



# 港式月餅風靡深圳 港貨店日銷逾百盒

News  
Buddy

## Shenzhen Hong Kong goods store sell sells over a hundred boxes of Hong Kong-style mooncakes per day

原文

摘錄自9月9日香港《文匯報》：隨着中秋節即將來臨，近日在深圳，無論是在超市、華強北紫荊城港貨中心還是菜鳥驛站，都看到不少深圳市民購買和郵寄港式月餅回鄉，榮華、美心等為首選，通常購買四五盒，價格千多元（人民幣，下同），而榴槤和陳皮月餅也深受市民青睞。香港文匯報記者從紫荊城港貨中心一些商家獲悉，最近平均一天批發銷售港式月餅達100多盒，最高達數百盒。

港式月餅因其用料品質上乘，口味純正，因而多年來一直深受內地民眾的喜愛。因此，每年中秋節，是港式月餅內地促銷的一大機遇。香港文匯報記者在紫荊城港貨中心一樓看到，20多家商舖均在顯眼的位置擺放港式月餅，包括美心、榮華、奇華、九龍半島等多個品牌展示許多品種的月餅。一些市民與家人或者朋友

前來購買港式月餅，劉先生與太太前來一商家購買了5盒港版元朗榮華雙黃白蓮蓉月餅，一盒220元，總價花了1,100元。「因為港式月餅品質很好，口感好，所以一家人很喜愛吃，今天特地前來購買，帶回家與家人一起品嚐。」

該商舖一商舖售貨員鄭小姐表示，他們熱銷的港式月餅包括美心雙黃白蓮蓉、流心奶黃和榮華雙黃白蓮蓉，美心雙黃白蓮蓉價格是250元一盒，流心奶黃價格每盒278元。近半月以來，許多深圳市民和批發商紛紛前來購買，一些批發商是三件五件購買，一件20盒，他們拿去線下零售或者線上售賣；市民多是購買三五盒，送親戚朋友或自己與家人品嚐。

在港貨中心，一些港式新奇的月餅如榴槤、陳皮等月餅受到市民的青睞。商家何小姐稱，他們賣美心榴槤月餅，餡料是用榴槤做的，因為榴槤受到許多人的喜愛，榴槤月餅自然也吸

引許多人購買，有時一天銷售數十盒。記者看到，一盒榴槤月餅6個，價格是225元，每個月餅22.5克，因此總重不到150克，售價並不便宜。在另一家商舖，澳門生產的陳皮月餅售價是175元一盒，每天也有不少顧客光顧。

而簡易包裝的港式筒裝月餅也同樣受許多市民青睞，港貨中心商家陳女士表示，他們銷售便宜低價的順香園雙黃白蓮蓉，四個裝的價格是45元，紅豆沙和叉燒五仁分別是35元和45元。

由於價格低，且是純正香港口味，因此許多市民前來購買，最近一筒還漲價了數元。另一商家銷售奇華鐵筒四個裝雙黃白蓮蓉月餅價格是310元，較美心和榮華港版均要貴不少，但是仍然受到顧客青睞，以前進的一批貨現在只剩下一個。

不少商家港式月餅價格均在上漲，商家陳小



●圖為內地港貨店售賣的傳統港式月餅。資料圖片

姐稱，他們的美心流心蛋黃月餅半月之前價格是248元，現在售275元，漲價了20多元，漲幅逾一成；港版元朗榮華雙黃白蓮蓉售價220元，較半月前漲了7元。

譯文

With the Mid-Autumn Festival approaching, in Shenzhen recently, whether in supermarkets, Huaqiang North Zhijingcheng Hong Kong Goods Centre or the Cainiao station, you can see a lot of Shenzhen people buying and mailing Hong Kong-style mooncakes to their hometowns, Wing Wah, Maxim's and so on are the first choice, usually buy four or five boxes, the price of more than 1,000 yuan (Renminbi, the same below), and the durian and mandarin peel mooncakes are also very popular with the public. Hong Kong Wen Wei Po reporters learned from some merchants in the Zhijingcheng Hong Kong Goods Centre that the average daily wholesale and sales of Hong Kong-style mooncakes recently reached more than 100 boxes, with a peak of several hundred boxes.

Hong Kong-style mooncakes have been famous among mainlanders for many years because of their high-quality ingredients and pure flavour. Therefore, the Mid-Autumn Festival is an excellent opportunity to annually promote Hong Kong-style mooncakes on the mainland. Hong Kong Wen Wei Po reporters saw on the ground

floor of the Zhijingcheng Hong Kong Products Centre that more than 20 shops displayed Hong Kong-style mooncakes in prominent positions, including Maxim's, Wing Wah, Kee Wah, Kowloon Peninsula and other brands displaying many varieties of mooncakes. Some people came to buy Hong Kong-style mooncakes with their families or friends. Mr Lau and his wife came to one of the shops and bought five boxes of the Hong Kong version of Yuen Long Wing Wah mooncakes with double-yellow and white lotus seed paste at \$220 per box, costing \$1,100. "As Hong Kong-style mooncakes are of good quality and taste, the family likes them very much, so they came here today to buy them and bring them home to taste with their family."

