

November/December 2024

35 & 36

餐饮家

The Restaurateur

2024 Annual Special 年度特辑

What I've Learned

From Being a Restaurateur

餐饮箴言

流量会在短时间内让餐厅变得很火，而实现这个愿望

就会是我最喜欢的食材和菜。

真正好的，能广泛流传的并不是一些大菜，而是一个小东西，做成品牌，好经营。

蝴蝶会自己飞过来。

做餐饮和做人是一样的，不要糊弄客人。

要么不做，要么就做正宗，做最好的。

从开第一家店的时候，我们的目标就不是开一家店，我们的目标就是开一家店，我们的目标就是开一家店。

做餐饮就得是一直在精进的，一旦停滞不前就没有发展。

卷挺好的，越卷你才会越认真做你的东西。

流量会在短时间内让餐厅变得很火，但要想常青，靠的还是产品和服务。

只要认真真做，就不会做不好。

我最美好的回忆就是和家人一起分享食物。

要想将亚洲菜做好，并不是一件容易的事，而实现这个愿望的重要一环，便是对菜品的知识，让食客能广泛流传的并不是一些大菜，而是一个小东西，做成品牌，好经营。

厨师得尊重食材。

在我眼里，只要是每个季节的时令蔬菜，就会是我喜欢的食材和菜。

花开了之后，蝴蝶会自己飞过来。

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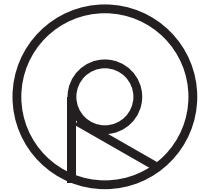
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From Being a Restaurateur



“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



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Illustration by
Xiaon Tou

餐飲家

The Restaurateur

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Taro Bao
Net weight: 21 lb, 180 pcs



榴莲包
Durian Bao
Net weight: 21 lb, 180 pcs



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



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9 lb, 140 pcs per case



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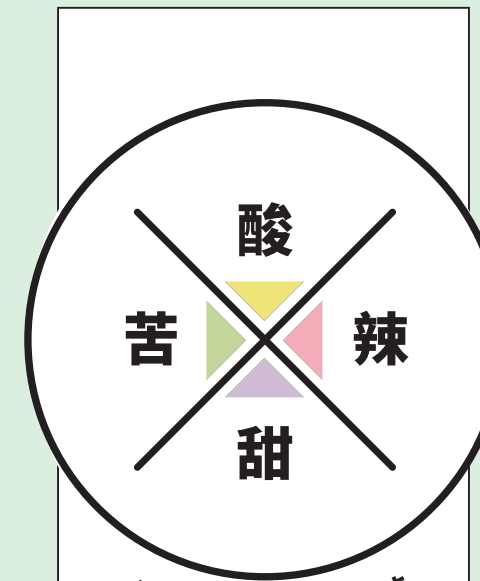
Peter Chang

CHANG CHANG

MAMA CHANG

婷 NiHao

Peter Chang 欢迎您



《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。

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小辣椒是皇后区川菜先驱，主厨黄贵平 (Guiping Huang) 经营这家餐厅已有近 20 年。他几乎每天从中午到深夜都在厨房里忙碌，而他辛勤的付出也得到了回报：自 2005 年开业以来，小辣椒一直是当地最受欢迎的川菜馆之一。

当川菜在纽约还不常见时，黄贵平通过为当地中国移民，尤其是皇后区的四川同乡带来家乡的味道，迅速积累了一批忠实的粉丝。随着口碑逐渐扩大，2006 年，小辣椒被《纽约客》杂志以及《乡村之声》(Village Voice) 等媒体相继报道，随后小辣椒成为了早期登上纽约市《米其林指南》(The MICHELIN Guide) 的少数中餐之一。在 2016 年，《纽约时报》当家食评家 Pete Wells 在数次低调造访后写下了整版报道，至此小辣椒被更多纽约客所熟知与喜爱，好口碑进一步巩固了它在纽约川菜界的重要地位。

黄贵平向餐饮家分享了他与小辣椒结缘的餐饮人生，以及经营餐厅的秘诀。

小辣椒 Little Pepper

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遇见一生挚爱， 是爱人亦是拍档

我被媒体朋友问过最多的问题，就是为什么将餐厅取名“小辣椒”。其实，这个名字和我太太巫成英有关，因为她的脾气就像辣椒一样火爆，但又“刀子嘴豆腐心”，是我身边的“小辣椒”。

我们的缘分始于上世纪 80 年代的四川德阳。那时，我刚刚踏入餐饮行业，在德阳宾馆当学徒。我俩同一天开始上班，我只会炒菜，不懂得管理和经营；而她的家里从事餐饮业，

早已具备丰富的经验，我们俩正好互补，缘分就是如此奇妙。

有了她的经验，再加上我的烹饪技艺，我们开始觉得自己可以尝试开一家餐馆了。

1986 年，随着宾馆体制的改革，我和太太一起离职，开了一家火锅店，名字就叫“小辣椒”。

火锅店生意不错，为我们攒下了人生的第一桶金。我和太太也在这个过程中基本确立了餐馆的工作模式：她负责前台管理，我

则专注于后厨的配菜、炒菜和出菜。

从德阳到纽约，从法拉盛的罗斯福大道，再到如今的大学点 (College Point)，几十年过去了，我们一直如此携手合作。她不仅是我生命中的伴侣，更是我餐饮道路上的最佳搭档。

初到美国， 我是这样积累经验的

虽然国内餐厅的生意还不错，但毕竟中美餐饮的运作方式完全不同。2000 年我来到美国时，既没有人脉，也没有经验，只能从头开始学习。

巧的是，我来美国的第二天，正好碰上了“狮子楼”餐厅的开业。我过去一看，明明是很简单的火锅，却让后厨焦头烂额。想着火锅是自己熟悉的领域，于是主动上前帮忙，从调料到配菜，一人全包了。

开业活动结束后，厨师长问我是否愿意留下来，我毫不犹豫地答应了，正好借这个机会学习美国餐饮到底是怎么运作的。

不久后，我遇到了来自四川烹饪学院的朱师傅，跟着他去了长岛的一家中餐馆。他是厨师长，我在旁边打下手。大约三个月的时间，我学到了不少东西，

尤其是关于在美国开餐馆所需的流程、许可等实际操作。

接下来，我先是和朋友合作投资了一家新泽西的餐厅，随后在法拉盛找到了一个档口，开始了自己的餐饮生意。

做档口的那段日子其实挺艰难的。档口不像餐厅，没有独立的灶台，我只能等别的摊位不用的时候才能赶紧动手做菜。

这几段经历，让我深刻意识到，要专注于食物本身，用好味道吸引和留住顾客。同时，也要以人性化的方式对待员工，建立起良好的团队氛围。

还没开业就收到 五张罚单

因为 9·11 事件，我太太和孩子直到 2004 年才来到美国与我团聚。她来了以后，我们便一起开始寻找合适的店面，打算再次开一家属于自己的餐馆，于是就有了位于法拉盛罗斯福大道上的“小辣椒”。

在筹备罗斯福店时，遇到了一些波折。其中包括在装修期间，还没开业就收到了五张罚单。

当时有位台湾顾客，是一位很懂法律的女士，得知



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我们的遭遇后，她自信地给我们打包票，让我们不用担心，她会陪我们上庭。最后的结果令人欣慰，我们一分钱都没被罚，真是非常感谢她的帮助！

罗斯福店可以说是“低开高走”，经历了开业初的波折后，我们凭借服务和口味逐渐吸引了越来越多的食客，攒下的好口碑像滚雪球一样越来越大，不少媒体也开始报道我们。

顾客们对小辣椒的地道特

色菜肴赞不绝口，畅销菜品包括樟茶鸭、回锅肉、小椒牛和重庆辣子鸡等，既有浓烈的辣味在口中翻腾，也会采用温和的调味来平衡。

随着口碑的提升，压力也逐渐增大。2011年底，我决定将罗斯福店转让，并把小辣椒搬到现在的大学点。

在大学点的新店，楼上是我们居住的地方，楼下就是餐馆，这大大方便了我们和太太的日常经营，不用

再每天开车，节省了不少时间和成本。现在我们每周营业六天，供应午餐和晚餐。

寻找接班人

每当客人走进餐厅，墙上的绘画总是首先吸引他们的目光，尤其是一幅明亮色彩相互交织的超大牡丹壁画。

这些艺术作品都出自我的儿子之手。他毕业于纽约

时装学院 (FIT)，主修艺术，作品还曾在纽约大都会博物馆展出。他时常来店里帮忙，他的画作也让“小辣椒”增色不少。

我的儿媳是一名记者，餐厅的社交媒体账号由她打理，这为我们吸引了很多外国客人。在她的努力下，尽管小辣椒主打川菜，但如今80%的顾客都是外国食客。

当然，能吸引这么多“老外”，我敢自信地说，最重要的还是我们始终坚持的高品质和贴心服务，这些为“小辣椒”赢得了极佳的口碑。

今年我已经61岁了，长年在后厨站着做菜，腿脚落下了职业病，站久了就会发抖。我和太太都感觉自己老了，理想的未来，是找到一位学徒，把手艺倾囊相授，为小辣椒找到一位合适的接手人，然后将传承美味食物的接力棒交到未来经营者的手上。

我相信，当小辣椒出售后，我从炒锅前退休，我们从餐馆经营中抽身，这并不是美国梦的终点，而只是我们小辣椒一家人新生活与新故事的开始。

(本文图片由口述者提供)

2024 Annual Special 年度特辑

What I've Learned From Being a Restaurateur

餐饮箴言

做餐饮和做人是一样的，不要糊弄客人。要么不做，要么就做正宗，做最好的。

从开第一家店的时候，我们的目标就不是只开一家店，我们的目标就是开到全美。

做餐饮就得是一直在精进的，一旦停滞不前就没有办法发展了。

量会在短时间内让餐厅站在风口之上，但要想常青，靠的还是品质和服务。

我最美好的回忆就是和家人一起分享食物。

要想将亚洲菜融入美国人的饭堂并不是一件容易之事，而实现这个愿景的重要一环，便是主动去提供菜品知识，让食客耳濡目染，最后爱上它。

在我眼里，只要是每个季节的时令蔬菜，就会是我最喜欢的食材和菜。

厨师得尊重食材。

在即将过去的2024年，亚裔餐饮家们以炉火为笔、以食材为墨，在美国这片多元文化的舞台上书写出属于自己的故事。他们的每一段旅程，都像是一句“餐饮箴言”，蕴含着餐饮人生的智慧与哲思。

翻开下一页，您将看到《餐饮家》从五位亚裔餐饮家的言语与经历中撷取的“餐饮箴言”。这些餐饮家的故事就像一道道独特的佳肴，既是他们对行业的贡献，也是他们对人生的回答。我们希望这些人间烟火中的匠心独白能够与您共鸣。

炉火为笔 食材为墨

美国最老牌的男性杂志《Esquire》（时尚先生）有一个经典的访谈栏目，叫做“*What I've Learned*”，它以简洁却意味深长的片断这种独特的形式呈现被访问者的人生经验、智慧箴言以及独到的生活哲学。从前年开始，《餐饮家》就开始效仿“*What I've Learned*”这个栏目，来呈现我们采访的餐饮家们那些如箴言般隽永的片段。

做餐饮和做人是一样的，不要糊弄客

要么不做，要么就做正宗，做最好

不是只开一家店，我们的目标就是开到全

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在我眼里，只要是每个季节的时令蔬菜，就会是我最喜欢的食材和

厨师得尊重食



黄维

我不做传统意义
上的中餐

采访 | Yixiao Ren
摄影 | Hank Lyu 吕海强 www.lyuphoto.us



因为靠近联合国总部，曼哈顿默里山(Murray Hill)算是纽约城里最国际化的一个社区。近两年，这里的居民开始谈论一家不那么典型的中餐厅——Chef Huang。他们把它称为“默里山隐藏的珍宝”。

说它不典型，不光是这家餐厅的大厨拒绝提供芥兰牛左宗鸡这类美国人认知的中餐，甚至也不怎么追逐纽约城最流行的麻辣鲜香的川菜。

然而，不可否认，这里提供了纽约最好吃的烤鸭，所以那当然是中餐厅，尽管它的招牌菜却是一道灵感来自惠灵顿牛排的酥皮牛腩。这也正是它被称为“隐藏的珍宝”的原因，这家中餐馆以平民的价格提供高端餐饮的菜品，在联合国以及各国大使馆工作的人员也因此经常把工作餐和招待客人的地点选在了这里。

因为联合国工作人员的热情推荐，《餐饮家》的餐馆侦探发现了Chef Huang。巧的是，《餐饮家》偶遇前来参加纽约电影节的中国著名导演贾樟柯，他也表达了对Chef Huang的由衷喜爱。

Chef Huang由大厨黄维和妻子Summer于两年前创办。小店不大，招牌的设计也更像是一间快餐连锁店。Summer告诉我们，原本他们确实是打算创办一家主打煎饼+烤鸭的快餐店，招牌、灯箱都做好了从中国运过来。因为原来预订好的地址迟迟不能完工开业，他们只好临时换到了这里，餐馆的经营方向也变成了新派中餐，但招牌既然已经做好，索性就将就挂了起来。

也许是歪打正着，这个方向的改变恰恰让大厨黄维在厨艺上的追求得以发挥。黄维来自天津，今年44岁，15岁时就师从中国最后一拨国营师傅，习得并精进成为一名拥有传统中国厨艺功夫的大厨。35岁时，他在纽约美食大赛获得头奖。评委说他基本功扎实，在他身上看到了餐饮界的未来。

因为语言文化的障碍，Chef Huang要想获

得美国主流美食界的肯定，还需要付出更多的努力，但性格执拗，一门心思钻研厨艺的黄维已经让他的餐馆具备了专业级别的优质出品。Chef Huang既吸引了纽约州前州长，纽约市现市长来就餐，也让不少中国大腕明星专程过来大快朵颐。不过低调的主人却并没有像大家通常会做的那样，把名流的照片挂满墙。

在接受《餐饮家》访问时，黄维言语不多，多半时间去厨房忙活，上菜时才上来聊上两句。而一讲起菜来，他就神采飞扬。

- 我不会在我的菜单里放上芥兰牛左宗鸡。哪一个中国人爱吃这些东西？他想吃这些菜的，可以去旁边的外卖店，不必到我的Chef Huang来吃。也要改变这些“老外”的想法啊，不要觉得这些才是中国菜。

- 我们也没有鱼香肉丝，宫保鸡丁，能在别家吃到的东西，为什么要跑来我们家吃？

- 菜单越厚，倒闭越快。什么都有，样样不精。要精，让客人吃别人家吃不到的，让客人就为了冲你这三四道菜而来。

- 我不做传统意义上的中餐，可是又离不开传统。传统意义的中餐流程繁琐，菜系区分大，但我要做兼容，就是吸取各菜系好的东西融入进一道菜，形成大家都接受的一些元素。一是视觉，二是味觉。

- 我喜欢研究新菜，喜欢变化。做菜时最享受的时刻，就是每天做不一样的，不要重复做。

- 食材到我手里之后我会考虑用最好的方式呈现它。比如做象拔蚌，我用三种刀工两种味道来呈现它。一边是盐与芥末粉的盐味，一边是鲜椒与柚子酱的清香，低温过水的加工方法既保留食材的原鲜，也与配料的口感充分融合。今天是两种味道，明天如果食材规格更大，我会弄三种味道，六种口感。

- 但是，我的菜单里也没有这类“功夫菜”，



食材到我手里之后我会考虑用最好的方式呈现它。比如做象拔蚌，我用三种刀工两种味道来呈现它。



原本打算创办一家主打煎饼+烤鸭的快餐店，因为被迫更换地址，餐馆的经营方向也变成了新派中餐，但招牌、灯箱都做好了从中国运过来，索性将就挂了起来。

只能私人订制的时候做。现点的话我没有办法给你完美呈现。

- 谁都想要一个东西做到近乎完美，但想归想，还要看有多少操作性。如果我的餐厅只服务一桌客人，你会看到另外一种效果。

- 菜不能整得太复杂太精致，不然你的精力会达不到。一个菜，要能做到大众口味，然后呈现出一个独特的造型，我感觉现有的条件就只能做到这样。

- 菜单里我放进去的东西，都是具备操作性的。比如这道酥皮牛腩，从惠灵顿牛排来的灵感，然后就在我脑子里慢慢做减号，减掉蘑菇酱啊，把黄油酥皮换成咱们中国的酥饼啊，就是简化步骤和不确定因素，达到出餐的标准。脑子里有这个概念之后，基本试验不会超过三次就没有问题了。

- 这一行不要只当工作干。如果只当工作干，它顶多让你熟练度增加，一辈子给人炒个菜，如果你当爱好去钻研，成功不说百分之百，也会多有发展。

- 最重要的是让你的菜受热均匀，菜炒出来有锅气。我二十一二岁开始自己干，虽然已经是厨师了，但是对这个认识还绝对不够深。炒菜光讲究姿势好看，花里胡哨的锅上表演，忽略了最关键的一点，人家客人又看不见。

- 菜谱这种东西，其实是在脑子里一直装着的。比如我现在再开一家店，也能弄出来另外几个与众不同的东西给那家店。

- 从我看见一样食材，脑子里就先预判它跟什么比较搭，最后倒出来一道成品，这个真是需要长时间的积累。

- 所有的菜都是四大菜系出来的，川、鲁、粤、淮扬。谁不服可以往上倒，看哪道菜不是从这些菜系出来的。

- 那阵儿，除了粤菜，我主要学习鲁菜。

- 我差不多十五岁时在天津当学徒，赶上最后一批国营师傅。刚开始都是打杂，脏活累活都干，师傅让摸到刀还特别高兴呢，把手切了也不敢说话。

- 那时候自己要付出很多，师傅才肯教你。不像现在的环境一样都求着你学还不愿意学呢。而且那个年代，大多靠自个儿偷艺。有闲工夫就带两眼，看师傅操作，照猫画虎。师傅一得空还要休息，不背着你做就已经是在教了。那阵做厨房的，第一得有机灵劲，第二态度要端正，不然没有师傅会喜欢你。

- 我也不是从小就想要做厨师，父母说要有一技之长，我就入了行。刚做学徒那会儿，我喜欢没事儿骑着自行车去天津市图书馆翻菜谱。那时候的菜谱不像现在，跟着做还真能成俩菜。我记得我自己操作第一道是拔丝苹果，给家里人做，我爸抱怨说天天让他吃那个“糖挠子”苹果。

- 我正式摸刀时第一份工作是“水台”，在天津新安购物广场的海鲜酒楼。那一整层有三家，同一个香港老板开的。广东师傅教我认称，客人下单了我就拿鱼。十八岁我遇到一位天津师傅，他包厨房，我就做“墩儿”，所有配料我来改刀，改完给师傅抓去。北方人管切菜叫“墩儿”，南方人叫“砧板”。在北方菜里面，你“做墩”至少两三年以上，才能炒最后一个锅。我那时也管统筹，就是控制单子的节奏，既不能让客人一直等着，也得管好每桌菜都要上齐了。

- 师傅都是相当喜欢我。有一年我们原本两个人干活，另一个是外地人，过年一回老家就剩我自个儿。过去厨房中午都是有休息的，我就不休息，中午都把菜备好了。那时三人炒菜，最后那个面点师傅就跟我说，这小不点看人家脑子，最后差的一道菜都忘不了。

- 我们那阵厨师是特别不稳定的一个行业，而且让人看不起，还不如那些企业的流水线的操作工。那几年自己什么都干过，也给人员工食堂做过饭，是最迷茫的时期。我就觉



Chef Huang 的招牌菜却是一道灵感来自惠灵顿牛排的酥皮牛腩。这也正是它被称为“隐藏的珍宝”的原因，这家中餐馆以平民的价格提供高端餐饮的菜品。



我和妻子两个人的故事平平淡淡的，不像电视剧里那样浪漫，但我们有一点是一致的。

得这行究竟怎么才能做出头呢？真不知道。

- 二十八岁，我来了美国。我脑子里从没想过签证会不会过啊，有没有钱，我就是没想过会不成的。想来也挺奇怪的。刚来美国我其实不打算做这行，想干点别的，不干这个。但又感觉不干这个我干什么去，又开始重操就业。

- 我来美国的第一份工是“抓码”，其实就是北方说的墩儿。在美国，工作量比国内大，餐馆能用一个人，绝对不会用一个半。从整理菜箱到做肉什么都得自己来，这就显出底子的重要性了。在国内的经历给我奠定太大的一个基础了。

