

# CLASSIFIED GROUP

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2021

# INTRODUCTION

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Classified Group was founded in 2006 in Hong Kong with its first location at Hollywood Rd. 15 years and standing, Classified Group now has 3 brands inclusive of 7 restaurants, 1 bakery and café, and 1 restaurant and bar.

# OUR VISION

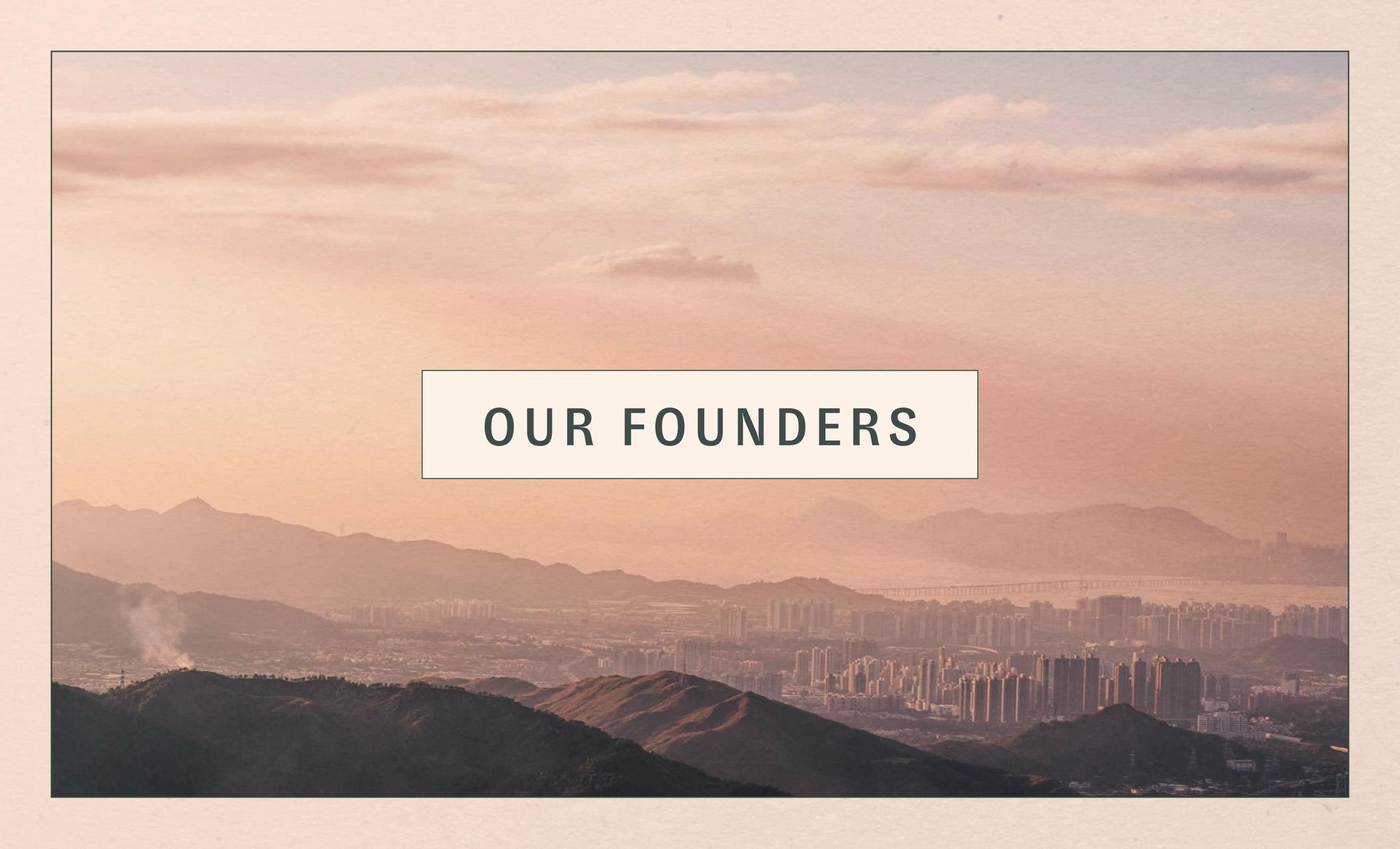
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To be recognized as the best regional Food and Beverage concept in Asia.