Ms Zheng, a saleswoman at a shop in the mall, said that their hot-selling Hong Kong-style mooncakes include Maxim's double-yolk white lotus seed paste, milky yolk and Wing Wah's double-yolk white lotus seed paste, with Maxim's double-yolk white lotus seed paste priced at RMB 250 per box and milky yolk priced at RMB 278 per box. Nearly half a month, many Shenzhen cit-

izens and wholesalers have come to buy; some wholesalers have three pieces of five pieces to buy or 20 boxes, which they take to the offline retail or online sales; the public is to buy three or five boxes, to send relatives and friends or their own and family members to taste.

At the Hong Kong Goods Centre, the public favoured some novelty mooncakes, such as durian and mandarin peel mooncakes. According to Ms Ho, a trader, Maxim's durian mooncakes are sold with durian as filling. Since many people love durian mooncakes, they attract many people to buy them, and sometimes dozens of boxes are sold in a day. Reporters can see that a box of six durian mooncakes costs 225 yuan, and each small mooncake weighs 22.5 grams, so the total weight of the mooncakes is less than 150 grams, which is not a low price. At another shop, the cost of a box of mandarin peel mooncake made in Macau is RMB 175 yuan, and many customers patronise them daily.

Simply packaged Hong Kong-style mooncakes are also favoured by many people. Ms. Chen, a merchant at the Hong Kong Goods Centre, said that they sell cheap and low-priced Shun Heung

Yuen double-yolk white lotus seed paste at RMB 45 for a pack of four and red bean paste and barbecued pork with five kernels at RMB 35 and RMB 45 respectively. Since the price is low and the flavour is pure Hong Kong, many people come to buy them, and the cost of a tube has recently gone up by a few dollars. Another merchant sells Kee Wah iron tube four packages of double-yolk white lotus seed paste mooncake price is 310 yuan, compared with Maxim's and Wing Wah Hong Kong version is much more expensive but still favoured by customers, the previous batch of goods are now only one left.

Many merchant's Hong Kong-style mooncake prices are rising; businessman Miss Chen said their Maxim's flow egg yolk mooncake half a month ago price is 248 yuan, now selling 275 yuan, an increase of more than 20 yuan, an increase of more than 10%; Hong Kong version of the Yuen Long Wing Wah double-yolk white lotus seed paste price of 220 yuan, compared with half a month ago, an increase of 7 yuan.

● 環球

## 真摯詞語勝高深詞彙

貼地英文

今天我介紹一個名為優山美地的國家公園 (Yosemite National Park)。

先看官方網站的介紹：Yosemite is not just a great valley, but a shrine to human foresight, the strength of granite, the power of glaciers, the persistence of life, and the tranquility of the High Sierra. First protected in 1864, Yosemite National Park is best known for its waterfalls, but within its nearly 1,200 square miles, you can find deep valleys, grand meadows, ancient giant sequoias, a vast wilderness area, and much more.

優山美地不僅是一個偉大的山谷，有遠見的前人的聖所、頑強的花崗岩、冰川的霸氣、恒持的生命和寧靜的高脊山脈。自1864年被列為保護區，優山美地國家公園以瀑布而聞名於世。在其近1,200平方英里的幅員，讓您一窺深谷、大草原、入雲的老紅杉、廣闊的大自然，不能盡錄。

雖然這位文案撰寫人 (Copywriter) 已經把介紹寫得符合大眾口味，但總覺得缺了些什麼。

再分享一篇關於優山美地的中學生日誌，它來自三藩市灣區內的聖荷西名為亞夫內日校 (Yavneh Day School)：

Last week, Yavneh's 5th, 6th, and 7th graders journeyed to Yosemite National Park. Our young explorers hiked for miles, crawled through bear caves, scrambled up rocks, and gazed at waterfalls. On Thursday, the majestic landscape transformed into a winter wonderland right before their eyes: It snowed, and snowed ..... and snowed! Snowmen, snow angels, and snowball fights popped up all over the campsite as the adventurers took full advantage of the magical change in weather. Throughout the journey, students deepened their friendships and their trust in one another, and discovered the power of perseverance. It was a journey that they will cherish for years to come.

上周，亞夫內的五、六和七年級的同學到優山美地國家公園郊遊。我們的年輕探險家走了數英里的山路，爬過熊洞、步過岩石、凝視瀑布。在周四，雄偉的風景頓成冬日仙境，盡入他們的眼簾：下雪了，下雪

了...下雪了！營地內彈出了雪人、雪天使和雪球戰，這群冒險家好好享用了這天氣變身的奇遇。在這旅程中，同學們加深了彼此的友情和互信，並體驗了毅力的力量，這旅程的回憶將會長存在他們的心間。

同學感言 (Student Testimonials)：

Have you ever rock scrambled? While in Yosemite, we "rocked" it! We conquered our fear of heights, worked as a team, and relied on each other. — Riley (5th)

Rock it is 大展身手，克服懼高是 conquered our fear of heights，我們無須用學術名的懼高症 (Acrophobia)。

We explored El Capitan West! It was steep and the path was covered with fallen trees. It was tough. But as we got to the end, it was all worth it. There was a mind-boggling view. — Lea (6th)

