

TASTY CONCEPTS HOLDING LTD:
A YOUNG MAN TOOK THE PLUNGE INTO
THE MUDDIED WATERS OF HONGKONG'S CATERING INDUSTRY

... And, It Appears, He Came Out As A Winner

In that which many people would have considered it a '*back street*' in 2010 – and many people, probably, would still consider Wo On Lane () among one of many back streets, just off the Central Business District of Hongkong Island – Mr Chandler Tang Chun Ho () determined to plant his entrepreneurial seed that, today, has blossomed into a small, but thriving restaurant chain.

At that time, about nine years ago, Mr Chandler Tang Chun Ho was 25 years old.

Mr Chandler Tang Chun Ho, back in 2010, had no intentions of creating his first restaurant as a fine-dining eatery of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC), but a restaurant, specialising in offering a premium-quality '*Hakata-Style*' Japanese ramen.

And a relatively quick meal of ramen, back in 2010, as it is today, is comfort food for the mass market of the territory.

Mr Chandler Tang Chun Ho's financial situation, at the age of 25 years, could not have been much more than a few hundreds of thousands of Hongkong dollars and it would stand to reason that that could have been the justification that this young man selected Wo On Lane as the leased property in which to establish his first Japanese ramen restaurant.

Of course, it is quite likely that Mr Chandler Tang Chun Ho's father and mother assisted their son, materially, both of them, known as being amongst the most-prominent families of the New Territories of the HKSAR.

It is thought, in New Territories's property circles, that Mr and Mrs Tang Hing Chee have beneficial interests in quite a number of properties, mostly in Yuen Long and Fanling, and that they probably felt that they owed a duty of fidelity to their son and, as such, they agreed to stand guarantor in respect of his venture into the catering industry of the territory.

Also, Mr Tang Hing Chee is not known to be lacking in financial clout.

From this humble beginning, today, Tasty Concepts Holding Ltd () (Code: 8096, The **G**rowth **E**nterprise **M**arket [the **GEM**], The Stock Exchange of Hongkong Ltd), the Company that Mr Chandler Tang Chun Ho founded and continues to manage can boast of having a chain of 12 restaurants, 10 of which are ramen restaurants, located in the HKSAR, one, located in the **M**acau **S**pecial **A**dmistrative **R**egion (**MSAR**) of the PRC, and one, located in the PRC, proper, being separate and distinct from the HKSAR and the MSAR.

Mr Chandler Tang Chun Ho did little that could be considered particularly spectacular, at least, not by today's standards, because that which he managed to accomplish was not too dissimilar to that which so many other HKSAR, aspiring businessmen achieved, having taken full advantage of that which they noted were the ripe fruits, hanging from boughs of the trees, abundant in the very fertile 416 square miles that constitute the HKSAR.

On February 27, 2019, Mr Chandler Tang Chun Ho determined to launch an **I**nitial **P**ublic **O**ffering (**IPO**) of Shares in the Issued Share Capital of Tasty Concepts Holding Ltd on the secondary equity market of HKSAR, being, clearly, his considered next phase for the Company that he founded, leading, perhaps, to the Company's partial institutionalisation.

The IPO Of Tasty Concepts Holding Ltd

Tasty Concepts Holding Ltd made a Share Offer of 125 million, one-cent Shares at the Indicative Offer Price Per Share, ranging from a low of 40 cents to a high of 70 cents.

The Public Offer tranche of 12.50 million Shares was, obviously, meant to entice prospective, individual Investors of the HKSAR to take a small slice of the Company on Offer.

The Placing Shares tranche of 112.50 million Shares was the Offer that was meant to lure Qualified Institutional Investors, Professional Investors and/or select, Well-Heeled Individual Investors as well as the

corporate entities in which they controlled, directly or indirectly, to buy into this Company that has all the appearances of having been something of a success story.

On Thursday, March 14, 2019, Management of Tasty Concepts Holding Ltd announced the Offer Price Per Share and the Allotment Results.

The Offer Price Per Share had been struck at the highest level of the Indicative Offer Price: 70 cents.

Management ... [CLICK TO ORDER FULL ARTICLE](#)

***While TARGET makes every attempt to ensure accuracy of all data published,
TARGET cannot be held responsible for any errors and/or omissions.***

*If readers feel that they would like to voice their opinions about that which they have read in **TARGET**, please feel free to e-mail your views to editor@targetnewspapers.com. **TARGET** does not guarantee to publish readers' views, but reserves the right so to do subject to the laws of libel.*