- 抓码之后我上了炒锅，那时我从下午四点干到凌晨两点，上午还做兼职，为了生存去做，不喜欢也得做。

- 我和妻子在餐馆认识。她留学，暑期来打工，我们认识几个月就结婚了。那时主要她为我考虑，我年龄大了。领证那天，上午去市政厅，

下午回去上班，晚上天津老乡请我们吃了一顿饭，就算是庆祝了。

- 我和妻子两个人的故事平平淡淡的，不像电视剧里那样浪漫，但我们有一点一致，就是都不靠家里经济援助，自己辛苦一点，既然来了就白手起家。

- 我们都是白手起家，有时光看到好的一面，其实也失去很多，不过这种失去倒不是要抱怨的，而是让我们更加成熟的经历。

- 客人们都说，我们的烤鸭最好吃。疫情期间——还没开这家店前——我做单品外卖，那时候开始做烤鸭，多的时候一天能卖100多只。疫情过后，自己也想创一下业，因为经过这么多年的积累，加上对美国市场的了解，也准确知道客人想要什么，在这个圈子也有一些食客认同自己，再加上我们对烤鸭特别有信心，就想靠烤鸭作为大主菜带动一家店。

- 不过真正让我们下定决心的，最重要的推

动力，还是为了孩子，这就是我们中国人不能忽略的一点吧。我们两个孩子，都蛮乖的，都是善良的，健康的，都很乐观。

- 创业初始最大的挑战就是找店选址。原本选址在百老汇的一家美食广场，已经签约了，但我们等了一年那个美食广场都还没开张，从德国订购的烤鸭设备也只能找仓库暂存，当时海运过来的煎饼烤鸭快餐袋子也都只有放在家里。后来我们只好放弃，转而找其他的地址，损失了一万定金。

- 后来终于找到了这家店址，邻居说以前墨西哥餐意大利餐都生意冷淡，怕是风水不好。但我们俩盘下来，决定全力以赴。

- 开业第一周就下雨，雨过之后，生意就来了。

- 试营业的时候鸡飞狗跳。那时刷卡机系统还没连好，只能给客人收现金，人员也还没凑齐，各种情况都有。

- 开餐馆就是这样尴尬。刚开张的时候希望越多客人知道越好，但其实你很多都还没磨合好，反而让一些客人体验不好，影响到后续的经营。所以别太急着宣传，一开张就火不一定就好。

- 现在都是我自己掌勺。曾经有位客人对我们的炒饭给了差评，当时那个师傅炒油了，我觉得出品是最重要的，雇不到放心的人，我就自己来。现在海参我都亲自发。海参要发四天，要掌握发的精准度，才能把口感保持到最好。即使客人要吃，没发好就是做不了，不能糊弄。

- 一开始我们还做午餐盒饭，忙的一屋子坐满还排队，还不赚钱，而且晚上的时候就已经力不从心。后来就放弃午餐生意，专攻晚餐和私人订制。

- 现在我们的生意主要是老顾客来，经常有联合国的客人过来，加上周围邻居，大家口口相传。

- 我最快乐的时候就是有人认同的时候。有些老外，虽然我英文不好，但我能感觉到他眼神中真是透露对你的喜欢和尊重。当然，生意好的时候就快乐。

- 我们每周能有一天公休，这个就是很让人开心的地方，不用一年365天都耗在这里面。

- 每到周末，两个儿子就会来店里待着。大儿子口才好，喜欢和人打交道，还很在意网上客人评价，小儿子可爱，喜欢卖萌。孩子们经常给客人推荐他们认为最好的菜。他们最喜欢羊肉串和烤鸭。

- 他们都有一个中国胃。虽说在美国出生长大，但西餐对于他们来说是另类的，学校的午餐汉堡更是无法认同。疫情期间，我妻子还在家里挑战一百天不重样，每天营养搭配，几菜一汤。

- 虽然没法更多陪伴孩子，但我会用自己的方式去爱他们，周末时就会问儿子，要做什么菜啊，犒劳犒劳你们。

- 我们家老大还说，你们老了会不会把这个店给我，我要把它做成百年老店。

- 真正好的东西，能广泛流传的并不是一些大菜，反而是一个小东西，你把它做成品牌，又好复制。

- 我就想以后开一家专做煎饼果子的旗舰店。我要让客人自己选择杂粮，能看到制作流程，就是我当着你的面直接给你摊出来。天津煎饼有的地方会稍微厚一点，绿豆的感觉会多一点，但我这个煎饼，从皮很浓郁的香味不说，而且入口口感非常棒。

- 很多投资人讲究收益快，但我觉得这个东西如果你花开了之后，蝴蝶会自己飞过来。

- 我问你一个问题，米其林中餐有几个？我最想推动的，还是把中餐推向主流市场。就是说要找到又有情怀，又能有钱赚，又可以发扬中餐的团队。👍



Huang Wei



I Don't Do Traditional Chinese Cuisine

By Yixiao Ren
Photography by Hank Lyu 吕海强 | www.lyuphoto.us

In Manhattan's Murray Hill, one of New York City's most international neighborhoods, thanks to its proximity to the United Nations headquarters, a not-so-typical Chinese restaurant has become a topic of conversation among the locals. Known as Chef Huang, the eatery has earned the nickname "Murray Hill's Hidden Gem."

The restaurant's atypicality lies in more than just its menu. Chef Huang doesn't serve Chinese-American staples like General Tso's Chicken or Beef with Broccoli. Nor does it chase the current trend for Sichuan-style dishes packed with spicy, numbing flavors that dominate New York's food scene.

What it does offer is arguably the best Peking duck in New York City, making it undoubtedly a Chinese restaurant. Yet its signature dish is inspired by Beef Wellington—a flaky pastry-wrapped brisket, which is why Chef Huang is regarded as a hidden gem: it offers fine-dining-quality dishes at modest prices. It's no surprise that UN staff and foreign diplomats regularly pick this spot for both casual meals and formal hosting.

It was through enthusiastic recommendations from UN

employees that Chef Huang caught the attention of The Restauranter's restaurant scouts. Coincidentally, they encountered Chinese filmmaker Jia Zhangke, attending the New York Film Festival, who also expressed his admiration for the restaurant.

Founded two years ago by Chef Huang Wei and his wife, Summer, the restaurant started with humble ambitions. The small space—designed to resemble a fast-food joint—was originally meant for a casual eatery specializing in pancakes and Peking duck, according to Summer. But when delays derailed their initial location plan, although the signage and lightbox had already been shipped from China, the couple pivoted, moving into their current spot and transforming the concept into modern Chinese cuisine. They kept the already-designed signage on regardless.

This change in direction turned out to be a blessing, allowing Huang Wei to fully explore his culinary aspirations. Originally from Tianjin, Huang, now 44, began his culinary career at 15, apprenticing under one of the last generations of state-owned restaurant chefs in China. By the age of 35, he had won a gold medal in a New York culinary competition, with judges praising

his solid fundamentals, saying they saw the future of the culinary industry in him.

For Chef Huang to gain recognition in America's mainstream culinary world, barriers of language and culture would need time to overcome. However, his stubborn personality and dedication to refining his craft have already made his restaurant a destination for diners ranging from former New York governor, the city mayor, to Chinese celebrities. Unlike many other restaurants, Chef Huang avoids the common trend of plastering walls with celebrity photos.

In conversation with The Restauranter, Chef Huang was soft-spoken and spent most of his time in the kitchen. But when it comes to introducing the dishes, his passion was palpable.

"My Menu Has No General Tso's Chicken"

- I refuse to put dishes like General Tso's Chicken or Beef with Broccoli on my menu. What Chinese person actually eats those? If someone wants that, they can go to the takeout place next door. We need to change the perception that these dishes represent Chinese cuisine.

- I also avoid common staples like Kung Pao Chicken or Fish-Fragrant Shredded Pork. If you can eat those elsewhere, why come here? A thick menu leads to a quick bankruptcy. When you try to do everything, you master nothing. You have to focus—offer three or four standout dishes that people can't get anywhere else.

- I don't make traditional Chinese cuisine in the conventional sense, but I can't do without tradition. Traditional Chinese cuisine is intricate, with strict classifications between regions and styles. I want to combine the best elements from various traditions into a single dish that appeals to everyone—both visually and in taste.

- I enjoy experimenting and innovating. The most enjoyable moments in cooking are when I create something new every day, instead of repeating the same thing over and over.

- I always consider presenting the ingredients in the best possible way when I have them. For example, when preparing geoduck, I use three knife skills and two flavors to showcase it. One side features a salty taste with mustard powder and salt, while the other highlights the fresh fragrance of fresh chili and yuzu sauce. The low-temperature water blanching method preserves the ingredient's natural freshness while blending it with the flavors of the accompaniments. Today, there are two flavors, but if the ingredients are larger tomorrow, I might present it with three flavors and six textures.

- However, I don't feature these kinds of "complex dishes" on my menu—only for private orders. If you order a dish

the day of, I can't guarantee the perfect presentation. Everyone wants to make something close to perfection, but while that's a nice thought, it depends on how operational it is. If my restaurant only served one table, you would see a different effect.

- Dishes can't be too complicated or overly delicate, or you'll run out of energy. A dish should cater to the average palate while presenting a unique shape. Given the current conditions, I feel like that's all we can achieve.

- The dishes on my menu are all carefully chosen for their feasibility. For example, my crispy beef brisket was inspired by Beef Wellington. In my mind, I gradually simplified the dish—cutting out the mushroom sauce and replacing the buttery pastry with a Chinese-style crispy dough. It's about reducing steps and eliminating uncertainties so that I can consistently achieve the desired outcome. Once I have the concept, I usually only need to test it two or three times before it's ready to go.

- This work shouldn't just be treated as a job. If you see it only as a job, all you'll gain is technical proficiency—you'll be stuck cooking the same dishes for your whole life. But if you approach it as a passion and dive deep into it, you'll find greater success and growth.

- The most important thing is ensuring that the food is evenly heated and has that freshness fried from the wok. I started cooking when I was around 21 or 22. Though I was already a chef, I still didn't fully understand the craft. You can't just focus on making your movements look nice or on performing flashy tricks with the wok. The crucial point is that the guest can't see that, so what really matters is getting the cooking right.

- Recipes are stored in my head. For example, if I were to open a new restaurant, I could come up with several distinctive dishes for it right off the bat.

- When I see a new ingredient, my mind automatically starts predicting what flavors will go well with it, and I can already envision the final dish. This kind of intuition comes from years of experience and learning.

- All dishes originate from the four major Chinese cuisines: Sichuan, Shandong, Cantonese, and Jiangsu. If anyone disagrees, they can trace it back and see where those dishes come from.

- Back then, aside from Cantonese cuisine, I mainly studied Shandong cuisine.

From Apprentice to Innovator

- I was about 15 when I became an apprentice in Tianjin, joining the last batch of state-owned chefs. At first, I did all the menial work—dirty and exhausting tasks. I was so



happy when the chef allowed me to handle a knife, even though I cut my hand and didn't dare to say anything.

- Back then, you had to put in a lot of effort before the chef would teach you anything. It was nothing like today's environment, where people are begging you to learn but you are still reluctant. In those days, most of the learning was done through observation and imitation. If you had some free time, you would quietly watch the chef work, copying what they did. The chef needed to rest whenever they caught a break. If they didn't work behind your back, that was already considered teaching. In the kitchen back then, the first requirement was to be quick-witted, and the second was to have the right attitude. Otherwise, no chef would take a liking to you.

- I didn't always want to be a chef. My parents said I needed to have a skill, so I entered the industry. When I first became an apprentice, I enjoyed riding my bicycle to the Tianjin City Library to browse through cookbooks. Back then, cookbooks weren't like the ones we have now, because if you followed them, you could actually make something. I remember the first dish I ever made was "caramelized apples" (拔丝苹果), which I prepared for my family. My dad complained, saying he was tired of eating those "sticky sugar" apples every day.

- When I officially started working with a knife, my first position was at the "water station" (水台) in a seafood restaurant in the Xin'an Shopping Center in Tianjin. The entire floor housed three restaurants, all run by the same Hong Kong boss. A Guangdong chef taught me how to weigh the fish, and when customers placed an order, I would handle the fish.

- At 18, I met a Tianjin chef who was in charge of the kitchen. I worked as a "dùn'er" (墩儿), where I was responsible for prepping all the ingredients—cutting and preparing them—and once done, I would hand them over to the chef. In the North of China, "dùn'er" refers to the act of cutting vegetables, while in the South, it's known as "zhēn bǎn" (砧板). In Northern cuisine, you need at least two or three years of experience in this role before you're trusted to cook.

- At that time, I also handled the organization of orders, making sure the pace was controlled. I had to ensure that no customer waited too long, while also coordinating to make sure each table's dishes came out at the same time.

- The chefs all really liked me. One year, there were originally two of us working together, and the other was from out of town. During the New Year, he went back to his hometown, so I was left to work alone. In the past, kitchens usually had a break during lunch, but I didn't take one. I would get all the dishes prepared by noon. At that time, there were three of us cooking, and the pastry chef later told me, "This little one is smart—he never forgets a dish, even the last one."

- Back then, being a chef was a particularly unstable career, and it was looked down upon—worse than assembly line work in other industries. During those years, I did all kinds of work, even cooking in employee canteens. It was the most confusing period for me. I kept wondering, how could I make it in this industry? I really didn't know.

- At 28, I came to the United States. I never thought about whether my visa would go through or if I had enough money—I just never considered that it wouldn't work out. Looking back, it's pretty strange. When I first came to the U.S., I didn't plan on continuing in this industry. I wanted to do something else, not this. But then I felt, if I don't do this, what else can I do? So, I ended up going back to it.

- My first job in the U.S. was "Zhua Ma," which is what we call "墩儿" (dūn er) in the North. In the U.S., the workload is much bigger than in China. If a restaurant can use one person, they won't hire one and a half. From sorting vegetable boxes to preparing meat, everything had to be done by me. That's when the importance of my foundation really showed. My experiences in China gave me a solid foundation.

- After that, I moved on to the wok. At that time, I worked from 4 PM to 2 AM, and in the morning, I worked part-time as well. I did it just to survive, even if I didn't like it.

Building My Restaurant

- I met my wife at a restaurant we worked for. She was studying and came to work during the summer. We had known each other for just a few months before getting married. At that time, it was mainly her thinking about me, since I was getting older. On the day we registered for our marriage, we went to city hall in the morning, went back to work in the afternoon, and in the evening, a fellow Tianjin local treated us to a meal to celebrate.

- My story with my wife is quite simple—nothing like the romance in TV dramas. But there's one thing we both share—we don't rely on financial support from our families. We've worked hard, and since we've come here, we've started from scratch.

- We both started from nothing. Sometimes, we look at the good side, but then we realize we've also lost a lot. But this loss isn't something to complain about. Instead, it's been an experience that has shaped us into more maturity.

- Customers always say that our Peking duck is the best. Before we opened this shop, during the pandemic, I did single-item delivery. That's when I started making Peking duck, and at the peak, we could sell over 100 ducks a day. After the pandemic, I wanted to start a business. With all the years of experience and my understanding of the U.S. market, I knew exactly what customers wanted. I had



earned the recognition of some loyal customers in this field, and we were very confident in our Peking duck. So, we wanted to build a restaurant around this dish as our main offering.

- However, the most important driving force that pushed us to make this decision was for our children. This is something that we Chinese people cannot overlook. Both of our children are well-behaved, kind, healthy, and optimistic.
- The biggest challenge at the beginning of starting a business was finding the right location. Originally, we had chosen a food court on Broadway and had already signed the contract, but we waited a year and the food court still hadn't opened. The Peking duck equipment we ordered from Germany was stuck in a warehouse, and the takeout bags for pancakes and Peking duck we imported were sitting at home. Eventually, we had to give up and look for another location, losing a \$10,000 deposit.
- We finally found this location. The neighbors said the previous Mexican and Italian restaurants had poor business, so they were worried it was bad feng shui. But after we looked into it, we decided to go all in.
- The first week of opening, it rained, but after the rain, business picked up.
- During the trial period, it was chaotic. The credit card system wasn't even set up, so we had to accept cash only. We didn't have enough staff, and everything was in disarray. Running a restaurant is always awkward at the beginning. When you first open, you hope as many people as possible will know about your restaurant, but in reality, there's still a lot of kinks to work out, which can lead to poor customer experiences and hurt your business in the long run. So, don't rush to promote; getting busy right away doesn't necessarily mean success.
- Now, I'm the sole chef here. There was one customer who gave a bad review for our fried rice because the cook used too much oil. I believe the quality of the food is the most important thing. Since I couldn't find someone I trusted, I decided to do it myself. Now, I personally prepare the sea cucumber. Sea cucumbers need to be soaked for four days, and it's crucial to get the timing right to preserve the best texture. Even if a customer orders it, if it's not prepared well, I won't serve it—no cutting corners.
- At the beginning, we also did lunch boxes. We were so busy that the place was full with a line outside, but we weren't making any money, and by the evening, we were exhausted. Eventually, we stopped doing lunch and focused on dinner and custom orders.
- Now, most of our business comes from repeat customers. We frequently have guests from the United Nations, as well as local neighbors, and word of mouth spreads.

- The happiest moment for me is when someone acknowledges our efforts. Some foreigners, even though my English isn't great, I can sense their genuine appreciation and respect in their eyes. Of course, it's also a happy feeling when the business is doing well. We now get one day off a week, and that's something we truly appreciate—we don't have to work 365 days a year.

Passing the torch

- Every weekend, our two sons come to the restaurant to hang out. My older son is good at communication and loves interacting with people. He's very focused on online reviews from customers. My younger son is cute and loves to act charming. They often recommend their favorite dishes to customers. Their favorites are lamb skewers and Peking duck.
- Both of them have a Chinese appetite. Even though they were born and raised in the U.S., Western food is still something different to them, and they can't really accept the hamburgers served at school. During the pandemic, my wife even challenged herself to cook a different meal every day for 100 days, making sure to balance nutrition with a few dishes and soup.
- Although I can't spend as much time with my children as I would like, I love them in my own way. On weekends, I ask my sons what dishes they want, so I can treat them. Our older son even said, "When you get old, will you leave this restaurant to me? I want to make it into a century-old business."
- What truly stands the test of time isn't necessarily a grand dish; it's something small that you can turn into a brand and easily replicate.