# OUR MISSION

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To offer quality food and beverage to our guests and become a lifestyle staple. Offering comfort food and beverage options that is available throughout the day, Classified Group has everything to satisfy a guests' morning, afternoon and nighttime needs.



# OUR FOUNDERS

## ARNOLD WONG

### Co-founder and Director

*Overseeing the financial aspect of the group, Arnold is an Oxford graduate with a degree in Jurisprudence. With an extensive experience in auditing and corporate finance, Arnold has a strategic point of view in the financial aspect of Classified Group.*

## PAULO PONG

### Co-founder and Director

*Responsible for the group's business development, Paulo has started his passion in the food and beverage industry since 1999 when he first co-founded an import and distribution wine company. As an active board member to various public advisory boards, Paulo has an extensive network in Hong Kong as a foundation to drive Classified Group's business forward.*



# OUR TEAM

## WHOLESOME EXPERIENCE

We strongly believe that a good dining experience comes from good food and good service. With a pool of local talents in Hong Kong to uncover, our vision is to groom and develop talents to help them achieve their potential. We have collaborated with the International Culinary Institute and Baptist University to offer opportunities to those that are interested to kickstart their career in the food and beverage industry.

## CULTURAL STEWARDSHIP

Diversity and culture is our first priority when it comes to building our teams in the outlets and in the corporate office. We are convinced that diversity is what brings positive change and growth to the group. Culture is what drives satisfaction and happiness across the working space, which can transpire through to our guests when they dine with us.



# OUR BRANDS

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Classified, Rise, The Pawn

# BRAND HISTORY

## PREDECESSOR BRANDS

**The Press Room** (*Casual French-European restaurant*)

**SML** (*International cuisine that served small, medium and large plates*)

**The Principal** (*1 Michelin Star European and Asian cuisine*)

**The Fat Pig** (*Nose-to-tail pork concept by UK Michelin Starred Chef*)



# OUR PRESENT BRANDS

**Classified** (*Casual French-European restaurant*)

**Rise by Classified** (*French-European Bakery*)

**The Pawn** (*Mediterranean fine dining*)



A modern dining area featuring wooden swing-style seating with blue cushions and patterned pillows. The background includes a dark wall with vertical copper accents and several geometric pendant lights. The word "CLASSIFIED" is overlaid in a white box in the center.

**CLASSIFIED**

# CLASSIFIED

## OUR LOCATIONS

Credited for bringing European-style casual al fresco dining to Hong Kong, Classified is a community focused restaurant brand that stands to serve comfort food, featuring premium artisan cheeses and boutique wines. Catering to :

Neighbourhoods  
Office towers  
& Beach residences

Classified's mission is to offer a down-to-earth, casual dining experience where the community can gather to unwind.



# CLASSIFIED CHRONOLOGY





## OUR OFFERS

Classified offers dine-in and takeaway services that take our guests from :

**Breakfast**  
**Brunch**  
**Lunch**  
**Afternoon tea**  
**Happy hour**  
**Dinner**

With a range of healthy offerings to nighttime refreshments, guests can choose between fresh juices and smoothies to a little indulgence with wine and cheese platters. To satisfy customers looking for an unparalleled experience, certain Classified outlets include a cheese room that was voted as Time Magazine's top 5 restaurants for cheese lovers.

Expanding outside of Hong Kong, Classified opened its first outlet in Jakarta in 2013 and continues to explore further franchise opportunities.

## CLASSIFIED NEIGHBOURHOOD



Our neighbourhood locations have been carefully selected, each with their own history, unique character, and charm. Sheung Wan caters to both pet lovers and those looking for a working space, a good cup of coffee, a simple meal and wine and cheese. Tai Hang and Happy Valley offer a lively dining experience for those who want to enjoy a simple meal and a glass of wine before heading home.

