

## First batch of food trucks under Food Truck Pilot Scheme launched

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The first batch of 11 food trucks under the Food Truck Pilot Scheme were launched today (February 2). Starting from tomorrow, they will commence business successively in eight tourist locations and provide diversified, creative and high-quality dishes to tourists and locals.

The first batch of food trucks, in random order, are Chee Kei, Book Brothers, Ho Yuen Express, Princess Kitchen, Table Seven X W. Burger, Hung Fook Tong's Food Truck, Pineapple Canteen, Mein by Maureen, Crunch Munch, Pat Chun Saucy Truck and Ma Ma Dumpling. They will be operating in the eight tourist locations on a biweekly rotation basis (see Annex). The preparatory work of the second batch of food trucks has been making good progress. They are expected to commence business from February to early March.

Speaking at the Launch Ceremony of Food Truck Pilot Scheme today, the Secretary for Commerce and Economic Development, Mr Gregory So, said the scheme is an important tourism project which adds fun and energy to the tourist locations in Hong Kong. "The Cook-off Challenge last year was the transitional checkpoint of the Food Truck Pilot Scheme while the Launch Ceremony today marks a new milestone of the scheme. I hope the operators will run their food trucks in the days to come with their full passion and enthusiasm and make Hong Kong Asia's gourmet paradise," Mr So said.

The Tourism Commission has specially launched a mobile app, "HK Food Truck", to assist locals and tourists alike to trace the whereabouts of the food trucks and learn more about them. The mobile app is available for free download in Google Play and the Apple App Store.

The Hong Kong Tourism Board, the Hong Kong Hotels Association and the Travel Industry Council of Hong Kong will help promote food trucks to tourists. Visitor signage with the food truck logo have been erected along the way to the eight operating locations to help guide the public and tourists.

The Food Truck Office of the Tourism Commission will continue to maintain close liaison with the 16 food truck operators and monitor the implementation of the scheme. It is providing one-stop service and appropriate assistance to the food truck

operators both before and during operation.

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