Looking Forward

- In the future, I want to open a flagship restaurant that specializes in Tianjin-style pancakes (jianbing guozi). I want customers to choose the grains for their pancakes and watch the whole process—I'll make it right in front of them. Some places in Tianjin make the pancakes a bit thicker with a more prominent mung bean flavor, but for my pancakes, the skin has a rich, aromatic fragrance, and the taste is fantastic.
- Many investors are all about quick returns, but I believe once something takes off, the success will follow on its own.
- Let me ask you a question: how many Chinese restaurants are in the Michelin guide? My biggest goal is to bring Chinese cuisine to the mainstream market. I want to find a team that's passionate about Chinese food, can make money, and help promote and preserve Chinese cuisine. 🌟



老高

做烧烤届 的麦当劳



BY | Daisy Shao
图 | 老高烧烤



老高烧烤的创始人老高和太太都来自辽宁，俩人在美国已经17年，目前住在德州达拉斯。最开始产生开店的想法是因为十几年前在达拉斯没有正宗的东北烧烤，每次想要吃到家乡的味道都要开车四个多小时到休斯敦。老高本来是做餐饮的，以前是西餐厨师，刚开始有做餐饮的想法时，他们想过做pizza，做pasta，后来觉得自己每次吃到家乡口味的过程太艰难，不如开一个烧烤店。

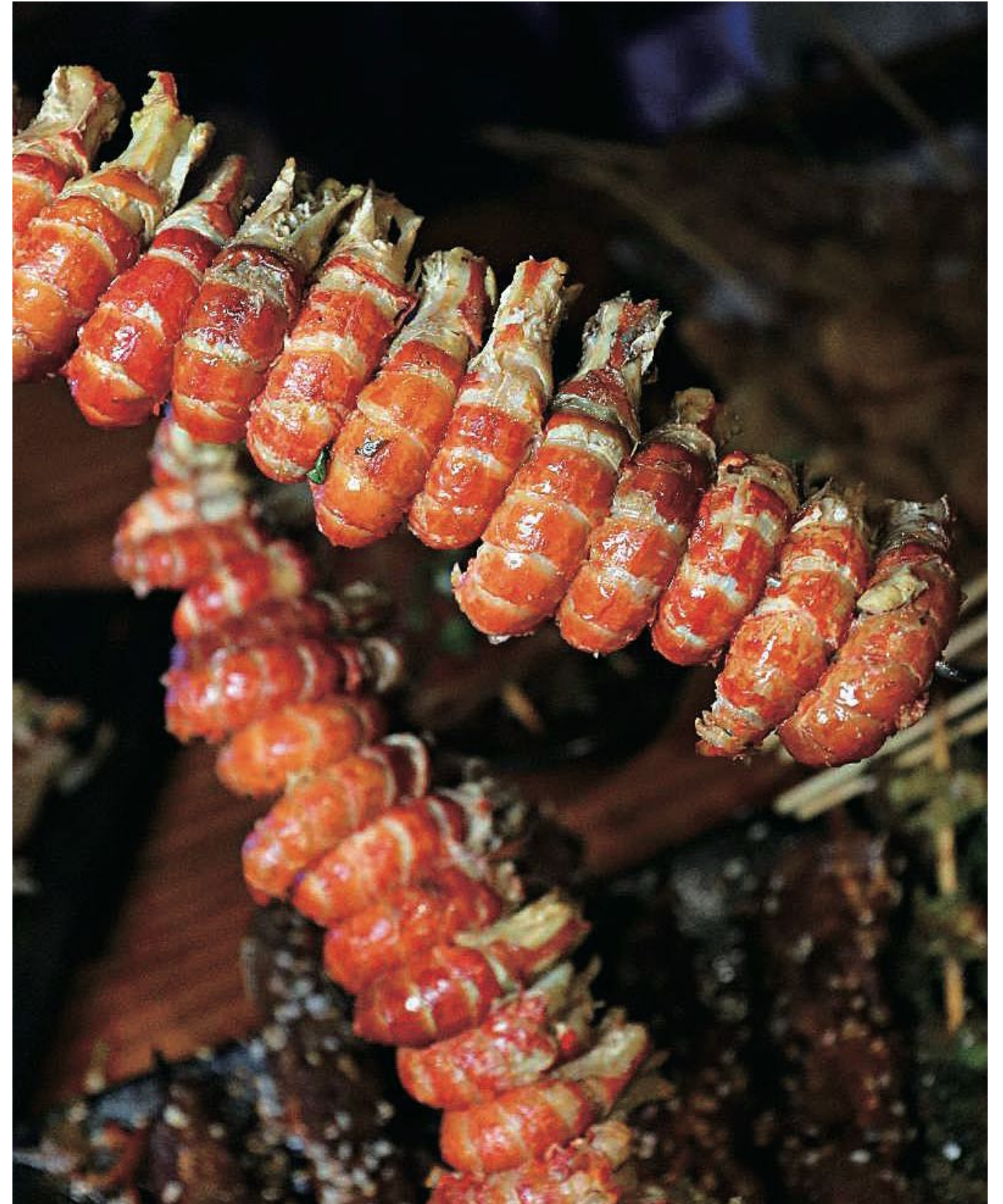
现在，老高对《餐饮家》说，他想要做的是烧烤届的麦当劳——

做餐饮和做人是一样的

- 做餐饮和做人是一样的，不要糊弄客人，不要觉得说没事儿他也吃不出来，不要用这个心态对待客人，因为客人会用同样的东西来反馈你。
- 为了让自家的烧烤还原东北口味，我专门回国到路边摊学。因为好吃的烧烤都在路边摊，在最接近生活烟火气的地方。小摊主一般都不愿意理我，不愿意教我，我就到处品尝，直到找到让我最满意的一家。
- 东北的冬天零下二十几度，我每天去跟摊主聊天，帮摊主干活，一段时间后，摊主终于同意让我学艺。于是我学习了怎么穿串，怎么调味，怎么配料等等。
- 但是后来我才发现，一些国内的调料可能不适应美国市场，在美国也比较难找到，所以回来之后尽量用美国当地的调味料来复刻辽宁口味。
- 可能会有一些早期餐饮人在做餐厅的时候会有一种在美国能吃到这种味道就不错的想法，这种理念是不对的。
- 很多味道，很多菜品都可以做到精益求精。要么不做，要么就做正宗，做最好的。我们在口味上下了很大的功夫。

做餐饮就是一直出现问题 一直解决问题

- 我们第一家店刚开业的时候被顾客骂坏了。2015年，达拉斯第一家老高烧烤开业。顾客们没有吃过小串，不知道这是个什么烧烤品类，觉得一串肉太少，觉得我们不实在。其实东北烧烤有大串小串之分。地道的东北人最爱的是小串，一口小串一口啤酒在和三两好友吹吹牛，是东北人闲暇时的日常。但这种习惯在美国却不被买账。最开始我们用的是小串，小串的肉切起来麻烦，串起来费劲，烤起来也需要额外掌握火候，但在顾客里却不讨喜。
- 我们发现之后就开始整改，包括怎么给客人更多的大小串选择，味道怎么调。我们知道自己不能只针对东北客人，也要让南方人买单。那会儿，我们每天都在研究这个东西，一路走来很辛苦。
- 客人的口味总在变化，整改也一直在进行，可能一段时间会发现串的大小合适，过一段时间，就又觉得大或者小。到最后，老高烧烤推出了大串，小串，小小串，肥肉串，瘦肉串，腌制过的串，没腌制过的串，满足所有客人的需求，做到了无论哪里的食客来吃，总会觉得味道不错，有自己喜欢吃的东西。
- 从开第一家店的时候，我们的目标就不是只开一家店，我们的目标就是开到全美，让大家都吃到东北烧烤。
- 老高烧烤现在在美国有6家烧烤店，分别位于纽约，芝加哥，休斯敦，洛杉矶，旧金山，和即将重新开业的达拉斯店。
- 老高烧烤的第一家店在达拉斯，第二家开在休斯敦，如果说第一家餐厅主要在精进味道，那么第二家店则主要在学习运营。第一家餐厅我花了大量时间研究怎么可以快速培训后厨，不管谁来做都能做出同样的味道。
- 我研究配比，烧烤的火候，酱料的细节，撒料的多少。当我可以短时间培训出来一个



后厨，可以达到跟现有厨房同样的出餐标准时，我觉得可以考虑开第二家店了。

- 做餐饮就是一直出现问题一直解决问题。做餐饮得是一直在精进的，一旦停滞不前了就没有办法发展了。第二个厨房开的时候我们就看哪个环节做的不够，有哪些是可以做得更好的。

做烧烤届里的麦当劳

- 现在，我们在做烧烤届里的麦当劳。我们现在可以像麦当劳那样，任何想要加盟我们的人，我现在都可以培训三天左右让他做到同样的出餐标准卖到客人手里。

- 但之前我一直没有放开加盟。以前很多人问我为什么不考虑加盟，我是准备工作还没有做好。今年上半年我们将中央厨房转移到达拉斯，下半年开始逐渐开放加盟。

- 我们目前所有的料，都是来自一个中央厨房，一个供应链统一加工，然后再发到每个店去，这样每个店的口味会更稳定，更稳固。

- 除此之外，我们也一直在培训后厨和其他工作人员，比如说我们现在一家新店出来，基本上一个月能做到可以正常运作。这样当老高烧烤开放加盟时，对于加盟者也是友好的。

- 要想将烧烤店规模化，餐厅管理一定要跟上。一旦规模化，大家讨论的就不是老高烧烤，而是“老高烧烤”这个品牌。

- 我至少两到三天就跟每家烧烤店的经理开一次会。对服务，出品，后厨等各个方面我们都进行严格把控，并且要求各个分店在采购的时候，无论是肉还是海鲜，都只能用同等品类市面上最好的东西。

- 2023年初我将老高烧烤逐渐公司化。起初是因为早期规模比较小时很多内部管理都交给了外包公司，比如市场等等。当店面越开

越多，我发现外包公司经常效率不足，影响业务展开，所以现在的老高烧烤设有财务部，运营部，市场部，数据部等等。

- 公司化后的老高烧烤对自家品牌的口碑管理也更加专业。我们有专人每天关注网上客人的评论，如果看到差评，我们会有人去专门研究这个差评是我们的服务、菜品真的有问题，还是不实言论。如果是我们的问题我们会马上找到店面经理进行处理。

- 以前老高烧烤开新店，在不熟悉外地城市的情况下，一般会选中国人比较多的地方，有时候也是根据自己的经验，或者根据地产经纪的推荐，现在新店选址则更加基于数据分析。新店的选址，开多大的店面都通过数据分析，然后再找地产经纪根据需求寻找店面。

卷挺好的，越卷你才会越认真做你的东西

- 在纽约法拉盛一定要有一家店，一是为了知名度，二是可以服务更多的人群为接下来的分店做基础。所以疫情刚刚结束，我们2021年在这里开了分店。

- 卷挺好的，越卷你才会越认真做你的东西，才能发现哪些是做得不够的，做得不足的，这样的话我们才能把我们的东西越来越精进。我们有能力和实力在卷的地方获得更多的客流量。所以尽管纽约已经有不少东北烧烤，这个市场这么卷，我还要来。

- 其实虽然选择众多，但纽约的食客没有更加挑剔。在小城市开店才是真的需要有一些本领揽“瓷器活”，因为小城市的食客出门吃饭的频率没有纽约的食客高，自然他们希望每一顿外卖都是值得的，都把钱花在了刀刃上。

- 未来的老高烧烤希望有更多本土美国人的食客。达拉斯重新开业的新店就把地址选在了传统的华人区之外，开在“老外”比较集

中的商业区。

- “老外”的消费思维跟华人不一样。几天前，老高烧烤 LA 店面来了一对“老外”父子，他们点菜先各样都只点一串，然后试了觉得好吃再两串，五串的追求。后厨的烧烤师傅被搞得很懵。

- 其实在中国生活过的外国人不在少数，他们对于羊肉串也不陌生，只是他们不知道

原来美国还有这么地道的羊肉串，这就需要店家做更多的营销把我们的家乡风味打入本土市场。

- 现在越来越多的餐厅都在找网红带流量，的确流量会在短时间内让餐厅站在风口之上，但要想常青，靠的还是品质和服务。

- 只要认认真真做，就不会做不好。®





From Being a Restaurateur

Lao Gao



To be the McDonald's of the Barbecue World

By *Daisy Shao*

Photography by *Gao's BBQ*

Gao's BBQ founders, Lao Gao and his wife, both come from Liaoning, China. They have lived in the U.S. for 17 years and currently reside in Dallas, Texas. The idea to open the restaurant came about because, over a decade ago, there were no authentic Northeastern Chinese barbecue options in Dallas. Every time they wanted to taste the flavors of home, they had to drive over four hours to Houston. Lao Gao, originally a Western chef, initially considered opening a pizza or pasta place. However, after realizing how difficult it was to find authentic hometown flavors, they decided to open a barbecue restaurant instead.

Now, Lao Gao shares with the Restaurateur that he wants to create the "McDonald's of barbecue" —

Running a Restaurant is Like Running a Life

- Running a restaurant is like living life: don't deceive your customers. Don't think they won't notice if something's off; customers will reflect that back to you.
- To replicate the authentic Northeast flavor, I specifically traveled back to China to learn from street vendors. The best barbecue is often found at these humble stalls, where the food is closest to everyday life. The vendors were reluctant to teach me, so I tasted everything until I found a place I was truly satisfied with.
- In Northeast China, winters can be as cold as minus twenty degrees Celsius. Every day I'd chat with the vendor and help out with work. ▪

- After some time, the vendor finally agreed to teach me. I learned how to skewer meat, season it, and prepare the ingredients. However, I later discovered that some of the Chinese seasonings didn't work well in the U.S. and were hard to find, so I began to replicate the flavors of Liaoning using locally available ingredients.
- Some early restaurant owners may have thought that having any version of this taste in the U.S. was good enough, but this mindset is wrong. Many flavors and dishes can be refined and perfected. If you're going to do something, do it authentically and do it well. We've put a lot of effort into perfecting the taste.
- Running a Restaurant Means Constant Problem-Solving
When we first opened our restaurant, we got a lot of negative feedback. In 2015, Gao's BBQ first location opened in Dallas. Customers didn't know what "small skewers" were and felt they were too small and not substantial enough. In fact, authentic Northeast barbecue is known for small skewers. The typical
- Northeast Chinese person enjoys having small skewers with beer and chatting with friends. But this habit wasn't well received in the U.S. At first, we used small skewers, which were tedious to prepare, tough to skewer, and hard to cook properly, but customers didn't like them. We soon began to make adjustments, including offering a variety of skewer sizes and adjusting the seasoning. We realized we couldn't just cater to Northeast Chinese customers; we needed to appeal to Southern U.S. tastes as well. We spent a lot of time working on this, and it was a tough road.

- Customer preferences kept changing, and we kept improving. Over time, Gao's BBQ introduced a range of skewers, from large and small to fatty and lean, and marinated and non-marinated options. This variety ensured that no matter where customers came from, they would find something they liked and enjoy the taste.
- Since the opening of our first store, our goal was never just to have one location. We always aimed to expand across the U.S. and let everyone taste authentic Northeast barbecue.
- Today, Gao's BBQ has six locations in the U.S., located in New York, Chicago, Houston, Los Angeles, San Francisco, and a soon-to-reopen Dallas location.
- The first Gao's BBQ store was in Dallas, and the second was in Houston. If the first store focused mainly on perfecting the flavors, the second store was more about learning how to manage operations. At the first restaurant, I spent a lot of time figuring out how to quickly train kitchen staff so that anyone could make the same dish with the same taste.
- I researched seasoning ratios, grilling techniques, sauce details, and seasoning amounts. When I could train kitchen staff in a short amount of time to achieve the same standard as our existing kitchen, I felt it was time to open a second store.
- Running a restaurant is about constantly facing and solving problems. You have to keep improving. Once you stop improving, you stop growing. When we opened our second kitchen, we analyzed every process, looking for ways to improve and streamline.

Becoming the McDonald's of Barbecue

- Now, we're aiming to be the McDonald's of barbecue. We can now train anyone who wants to open a franchise in about three days to match our cooking standards and serve the same quality to customers.
- I didn't consider franchising earlier because I wasn't ready. This year, we moved our central kitchen to Dallas and started opening up franchise opportunities later in the year.
- All of our ingredients now come from a centralized kitchen, with a unified supply chain. This ensures that every store has a stable and consistent flavor.
- Additionally, we're constantly training our kitchen staff and other employees. A new store can be up and running in about a month. This makes the process more franchise-friendly when we do open up for expansion.
- To scale the barbecue business, restaurant management must be up to par. Once you scale, it's no longer about a single Gao's BBQ location but about the Lao Gao Barbecue brand.
- I hold meetings with the managers of each restaurant at least two to three times a week. We monitor everything, from service and food quality to kitchen operations. We require that every branch uses the best available ingredients, whether it's meat or

seafood.

- In early 2023, Gao's BBQ became more corporate. When the business was smaller, we outsourced many internal functions, such as marketing. As the business grew, we found outsourcing companies to be inefficient, so we built in-house departments for finance, operations, marketing, and data analysis.
- Now, with our corporate structure, we can manage our brand's reputation more professionally. We have a team that monitors customer reviews daily. If there's a negative review, we investigate whether the issue is with our service or food quality or if it's just misinformation. If it's our fault, we address it immediately.
- When we opened new stores, we used to rely on our knowledge of local Chinese communities or recommendations from real estate agents. Now, we base our store locations and sizes on data analysis, working with agents to find the right places.

Competing in a Crowded Market

- Having a store in Flushing, New York, was a strategic decision. It boosts our visibility and allows us to serve a larger customer base, which will support future locations. We opened there in 2021 right after the pandemic.
- The competition is fierce, but that's what makes you take your business seriously. The more competition, the more you'll refine your product and identify areas for improvement. In places with more competition, we're able to attract more traffic because we have the ability and quality to stand out. So even though there are many Northeast barbecue spots in New York, I'm still opening here.
- While there are many options, New York diners aren't particularly picky. It's in smaller cities where you really need to perfect your offerings, because diners there don't eat out as often, so every meal counts.
- Looking ahead, Gao's BBQ hopes to attract more American customers. The newly reopened Dallas location, for instance, is in a commercial area that's more popular with non-Chinese people.
- Non-Chinese customers approach dining differently. A few days ago, a father and son came into the LA store. They ordered one skewer of each item to try and then added more after they liked them. The kitchen staff was confused at first.
- Many foreigners have lived in China and are familiar with lamb skewers; they just didn't know we had such authentic versions in the U.S. This is where more marketing is needed to introduce our hometown flavors to the local market.
- Nowadays, many restaurants rely on influencers to drive traffic, which works for a while. But to stay relevant in the long run, you need to focus on quality and service.
- As long as you work hard and stay committed, you won't fail. 🍲



Tom
Lo

我的国际美食
实验室

BY | Daisy Shao
图 | CHI



纽约中餐千千万，时代广场附近却很鲜有新开的中餐，大多数的中餐都在中国城，纽约大学以及韩国城附近，一些新派中餐则开在了地狱厨房。两年前，三十九街九大道横空出世一家名为“棋 CHI”的中餐，凭借着它后现代风格的装修和多口味的菜品迅速出圈，社交媒体上更是被他家独创的宝塔肉刷屏，而他的老板则是一位在纽约上州出生长大的美籍华裔，Tom Lo。

以下是 Tom Lo 想要跟《餐饮家》的读者说的：

七岁时就有的餐馆梦

- 我七岁起就有个餐馆梦。
- 我从小在 Buffalo 长大，记忆中童年里在家里吃到的最好吃的食物就是麻婆豆腐、鱼香茄子。
- 我最美好的回忆就是和家人一起分享食物。
- 从小到大，我做了估计有几千几万个饺子。小时候妈妈就教我包饺子，怎么发面，怎么配比面粉和水，怎么擀面……
- 我既想成为一名大厨，又想成为一名医生。上学的时候我科学类的功课很好，和很多华裔家长一样，我的父母希望我成为医生，我就先考了医学院。
- 大学毕业时，我打开了思路。我想尝试很多事情。有那么一刻，我觉得我不必只做一种选择，我可以两者兼得，我不必限制自己。
- 我就想为什么我不能既成为一名大厨，也成为一名医生？为什么一个医生就不能拥有一家餐厅？我鼓励自己，至少我要试试。

记一辈子的黄瓜沙拉

- 一切开始于一个偶然。

- 2018 年，我在医院工作，24 小时轮班制。有一天早上 9 点下班，我肚子很饿，想要找一家餐厅，随便吃点辣的东西，消解疲惫，垫垫肚子。我走进一家餐厅，点了一份黄瓜沙拉。那个黄瓜沙拉的味道我能记一辈子。我吃了第一口，就跟老板说我想要见做沙拉的这位大厨。于是我认识了跟我同名的大厨 Tom Lei。

- 尽管我的中文不好，但我和 Lei 还是成了最好的朋友。我和 Lei 经常讨论美食。我跟 Lei 讲我对美食的热爱，说我的餐馆梦。最后，我们决定开一家名叫 SpyC 的中餐馆。

- 虽然已经开了 SpyC，在曼哈顿开一家中餐馆的心愿，我一直没有忘记。我想将中国美食在美国推广至主流，让更多的人了解和喜爱中华烹饪。纽约的多元文化让这个目标变得更加容易实现，因为这里的顾客对全球美食持开放态度。

- 2020 年，我搬到纽约。本应该入学医学院，但我决定推迟入学，转身就去了中国城的“法国烹饪学院”（French Culinary Institute，现已更名为国际烹饪中心，International Culinary Center）学习厨艺。我想成为一名大厨，我同时在两家餐馆实习。

- 我成为一名厨师并非偶然。

国际美食实验室

- 开 SpyC 的时候，周一歇业。我们就会在周一邀请我们的大厨朋友过来一起烹饪、用餐并分享我们的想法。我们的朋友来自不同国家，意大利，法国，希腊，日本，秘鲁……等等。我们探讨美食，切磋技术。

- 这种交流一直延续现在这家 CHI。我还是会定期邀请我们的大厨朋友一起来餐厅吃饭、聊天，交流想法，大家一起进步。

- CHI 的厨房就是一个实验室。



• 我们想将从其他菜系学到的技术应用于中国美食。外国大厨们会教我们如何使用在中国烹饪中不常用的新香料，我们也会教他们在法国烹饪中使用中国香料。

• CHI 的菜单上，有两道菜都是这种跨文化交流的结晶。店内热销的宝塔肉，源自大家都熟悉的梅菜扣肉。传统的梅菜扣肉是搭配梅菜、香料，经过慢火悉心烹饪而成。师傅要先将准备好的新鲜五花肉切成长方块，然后焯水，去除多余的油腻味，再用梅菜——一种经过腌制、酱制而成的梅干菜，具有浓厚的咸鲜味——提升整道菜的风味。在烹制过程中，厨师需要将五花肉块与梅菜层层叠放，用绳子绑紧，使其形成均匀的整体。然后，在炖盅中加入适量清水、冰糖、生抽、

料酒、姜片等调味料，经过约两小时的中小火悠悠蒸煮，五花肉会变得香糯可口，梅菜的咸鲜味充分渗透其中。最后，取出蒸好的梅菜扣肉，撒上一些香葱末，即可上桌。

• 而我们经过创新的宝塔肉，却巧妙地应用了意大利菜品中常用的橄榄来中和梅菜扣肉的油腻，让菜品饱含一种淡淡的清香，同时菜品突破原有的方块形五花肉，将五花肉切成长条，一层一层转圈摞起，形成一个三角金字塔的形状，顾名思义宝塔肉，梅菜被包裹在里面，一吃一个惊喜。

• 另一道是在各国大厨相互交流时，因为给他们介绍咸蛋黄作为元素烹饪美食时而意外收获的一道咸蛋黄白玉菇。咸蛋黄是中华美

食中比较常用的一个元素，但在纽约以咸蛋黄为基底的菜品其实并不多，各个商家也鲜有此类菜品在菜单上。我们的大厨朋友想尝试一些新东西，他们想用蘑菇和汤，我们便问他们是否使用过咸蛋黄酱，然后我们就用蘑菇尝试了一下，没想到效果非常好，于是我们就把这道菜添加到菜单上了。

• 在纽约中心时代广场开餐厅，给经营也带来了一些挑战。顾客群体非常多样化，包括ABC、中国人，还有来自各国的食客。为了迎合不同口味，我们的菜单既有传统川湘菜肴，也创新出一些中餐美式化的菜肴，比如大家耳熟能详的甜酸鸡，左宗鸡等。

• 很多美国人会觉得我们的菜单上品类太多

了，不知道该点什么，但是中国人又会觉得菜单选择不多，不一定有自己想吃的东西。

• CHI 愿意在菜单上展示中国菜的多样性。既有传统的经典菜肴，又有大厨们创新的新菜品，顾客有更多的选择，也让顾客体验到纽约多元的美食文化。

• 我希望食客可以从 CHI 的菜品里感受到我们对于美食的热爱。CHI 不仅是对美食的追求，更是对文化、创意和热情的表达。我们要保持对创新和多样性的不断追求，将中国美食推广至更广泛的受众。📍





From Being a Restaurateur

Tom Lo



My International Culinary Laboratory

By Daisy Shao
Images | CHI

In New York, there are thousands of Chinese restaurants, but there are very few new ones near Times Square. Most Chinese restaurants are located in Chinatown, near New York University and Koreatown, while some new-style Chinese restaurants have appeared in Hell's Kitchen. Two years ago, a Chinese restaurant named "CHI" opened on 9th Avenue and 39th Street. With its postmodern interior design and a diverse menu, it quickly gained attention, especially on social media, where its unique "Pagoda Pork" became a trending dish. The owner is Tom Lo, a Chinese-American who grew up in upstate New York.

