

Uma Nota – Bringing Nipo Brasileiro Cuisine to the Global Stage



Source: Pexels (2020)

Background

Located in the heart of Central, Uma Nota is Hong Kong's first Brazilian-Japanese restaurant opened by two siblings named Alexis and Laura Offe. On a trip to Sao Paulo, the two siblings were inspired by the influence brought by Japanese immigrants on local street food of Brazil, having decided to bring such flavours back to Hong Kong, the two siblings opened Uma Nota in 2017 (Uma Nota, 2020).

Combining Japanese culinary techniques and fresh Brazilian ingredients, Uma Nota specializes in Nipo Brasileiro cuisine—a fusion that is still relatively rare worldwide (Uma Nota, n.d.). One of its signature dishes, for example, features a Brazilian-style pork mince patty deep-fried in traditional Japanese style (Uma Nota, 2020).

Beyond its food, Uma Nota is equally known for its distinctive atmosphere. Modelled after a boteco—a Portuguese term for a casual, friendly gathering spot for drinks—the restaurant embraces the warmth and energy of São Paulo. The founders aim to recreate the lively, colourful vibe of Brazilian street life, filling the space with laughter, camaraderie, and bold flavours (Marshall, 2018; Uma Nota, 2020).

Visioned to grow their business beyond the Hong Kong market, Alexis and Laura established the Meraki Hospitality Group in 2018 (Meraki Hospitality Group, n.d.). Under this umbrella, the group has since opened another Uma Nota in Paris and launched BEDU, a new Middle Eastern concept bar, in Hong Kong (Uma Nota, n.d.).

Challenges

While Uma Nota's culinary concept is distinctive, its success hinges on overcoming several operational challenges. The niche nature of Nipo Brasileiro cuisine means that chefs trained in

this fusion style are scarce, making it difficult to recruit qualified kitchen staff. Additionally, sourcing fresh Brazilian ingredients in Hong Kong and France poses logistical and cost-related challenges.

Expanding the brand to Paris presents further complexities. The business environment, regulatory landscape, and customer preferences differ significantly from those in Hong Kong. To succeed, the group must invest heavily in adapting its business model, menu, and service style to fit local expectations while maintaining Uma Nota's core identity.

Discussion Questions

1. How can Uma Nota guarantee ensure consistent ingredient sourcing and secure a steady supply of skilled kitchen staff to sustain its operations?
2. What preventive strategies can be adopted to mitigate risks of supply chain disruptions?
3. What are the potential benefits and drawbacks of expanding into a market like Paris? How should the group adapt its offerings to align with local market expectations?
4. What strategies can help Uma Nota reduce the impact of cultural differences when entering markets with unfamiliar consumer behaviours and preferences?
5. How can innovation support the successful adaptation and scaling of the Uma Nota brand in new markets?

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Keywords

- Food and Beverage
- Culinary innovation
- Restaurant internationalization
- Cultural adaptation
- Hospitality entrepreneurship
- Expansion

Acknowledgement

This case study is based on and adapted from the work of undergraduate students Paula Heile from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

Uma Nota ——将日式巴西融合美食推向全球舞台



Source: Pexels (2020)

背景

Uma Nota 坐落于中环核心地带，是由一对兄妹 Alexis 和 Laura Offe 创办的香港首家巴西-日本融合餐厅。在一次圣保罗之旅中，两人受到日本移民对巴西当地街头美食影响的启发，决定将这种风味带回香港，并于 2017 年开设了 Uma Nota (Uma Nota, 2020)。

Uma Nota 融合日本烹饪技艺与新鲜的巴西食材，专注于 Nipo Brasileiro（日式巴西融合）美食——这种融合在全球范围内仍较为罕见(Uma Nota, n.d.)。例如，其招牌菜之一便是采用传统日式方法油炸的巴西风格猪肉沫肉饼(Uma Nota, 2020)。

除了美食，Uma Nota 同样以其独特的氛围而闻名。餐厅以“boteco”（葡萄牙语，指一个随意、友好的饮酒聚会场所）为蓝本，体现了圣保罗的热情与活力。创始人旨在重现巴西街头生活的热闹多彩氛围，让整个空间充满欢笑、情谊和浓郁的风味 (Marshall, 2018; Uma Nota, 2020)。

怀着将业务拓展至香港以外市场的愿景，Alexis 和 Laura 于 2018 年创立了 Meraki Hospitality Group (Meraki Hospitality Group, n.d.)。在此集团旗下，他们随后在巴黎开设了另一家 Uma Nota 分店，并在香港推出了一个新的中东概念酒吧 BEDU (Uma Nota, n.d.)。

挑战

尽管 Uma Nota 的烹饪理念独具特色，但其成功取决于能否克服几项运营挑战。Nipo Brasileiro 美食的小众性质意味着受过这种融合风格训练的厨师非常稀缺，这使得招聘合格的厨房员工变得困难。此外，在香港和法国采购新鲜的巴西食材也带来了物流和成本相关的挑战。

将品牌扩展到巴黎则带来了进一步的复杂性。与香港相比，巴黎的商业环境、监管环境和顾客偏好存在显著差异。为了取得成功，集团必须投入大量资源，调整其商业模式、菜单和服务风格以适应本地期望，同时保持 Uma Nota 的核心特色。

讨论问题

1. Uma Nota 如何才能确保稳定的食材采购，并保证持续获得熟练的厨房员工以维持其运营？
2. 可以采取哪些预防性策略来降低供应链中断的风险？
3. 进入像巴黎这样的市场有哪些潜在的好处和弊端？集团应如何调整其产品以符合当地市场的期望？
4. 进入消费者行为和偏好陌生的市场时，哪些策略有助于减少文化差异带来的影响？
5. 创新如何支持 Uma Nota 品牌在新市场的成功适应和扩张？

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关键词

- 餐饮
- 烹饪创新
- 餐厅国际化
- 文化适应
- 酒店业创业
- 扩张

致谢

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將品牌擴展到巴黎則帶來了進一步的複雜性。與香港相比，巴黎的商業環境、監管環境和顧客偏好存在顯著差異。為了取得成功，集團必須投入大量資源，調整其商業模式、菜單和服務風格以適應本地期望，同時保持 Uma Nota 的核心特色。

討論問題

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2. 可以採取哪些預防性策略來降低供應鏈中斷的風險？
3. 進入像巴黎這樣的市場有哪些潛在的好處和弊端？集團應如何調整其產品以符合當地市場的期望？
4. 進入消費者行為和偏好陌生的市場時，哪些策略有助於減少文化差異帶來的影響？
5. 創新如何支持 Uma Nota 品牌在新市場的成功適應和擴張？

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關鍵詞

- 餐飲
- 烹飪創新
- 餐廳國際化
- 文化適應
- 酒店業創業
- 擴張

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