## LOCATIONS

Sheung Wan, Hong Kong  
Tai Hang, Hong Kong  
Happy Valley, Hong Kong  
Jakarta, Indonesia

## SIGNATURES

Classified Burger  
Classified Breakfast  
Coffee

## CLASSIFIED OFFICE



Classified at New World Tower and Kwun Tong provide a modern dining option for those located in the business district. Offering guests a space to temporarily pace themselves and focus only on the dining experience.

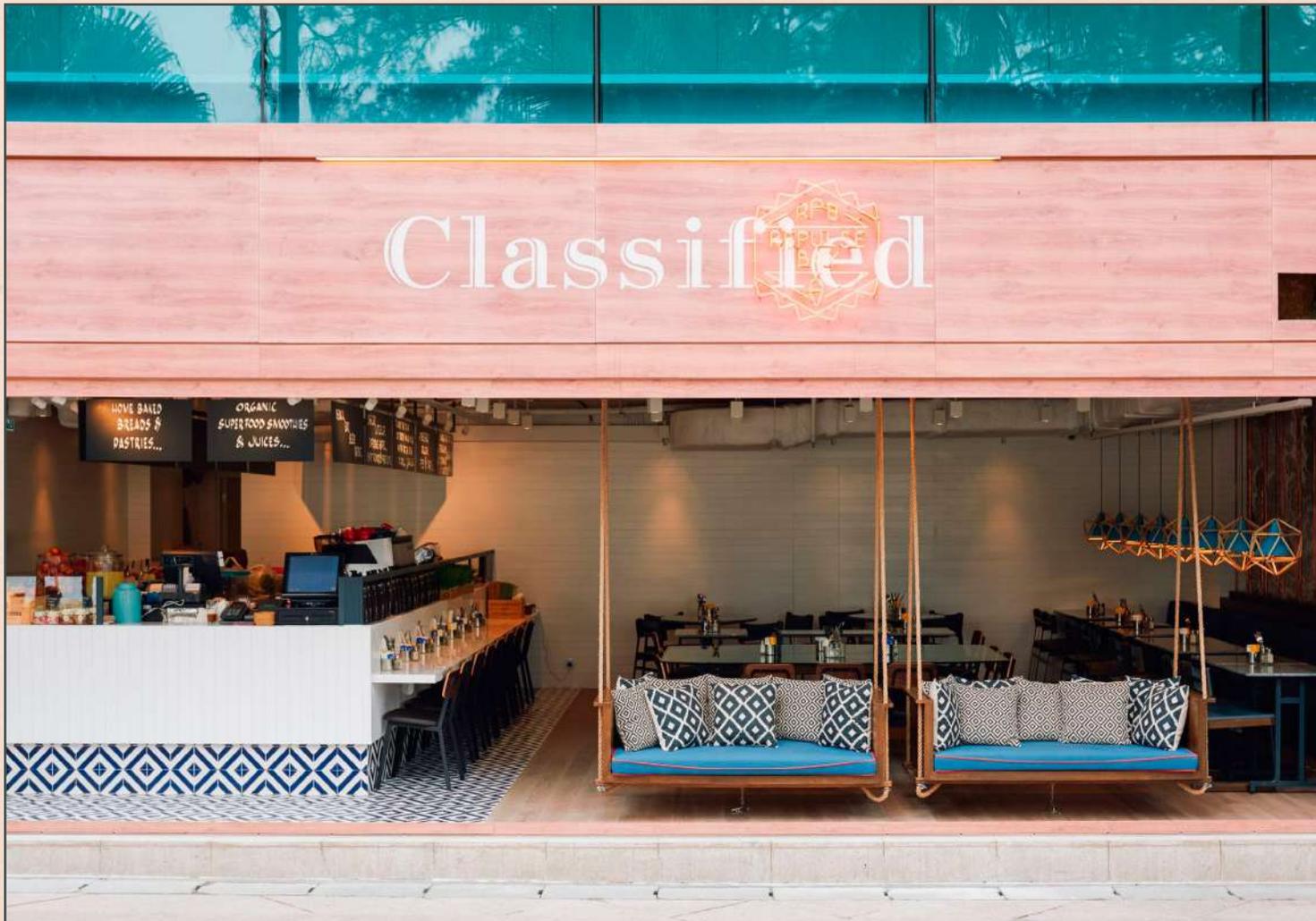
## LOCATIONS

New World Tower, Central, Hong Kong  
Kwun Tong, Hong Kong  
Jakarta, Indonesia

## SIGNATURES

Tartines  
Seafood Linguine  
Salads

## CLASSIFIED BEACH



The Repulse Bay and Stanley Plaza offer a home away from home, with beach vibes and an ocean view, guests can escape to a natural environment while enjoying a selection of light comfort food.