Here's what Tom Lo wants to share with the readers of The Restaurateur:

A Dream of Owning a Restaurant Since I Was Seven

- I've had a dream of owning a restaurant since I was seven years old.

- I grew up in Buffalo, and the best food I remember eating at home as a child was mapo tofu and fish-fragrant eggplant.

- My happiest memories are sharing meals with my family. Since I was young, I've probably made thousands, even millions of dumplings. My mother taught me how to make them, how to ferment dough, how to mix the flour and water, and how to roll the dough...

- I wanted to be both a chef and a doctor. I did well in science, and like many Chinese parents, mine wanted me to become a doctor, so I first applied to medical school.

- But when I graduated from college, I opened my mind. I wanted to try many things. There was a moment when I felt I didn't have to choose just one. I could do both. I didn't have to limit myself.

- I thought, why can't I be both a chef and a doctor? Why can't a doctor own a restaurant? I encouraged myself that I should at least try.

A Cucumber Salad I'll Remember for a Lifetime It all started by chance.

- In 2018, I was working at a hospital with a 24-hour shift system. One day, after finishing work at 9am, I was hungry and wanted to find a restaurant for something spicy to relieve my exhaustion. I walked into a restaurant and ordered a cucumber salad. The taste of that cucumber salad stayed with me for a lifetime. After the first bite, I asked the owner to introduce me to the chef who made it. That's how I met chef Tom Lei, who shares my name.

- Although my Chinese wasn't very good, Lei and I became best friends. We often discussed food, and I told him about my love for food and my dream of owning a restaurant. Eventually, we decided to open a Chinese restaurant called SpyC.

- Although I had already opened SpyC, my dream of opening a Chinese restaurant in Manhattan had never faded. I wanted to bring Chinese cuisine to the mainstream in the U.S. so that more people could appreciate and love Chinese cooking. New York's multicultural environment made this goal more achievable, as its customers are open to global cuisines.

- In 2020, I moved to New York. I was supposed to enter medical school, but I decided to delay and immediately went to study culinary arts at the French Culinary Institute in Chinatown (now renamed the International Culinary Center). I wanted to become a chef, and I interned at two restaurants at the same time.

Becoming a chef wasn't by accident. An International Culinary Laboratory

- When we opened SpyC, we were closed on Mondays. On Mondays, we invited our chef friends to cook, dine, and share ideas with us. Our friends came from different countries, including Italy, France, Greece, Japan, Peru, and more. We discussed food and exchanged techniques.

- This tradition continues at our current restaurant, CHI. I still regularly invite our chef friends to the restaurant to eat, chat, and exchange ideas, so we can all grow together. The kitchen at CHI is a laboratory.

- We want to apply the techniques we've learned from other cuisines to Chinese food. Foreign chefs teach us how to use new spices that are not commonly used in Chinese cooking, and we teach them how to use Chinese spices in French cooking.

- The menu at CHI features two dishes that are the result

of this cross-cultural exchange. One is the popular Pagoda Pork, which is inspired by the well-known Chinese dish, Mei Cai Kou Rou (braised pork with preserved vegetables). Traditional Mei Cai Kou Rou is made by slow-cooking pork belly with preserved vegetables and spices. The pork is cut into rectangular chunks, blanched to remove excess fat and odor, and then layered with preserved mustard greens, which have a strong salty flavor. The pork is then stewed with seasonings such as water, rock sugar, soy sauce, rice wine, and ginger for about two hours on low heat. The result is tender, flavorful pork with a rich infusion of the preserved vegetables' salty taste, and it's served with chopped green onions.

- Our innovative Pagoda Pork cleverly uses olives—an ingredient common in Italian cuisine—to balance the richness of the preserved vegetables. The pork is reimaged as long strips stacked in a triangular pagoda shape, with the preserved vegetables inside, offering a surprising burst of flavor when eaten.

- Another dish, Salted Egg Yolk Mushrooms, was created through our exchange when we introduced salted egg yolk as an element to foreign chefs. Salted egg yolk is a common ingredient in Chinese cuisine, but there are few dishes in New York that feature it. Our chef friends wanted to try something new, using mushrooms and soup. We asked if they had ever used salted egg yolk sauce, and we tried it with mushrooms. The result was so good that we decided to add it to the menu.

- Opening a restaurant in Times Square, in the heart of New York, also brings challenges. The customer base is incredibly diverse, including ABCs, Chinese people, and people from many different countries. To cater to different tastes, our menu includes both traditional Sichuan and Hunan dishes, as well as more Americanized Chinese dishes, such as Sweet and Sour Chicken and General Tso's Chicken.

- Many Americans feel that our menu has too many options, making it hard to choose. But Chinese customers might feel that there aren't enough options, so they may not find what they're looking for.

- At CHI, we want to showcase the diversity of Chinese cuisine on our menu. We offer classic traditional dishes alongside innovative new dishes from our chefs. Customers have more choices, and they get to experience New York's multicultural food culture.

- I hope that through the dishes at CHI, diners can feel our passion for food. CHI is not just about pursuing great food; it's also about expressing culture, creativity, and enthusiasm. We strive to continually innovate and pursue diversity, bringing Chinese food to a broader audience. 🌍



Jeff Chanchaleune

杰夫·昌查勒恩

改变与冒险

BY | Daisy Shao
图 | Ma Der Lao Kitchen



杰夫·昌查勒恩
Jeff Chanchaleune

2024 年度詹姆斯·比尔德奖 (James Beard Awards) 最佳厨师 (西南区) 决选提名奖

今年获得詹姆斯·比尔德奖最佳厨师（西南区）决选提名奖的杰夫·昌查勒恩 (Jeff Chanchaleune) 是美国西南部最炙手可热的大厨之一。他在俄克拉荷马 (Oklahoma City) 开的老挝餐厅马德老店 (Ma Der Lao Kitchen) 被《纽约时报》和 Bon Appétit 都列入了全美 50 佳餐厅。他自己也连续两年都获得了詹姆斯·比尔德奖最佳厨师决选提名奖。

《餐饮家》采访了这位以一己之力改变了美国西南饮食文化的亚裔大厨。老挝菜以前常常被忽视，或者被误认为泰国菜的一部分。而昌查勒恩让老挝菜以独特的风姿清晰地进入到美国人的视野里。以下是他告诉我们的：

- 做了 22 年的日本料理后，我才终于决心把老挝菜带入俄克拉荷马。2021 年，我决定开一间属于自己的老挝餐厅 Ma Der Lao。这是一个改变和冒险的好时机。终于，我有了一个平台可以让我回到我的根源。

- 我的父亲来自老挝，母亲来自泰国。从小我在家里吃的就是一半老挝菜，一半泰国菜。

- 我的父亲是厨师，从小我就跟着父亲在后厨长大，耳濡目染几家餐厅后厨的点点滴滴。我还记得小时候学会如何煮牛排、煎荷包蛋和调制肉汁的面糊。

- 有一段时间我只想逃离餐饮行业。以前，

每天放学后，还有周六日，我整天都在洗土豆和清理餐桌，甚至要跑到杂货店里买食材。我觉得自己在餐厅工作的时间太久了。我大学选了广告专业，就是想逃离餐馆。

- 俄克拉荷马是一座非常小的城市。那个时候这座城市只有一家日本餐厅，这家日本餐厅就是我打工的第一家餐厅。在餐厅打工期间，我爱上了日本文化。毕业之后，我在广告行业里做了几年，我慢慢发现自己其实并不喜欢做广告和媒体，只要一闲下来，我还是喜欢看和餐饮有关的网页、新闻等等。

- 于是我辞了职，去了芝加哥。我要去芝加哥学做日本菜。

- 在芝加哥不到一年的时间里，我在 Slurping Turtle、Sumi Robata, Oii Star 等日本餐厅学习和积累经验，之后在日本餐厅 Arami 工作了一段时间。2013 年，我回到了俄克拉荷马，准备大干一场。

- 我先做了日本拉面移动餐车。移动餐车其实是进入餐饮行业的一个好方法，它的好处是财务上不会有太多负担，只需要承担移动的厨房和证书。但是弊端在于现金流不稳定，即使你可以移动出摊，但是如果这个城市对你所售卖的食物接受度不高，还是会遇到资金很紧张的情况。

- 在经营餐车的一年里，我发现日本拉面的



理念很容易被俄克拉荷马的食客所接受，于是我又研究起了如何更进一步的渗透日本文化，比如将拉面和和其他日本小吃结合或者将拉面和鸡尾酒结合。

- 于是我开启了做一年快闪的计划，我想在每一场快闪里测试不同的想法，比如拉面和不同鸡尾酒的结合，以及背景音乐的接受度等等。

- 一年后，我在俄克拉荷马的广区开设了 Goro Ramen，当 Goro Ramen 有了食客基础和口碑之后。2019 年，我在 Paseo 区开设了升级版的 Goro Ramen，取名 Gun Izakaya，专注于日本街头食品，并逐渐俘获更多食客的味蕾。

- 通过 Goro Ramen，我赢得了俄克拉荷马众多食客的认可。然后，我想，我可以抓住机会把老挝美食带到俄克拉荷马。

- 为了学习老挝菜，我专门跑到在波特兰的奶奶家拜师学艺。本来我还打算 2021 年回

- 老挝采风学习，但因为疫情搁置了，我又找到了华盛顿特区的老挝名厨森·琅拉 (Seng Luangrath) 切磋学习。她的老挝菜餐厅 Thip Khao 入选了米其林推荐，她自己也多次入围詹姆斯·比尔德奖的最佳厨师提名，是美国少数几位获得广泛认可的老挝大厨之一。

- 2021 年，我在空置的广场区开了 Ma Der Lao，餐厅后面的停车场，就是我童年时曾经玩耍的地方。

- 即使我在餐饮行业已经摸爬滚打了 22 年，Ma Der Lao 开业的头 11 个月还是差点陷入财务困境。幸好 2022 年的各项提名让餐厅名声大震，并使餐厅的销售额增加了三倍，把它从歇业的边缘拯救了回来。

- 我的餐厅获得了《Food & Wine》杂志 2022 年最佳餐厅，《纽约时报》2022 年美国 50 家最佳餐厅等荣誉，我也很为自己骄傲。

- 我想，这些荣誉都离不开我把亚洲菜带到俄克拉荷马的信念。



- 与纽约，洛杉矶等大城市不同，在俄克拉荷马等亚洲人比例较低的城市里，要想将亚洲菜融入美国人的饭堂并不是一件容易之事，而实现这个愿景的重要一环，便是主动去提供菜品知识，让食客耳濡目染，最后爱上它。

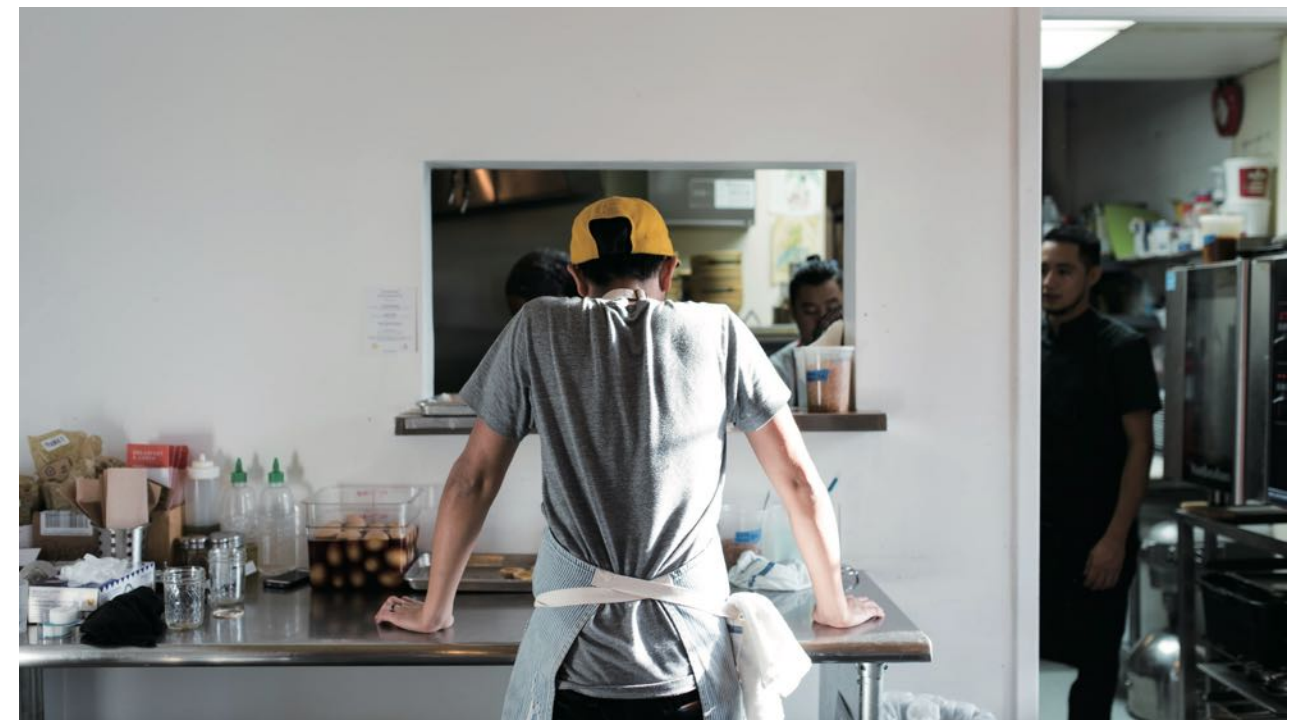
- 在 Ma Der Lao，我每个月会给所有员工进行一次培训。在培训过程中我们会一起品尝餐厅里面的招牌菜和新菜，我会给大家讲解这道菜背后的故事，为什么这么搭配，在培训的尾声，我也会给大家发一些小测试，确保大家真的理解和记住了每一道菜的精髓和要点，这样他们在给食客解释的时候才会足够精准，食客也会更信任我们。

- 我在美国出生长大，探访老挝的次数有限，为了理解老挝菜，也为了给员工做培训，我花了很多心思和实践学习老挝菜甚至亚洲菜系的知识，比如我学习了老挝的发展史，了解了历史上老挝和法国的关系，进一步明白了为什么一些老挝菜里有法餐的影子等等。

- 我也鼓励所有在美国出生想要发展亚洲菜系的厨师去深入了解一个国家的历史，理解它的菜品中为什么会有一些其他国家的影子，然后在此基础上加入自己的思考和创新，给食客带来全新的体验。

- 除了让食客更加了解亚洲菜的知识外，我觉得社交媒体网络也是宣传的渠道。每一家餐厅不一定需要有一个内部的公关负责人，但需要有一个专门负责社交媒体。社交媒体负责人应该每周更新 3-6 次，并且确保社交媒体的风格与餐厅相符，让食客可以感受到餐厅的韵味。

- 我最喜欢 Ma Der Lao 的一道菜，是充满了我童年回忆的老挝香肠。香肠的原料来自一间我从小吃到大的肉食专卖店。多年过去，这家店早已易主，但它是我童年里最美味的东西。我想把童年里吃到美食的那份心情也带给我的食客，所以我在配料上做了很多改良，也搭配了一些老挝专属的酱料，让它吃起来既有我的童年记忆，又有传统老挝菜的味道。📍





From Being a Restaurateur

Jeff Chanchaleune



The Journey of Change and Adventure

By Daisy Shao
Images | Ma Der Lao

The Restaurateur interviewed Jeff Chanchaleune, the chef of Ma Der Lao restaurant, which has been nominated for the 2024 James Beard finals. Here's the story Jeff shared with us:

- My father was a chef, and I grew up in the kitchen under his influence, absorbing every detail of several restaurant kitchens.
- I remember learning how to cook steak, fry sunny-side-up eggs, and mix meat sauce batter when I was young. After school every day and all day on weekends, I washed potatoes, cleaned tables, and even ran to the grocery store to buy ingredients.
- I chose advertising as my major in college because I felt like I had spent too much time working in restaurants. At that time, I just wanted to escape the food industry. However, after graduation, I worked in advertising for a few years, but I gradually realized that I didn't actually enjoy advertising and media. During that time, whenever I had a break at work, I would browse websites, news, and anything related to the food industry.
- Oklahoma City is a very small city. When I went to Chicago

to learn Japanese cuisine, there was only one Japanese restaurant in this city where I worked. I hoped to bring back some new and different things through learning, not only to increase the diversity of Japanese cuisine in this city but also to increase the diversity of Asian cuisine as much as possible.

- During my less than a year in Chicago, I studied and gained experience at Japanese restaurants such as Slurping Turtle, Sumi Robata, and Oii Star. After that, I worked at the Japanese restaurant Arami for a while, and then I returned to Oklahoma City to make a big splash.
- After returning from Chicago in 2013, I started a Japanese ramen food truck.
- A food truck is actually a good way to enter the food industry. Its advantage is that there is not too much financial burden; you only need to bear the cost of the mobile kitchen and permits. However, its downside is the unstable cash flow. Even if you can set up your stall, if the city doesn't have high acceptance of the food you're selling, you'll still encounter very tight financial situations.

- In the year of running the food truck, I found that the concept of Japanese ramen was easily accepted by the diners in Oklahoma. So, I started researching how to further penetrate Japanese culture, such as combining ramen with other Japanese snacks or cocktails.

- Therefore, I embarked on a plan to do a year of pop-ups. I wanted to test different ideas in each pop-up, such as the combination of ramen and different cocktails, as well as the acceptance of background music, and so on.

- A year later, I opened Goro Ramen in the Plaza District of Oklahoma. After Goro Ramen established a customer base and reputation, in 2019, I opened an upgraded version of Goro Ramen in the Paseo District, named Gun Izakaya, focusing on Japanese street food, gradually capturing more customers' taste buds.

- I feel that in my culinary career, I have gained recognition from many Oklahoma diners through Goro Ramen. After that, I wanted to seize the opportunity to bring my Laotian cuisine to Oklahoma.

- I think unlike big cities like New York and Los Angeles, in cities with a lower proportion of Asians like Oklahoma, integrating Asian cuisine into American diners is not an easy task. An important part of achieving this vision is actively providing knowledge about the cuisine to customers, allowing them to become familiar with it and eventually fall in love with it.

- My father is from Laos, and my mother is from Thailand. Growing up, half of the food at home was Laotian and half was Thai.

- In 2021, I decided to open my own Laotian restaurant, Ma Der Lao.

- After doing Japanese cuisine for 22 years, I finally feel like I have a platform to return to my roots and bring Laotian cuisine to Oklahoma. Now is a good time for change and adventure.

- To learn Laotian cuisine, I specifically went to my grandmother's house in Portland to apprentice. In addition to this, I had planned to go back to Laos for inspiration and learning in 2021, but due to the pandemic, it was postponed. So, I sought guidance and learning from Seng Luangrath, the chef of Thip Khao, a Laotian restaurant recommended by the Michelin Guide and recipient of numerous awards in Washington.

