

Dining and Wining ... Where To Go ... Where Not To Go

THE BEST RESTAURANTS OF HONGKONG ... AND THE WORST !

Name of Restaurant

Sevva

Address of Restaurant

25th Floor, Prince's Building, Number 10, Chater Road, Central, Hongkong

Date of Visit

Monday, April 14, 2008

CategoryTARGET's RatingService

First Impression	Excellent	Acceptable	Poor
Attentiveness to Customers' Needs	Excellent	Acceptable	Poor
Flexibility	Excellent	Acceptable	Poor
Product Expertise of Serving Staff	Excellent	Acceptable	Poor
Speed of Service	Excellent	Acceptable	Poor
Cleanliness of Uniform and Serving Staff	Excellent	Acceptable	Poor

Ambiance

Lighting	Excellent	Acceptable	Poor
Music	Excellent	Acceptable	Poor
General	Excellent	Acceptable	Poor

Food

Presentation	Excellent	Acceptable	Poor
Taste	Excellent	Acceptable	Poor

Quantity	Excellent	Acceptable	Poor
<u>Wine</u>			
Choice	Extensive	Limited	Unbalanced
Cost	Reasonable	Unreasonable	Very Expensive
Storage of Wine	Good	Poor	Unknown
Expertise of Sommelier - None	Excellent	Acceptable	Poor

Total Cost of Meal

Very Expensive	Moderately Expensive	Very Reasonably Priced
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Name of Food and Beverage Manager

Mr Joseph chan

Name of Chef

Mr Albert Wong

Comments

If one is desirous of being seen among the highest levels of society, rubbing shoulders with a handful of the Hongkong rich and famous, as well sitting close to the would-be rich and famous of the territory, as opposed to sitting in the immediate vicinity of the hoi-polloi, a visit to one of the poshest restaurants, recently opened in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC), might well be your ticket to a few hours of electric fame and greatness.

However, if one is desirous of engaging in some serious eating, don't even think of visiting Sevva, the latest offering, located on the 25th Floor of Prince's Building, Central, Hongkong.

The food at this restaurant is, simply put, pretentious, and, for the most part, insipid.

To state that this is a fast-food joint may be a little unkind ... but only just, mind you.

TARGET () visited Sevva on Monday, April 14, 2008, at 6:30 p.m., exactly, having had to wait for a table for a period of one week because, one was told: *'We have a waiting list. Very busy, you know.'*

The restaurant was only opened on March 14, 2008, so that **TARGET**'s visit to this stand-alone establishment, which has purchased its own lift to carry guests to the top of Prince's Building, was on the anniversary of the eatery's first month of full operations.

With such a build up, this medium was, mistakenly, of the opinion that everybody and his cat in Hongkong was anxious to wait in line in order to sample the offerings of a genius of a chef whose food was nothing short of being magical.

Well, the food was short ... of just about everything, in this medium's opinion.

As for the magician of Sevva's kitchen, well, he ought to return to magician's school for a refresher course because he has a lot to learn about casting magic spells, cooking, food presentation, and just about everything else.

Scanning the dinner menu, **TARGET** was surprised to learn that a sandwich was included as a main course!

Well, in Beverly Hills, California, at a restaurant named, Hamburger Hamlet, the owner has made a fortune by selling sandwiches for dinner.

Hongkong is not Beverly Hills, however, and this medium was told by a waiter that the sandwich is rarely ordered.

On being asked whether or not **TARGET**'s reviewers would like to order a drink before the meal, the wine list was requested.

Within about one minute of carefully studying the wine list, a decision had been made: The still wines, which were very limited,

in any case, were all much too young to be drunk and, if one wanted Champagnes – there are 10 different kinds on the wine list – the prices, being demanded, are outrageous.

TARGET settled on a Scotch and Soda.

When the drink was placed on the table, it was just about all Soda with a thimbleful of Scotch whisky.

Ah, well, what is one to say?

Eventually, this was that which was ordered on **TARGET**'s first and last visit to Sevva:

Baked Crabmeat in Shell
... one of our many favourites
\$HK280

Spiced Butternut Pumpkin Soup
... with a dizzle (sic) of curry oil
\$HK110

Wagyu Beef Cheek and Ox Tongue Pot Pie, Porcini Fried
... comfort food in Luxe
\$HK280

Roasted Pigeon with Tangerine Grapefruit Sauce
\$HK280

Without commenting on each and every dish, suffice it to state that **TARGET** tasted only a very small portion of each dish, usually a teaspoonful, only, because the food was just bordering on being inedible.

This was noted by **TARGET**'s waiter and Mr Willy Tolentino, the Assistant Manager, came over in order to ask what was the problem.

TARGET responded that there was no problem, as far as this medium was concerned – but Sevva, definitely, had a problem since the food was mediocre ... to be very diplomatic.

While Mr Willy Tolentino was in attendance, **TARGET** questioned him as to who was the chef – if there was one.

Mr Willy Tolentino said that it was the famous chef from Joyce Cafe of years ago, Mr Albert Wong.

(Joyce Cafe could not make the grade and closed.)

When asked about the bread and butter, placed on the table, both of which were tasteless, one was told that it was the usual bread and butter of Hongkong!

The best thing about this restaurant is the view from the top of Prince's Building, but it is unlikely to be used very much or become a very popular venue for meetings, during the hot summer months or in the cold winter months, because one would either be fried to death or frozen to death, depending on the time of the year.

The restaurant is said to seat about 140 paying customers in air-conditioned comfort, and up to 300 people on the terrace.

Sevva is the brainchild of Ms Bonnie Gokson (), the person who took the plunge with Joyce Cafe, along with her sister, Ms Joyce Ma (), of Joyce Boutique Holdings Ltd (Code: 647, Main Board, The Stock Exchange of Hongkong Ltd), some years ago.

The cost of outfitting Sevva must have been in the tens of millions of dollars: What a waste of good money!

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