### LOCATIONS

Repulse Bay, Hong Kong  
Stanley Plaza, Hong Kong

### SIGNATURES

Beyond Meat Hotdog  
Margherita Pizzette  
Smoothies

CLASSIFIED FRANCHISE



JAKARTA, INDONESIA

Classified has been expanding outside of Hong Kong since 2013 with 3 locations in Jakarta, Indonesia. Classified Group's operations and marketing team has had ample experience bringing over the concept overseas and handles the opening of the stores and ensures all operations, brand, and marketing guidelines are met.

## CLASSIFIED EVENTS

Undergoing a transformation to become a lifestyle brand, Classified Group has introduced a new wellness series of events where we can take care of not only our guests' physical health but also their mental well-being. Having kicked off the first Morning Flow with Classified at Stanley Plaza's Amphitheatre, guests were treated to a mental retreat and provided with nourishments after.





# RISE BY CLASSIFIED

## OUR NEW CONCEPT

Rise by Classified is a modern bakery that is rooted in Hong Kong and part of Classified Group's classic portfolio of brands.

With a selection of pastries, a dine-in area for comfort food, an exhaustive list of beverages, and a collection of locally sourced retail products, Rise focuses on providing a local dining experience that can be enjoyed in the restaurant or at home. Dedicated to taking care of the diners' physical and mental wellbeing, Rise provides a space to escape from the hustle and bustle of the city life.





## OUR PARTNERS

Partnering with local businesses as a way to support small companies, Rise has partnered with PŪRA VĪDA, Alive Food, Cocoparadise, Nicole's Kitchen and Urban Coffee Roaster, to offer a collection of locally sourced products with guests' wellbeing in mind.

## OUR RETAIL

The retail section boasts a range of unique yet nutritious options to fuel the body and soul, with items like Pumpkin Spiced Granola, Blueberry Cashew Cream Cheese, Grapefruit Rose Kombucha, and Earl Grey Figs Jam. A signature coffee blend has been meticulously designed with Urban Coffee Roaster for all Classified Group outlets.

Rise by Classified is available in Hong Kong.





**SIGNATURE**

- Cannelés
- Chouquettes
- Rise Burger
- Rise Breakfast
- Latte





**THE PAWN**

# THE PAWN

Housed in one of Hong Kong's most iconic landmarks and dating back to 1888, The Pawn is considered a historical site with a grade 2 status, as proposed by Hong Kong's Antiquities Advisory Board.

The Pawn brings an exciting restaurant and bar concept with al fresco dining in a unique space across three floors,

1/F Bar  
2/F Restaurant  
3/F Rooftop



## THE PAWN RESTAURANT

The restaurant level on the second floor offers an open and casual-chic environment with balconies overlooking Wan Chai's lively streets. The open kitchen provides an interactive ambiance and the warm interiors of the dining room encourage a relaxed dining experience.

With a Mediterranean foundation and a strong desire to use only the best ingredients, The Pawn's Head Chef carefully curates a menu that brings pure joy to the gathering of family and friends.

The Pawn is located in Wan Chai, Hong Kong







## SIGNATURES

Langoustine Sashimi

Red Prawn Linguine

Roasted Chicken

Tiramisu



## THE PAWN BAR

The first floor's Botanicals Bar is a unique space featuring indoor and outdoor seating areas and two bars.

Starring hand-crafted cocktails using only the finest spirits and DJ's every Friday and Saturday, Botanicals Bar makes for a relaxed space perfect for day-time and night-time drinks overlooking views of the trams passing by in bustling Wanchai.