- In 2021, I opened Ma Der Lao in the vacant Plaza District, where the restaurant's parking lot used to be a place where I played in my childhood. Shortly after opening, my restaurant received honors such as the Best Restaurant of 2022 by Food & Wine magazine, one of America's 50 Best Restaurants by The New York Times in 2022, and others. I am proud of myself.

- But even after 22 years of ups and downs in the restaurant industry, Ma Der Lao almost faced financial difficulties in its first 11 months of operation. Fortunately, the nominations in 2022 brought great publicity to the restaurant and tripled its sales, saving it from the brink of closure.

- I believe that the many nominations Ma Der Lao received in 2022 are inseparable from its commitment to team training, pursuit of culinary excellence, and the belief in bringing Asian cuisine to Oklahoma.

- I think for Asian cuisine to gradually gain popularity in niche cities, it's essential to comprehensively instill knowledge of Asian cuisine in customers. For example, at Ma Der Lao, I conduct monthly training sessions for all employees. During the training, we taste the restaurant's signature dishes and new dishes together. I explain the stories behind each dish, why they are paired that way, and at the end of the training, I give them some quizzes to ensure they truly understand and remember the essence and key points of each dish. This way, when they explain to customers, they will be precise enough, and customers will trust us more.

- Growing up in the United States with limited visits to Laos, I spent a lot of effort and practice to understand Laotian cuisine, both for my own knowledge and to train my employees. For example, I studied the development history of Laos, learned about the historical relationship between Laos and France, and further understood why some Laotian dishes have influences from French cuisine, and so on.

- I also encourage all chefs born in the United States who want to develop Asian cuisine to delve into the history of a country, understand why there are influences from other countries in its cuisine, and then add their own thoughts and innovations on top of that to bring customers a completely new experience.

- In addition to imparting knowledge about Asian cuisine to customers, I believe social media networks are also channels for promotion. Not every restaurant necessarily needs an in-house public relations person, but I think there should be someone dedicated to social media. The social media manager should update 3-6 times a week and ensure that the style of the content aligns with the restaurant's vibe, allowing customers to feel the essence of the restaurant.

- My favorite dish at Ma Der Lao is the Laotian sausage that carries the aroma of my childhood memories. The ingredients for this sausage come from a meat specialty store that I have been eating from since I was a child. Although it has changed ownership over the years, it remains the most delicious thing from my childhood. I want to bring the same feeling of enjoying childhood delicacies to my customers, so I have made many improvements to the ingredients and paired it with some exclusive Laotian sauces, giving it the taste of both my childhood memories and traditional Laotian cuisine. 🍴



Hajime
Sato

佐滕初

寿司

可持续的

BY | Daisy Shao
图 | Sozai



佐滕初
Hajime Sato

2024 年度詹姆斯·比尔德奖 (James Beard Awards) 最佳主厨 (五大湖区) 获得者

位于底特律的日本餐厅 Sozai (本味) 的主人佐藤初 (Hajime Sato) 以追求可持续性而闻名。在今年终于获得美国“餐饮业的奥斯卡”詹姆斯·比尔德奖最佳厨师 (五大湖区) 之后, 他说, “我从事海洋保护和可持续寿司已经 15 年了, 海洋的状况不太好, 地球的状况也不理想, 像我这样的餐馆其实力量很有限。现在, 我们有了一个发声的机会。”

采用可持续性食材烹饪即使对于普通餐厅也是一种挑战, 更别说是对于日本餐厅的寿司师傅。好在这些年来佐藤初的努力得到了认可, 以下是佐藤初告诉我们的。

善待

- 我想开自己的餐厅, 是因为年轻时在很多餐厅工作的时候, 看到很多员工受到不公平的对待。我希望可以用自己的力量, 至少让一部分餐饮人员受到善待。

- 我第一次来美国的时候是做高中交换生, 待了一年就回了日本, 后来就到西雅图读大学。大学时我在很多餐厅兼职, 赚一些生活费。一开始做洗碗工, 后来逐渐体验了餐馆的各种工种, 我发现我对在餐厅工作很有兴趣, 所以我决定留下来。那时候我工作的餐厅可以给我办工作签证, 于是我就开始了在美国的工作生活。

- 在西雅图开自己的餐厅之前, 我分别在四五家餐馆干了大约七八年。后来因为家庭原因, 我把西雅图的餐厅卖掉, 来到了底特律。

- 我不是一个喜欢去餐厅的人。我会变得紧张, 我不是很喜欢那种嘈杂的环境。我更隐世, 我希望有一天能去日本的一些农场, 可能只是和农场主一起闲逛, 和他们一起钓鱼, 他们随便为我做一点吃的, 哪怕就是烤一下刚钓上来的鱼, 在我看来都是很有意思的事儿。

[注] 割烹是日本料理的一种形式, 字面意思为“切割与烹煮”。这是一个传统的烹饪概念, 强调用刀工和火候来呈现食材的最佳风味, 同时注重料理的艺术性与技巧。它代表了高端但精致的日本餐饮文化。

- 有的时候即使天气晴朗, 我也不愿意出门。我宁愿呆在家里, 做些园艺, 看看我种的食材, 享受清静的日子。

- 现在很多餐厅的菜品都是越做越花哨。其实我很喜欢做 Kappo (割烹)^[注], 就是一些用时令食材做的小菜, 有时只是蔬菜。有的只是把豆腐和蔬菜放上调味, 我觉得这很可爱。

- 我其实没有去过烹饪学校。在我烹饪生涯里, 对我影响比较深的人是我的奶奶, 我做菜的时候总是会想起奶奶做的味道。

- 我没有特别喜欢哪一种食材。厨师得尊重食材。在我眼里, 只要是每个季节的时令蔬菜, 就会是我最喜欢的食材和菜。

可持续寿司

- 自从我决定做可持续寿司, 就开始有顾客说我不是好厨师。

- 这个过程真的挺难。经常有人来我的店里问我有没有金枪鱼, 我说没有, 他们问到的每一个食材我都说没有, 然后他们就很生气地走了。他们会说我不是个好厨师, 甚至去谷歌写下差评。想要说服人们, 改变人们的饮食理念不是一件容易的事情。

- 我大约十四五年前开始想可持续发展的事。那时我还在西雅图, 逐渐发现一些名贵的鱼或者寿命很长的鱼正在逐渐消失。随着一些国家的经济好转, 人们却越来越想要吃名贵的种类。

- 如果你想保持文化的传承, 你必须考虑长期的可持续性。如果你把捕到的所有鱼都吃掉, 那么未来以及以后的很长一段时间你要吃什么?





- 我知道人们喜欢吃的一些海洋物种，都是很花哨的，但你想吃一次，还是以后也想品尝。我不想让人们认为只要我有钱，我就能吃到物种的最后一块。我想改变这一点。而且我觉得我们需要认真考虑这个问题，因为资源是有限的，我们可以保留这些食物来源，然后长期拥有它。

- 和其他餐厅的厨师合作这个理念也很难。以前我遇见了一个分销商，我说我要买某种食材，但是分销商告诉我必须大量购买，因为他们也要赚钱，这种食材除了我之外没有其他厨师想要。我曾经想过可以和别的厨师交流怎么用这些食材，但是没有人愿意跟我

合作，因为厨师也要保证餐厅赚钱。

- 而且很多厨师都是不想互相交流，在他们的观念里是，别人不要告诉我该做什么，我作为一个厨师我知道自己该做什么，怎么做。

- 即使有一些餐厅可能打着可持续发展的理念，但是他们只是用来营销。我曾见到一个餐厅在推广这个理念后，他们的菜单没有任何变化。

- 通过艰苦地搜索不同的来源，一些渔民听说了我——有一个人总是在寻找别人不买的不寻常的东西。于是他们联系我，问“你



要这个吗？”我经常会说。但是我的妻子负责所有采买的文书工作，她特别烦我。因为我要从不同的供应商找不同的鱼，这就给她增加了很多额外的工作。

- 每个人对可持续性都有自己的理解，但我有几个基本原则来判断。第一，鱼类在海洋中的数量，如果它们处于危险之中，就不要使用它们。但问题是有很多组织试图在其网站上用数字来定义哪些是可持续的，你得找到你信任的组织的数据。第二，渔业年限，这个鱼还可以支撑捕鱼业的时间。第三，养殖规模，饲养既不会破坏环境，又可以保持物种丰富。

- 我希望其他寿司厨师能够加入我，增加对可持续海鲜的需求，这样可以通过海鲜供应商引发更大规模和稳定的供应。这是未来几代人继续享受寿司的唯一途径。

- 跟西雅图、洛杉矶和纽约这些沿海的大城市相比，底特律是一个非常难以获得高质量海鲜的地方。如果我在这里都能提供可持续寿司，那在其他城市的人更能做到。如果你是一名寿司厨师，只要试试，你将为下一代做出有意义的贡献。🌱



From Being a Restaurateur

Hajime Sato



Bringing Sustainability to the Table

By Daisy Shao
Images | Sozai

Hajime Sato, the owner of Sozai, a Japanese restaurant in Detroit, is renowned for his pursuit of sustainability. Over the past 14 years, he has been steadfast in his efforts in this regard. Cooking with sustainable ingredients poses a challenge even for ordinary restaurants, let alone for sushi chefs in a Japanese restaurant. Fortunately, over the years, Hajime's efforts have been recognized. Here's what Hajime shared with us:

- My first visit to the United States was as a high school exchange student. I stayed here for a year, then returned to Japan, until I came to Seattle for university.

During university, I worked part-time in many restaurants to earn some pocket money.

- Initially, I started as a dishwasher, then gradually experienced various roles in the restaurant. I found myself interested in working in restaurants, so I wanted to stay. The restaurant where I worked at the time could sponsor my work visa, so I naturally started working in the United States.

- I wanted to open my own restaurant because when I was young and working in many restaurants, I saw a lot of unfair treatment of restaurant staff. I hoped that I could use my power to at least treat some restaurant staff better.





- Before opening my own restaurant in Seattle, I worked in about 7-8 restaurants for about 4-5 years. Later, due to family reasons, I sold the restaurant in Seattle and came to Detroit. But the concept of sustainability is something I started promoting when I was in Seattle.
- About 14-15 years ago, when I was in Seattle, I gradually began to notice that some expensive or long-lived fish were gradually disappearing. However, as the economies of some countries improved, people increasingly wanted to eat these expensive species.
- Personally, I believe that if you want to maintain cultural heritage, you must consider long-term sustainability. If you eat up all the fish caught, then what will you eat in the future and for a long time to come?
- I know that people like to eat some fancy marine species, but do you want to taste them only once or also in the future? I don't want people to think that as long as I have money, I can eat the last piece of a species. I want to change that. And I think we need to seriously consider this issue because resources are limited, and we can preserve these food sources and have them for the long term.
- This process is really difficult. Often, people come to my restaurant asking if I have tuna, I say no, and they ask about every ingredient, and I say no to each one, and then they angrily leave, saying I'm not a good chef, and even leave negative reviews on Google. So convincing people and changing their dietary concepts is not an easy task.
- It's also difficult to cooperate with other restaurant chefs on this concept. Once I met a distributor, I said I wanted to buy a certain ingredient, but the distributor told me I had to buy a large quantity because they also needed to make money, and no other chefs besides me wanted this ingredient. I once thought about discussing with other chefs how to use these ingredients, but no one was willing to cooperate with me because chefs also need to ensure that restaurants make money.
- And many chefs don't want to communicate with each other. In their concept, it's like, "Don't tell me what to do, I'm a chef, I know what to do and how to do it."
- Even though some restaurants may tout the concept of sustainability, they only use it for marketing. I once saw a restaurant promote this concept, but their menu didn't change at all.
- By painstakingly searching for different sources. Some fishermen heard about me - there's a person who always looks for unusual things that others don't buy. So they contacted me and said, "Do you want this?" Often I say

yes. But my wife, who is responsible for all the procurement paperwork, especially dislikes me because I have to find different types of fish from different suppliers, which adds a lot of extra work for her.

- I think everyone has their own understanding of sustainability, but I have several basic principles to judge. First, the quantity of fish in the ocean. If they are in danger, don't use them. But the problem is that many organizations try to define what is sustainable with numbers on their websites, and you have to find data from organizations you trust. Second, the years the fishery can sustain, how long this fish can support fishing. Third, the scale of aquaculture, raising that will not harm the environment and can maintain species richness.
- I hope other sushi chefs can join me in increasing demand for sustainable seafood, which can trigger larger and more stable supplies through seafood suppliers. This is the only way for future generations to continue enjoying sushi.
- Detroit is a very difficult place to get high-quality seafood, compared to other larger coastal cities like Seattle, Los Angeles, and New York. If I can offer sustainable sushi here, anyone can. If you're a sushi chef, just give it a try, and you'll make a meaningful contribution to the next generation.
- I think many restaurant dishes nowadays are becoming fancier and fancier. Actually, I like doing Kappo (small dishes made with seasonal ingredients), which are sometimes just vegetables. Sometimes it's just tofu and vegetables with seasoning. I think that's cute.
- I actually didn't go to culinary school, but the person who has had a deep influence on me in my cooking career is my grandmother. I always think of the taste of the dishes she made when I cook.
- I don't have a particular favorite ingredient. In my opinion, chefs should respect ingredients, and seasonal vegetables will always be my favorite ingredients and dishes.
- I'm not someone who enjoys going to restaurants. I get nervous, and I don't really like the noisy environment. I think I'm more of a recluse. I hope one day I can visit some farms in Japan, maybe just stroll around with the farmers, go fishing with them, and they casually make something for me to eat, even if it's just grilling the fish we caught, I think it would be interesting.
- Sometimes even when the weather is nice, I don't want to go out. I prefer to stay at home, do some gardening, and look at the ingredients I've grown. Enjoying quiet days. 🍵

2024 年度特辑

“今天吃什么？”

这是一个看似简单却又让人纠结的问题，而餐饮家“最爱吃的中餐”系列，正是为了给热爱美食的你提供一些灵感。每年，我们都会搜集近百位餐饮媒体记者、美食博主以及美食评论家亲测美味的中餐厅，发现那些值得一试的美食胜地。

无论是经典的传统风味，还是脑洞大开的创意料理，“最爱吃的中餐”都将带你一一解锁，共同探寻城市中隐藏的美味珍馐。

本文中提到的中餐馆

Figure Eight	18 Cornelia St, New York, NY 10014
何家面店 Ho Foods	110 E 7th St, New York, NY 10009
波记潮州小食 Bo Ky	80 Bayard St, New York, NY 10013
Bonnie's	398 Manhattan Ave, Brooklyn, NY 11211
唐家食府 M&T Restaurant	14 US-46, Fairfield, NJ 07004
金源大酒楼 Ming Seafood Restaurant	477 Hancock St, Quincy, MA 02171
素描湘 Sumiao Hunan Kitchen	270 Third Street, Cambridge, MA 02142
上面 Shang Artisan Noodle	4983 W Flamingo Rd A, Las Vegas, NV 89103
永利轩	3131 Las Vegas Blvd S, Las Vegas, NV 89109
Alice's Kitchen	580 E Garvey Ave, Monterey Park, CA 91755
谷巷里 Good Alley	8450 E Valley Blvd #108, Rosemead, CA 91770
百老汇美食 Broadway Cuisine	913 N Broadway, Los Angeles, CA 90012
文哥潮庭粥品 Porridge & Things	235 Broadway, Millbrae, CA 94030
Mister Jiu's	28 Waverly Pl, San Francisco, CA 94108
重庆麻辣城 Spicy Chong Qing	18230 E Valley Hwy #175, Kent, WA 98032

这是
我们
在 2024
最爱吃的
中餐馆



纽约

要说纽约这座美食天堂最值得一试的中餐馆，Eater 的主编 Stephanie Wu 首先想到了位于曼哈顿西村的 **Figure Eight** (18 Cornelia St, New York, NY 10014)。这家新兴餐厅由银杏 (Silver Apricot) 的 Emmeline Zhao 掌舵，巧妙地将中式精髓与南方风味融为一体。

菜单上不乏创意十足的佳肴，如融合中国山葵的虾仁鸡尾酒和麻婆奶油玉米。Stephanie 的心头好是炸辣鲷鱼，这道菜以特制辣椒酱裹面，外皮酥脆，内里鲷鱼肉质细嫩，佐以酪乳牧场酱、泡菜及香脆的芝麻饼干，令她赞不绝口：“这绝对是我尝过的最具创意的鱼肉三明治！”

Eater 的另一位编辑 Melissa McCart 则选择了 **何家面店** (Ho Foods, 110 E 7th St, New York, NY 10009)，这是她在纽约最爱的餐厅之一。

除了偶尔供应的猪排外，主厨 Richard Ho 的招牌开胃馄饨，集辣与甜于一身，美味又清新。尽管店面不大，其菜品带来的惊喜足以让人忽略空间的局限。

Timeout 的美食编辑 Morgan Carter，力荐唐人街的 **波记潮州小食** (Bo Ky, 80 Bayard St, New York, NY 10013) 和布

鲁克林的 **Bonnie's** (398 Manhattan Ave, Brooklyn, NY 11211) 两家餐厅。

在 Morgan 眼中，波记潮州小食是少数几家专精于潮汕美食的餐馆，不仅面食种类繁多，还有烧鸭等经典烧腊，堪称城中面馆中的佼佼者，且性价比极高。

Bonnie's 则由大厨 Calvin Eng 主理，这家位于威廉斯堡的粤式餐厅自 2022 年开业起便备受瞩目。它以粤式与美式元素的完美融合著称，从带有发酵豆腐风味的创新意大利面，到鲜美无比的味精马提尼，每一道菜都充满了创意与惊喜，让人回味无穷。📍



新泽西

NEW JERSEY

在 2024 年，大纽约地区的美食博主：“吃饭是件正经事”依然在兢兢业业地吃饭，这次她推荐的是位于新泽西的 **唐家食府** (M&T Restaurant, 14 US-46, Fairfield, NJ 07004)，理由是这家餐馆为她“打开了青岛菜 / 山东菜的奇幻大门，是一家值得呼朋引伴、驱车前往的宝藏小店。”

以下三道菜和一款点心不容错过：

大虾白菜（推荐堂食）——

“第一次听到朋友推荐大虾白菜的时候，我内心不禁窃笑，这也能算名菜？然而尝过之后才发觉自己的无知！黄灿灿的虾油配上鲜香脆爽的白菜，十分入味，从没想到虾和白菜竟然能碰撞出如此火花！”

鲷鱼丸子汤（推荐堂食）

“汤清淡鲜美温和，堪称人间美味！勾芡过的汤、蛋花、昆布、鲷鱼丸子融为一体，带来全新的体验。一碗下肚，仿佛响起了《中华小当家》的音乐，仙女与金光齐飞。”

木须蛋（可外卖）

“油香油香的，蛋、菜、木耳配料丰富，点一道菜可以吃一天。”

驴打滚

“作为一个不能吃太甜的中国人，我负责任地说，他家的驴打滚甜而不腻，口感柔软细腻，湿度恰到好处，还能轻微拉丝。内里的豆沙馅细密绵软，是我吃过最好吃的驴打滚，吊打大福 100 条街！”

吃饭是件正经事还透露，这家餐厅以前似乎叫“青岛饭店”，不少明星都光顾过。店里不时还会有鸟贝、海肠等全进口时令海鲜，虽是冷冻，但在别处难得一见（需提前预订）。📍





波士顿



《纽约时报》的美食评论家 Kevin Pang 今年力荐两家中餐馆：一是坐落于麻州昆西华人区的**金源大酒楼** (Ming Seafood Restaurant, 477 Hancock St, Quincy, MA 02171)，另一则是肯德尔广场的**素描湘** (Sumiao Hunan Kitchen, 270 Third Street, Cambridge, MA 02142)。

金源大酒楼是一家专注于粤菜与海鲜的餐厅，提供正宗的港式茶点与小炒，菜单推陈出新，食材选用广而巧。无论是飞禽走兽还是山珍海味，一应俱全，堪称“全美之最”。

作为大型点心餐厅的典范，金源大酒楼深谙“越大越好”的道理。其宽敞明亮的宴会厅总是宾客满座，排队等候的景象无疑为餐厅的口碑“加码”，而丰富多样的菜单更是彰显了厨房团队的自信与实力。Kevin 特别推荐汁水丰盈的烧卖与锅气十足的牛肉炒河粉；九件套创意点心拼盘，以木盒分隔，仪式感满满，其中的墨鱼汁皮松露虾饺、鸭子造型芒果布丁及天鹅状榴莲酥，为传统粤菜注入了几分新意。

素描湘则是一家风格独特的现代中式餐厅兼

酒吧，主打地道的湖南风味。

创始人 Sumiao Chen，出生并成长于湖南湘潭，在意识到制药行业并不适合自己后，于 2017 年在麻省理工学院附近创立了这家以她名字命名的餐厅。“Sumiao”，与中文“素描”同音，寓意着对湖南美食精髓的勾勒与展现。

