For Immediate Release

'C'est Si Bon!'

Famed Model Amanda S Opens Her Patisserie petite Amanda

(Hong Kong: 4 August 2011) Famed Hong Kong-based model and television personality Amanda Strang— fondly known to everyone as Amanda S.— ventures into the food and beverage business with **petite Amanda**, a new patisserie which will open at Shop 2096, ifc mall, Central on 4 August.

The well-known model of French-Taiwanese heritage is no stranger to baking or cooking though. Amanda's passion for pastries began six years ago when she started her training at the renowned school of culinary arts, Le Cordon Bleu in Paris. Meanwhile, she has been a fixture of cooking shows on television in Hong Kong, from the wacky *Beautiful Cooking* series, to the more serious gigs on the shows of food experts Chua Lam and master cook Chow Chung. On top of them all, she also created a blog devoted to food in 2010.

After gaining her first certificate from Cordon Bleu in 2005, Amanda went on to gain further accreditations including a diploma in pastry. Meanwhile, she gained on-the-job experience over the past six years by serving as an apprentice at Caprice, Ladurée and Jacques Genin, a small Parisian chocolatier. With the practical skills on hand, Amanda is ready to take on the business of opening her very own French pastry haunt.

"It has been my dream since I was a child," says Amanda. "It's called **petite Amanda** because it's like my own baby! It is special because there are not too many authentic old style and classic French pastries and cake shops in Hong Kong," she continues. "I love all the restaurants and cafes at ifc, and when the opportunity comes up to have my own place there, I leapt at this lucky chance. It has taken a year to bring it together."

Described by Amanda as "simple, and not too sweet, like authentic French pastries," her favourite pick is the Plaisir Sucré, the crunchy wafer-thin chocolate and hazelnut concoction that is totally irresistible. Another favourite of Amanda's is the old style baguette, and delicious coffee made from organic beans.

The **petite Amanda** aesthetic is one of overflowing colours, completing the equally tempting cakes, fruit tarts, croissants and cookies. “I want people to stop by and pick their favourite cakes like they would be shopping for lipsticks. It’s the small joys of life; simple things are the best,” she says.

Among the many alluring baked items available at **petite Amanda** are Plaisir Sucré, Charlotte aux Poires, Merveille, Brésilienne, Mango Tart, Chocolate Tart, Mille Feuille and Délice aux Abricots; baguettes like Pain de Campagne, and Pain aux Noix et Abricots; Pain au Chocolat, Apple Danish, Kougloff; and a selection of Croissants, Brioches and cookies. Beverages include coffees, cappuccino, espresso and a variety of teas and fruit teas.

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即時發佈

Amanda S. 創業圓夢

傳統法式甜品店 petite Amanda 隆重開業

(香港, 2011 年 8 月 4 日) 名模及影視紅人 Amanda S.進軍飲食業，一圓其夢，她在中環 ifc 購物商場所開設的法式甜品店 – **petite Amanda** 於 8 月 4 日正式開業。

法台混血模特兒 Amanda S.一向對烹飪和製作甜品都素有研究。她對甜品製作的熱愛始於六年前隻身到法國名烹飪學校藍帶廚藝學院修讀甜品課程後。同時，她更時常於不同的飲食烹飪節目中亮相，由參加綜藝節目＜美女廚房＞到與蔡瀾一起主持飲食節目，在電視上都不難發現她的蹤影。近年她亦撰寫飲食網誌，與大家分享她嚐過的各式美味甜品。

2005 年，Amanda 在藍帶廚藝學院獲得她首張甜品課程證書。其後，她於該院校再修讀更多課程，並取得文憑。在過去六年間，她亦曾到多間甜品店包括 Caprice, Ladurée 及朱古力甜點專賣店 Jacques Genin 當學徒來賺取經驗。這時的 Amanda 已充分裝備自己，為開設屬於自己的法式甜品店作好準備。

開設甜品店是 Amanda 兒時夢想，她說：「**petite Amanda** 這名字的由來是因為它好像我的小孩。它的特別之處在於它走傳統法式甜品路線，令顧感客受到地道法式情壞。」她續稱：「我非常喜歡 ifc 內所有餐廳和咖啡店，當我知道有機會於 ifc 開舖，我二話不說立刻去籌備，花上一年時間才來到今天，順利開業。」

petite Amanda 的甜品主打「簡單，少甜，傳統法式」。她的最愛是 Plaisir Sucré, 蛋糕上一層層脆薄的朱古力片配上杏仁榛果，實在令人難以抗拒。另外，古法麵包和有機咖啡亦是 Amanda 的摯愛。

petite Amanda 之所以令人賞心悅目，全因店內的蛋糕，生果撻，麵包和曲奇餅，色彩豐富，顏色鮮明，營造一個斑斕繽紛的世界。Amanda 希望顧客來到她的甜品店選購蛋糕時，就如購買唇膏一樣，充滿喜悅。她強調「簡單就是最好」。

petite Amanda 所提供的甜品包括 Plaisir Sucré, Charlotte aux Poires, Merveille, Brésilienne, Mango Tart, Chocolate Tart, Mille Feuille 和 Délice aux Abricots; 麵包包括 Pain de Campagne , Pain aux Noix et Abricots, Pain au Chocolat, Apple Danish 和 Kougloff; 另外亦提供曲奇餅和各式咖啡飲品。

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