

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

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

**Name of Restaurant**

Épure

**Address of Restaurant**Shop 403, Level 4, Ocean Centre, Harbour City, Tsimshatsui, Kowloon,  
Hongkong**Date of Visit**

August 1, 2014

**Category****TARGETs Rating****Service**

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

### Wine

Choice	Extensive	Limited	Unbalanced
Cost	Reasonable	Unreasonable	Expensive
Storage of Wine	Good	Poor	Unknown
Expertise of Sommelier	Excellent	Acceptable	Unknown

### Total Cost of Meal

Very Expensive	Moderately Expensive	Reasonably Priced
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### Comments

Another free-standing, French restaurant has just opened in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC). It is named Épure.

This 60-seater restaurant is located in the 'rabbit warren' of Ocean Centre on the Fourth Level.

For people, not conversant with this area of Kowloon, Épure may be difficult, at first, to locate, but the hunting, as far as **TARGET** () was concerned, was well worth the effort.

**TARGET**, as is this medium's practice, had reserved a table for three people under a nom de plume in order to test the waters, so to speak, without anybody, knowing of the presence of food reviewers.

At precisely 7:30 pm on Friday, August 1, 2014, **TARGET**'s three reviewers presented themselves to a duo of charming, Chinese ladies who, on confirming the booking, took us to a table, next to a window.

With soft music, wafting through the dining area, this reviewer started to scan the voluminous wine list only to be interrupted by a young Frenchman (this was this medium's opinion of the nationality of this young man on listening to his accent) who asked whether or not he could help in selecting the wine for the evening.

Dismissing the young Frenchman upon informing him that his services would not be required resulted in his pouting as he strode away. (Ah! Youth!)

The wines that were chosen from the comprehensive list of French and Italian temptations included:

Amour de Deutz, Brut, Blanc de Blanc	\$HK3,600
Château Palmer, Vintage 1992	\$HK2,000

The above wines were chosen, following a determination of the evening's diner:

*le vol-au-vent*

*Flaky butter puff pastry, seared langoustine and wild small boat fish  
light liquorice coulis*

*\$HK398*

*Champignons de Paris*

*Paris white mushroom soup, gnocchi and spinach*

*Duck foie gras, terrine and search, Provence apricot  
Pineau des charenes and bergamotte mint gelée*

*Seared gilt-head sea bream, baby purple artichoke  
Aubergine caviar and gatinais honey*

*\$HK588*

*Milk fed veal rack, spring vegetables, natural jus*

*\$HK628*

*Roasted challandais duck 'Tour d'Argent'  
Peach and carrot mousseline*

*\$HK498*

*Grand Marnier liquor soufflé and mandarin sorbet*

*\$HK160*

*Cheese Platter*

*\$HK120*

(This is the way in which the above dishes were spelt on the menu.)

### **The Food**

All of the dishes scored very high points on **TARGET**'s scale, with the lone exception of the white mushroom soup: It was served lukewarm.

This was a pity, actually, because the flavour of the broth was excellent, to be sure.

When the pastry chef did his rounds, this reviewer made mention of the criticism and this Frenchman said that it would not happen again.

The other two first courses, however, were as good as it gets.

Special mention should be made of the foie gras since it literally melted in one's mouth.

As for the main courses, the veal was absolutely perfect: There was no room for improvement.

The pink-and-white cubes of veal were a delight to behold; and, the taste was on a par with the presentation of the dish.

The fish and the duck courses were both mouth-watering examples of culinary excellence.

That which topped off the wonderful meal was the service staff, all of whom appeared to be on their toes, making certain that whatever was required was made available in a jiffy.

Even the former, pouting Frenchman was not averse to pouring the wine that **TARGET** had ordered ... without his assistance.

### **The Ambiance**

Épure is a lovely restaurant and, although it is limited in respect of the number of patrons that it has the ability to accommodate on any single evening, it is almost certain to become a favourite of discriminating diners of Hongkong, those that demand the best.

According to **TARGET**'s informant, the restaurant took about 18 months to design and to create the present ambiance of charm and coziness, without undue opulence.

The cost to create this eatery was a whopping \$HK50 million-plus.

On the evening of this medium's visit, the chef de cuisine – said to be a Frenchman, also – was not on duty. This seemed strange because one would think that Friday evenings and Saturday evenings would be among the busiest evenings of the week.

(The French: 'Oh là là ! J'ai oublié mon portefeuille!')

On the Friday evening of this medium's visit, only this scribe was a European, enjoying the food and wine. On all of the other tables, accommodating not more than 10 diners, there were only Asians.

But that which was very apparent was that few people spoke above a loud whisper.

If this restaurant can maintain its present high standard, it is guaranteed to be a winner – sooner rather than later.

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