Kevin 评价道：“素描湘的设计巧妙融合了传统与现代，营造出别具一格的用餐与社交空间。外观略带海滨风情，让人联想到蟹饼与扁面包，但一踏入餐厅，便能立刻感受到其对传统湘菜的传承。”

在素描湘，“辣”是绝对的灵魂。经典红烧肉肥瘦相间，入口即化，甜咸交织，余味悠长。招牌菜品如糖醋炸虾、菠萝红椒卷心菜、烤鸭胸黄瓜煎饼及姜汁腌鲑鱼排，无一不令人赞叹。即便是简单的青椒皮蛋沙拉，也能带来层次分明的辣味享受。

对于寻求味蕾冒险的食客，餐厅还特别推出季节性周末特供菜品，搭配各式亚洲风味烈酒、鸡尾酒。🍷

这是
我们在 2024
最爱吃的
中餐馆



拉斯维加斯

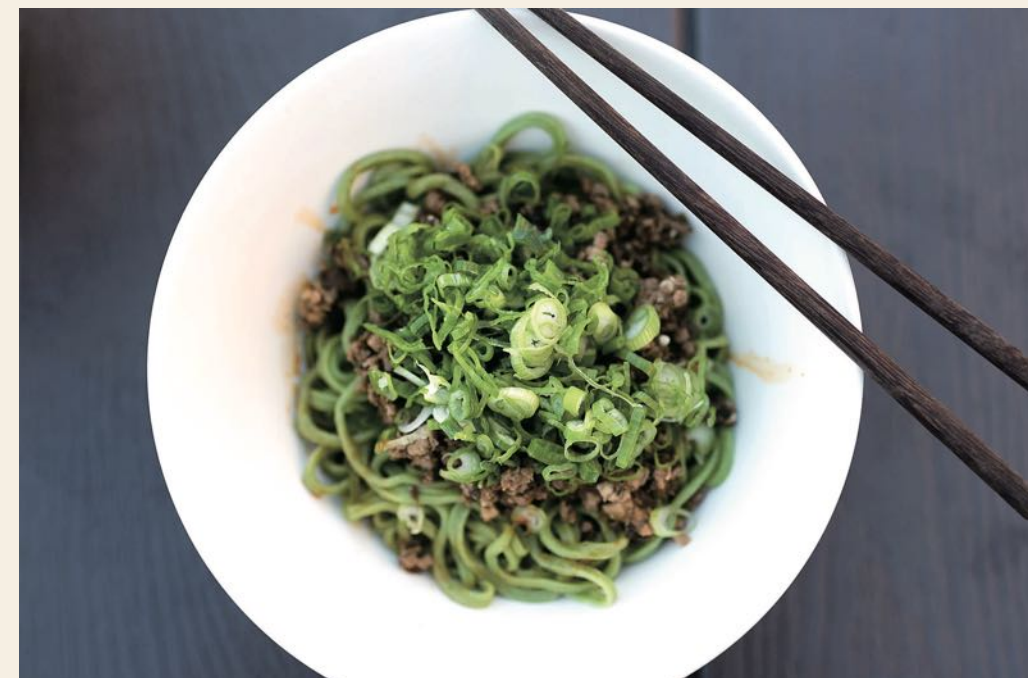
拉斯维加斯汇聚了众多中餐馆，涵盖从粤菜到上海菜、再到川菜丰富选择。高档餐厅如永利的永利轩 (Wing Lei)、威尼斯人的 Mott 32 和黄金海岸的 Ping Pang Pong；平价餐厅如唐人街的滋味成都 (Chengdu Taste)、你小笼 (Xiao Long Dumplings) 和上海弄堂 (ShangHai Taste)；还有标志性的粤菜餐厅**蘭香苑** (Orchids Garden) 以及用现代手法烹制广东烧味的彩宴 (Palette Tea Lounge)。

对于 Eater 的编辑 Janna Kare 而言，过去一年最令她着迷的中餐厅非**上面** (Shang Artisan Noodle, 4983 W Flamingo Rd A, Las Vegas, NV 89103) 莫属。

这家距离拉斯大道仅几分钟路程的餐厅，以其地道的山西手工拉面而闻名。通过开放式厨房，食客们可以亲眼目睹厨师们如何巧手揉面，将面团拉成细长而富有弹性的面条。

面条煮熟后，浇以浓郁的猪肉或鸡肉汤底，再加入馄饨和各式蔬菜，拌上香辣的酱油和什锦猪肉，一碗热气腾腾的拉面便呈现在眼前。此外，牛腩面、红油抄手都是不可错过的招牌菜，馄饨汤、番茄炒蛋面和鸡肉芝麻冷面等也颇受食客喜爱。

“当然，不能忽视的还有**永利轩** (3131 Las Vegas Blvd S, Las Vegas, NV 89109)。” Janna 补充说，作为美国首家荣获米其林一星的中餐馆，永利轩金碧辉煌的装饰与餐厅内矗立的百年石榴树共同营造出一种奢华而典雅的用餐氛围。在这里可以享受到桌边切片的脆皮北京烤鸭和包含六种不同做法的北京烤鸭品鉴套餐，还有主厨 Ming Yu 精心准备的松露小笼包、锅炒缅甸龙虾。🍷

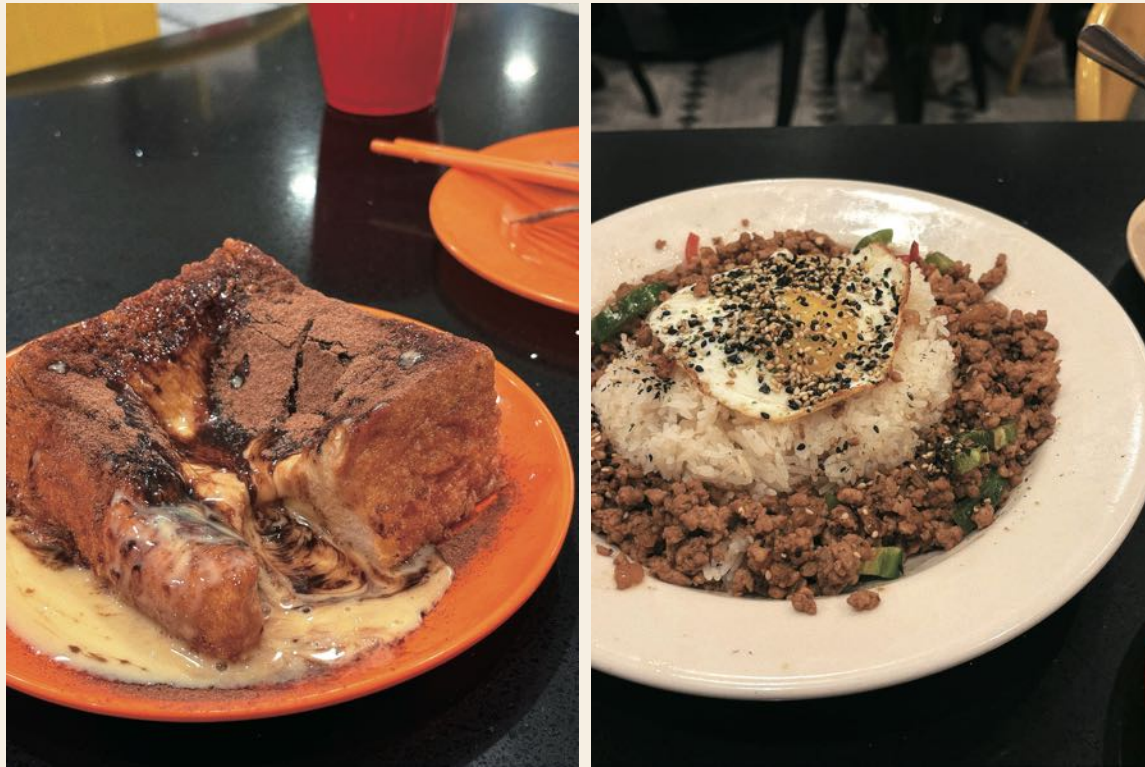


LAS VEGAS



洛杉矶

LOS ANGELES



现居尔湾的美食博主“陈二桃”推荐充满浓厚“老香港风味”的 **Alice's Kitchen** (580 E Garvey Ave, Monterey Park, CA 91755)。

她介绍说，在洛杉矶这座多元美食交融的大都市里，Alice's Kitchen 就像一股怀旧的风，将地道的港式烟火气带到了异国他乡。这家餐厅虽隐匿于城市一隅，并不起眼，但一进门，那股扑面而来的温馨与人情味，瞬间让人仿佛置身于香港繁华的街头巷尾。

Alice's Kitchen 的装潢温馨而怀旧，港式茶档的布置与墙上的复古海报，仿佛直接从香港茶餐厅的记忆中复制而来。“每次光顾，我都会点上一碗车仔面，自由搭配心仪的配料。那浓郁的汤头，每一口都仿佛在品味老香港的市井百态。一碗

热腾腾的车仔面，再配上一杯冰爽的冻柠茶，简简单单的一餐，却能带来满满的幸福感。”

陈二桃透露，她通常会再点一份经典港式甜点——漏奶华。这道甜点看似简单，但要做好却需要精准的比例和恰到好处的火候。一刀切开，瞬间奶香四溢，细腻的奶香与适中的甜味为一餐画上完美的句号。

“虽然我不是香港人，但我一直对香港独特的烟火气与地道美食情有独钟。”陈二桃说，“Alice's Kitchen 用一碗热气腾腾的车仔面、一杯香浓的港式奶茶，连接起了遥远的香港与繁华的洛杉矶，让思乡的游子们感受到了家的温暖。”

过去一年里，“一口阿维奥”在继续探索洛杉矶本地美食的同时，还兼任了多个

餐饮品牌的设计师。当被问及 2024 年最爱吃的中餐厅时，她毫不犹豫地推荐新近在 Rosemead 开业的 **谷巷里** (Good Alley, 8450 E Valley Blvd #108, Rosemead, CA 91770)。

“自谷巷里开业以来，我已经成了那里的常客，因为他们的菜品实在太诱人了！”一口阿维奥对其赞不绝口，“无论是热气腾腾的爆汁灌汤包，还是香酥可口的肉夹馍，亦或是酸爽开胃的酸菜白肉锅、劲道爽滑的凉皮……每一道都相当出色。餐厅环境整洁干净，服务更是细致入微。”“来这儿就餐，一定要再点上一杯饮料，品质完全不逊色于那些知名品牌店的奶茶。”她分享说，“我个人最推荐的是带奶盖的多肉黑提，口感丰富，绝对值得细细品味！”

Eater 的主编 Matthew Kang 推荐位于唐人街的 **百老汇美食** (Broadway Cuisine, 913 N Broadway, Los Angeles, CA 90012)，并将其称为“一个绝对值得专程打卡的地方”。

“别看它隐匿于一个不起眼、没有窗户的空间，但内部却别有洞天。”Matthew 说道，“菜单上，中美融合美食与地道中国风味轮番呈现，无论是寻常食客还是老饕，都能在此得到满足。就拿简单的鸡肉炒面来说，其口感与调味均拿捏得恰到好处，清爽而不油腻；豆豉酱鱼片搭配脆爽的红洋葱、甜椒以及丰满鲜美的蘑菇，层次分明。值得一提的是，他家的分量超级实在，无论是朋友小聚还是家庭聚餐，都能尽兴而归！”





旧金山

SAN FRANCISCO

每次去半岛，“湾区大肥猪”都一定要去 Milbrae 的 **文哥潮庭粥品 (Porridge & Things, 235 Broadway, Millbrae, CA 94030)**，她表示自己以前对潮汕菜一无所知，但每次来都会被他们的鲜美菜肴深深吸引。

首先要推荐的当然是招牌虾蟹粥，主打一个“鲜”字。白粥和海鲜的味道融合得刚刚好，配上橄榄菜，整体口味非常丰富，但每一口又充满了作为味道主体的虾蟹味。深夜的时候来这么一锅粥，感受到的是满满的温暖。

鱼骨腩煲也是必点菜。鱼腩和鱼骨稍微过油，表皮微微酥脆，再用砂锅烹制，酱汁和鱼皮融合还有一丝焦脆，锅气浓郁，鱼肉鲜嫩。虽然这道菜没有什么高级的食材，也没有追求什么高级的品味，但充满了市井与生活的味道，是一道充满灵魂的美食。

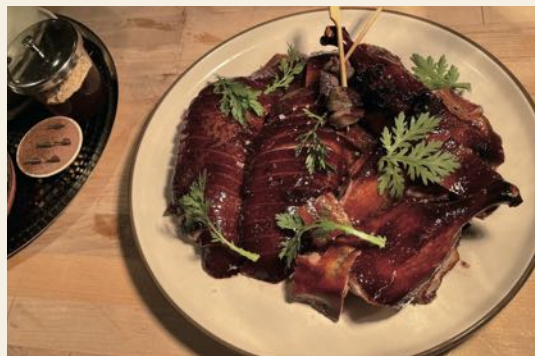
沙姜鸡也是一道不可错过的佳肴。在美国，很难找到这种嫩滑的鸡肉，但这道菜真的做到了，

鸡肉鲜嫩多汁，配上精调的姜葱油，令人回味无穷！

《纽约时报》的湾区美食编辑 Brian Gallagher 则极力推荐华埠的 **Mister Jiu's (28 Waverly Pl, San Francisco, CA 94108)**。

这家融合了现代中美风情的餐厅与酒吧，坐落于一栋历史悠久的建筑内，该建筑曾见证了标志性餐厅 Four Seas 和 Hang Far Low 的辉煌岁月。短短五年间，Mister Jiu's 已崛起为华埠的新地标。

主厨 Brandon Jew 巧妙地将传统与现代烹饪艺术融为一体，以全新的方式诠释经典的中式风味。餐厅空间宽敞、光线明亮，营造出一种现代点心宫殿的氛围。Jew 的烹饪技艺独树一帜，特色炒粉和北京烤鸭都是他的招牌菜，而自制的 XO 酱更是让人入口难忘，无论是搭配扇贝还是五花肉饺子，都相得益彰。📍



这是我们在2024最爱吃的中餐馆

西雅图

SEATTLE



“Sherry 小丸子”去年倾情推荐了新城海鲜酒家 (Fortune Seafood Restaurant)，而今年，她的美食探索雷达锁定在了西雅图南区的 **重庆麻辣城 (Spicy Chong Qing, 18230 E Valley Hwy #175, Kent, WA 98032)**。

“这家餐馆深受西雅图食客的喜爱，以其慷慨的用料、地道的重庆风味以及超高的性价比著称，唯一的缺点就是地理位置稍微有点远，不过这一点小遗憾完全值得你为它专程前往。”

Sherry 小丸子介绍说，到店必尝的招牌菜包括火爆腰花、黄喉、韭菜花脆肚、干锅肥肠、土椒炒腊肉以及香水牛肉等。“餐厅毗邻西雅图宜家，每次逛完宜家后来此大快朵颐，再顺道去附近的中国超市采购，已经成为了我的固定行程。”

她表示，对于无辣不欢的朋友而言，这里绝对是不容错过的美食胜地。“千人千味，每个人的口味都是独一无二的，期待西雅图的餐饮水平持续进步，带给我们更多惊喜！”📍

这是 2024 年 受到美国主流 关注的中餐厅

纽约

 《纽约时报》纽约 100 佳餐厅

浙里 Cheli

133-42 39th Ave STE 102, Queens, NY 11354
19 St Marks Pl, New York, NY 10003

川山甲 Szechuan Mountain House

3916 Prince St g03, Flushing, NY 11354
23 St Marks Pl, New York, NY 10003

利口福 Great N.Y. Noodletown

28 Bowery, New York, NY 10013

重庆老灶

37-04 Prince St, Flushing, NY 11354

海南鸡记 Hainan Chicken House

4807 8th Ave, Brooklyn, NY 11220

拉条子快餐 Laghman Express

6201 20th Ave, Brooklyn, NY 11204

 TimeOut 纽约 50 佳餐厅

Figure Eight

18 Cornelia St, New York, NY 10014

Bonnie's

398 Manhattan Ave, Brooklyn, NY 11211

波记潮州小食 Bo Ky

80 Bayard St, New York, NY 10013

 TimeOut 布鲁克林 45 佳餐厅

鸳鸯 Birds of a Feather

191 Grand St, Brooklyn, NY 11211

金煌大酒楼 Bamboo Garden

6409 8th Ave, Brooklyn, NY 11220

盈成餐馆 Win Son

159 Graham Ave, Brooklyn, NY 11206

胡同 Hutong New York

Bloomberg Tower, Inside Beacon Courtyard, New York, NY 10022

 米其林指南新晋餐厅

吐露 Tolo

同时入选《时尚先生》全美最佳餐厅
28 Canal St, New York, NY 10002

樱桃 Ying Tao

805 9th Ave, New York, NY 10019

 Eater 纽约 38 家必吃餐厅

何家面店 Ho Foods

110 E 7th St, New York, NY 10009

东来大酒家 Royal Seafood

103 Mott St, New York, NY 10013

 Eater 纽约 23 家经典餐厅

麒麟金阁 Golden Unicorn

18 E Broadway, New York, NY 10002

波士顿

 《纽约时报》波士顿 25 佳餐厅

金源大酒楼 Ming Seafood Restaurant

477 Hancock St, Quincy, MA 02171

素描湘 Sumiao Hunan Kitchen

同时入选 Eater 波士顿 38 家必吃餐厅

270 Third St, Cambridge, MA 02142

 Eater 波士顿 38 家必吃餐厅

Rubato HK Café

412 Hancock St, Quincy, MA 02171

小桃园 Peach Farm

4 Tyler St, Boston, MA 02111

Taiwan Cafe

34 Oxford St, Boston, MA 02111

华盛顿 DC

 Eater 华盛顿 DC 38 家必吃餐厅

Mama Chang

3251 Blenheim Blvd ste101, Fairfax, VA 22030

芝加哥

 《纽约时报》芝加哥 25 佳餐厅

华庭中餐厅 Shanghai Terrace

108 E Superior St, Chicago, IL 60611

纳什维尔

 《纽约时报》纳什维尔 25 佳餐厅

Xiao Bao

830 Meridian St, Nashville, TN 37207

Choy

121B 12th Ave N, Nashville, TN 37203

亚特兰大

 《纽约时报》亚特兰大 25 佳餐厅

Dumpling Factory

950 W Marietta St. NW Suite A130, Atlanta, GA 30318

 米其林必比登餐厅

名厨堂 Masterpiece

3940 Buford Hwy Ste B103 Duluth, GA 30096

休斯顿

 米其林必比登餐厅

小熊川菜 Mala Sichuan Bistro

9348 Bellaire Blvd, Houston, TX 77036

奥斯汀

 米其林指南新晋餐厅

奇味坊 Ling Kitchen Chef's Table

8423 Research Blvd, Austin, TX 78758

 Eater 奥斯汀 38 家必吃餐厅

三峡人家 House of Three Gorges

8557 Research Boulevard Suite 144, Austin, TX 78758

博兹曼

詹姆斯比尔德最佳新餐厅提名

山 Shan

109 E Oak St #1J, Bozeman, MT 59715

丹佛

詹姆斯比尔德最佳厨师提名

元馄饨 Yuan Wonton

同时入选《纽约时报》全美最佳餐厅

2878 Fairfax St, Denver, CO 80207

 米其林必比登餐厅

小虎堂 MAKfam

同时入选 Eater 丹佛 38 家必吃餐厅

39 W 1st Ave, Denver, CO 80223

 Eater 丹佛 38 家必吃餐厅

Hop Alley

3500 Larimer St, Denver, CO 80205

港味小厨 Hong Kong Station

6878 S Yosemite St, Centennial, CO 80112

拉斯维加斯

 Eater 拉斯维加斯 38 家必吃餐厅

上面 Shang Artisan Noodle

4983 W Flamingo Rd A, Las Vegas, NV 89103

波特兰

 《纽约时报》全美最佳餐厅

耀华力街 Yaowarat

7937 SE Stark St, Portland, OR 97215

洛杉矶

 《纽约时报》洛杉矶 25 佳餐厅

Kato

777 S. Alameda St. Building 1, Suite 114, Los Angeles, CA 90021

Pine & Crane DTLA

1120 South Grand Avenue, Unit 101, Los Angeles, CA 90015

Yang's Kitchen

112 West Main Street, Alhambra, CA 91801

 米其林指南新晋餐厅

刘家小馆 Liu's Cafe

同时入选 Eater 洛杉矶 38 家必吃餐厅

3915 1/2 W 6th St, Los Angeles, CA 90020

 Eater 洛杉矶 38 家必吃餐厅

百老汇美食 Broadway Cuisine

913 N Broadway, Los Angeles, CA 90012

旧金山

 米其林一星餐厅

Mister Jiu's

同时入选《纽约时报》旧金山 25 佳餐厅

28 Waverly Pl, San Francisco, CA 94108

 《纽约时报》旧金山 25 佳餐厅

元宝饺子 Yuanbao Jiaozi

2110 Irving St, San Francisco, CA 94122

 《时尚先生 Esquire》全美最佳餐厅 / 年度餐厅

四大天王 Four Kings

同时入选《纽约时报》全美最佳餐厅

710 Commercial St, San Francisco, CA 94108



DATA 数据

这些是 2024 年美国最具人气的 20 家中餐厅

文 | Shuhang

近年来，中餐在美国的普及度和影响力持续提升，不仅成为华人社区的生活支柱，也吸引了更多元化的消费群体。在 2023 年 7 月刊中，《餐饮家》曾基于 2022 年 7 月至 2023 年 6 月期间的一整年数据，发布了《美国最具人气的 20 家中餐厅》报告，对中餐行业的发展动态进行了分析。