El Capitan 是酋長岩，它真的很險峻。A mind-boggling view 是難以置信的美景。

Overall, the tough hikes taught me how to be more independent and brave. — Aviv (5th)

用在成長時 independent 應叫自立，而不是獨立。Last week in Yosemite it snowed a lot ..... It was all over the campsite and up to our ankles! We had an awesome snowfall fight, and the teachers joined in! The snow was such a beautiful sight to see. We also hiked in the snow as it was falling down on us. Even though it was freezing cold, it really brought us together and showed us how capable we are. — Lilah (6th)

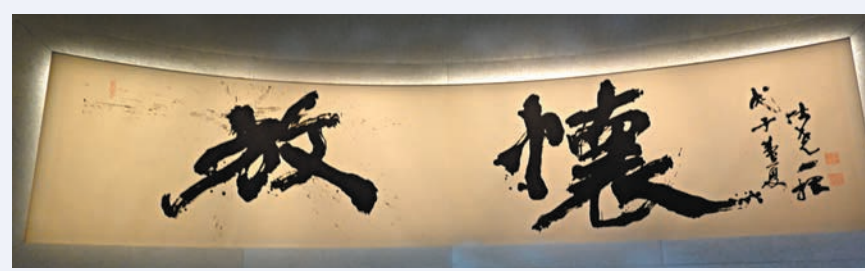
Awesome 是美國人常用，就如香港年輕人口中的「勁正」。Freezing cold 是寒風刺骨，Brought us together 是團結一起。自我發掘潛能原來是 Showed us how capable we are。

這一篇短文很淺白，用的詞彙也不高深，卻很有感染力。客觀來說，靈活的日常英語用語只有生活在英語環境的人才會得心應手，例如 rock it、awesome 和 freezing cold 之類，其真摯的語句也是首段的官方用語所欠缺的。

● 康源 專業英語導師

恒大清思

●圖為翟仕堯的書法作品。資料圖片



觀翟仕堯書法「以書立身」

香港藝術館最近舉辦了「放懷天地——翟仕堯書法展」，展出本港著名書法家翟仕堯先生百餘幅作品，極具欣賞價值。我在展期間約友人欣賞了一次，另外又跟導賞再看一次，每次均深受翟公之作品感動。本文見刊之際，相信展期業已結束，正好借此機會，聊記觀展期間憶起的兩則佚事。

初次聽聞翟公大名，是在1999年香港中樂團舉辦的《畫樂緣》音樂會，席間演奏了本地作曲家羅永暉的作品《毫飛集》，這是一首跨媒介的樂曲，由樂隊演奏配以書法家即席揮毫。樂團邀得翟公擔任此作的首演嘉賓，樂器開首由弦樂組演奏的一組滑音，順着翟公題下「毫飛集」三字流暢的筆觸而成，接續健筆隨着音樂的徐疾變化，揮灑自如，而樂曲最後的泛音，正好落在書法作品完成鈐章的一刻，有畫龍點睛之效。翟公與樂隊在整個演出過程配合得天衣無縫，亦在我的心中留下深刻的印象。

後來曾在中文大學藝術系修讀若干門課，赫然看到選課系統上導師名字分外眼熟，翻查音樂會場刊，發現翟公任教「隸書」和「楷書」兩門課，沒有多加考慮便選了。我不敢忝稱翟公學生，只是在機緣巧合之下有幸向其請教，雖然成績並不突出，但獲益良多，終身受用。

翟公雖是成就超卓的書法家，但並無架子，且耐心教導學生，更有傳統老師以身作則的使命感，當年每周二

八點半上課，有一天市區氣溫不到十度，新界比市區冷，山上的新亞書院比新界更冷。我深知翟公教學認真，不敢怠慢，八點半來到課室，自以為已算守時，豈知他已挺直腰板端坐等待同學，更表示自己家住長洲，仍然冒着嚴寒長途跋涉準時上課，實在讓遲到者汗顏。那次亦是我對「求學與做人，貴能齊頭並進」的道理最深的一次體會。

說回展覽，最為矚目的作品，當為懸於展廳入口中央的「穎舞」。該作以金文寫成，而「穎」不見於金文，於是翟公以其對古文字的認識，將「匕」、「禾」、「頁」三字的金文，巧妙地合成「穎」字，又以該字本義為「禾穗之尖端」引申為筆鋒，寓意書法乃筆鋒之舞，饒具深意。據負責裝裱此作的師傅所述，翟公不要為此作「托底」。既然沒有底紙，又如何令作品顯得挺直？於是師傅便在作品兩旁掛上驚燕帶，嘗試以重量拉直作品，而兩條驚燕帶配合觀眾走動時引起的氣流，又讓作品隨風擺動，宛如起舞，使作品的藝術氣息超越區區文字與線條，實在令人嘆為觀止。

展期或已完結，但翟公的每幅作品都彌足珍貴，向隅的同好不妨留意藝術館資訊，將來定有機會欣賞。

●蘇澤民 (香港恒生大學中文系高級講師)

