

# TARGET

## Intelligence Report

VOLUME XXIII No. 88

S A T U R D A Y

April 24, 2021

### *Viewsletter*

#### Dining and Wining

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### THE BEST

RESTAURANTS OF HONGKONG ...

AND THE WORST !

Name of Restaurant

Aussie Grill by Outback

Address of Restaurant

Ground Floor and 1<sup>st</sup> Floor, Entertainment Building, No. 30,  
Queen's Road Central, Hongkong

Date of Visit

Saturday, March 13, 2021

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# Dining and Wining

## Category

## TARGET's 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

### Total Cost of Meal

Very Expensive	Moderately Expensive	Very Reasonably Priced
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### Comments

One should never be taken in just by the appearance of the alien face or by the ethnicity of a ubiquitous celebuntante who is known for some extraordinary characteristics, since the chances are very high that one's first impressions are quite likely to have been totally wrong impressions.

This is especially true of The Aussie Grill, one of the newest – if not the newest – fast-food eateries to have opened in a very prominent part of the Central Business District of Hongkong Island.

In January, this year, one could not help but have taken note that, emblazoned on walls of the entrance of Entertainment Building, was the intelligence to the effect that ‘*The Aussie Grill is coming!*’

However, The Aussie Grill that opened in the first quarter of 2021 is as far from being an Australian eatery as is President Joe Biden, considering entering his name as an entrant in the next Hongkong Marathon.

The name of this eatery might imply that it hails from Australia, but this implication is fallacious.

Because, in fact, it is part of an American casual chain of eateries, serving only North American cuisine; it has a pedigree, going back 33 years to March of 1988.

On scanning the billboard of The Aussie Grill, in much smaller lettering, one notes two words: ‘*by Outback*’.

And so, dear friends and neighbours, The Aussie Grill is, indeed, nothing to do with any country of the Antipodes (Australia and New Zealand), but it is another North American chain of eateries, claiming to have more than 1,000 outlets in some 23 countries.

On Saturday, March 13, 2021, **TARGET**’s peripatetic survey team dropped into the newly opened The Aussie Grill in order to learn something about this eatery and, to sample its ‘*Australian*’ cuisine.

It took less than just a few short minutes to learn that the word, ‘*Aussie*’, as printed on the eatery’s menu, was very much a misnomer – because the dishes on offer were all of North American heritage: They had little to do with the cuisine of the Antipodes.

# Dining and Wining

The following are the dishes, selected from the menu of The Aussie Grill, along with the costs of each dish:

## Large Plates

*Served with choice of one side*

*US Wagyu Sirloin*

*Sliced sirloin served with peppercorn sauce and arugula garnish*  
\$HK128

*Aussie Ribs*

*Signature ribs brushed in a tangy BBQ sauce*  
\$HK98

## Snacks

*Crispy Cajun Shrimp*  
\$HK56

## Side Dishes

*Kettle Chips*  
*Roasted Veggies*  
*Side Salad*

*Aussie Cheese Fries*  
\$HK46

*Aussie Petals*  
\$HK42

## Desserts

*Mini Chocolate Thunder From Down Under*  
\$HK48

*Regular Black Coffee*  
\$HK28

*Café Mocha*  
\$HK38

### The Ambiance of The Aussie Grill

The ambiance of The Aussie Grill was, at first glance, something of a shock to this medium because, inter alia, that which the medium had expected was along the lines of Hongkong's traditional sit-down restaurants whereby waiters or waitresses would come to a person's table to take orders and, within a relatively short space of time, one's food was presented at one's table, along with, perhaps, in respect of a member of a fast-food chain, a bill for the food.

Not so at the sparsely decorated tables and chairs of The Aussie Grill, all of which appeared to have been constructed of some very heavy material that made it almost impossible for one to be able to move a chair with relative ease.

Everything at this eatery catered for a new arrival to make a selection as to that which he or she fancied, on studying the two-page, multicoloured menu, and then, after receiving instructions from a member of the restaurant's staff, follow a strict routine, including a short walk to certain portions of the eatery, pay the price for the selected dishes, and, then, to return to one's table, awaiting the arrival of the ordered food.

When **TARGET**'s selected dishes arrived, one aspect of many of them was that they had been laced with an oversupply of select hot spices, such as black pepper, chili powder, and other spices, the nomenclature of which this medium could not identify.

On a positive note, all the cooked dishes had the appearance of being freshly prepared and, without question, the beef hailed from an American domesticated bovine, albeit of the Commercial Grade – which is to be expected in a fast-food eatery due to cost constraints.

## Dining and Wining

By and large, one cannot complain with regard to the fare that is served at The Aussie Grill.

It is quite likely to appeal to quite a number of people, especially the youthful clerical staff of the many businesses that make their present headquarters in the Central Business District of Hongkong Island.

On a very negative point, however, the Regular Black Coffee was completely undrinkable: It was warm, to be sure, but it tasted, terribly – and, certainly, not of coffee!

Clearly, the present philosophy of Management is to get guests to visit The Aussie Grill, seat them as quickly as possible, and, then, after satiating them, get them to leave as quickly as possible ... in order to make way for replacement customers.

In short, in, and then, out!

The music, piped into the eatery, is boisterous and much too loud; and, it is not at all pleasant and calming to one's tympanic membrane, the membrane of the inner ear.

There is absolutely nothing very wrong with the fare, served at The Aussie Grill, its prices are definitely very competitive with other eateries and what-have-you in the Central Business District of Hongkong Island.

It does not serve Australian cuisine, however, and, perhaps, that is all for the better.