如今，随着行业和消费者喜好的演变，我们对 2023 年 12 月至 2024 年 11 月，这一年间最具人气的 20 家中餐厅进行了同样的分析，对比两年榜单的餐厅变化，观察品类热度的趋势，如火锅的强劲增长和经典点心的持续热度，以及本地特色餐厅的崭露头角。

这些数据不仅展示了消费者喜好的多样性，也为餐饮从业者优化经营策略提供参考。

加州继续领跑榜单 鼎泰丰拿下纽约热度第一

在本报告中，我们将美国“最具人气中餐厅”的定义暂且设定为：过去一年内评论数增长最多的 20 家中餐厅，并以此作为筛选标准。使用的数据来源于权威网络平台，不仅反映了消费者对餐厅的关注度，也为分析品类热度和行业趋势提供了依据。

在过去这一年，最具人气的 20 家中餐厅主要集中在 3 个地区：加州、拉斯维加斯和纽约市。

加州依然占据最多名额，且优势更加明显，从 2023 年的 11 家增长到了 2024 年的 14 家，进一步巩固了其在美中餐市场的核心地位。新上榜的城市有 City of Industry 和 Irvine，得益于这些地区的华人聚集度和

高消费水平。

拉斯维加斯在 2023 年的统计中，共有 6 家餐厅上榜，在今年减少到了 5 家。

纽约 2023 年榜单中的南翔小笼包则被 2024 年新开的鼎泰丰取代。这家全球闻名的小笼包品牌以卓越的品质和细致的服务始终吸引着大批食客，

纽约店更是在开业初期一座难求，成为当地今年最具人气的中餐厅。

小笼包类餐厅长期受到美国消费者的青睐，或许反映了市场对精致传统中餐的偏好日益加深，尤其是在文化多元的纽约，这一趋势更为明显。这也为其他中餐品牌在创新与传统间找到平衡提供了启发。

连锁品牌优势明显 地方特色满足 精细化需求

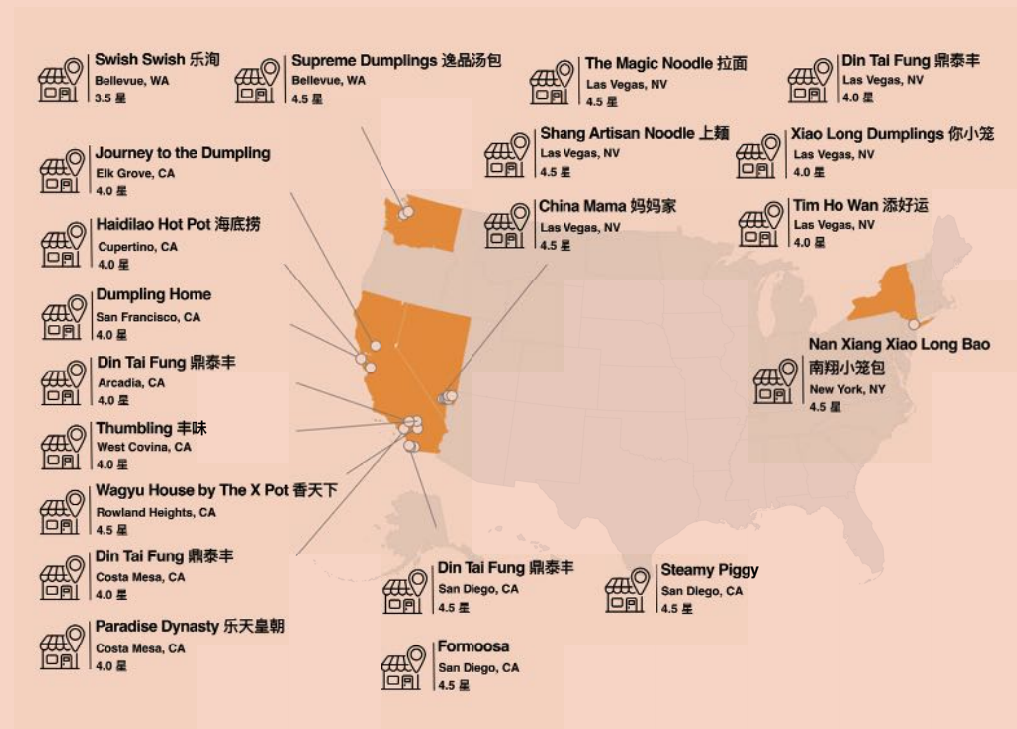
连锁品牌在榜单中的表现尤为突出，鼎泰丰连续两年多店上榜：2023 年 4 家店，2024 年 5 家，展现了其在小笼包、点心领域的强劲竞争力。

海底捞更是从 2023 年的 Arcadia 店单一上榜到

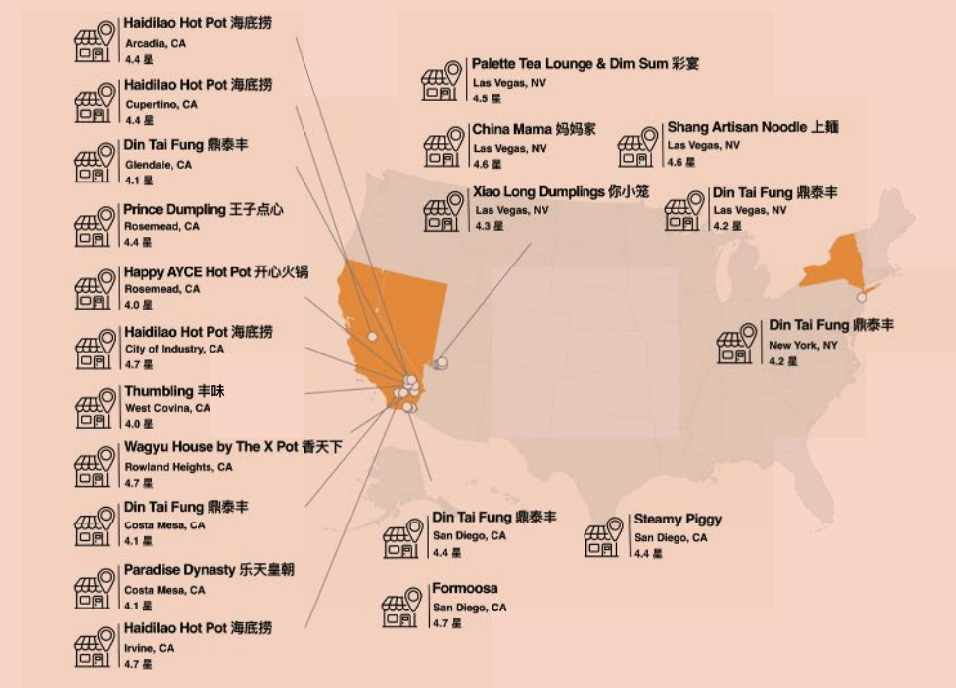
2024 年的 4 店入围，反映了其在火锅领域的品牌影响力，美国市场的拓展战略效果显著。

与此同时，我们也看到了彩宴、开心火锅、王子点心等新餐厅的加入，说明即使面对连锁巨头，本地化、具有特色的中餐品牌依然可以突围，找到更精细化的消费群体的需求。

刊登在《餐饮家》杂志 2023 年 7 月刊中，2022 年 7 月 - 2023 年 6 月期间最具人气的 20 家中餐厅



2023 年 12 月 - 2024 年 11 月期间最具人气的 20 家中餐厅



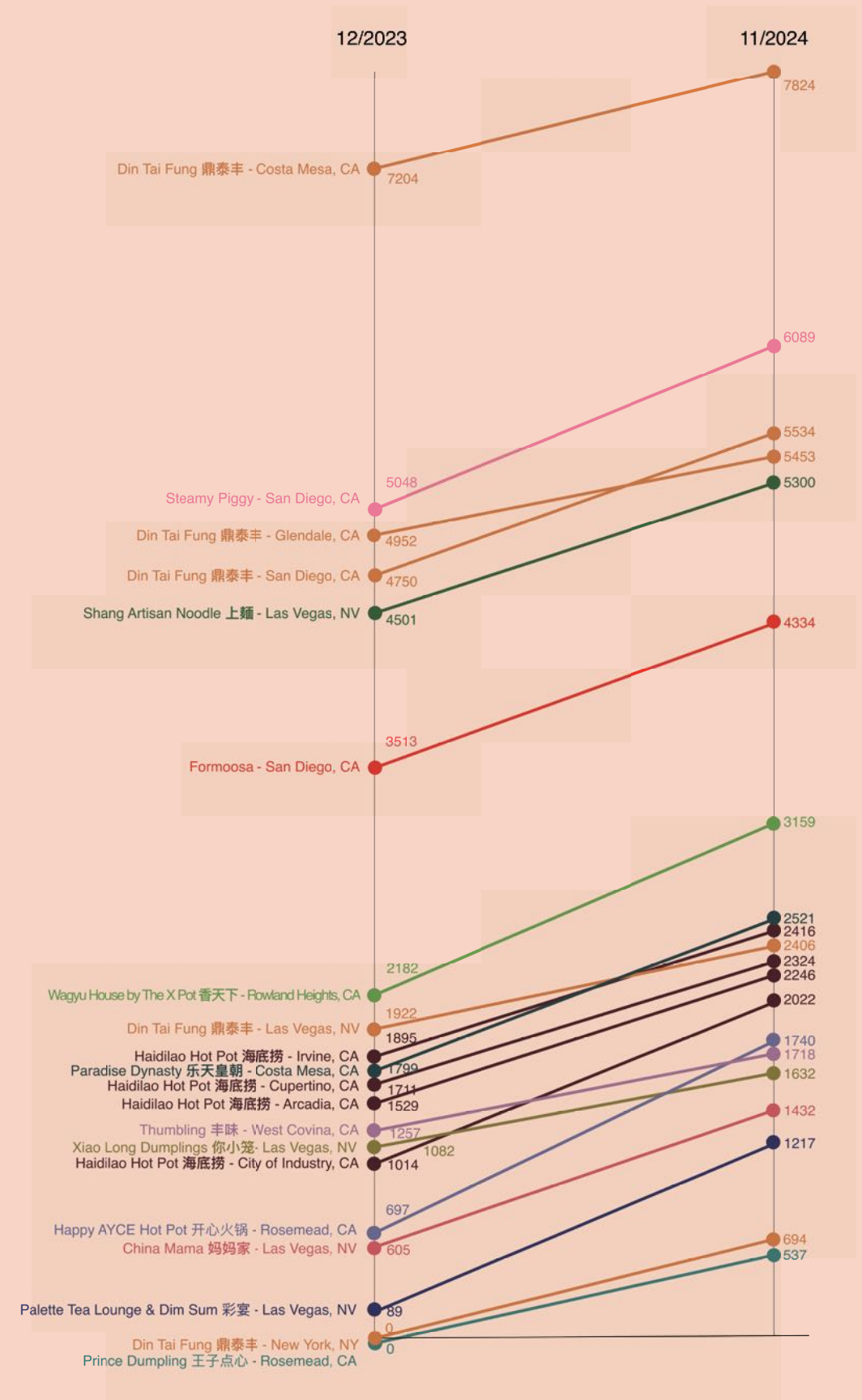


DATA 数据

这些是 2024 年美国最具人气的 20 家中餐厅

餐厅	近一年新增评论数
Palette Tea Lounge & Dim Sum 彩宴 - Las Vegas, NV	1128
Happy AYCE Hot Pot 开心火锅 - Rosemead, CA	1043
Steamy Piggy - San Diego, CA	1041
Haidilao Hotpot 海底捞 - City of Industry, CA	1008
Wagyu House by The X Pot 香天下 - Rowland Heights, CA	977
China Mama 妈妈家 - Las Vegas, NV	827
Formoosa - San Diego, CA	821
Shang Artisan Noodle 上麵 - Las Vegas, NV	799
Din Tai Fung 鼎泰丰 - San Diego, CA	784
Paradise Dynasty 樂天皇朝 - Costa Mesa, CA	722
Haidilao Hotpot 海底捞 - Arcadia, CA	717
Din Tai Fung 鼎泰丰 - New York, NY	694
Din Tai Fung 鼎泰丰 - Costa Mesa, CA	620
Haidilao Hotpot 海底捞 - Cupertino, CA	613
Xiao Long Dumplings 你小笼 - Las Vegas, NV	550
Prince Dumpling 王子点心 - Rosemead, CA	537
Haidilao Hotpot 海底捞 - Irvine, CA	521
Din Tai Fung 鼎泰丰 - Glendale, CA	501
Din Tai Fung 鼎泰丰 - Las Vegas, NV	484
Thumbling 丰味 - West Covina, CA	461

2024 年新增评论数最多的 20 家中餐厅



2024 最具人气中餐厅的评论变化



这些是 2024 年美国最具人气的 20 家中餐厅

榜单中的亚洲混合菜 Steamy Piggy 和台湾美食 Formoosa 表现亮眼，二者为姐妹店，有着非常高的网络热度。装修风格精致温馨，提供独特的用餐体验，同时在社交媒体上发布了很多精美的菜品图片，对年轻食客有着很大吸引力。

事实上，如果我们将这个榜单再延伸 5 名，我们还会看到 2 家鼎泰丰（加州），1 家海底捞（加州），一家自助餐厅 Hibachi Buffet- Sushi & Grill（加州）和 1 家南翔小笼包（纽约）上榜。这进一步验证了连锁巨头在美国市场的竞争力，以及消费者对独特定位的中餐品牌的喜爱。

火锅与点心齐头并进 品类热度持续攀升

上页图展现了过去一年里，最具人气的 20 家中餐厅在网络评论数量上的变化。其中，位于加州 Costa Mesa 的鼎泰丰表现最为明显，从 7204 条评论增长至 7824 条，稳

居总评论数榜首位置。这种增长不仅反映了鼎泰丰的品牌影响力，也显示了消费者对其菜品质量与用餐体验的认可。

在其他餐厅中，San Diego 的 Steamy Piggy 和 Formoosa 增长显著，成功打造了高流量的网红餐厅形象。

值得注意的是，位于 Rowland Heights 的 Wagyu House by The X Pot 的评论数量从 2182 条迅速增长至 3159 条，体现了高端火锅市场的强劲需求。而新开业的拉斯维加斯的彩宴、纽约鼎泰丰以及 Rosemead 的王子点心，在短短一年间评论数迅速增长，显示出茶点品类的持续畅销。

右侧图展示了 2023 年和 2024 年最受欢迎的 20 家中餐厅中，餐厅品类词的变化情况（每一家餐厅可能包含 1-3 个不等的品类词）。

从图中可以看出，火锅和点心以 +5 的增幅领跑品类变化，显示出这两个经

典中餐品类在美国市场的持续热度。其中火锅的增长得益于品牌效应如海底捞的扩张、以及其菜品多样化和社交属性的吸引力，而点心则继续以其经典与精致并存的形象巩固市场，表现持续亮眼。

排名第三的是“中餐”这一广义品类，增幅为 +4，反映了整体中餐市场的受欢迎程度进一步提高。“上海菜”则以 +3 的增幅突出显示，可能与鼎泰丰等品牌的影响力相关。

总体而言，这组数据反映了美国中餐市场的消费者关注度正在向多样化和连锁化发展，传统经典菜系保持热度的同时，创新型品类和出海餐饮品牌正在快速崛起，为美国中餐行业未来的发展提供了更多可能性。

多样化与差异化 引领中餐未来

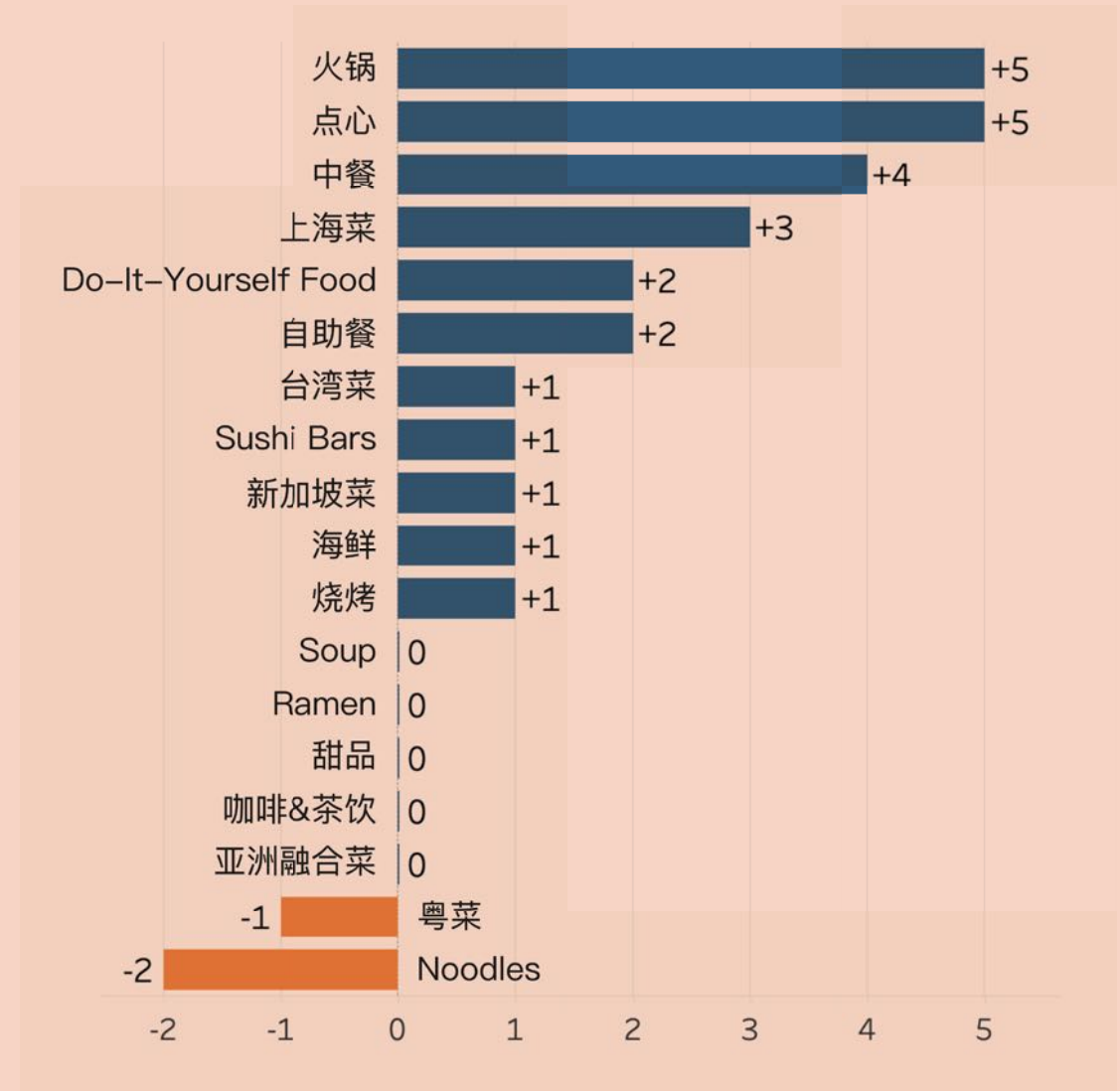
在过去的两年间，美国中餐市场展现出了多样化与稳健发展的双重特质。火锅、点心等传统热门品类

持续发力，而新兴特色餐厅也逐步崭露头角。加州、拉斯维加斯、纽约等主要市场的表现各具亮点，既反映了餐饮品牌的扩张策略，也折射出消费者需求的地域性差异。

面对未来，中餐行业需要继续优化顾客体验，同时积极借助网络平台提升品牌曝光度，争取更多正向评论。通过持续关注市场动态与消费者偏好，从业者有机会在这一竞争激烈的市场中占据更大的优势。美国中餐的下一阶段，值得所有餐饮人期待。📌

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。如果您对更多的餐饮信息、数据分析和问题持有疑问，欢迎给我们发送邮件 info@littlilaba.com，我们的数据分析师会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。



美国最具人气中餐品类词增减趋势 (2023 vs. 2024)



DATA 数据

Top 20 Most Popular Chinese Restaurants in the U.S. in 2024

In recent years, the popularity and influence of Chinese cuisine in the U.S. have continued to grow, becoming not only a staple for the Chinese community but also attracting an increasingly diverse group of consumers. In the July 2023 issue of *The Restaurateur*, a report titled *The Top 20 Most Popular Chinese Restaurants in the U.S.* was released based on data from July 2022 to June 2023, analyzing the dynamics of the Chinese restaurant industry.

