
它是我们的金像奖

主办:《餐饮家》杂志社
联合主办: 美国中餐联盟
协办: 美中餐饮协会

* 餐饮家金像奖由 MenuSifu 点菜大师 首席赞助
The Restaurateur Awards are Presented by MenuSifu.