## SIGNATURE

Classic cocktails

Wide selection of gin

Interactive cocktails



## THE PAWN BAR EVENTS

Doubling as an event space, The Pawn Bar does not shy away from hosting some of Hong Kong's biggest events including Halloween, Christmas and New Years celebrations.

Halloween Party 2020, la Fiesta de los Muertos



## THE PAWN ROOFTOP

The charming rooftop on the third floor is a crowd-favourite event space that can be transformed from a wedding reception venue to an elegant soiree. Guests can enjoy a seamless The Pawn experience with cocktails prepared by the bar and catering from the kitchen, all enjoyed in the outdoor area of the rooftop.



A hand holding a smartphone over a wooden tray of food. The phone screen shows a social media post of a coffee cup. The background is a wooden tray with several small blue bowls containing different types of food. A text box is overlaid on the image.

**SEEN IN THE MEDIA**

# HONG KONG *living*

## Classified Rises through the pandemic

Escape the city's hustle and bustle with a perfect pastry from Rise by Classified

December 10, 2020 / in Dining / by Amber Lai



Classified Group is a firm favourite within the Hong Kong foodie industry. With multiple locations in the city, they are a go-to for brunch and classic dishes. Its newest addition, Rise by Classified, is sure to be a hit as an artisanal bakery. Opening on December 21, treat yourself to freshly baked breads and pastries.

# HONG KONG Tatler

## Rise by Classified: Central's Newest Bakery Opens This December 2020

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Rise by Classified opens in Central this December 2020 (Photo: Classified Group)

**By Annie Simpson**  
December 07, 2020

Offering artisanal baked goods and a selection of locally sourced products, Rise by Classified is set to open in Central this December

From fresh bread to perfect pastries, it's no secret that Hong Kongers love baked goods. And for those who are not-so-gifted in the kitchen, we're lucky enough to be treated to countless bakeries that deliver everything our hearts desire. The latest addition to the roster of bakeries in the city is Rise by Classified, a new artisan bakery and café concept by Classified Group.



EAT &amp; DRINK

## New Restaurants In Hong Kong: February, 2021

### Rise by Classified

If you're in the Central area and in need of a midday pick-me-up, look no further than Rise by Classified – a brand new **artisan bakery concept** from the Classified Group. From **viennoiserie classics**, like croissants and pain au chocolat, to an ever-changing array of daily specials, Rise has just the thing to help you get through yet another work day. For something a little more satisfying, opt for the Benedict on Sourdough Tartine, Dutch Baby or the signature Rise Burger. Plus, don't miss the retail section, which features a range of **locally-sourced products from Hong Kong brands**, including PŪRA VĪDA, Alive Food, and Nicole's Kitchen.

**Rise by Classified**. Exchange Square Podium, Shop No. 313, 3/F, 8 Connaught Place, Central, Hong Kong. [www.risebyclassified.com](http://www.risebyclassified.com)