Now, as the industry and consumer preferences evolve, we have conducted a similar analysis for the period from December 2023 to November 2024, comparing changes in restaurant rankings from the previous year and observing trends such as the strong growth of hot pot, the enduring popularity of classic dim sum, and the rise of local specialty restaurants.

This data not only showcases the diversity of consumer preferences but also offers valuable insights for restaurant operators to optimize their business strategies.

California Continues to Lead the List While Din Tai Fung Takes the Top Spot in New York

In this report, we define the "most popular Chinese restaurants" as the top 20 restaurants with the most significant growth in reviews over the past year. The data, sourced from authoritative online platforms, reflects consumer interest in these restaurants and serves as a basis for analyzing category trends and industry movements.

Over the past year, the top 20 most popular Chinese restaurants have been primarily concentrated in three regions:

California, Las Vegas, and New York City. California continues to dominate the list, with its representation increasing from 11 restaurants in 2023 to 14 in 2024, further solidifying its core position in the U.S. Chinese restaurant market. Emerging cities like City of Industry and Irvine have gained prominence, driven by their high concentrations of Chinese communities and strong consumer spending.

Las Vegas, which featured 6 restaurants on the 2023 list, saw its representation decrease to 5 this year. In New York, the well-known Nanxiang Xiao Long Bao was replaced by Din Tai Fung, a globally renowned soup dumplings brand. Known for its exceptional quality and meticulous service, Din Tai Fung's New York Location quickly became a hot spot with long wait times following its opening.

Soup dumplings restaurants have long been popular among U.S. consumers, reflecting a growing appreciation for delicate, traditional Chinese dishes, particularly in culturally diverse cities like New York. This trend also serves as inspiration for other Chinese restaurant brands to strike a balance between innovation and tradition.

Chain Brands Hold the Advantage While Local Specialties Meet Refined Needs

Top 20 Chinese Restaurants with the Most New Reviews in 2024
Chain brands performed exceptionally well on the list. Din Tai Fung had multiple locations listed for two consecutive years: 4 stores in 2023 and 5 in 2024, showcasing its strong competition in the soup dumplings and dim sum sectors.

Haidilao, which had only one location

in Arcadia in 2023, expanded to 4 stores in 2024, reflecting the brand's growing influence in the hot pot sector and the success of its U.S. market expansion strategy.

Meanwhile, new restaurants such as Palette Tea Lounge & Dim Sum, Happy AYCE Hot Pot, and Prince Dumpling have made the list, demonstrating that even in the face of chain giants, localized Chinese brands can still break through by meeting the more refined demands of specific consumer groups.

Asian fusion restaurants like Steamy Piggy and Taiwanese restaurant Formoosa also performed exceptionally well. As sister restaurants, they have generated significant online buzz. Their exquisite and cozy interior design, combined with unique dining experiences, and the abundance of beautiful food images shared on social media, have made them particularly appealing to young diners.

If the list were extended by 5 more restaurants, we would also see two Din Tai Fung locations (California), one Haidilao (California), a buffet restaurant Hibachi Buffet-Sushi & Grill (California), and one Nanxiang Xiao Long Bao (New York) making the list. This further validates the competitiveness of chain giants in the U.S. market, as well as the growing consumer preference for uniquely positioned Chinese restaurant brands.

Hot Pot and Dim Sum Continue to Thrive, Category Popularity Continues to Rise

The chart above illustrates the change in the number of reviews for the top 20 most popular Chinese restaurants over the past year. Among these, Din Tai Fung in Costa Mesa, California, saw

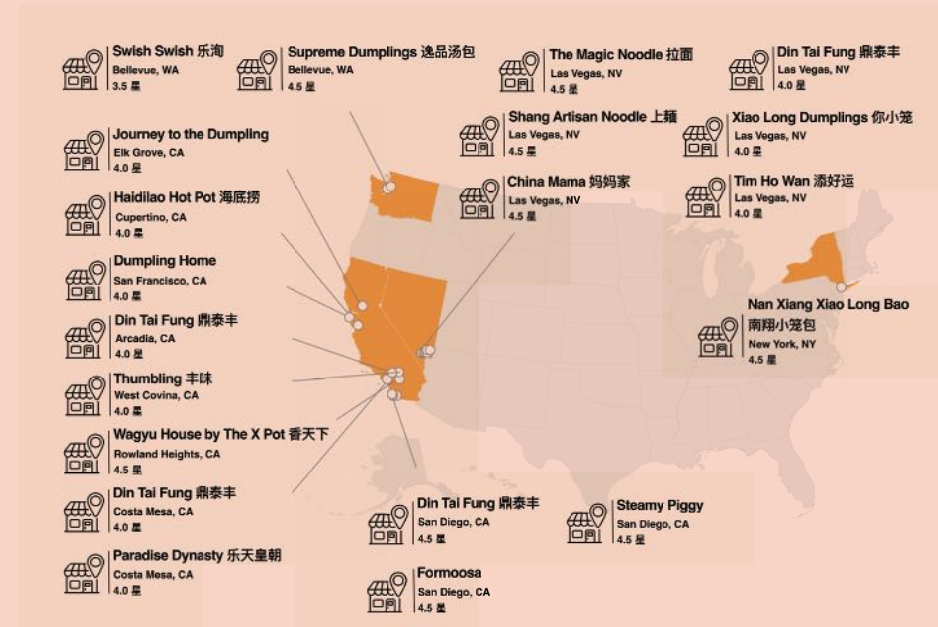
the most notable performance, with its reviews increasing from 7,204 to 7,824, maintaining its top position in total reviews. This growth reflects not only Din Tai Fung's strong brand influence but also consumer recognition of its food quality and dining experience.

Other restaurants, such as Steamy Piggy and Formoosa in San Diego, saw significant growth, successfully establishing a high-traffic, influencer-type restaurant presence.

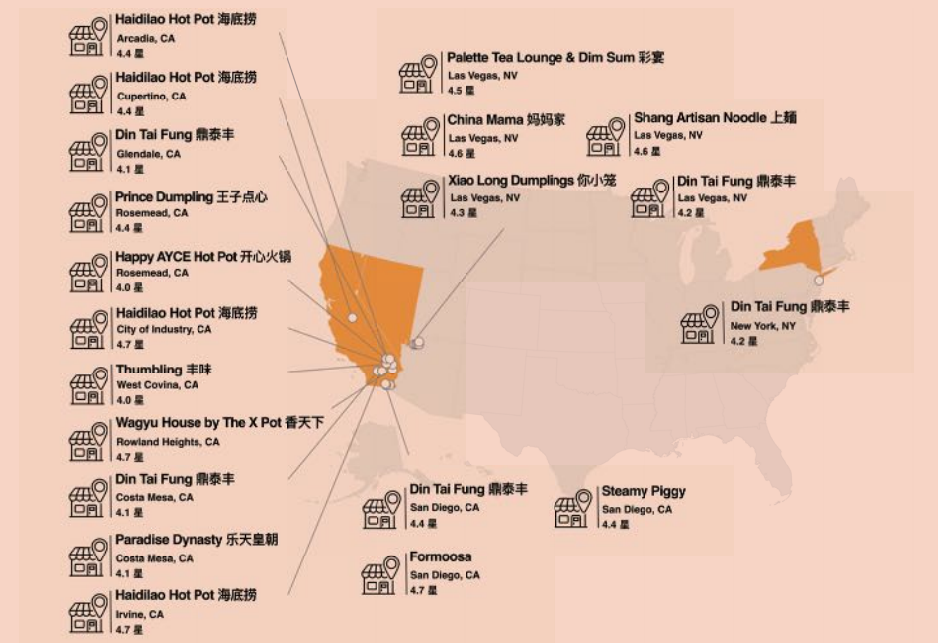
Notably, the review count for Wagyu House by The X Pot in Rowland Heights surged from 2,182 to 3,159, highlighting the strong demand for high-end hot pot. New restaurants like Palette Tea Lounge & Dim Sum in Las Vegas, Din Tai Fung in New York, and Prince Dumpling in Rosemead saw a rapid increase in reviews in just one year, indicating the enduring popularity of dim sum.

The chart on page 84 illustrates changes in restaurant category terms among the top 20 Chinese restaurants in 2023 and 2024 (each restaurant may have 1-3 category terms). The results reveal that hot pot and dim sum lead the category changes, each with a +5 increase, highlighting the sustained popularity of these two classic Chinese dishes in the U.S. market. The growth of hot pot is driven by brand effects such as Haidilao's expansion, along with the dish's diversity and social dining appeal. Meanwhile, Dim sum continues to hold its market position with its combination of classic and delicate qualities.

The third most popular category is "Chinese cuisine," with an increase of +4, reflecting the overall growing popularity of Chinese food. "Shanghai cuisine" stands out with a +3 increase, likely related to the influence of brands like Din Tai Fung.



Published in the July 2023 Issue of *The Restaurateur* — *The Top 20 Most Popular Chinese Restaurants in the U.S.* from July 2022 to June 2023



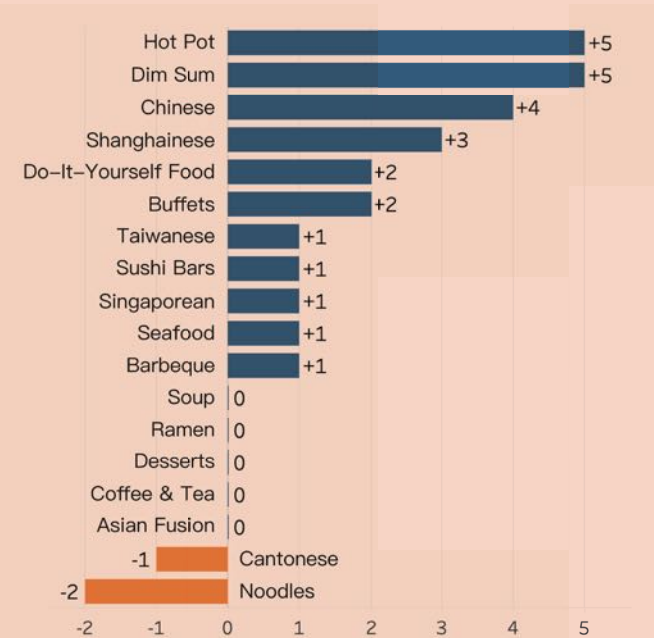
Top 20 Most Popular Chinese Restaurants in the U.S. from December 2023 to November 2024



DATA 数据

Top 20 Most Popular Chinese Restaurants in the U.S. in 2024

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Wagyu House by The X Pot 香天下 - Rowland Heights, CA	977
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Formoosa - San Diego, CA	821
Shang Artisan Noodle 上麵 - Las Vegas, NV	799
Din Tai Fung 鼎泰丰 - San Diego, CA	784
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Din Tai Fung 鼎泰丰 - Glendale, CA	501
Din Tai Fung 鼎泰丰 - Las Vegas, NV	484
Thumbling 丰味 - West Covina, CA	461



Trends in Restaurant Categories in the U.S. Most Popular Chinese Restaurants (2023 vs. 2024)

Top 20 Chinese Restaurants with the Most New Reviews in 2024

Overall, this data reflects the diversification and continued growth of the U.S. Chinese restaurant market. Traditional classic dishes continue to hold their appeal, while innovative categories and international dining brands are rapidly gaining traction, opening new possibilities for the future development of the Chinese restaurant industry in the U.S.

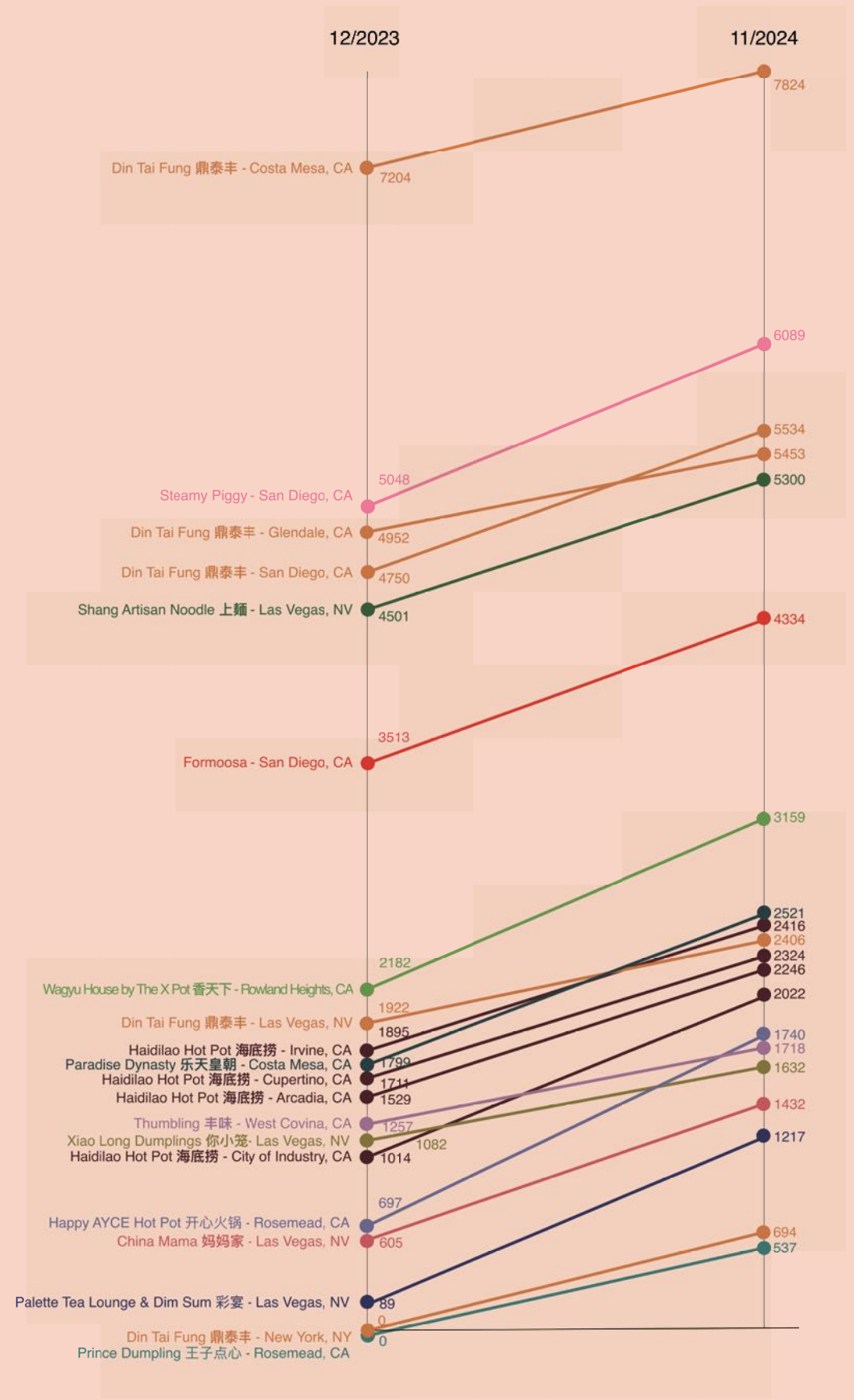
Diversification and Differentiation Lead the Future of Chinese Cuisine

In the past two years, the U.S. Chinese restaurant market has shown both diversification and steady development. Traditional hot pot and dim sum remain strong, while new specialty restaurants are gradually emerging. The performances of key markets like California, Las Vegas, and New York each have their own highlights, reflecting both the expansion strategies of restaurant brands and the regional differences in consumer demand.

Looking ahead, the Chinese restaurant industry needs to continue optimizing customer experience while leveraging online platforms to enhance brand visibility and garner more positive reviews. By staying attuned to market trends and evolving consumer preferences, industry players can gain a competitive edge in this dynamic market. The next phase for Chinese cuisine in the U.S. is worth looking forward to. 🍲

The data presented here is sourced from publicly available information and research analysis. The results represent the views of The Restaurateur. If you have any questions about more dining information, data analysis, or other issues, please contact us at info@littlelaba.com. Our data analysts will do their best to find answers for you!

*Data Source: The data for this analysis was provided by MenuSifu, a North American restaurant SaaS company, and is intended for reference only.



Review Changes for the Most Popular Chinese Restaurants in 2024



The Restaurateur

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	单月 Month	半年 Half Year	全年 Year
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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
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	\$90,000	/	/
封底 Back Cover			
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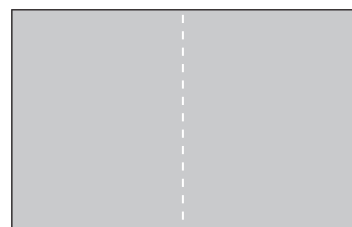
广告尺寸 AD SIZE



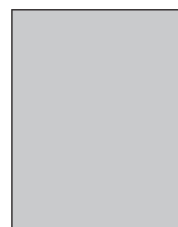
封面 Front Cover
8.375"W x 10.875"H



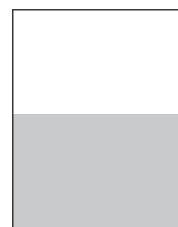
封底 Back Cover
8.375"W x 8.5"H



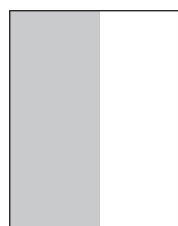
跨页 Spread
16.75"W x 10.875"H



整页 Full Page
8.375"W x 10.875"H



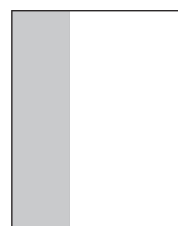
1/2 页 (横)
Horizontal 1/2 Page
8.375"W x 5.4375"H



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



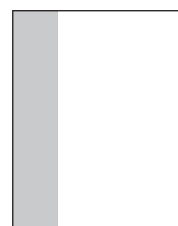
1/3 页 (横)
Horizontal 1/3 Page
8.375"W x 3.675"H



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



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



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



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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 boundaries, be inclusive, expand their horizons, and
present all the wonderful things they have to offer 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.



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canyinjia



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微信公号
Littlelaba 餐饮家

第 3 届 餐饮家金像奖 2025 Restaurateur Awards



使命 MISSION

“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；以及社区的可持续发展的蓬勃发展。

Recognize outstanding talents and achievements of Chinese Americans in the catering industry;
Facilitate connections and communication between Chinese American cuisine and mainstream American society;

Promote racial and gender equality;

Encourage positive interaction between Chinese American catering businesses and their communities

Foster sustainable and thriving community development

奖项 AWARDS

《餐饮家》金像奖拟设置以下奖项：

终身成就奖 (Lifetime Achievement Award)

终身成就奖表彰那些通过毕生的努力对北美中餐在饮食、烹饪和饮食哲学上产生了积极而持久影响的个人。

社区英雄奖 (Community Hero of the Year)

社区英雄奖表彰在评选年度对社区形成重大积极影响的个人、组织或餐厅。

经典餐厅 (Chinese's Classics)

经典餐厅奖表彰长期向所在社区贡献正宗优质中餐的餐厅。

餐饮家金像奖的餐厅和厨师奖项旨在表彰北美在各自领域表现出色的中餐从业人员。包括：

杰出厨师 (Outstanding Chef)

新星厨师 (Emerging Chef)

杰出厨师奖表彰那些对食材表现出非凡的领悟力，具有卓越才能和创造力的杰出厨师；新星厨师奖表彰崭露头角的新秀厨师；

杰出餐厅 (Outstanding Restaurant)

最佳新餐厅 (Best New Restaurant)

杰出餐厅奖表彰那些提供优质中餐美食，享有盛誉的餐厅；最佳新餐厅表彰新近开张的优秀新餐厅；

杰出餐饮家 (Outstanding Restaurateur)

杰出餐饮家奖表彰那些提供优质中餐美食，享有盛誉的餐厅的拥有者和经营者，他们在餐厅经营方面表现出杰出的领导能力。

敬请期待我们对于餐饮家金像奖其他事项的进一步发布。

餐饮家金像奖报名 / 推荐

为表彰北美中餐行业的杰出人才和成就，第3届餐饮家金像奖现已启动推荐征集。

欢迎广大中餐从业人员以及关注北美中餐事业的人士向我们推荐或自荐。

推荐报名全部免费。

请推荐 / 报名人根据自己实际情况选择报名上述奖项中的一项或多项，并附上一篇短文阐释为什么被推荐者 / 报名者值得获得该奖项。

请将您的推荐 / 报名：

发送至餐饮家邮箱：editorial@littlilaba.com

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