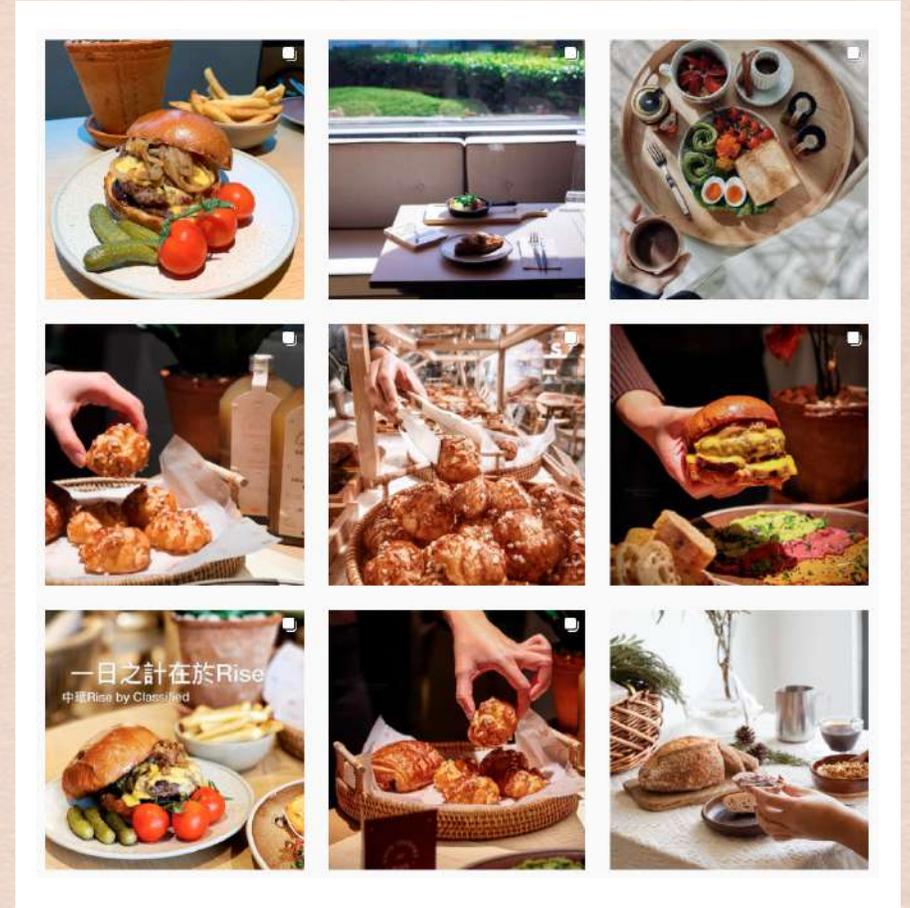
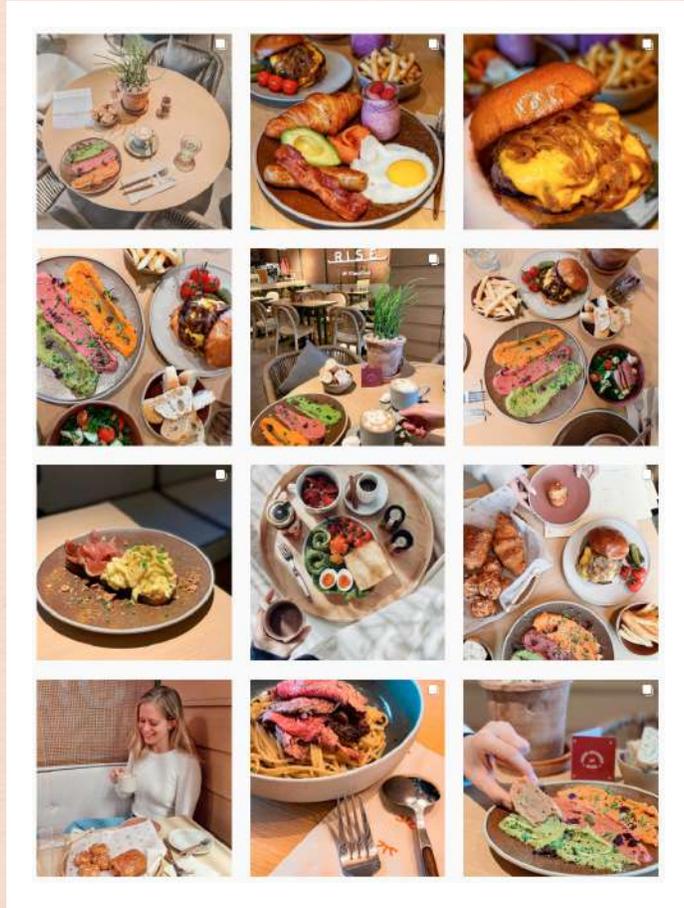
〈好食〉一日之計在於Rise 中環Rise by Classified

2020年12月26日 11:00



【A&M Diary】Classified，細細個就聽過呢個名。記得大學嗰陣，會專登去Classified食Brunch，好寫意！原來Classified旗下啱啱喺中環交易廣場開咗全新概念嘅Rise by Classified。餐廳以淺木色為主調，提供一系列手工麵包、健康輕食同咖啡體驗。不論朝早嘆杯咖啡，又或者食Lunch同Brunch，都適合不過！





THANK YOU

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