



# China Toolkit

Tools you need to understand and cater  
for our growing Chinese visitor market

## Advice for Food Providers

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# Advice for Food Providers

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## General Tips for Welcoming Chinese guests

1. Everyone appreciates feeling welcome: Greeting your Chinese guests with a warm welcome is especially relevant because reputable operators in China usually provide very attentive service.
2. Be friendly and patient: misunderstandings can readily arise through culture and language differences, so staying positive, friendly and patient while clarifying requirements and requests is key.
3. Language: Learning a few Chinese phrases will give your Chinese guests a pleasant surprise, and possibly help you convey some key messages (welcome/safety/price). Mandarin is the standard Chinese dialect.
4. Signage: Basic Chinese signage may be very helpful to assist your guests to make the most of their time (or follow your requests) while at your operation. Use 'Simplified Chinese' as it is the form of written Chinese used throughout Mainland China.
5. Photos: Provide plenty of opportunities for Chinese guests to take photos, both of themselves and your local sights.
6. Payment: Chinese use cash more often than New Zealanders, but now have debit and credit card facilities as well, however you will benefit from the ability to accept China's standard card issuer - 'China Unionpay' as many Chinese only have this type of card, and if they have a Visa/MasterCard will usually prefer to use the China Unionpay one.
7. Shopping: Giving gifts from an overseas holiday is a strong tradition in China, so if you have shopping facilities or specialty products be sure to let them know.
8. Eating: Chinese tend to eat three hot meals at set times of the day – breakfast by 8:30am, lunch at 12:00pm and dinner by 6:00pm and can become disappointed if these mealtimes are missed. Let your Chinese guests know what meal facilities are available.
9. Smoking: Let your Chinese guests know not just where they can not smoke but also where it is permissible.

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## Specific Advice for Food & Beverage

### Introduction to Food for Chinese guests

Thinking of preparing food for your Chinese guests?

There are many ethnic groups in China and many different food styles, but here's some basic information to get you started:

Most visitors from China to New Zealand are from northern regions (Beijing) Eastern seaboard (Shanghai) as well as southern regions (Guangzhou/Canton/Hong Kong).

Chinese normally expect food to be served quickly and a typical meal would last less than an hour. They also tend to have dinner early – after 7pm is late!

Chinese visitors often like to sample local food such as seafood (including fresh shellfish and crayfish), fresh local produce and premium wines. So don't be afraid to tempt them with the best New Zealand products. They especially want to try local specialties, so tell them what is your local (or NZ) speciality.

Ideally your menu should be translated into Chinese to make them feel more welcome.

More tips:

1. Chinese usually eat warm food and are not used to salads and other raw, cold dishes.
2. Rice and noodles are popular everywhere.
3. The Sichuan and Hunan provinces are known for their love of spicy foods that include hot peppers.
4. Soups are very popular as well as dumplings.
5. Many traditional Chinese dishes also feature lots and lots of vegetables. Some popular vegetables in China include green beans, cauliflower, leeks, bean sprouts, bok choy and cabbage.
6. Use steaming and pan fry methods rather than deep fry.
7. Chinese tend to eat more portions of vegetable than meat.
8. Offer hot or warm water as an alternative to iced water
9. Chinese normally eat fruits as dessert.
10. Avoid using too many milk products (cream, cheese, butter) and be moderate in the use of salt.
11. Baked goods are less common in China.
12. Soft-boiled eggs are not as appreciated so please boil them longer.
13. Having a basic selection of Chinese food, such as rice, stewed or fried vegetables and sliced meat (chicken, beef, veal, pork) or fish available at meals may be appreciated.
14. Chinese like to share dishes and combine different dishes and tastes, therefore It is appreciated if courses are served together.
15. In northern regions soup is often served at the end of the meal whereas in the south it is served first.

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## Chinese Food Culture

Chinese food (Zhong Can 中餐) comes in all shapes, sizes, tastes & colours, often presented as works of art! From mutton dishes from the Northwest, spicy dishes from the Southwest, and seafood from the coast, the range of Chinese foods is amazing.

### Chinese Cuisines

1. Northern Chinese often prefer meat - pork, beef and lamb. They have saltier tastes with wheat-type staple foods such as breads, buns and noodles. Southern Chinese have more seafood and rice with lighter/fresher tastes predominating.
2. Southerners, especially south easterners prefer seafood, poultry, sweet cuisine and vegetables.
3. Mid-west and south-western areas like spicy food and fish.

### Table Settings

Chinese food is served 'family style' with all the dishes placed in the centre of the table to be shared by all members of the party. At a formal dinner you may be given serving spoons and/or serving chopsticks, but usually everyone simply helps themselves to the dishes using their own chopsticks/spoon. Chinese also use a ceramic spoon along with chopsticks. Do not hesitate to use this if you are having trouble picking something up with your chopsticks. Utilize all options at your disposal!

### Bones & Stuff

Bones and shells are often present in Chinese food, as the bone is considered to add flavour to the meat around it and the shells holds in the flavour. When you bite into a small piece of Chicken, do not be surprised to encounter something very hard.

The bones should be cleaned of meat while in your mouth, and then spit them into your spoon or chopsticks (this takes practice) and place them on the side of your plate.

Usually Chinese will use their plate not to pile food that they plan to eat, but to place unwanted bits such as bones, shells, etc. to be removed by the wait staff and replaced with a clean plate. If you are eating unshelled prawns or other high-waste foods, then you would leave the shells/bones on your plate and it is completely acceptable to ask the wait staff to replace the plates.

### Timing

Banquets generally last 2 hours. Once the meal is over, the visitors may chat over tea for a few minutes but should then get up and go. There is no prolonged after-dinner drinking so common in the West, and departure soon after the end of the meal is the rule in China. If the diners are interested in prolonging their time together, they may suggest another venue such as KTV (karaoke) or a bar.

### Drinks

Loose-leaf tea is drunk before and after the meal and no one's teacup should be allowed to get more than 1/2 empty. Always pour tea for others before yourself. Set the teapot down so that the spout is not pointing directly at anyone. The leaves in the ubiquitous loose-leaf tea can cause difficulties for foreigners at first, but they are edible if you happen to get one in your mouth.

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Alcoholic drinks are often drunk during the meal, especially beer, baijiu (a clear Chinese grain alcohol) and red wine. The pressure to drink at a banquet can be intense, and if you do not intend to drink, you should probably claim medical reasons.

'Gan Bei' literally 'dry glass' suggests that you should finish everything in your glass, and is an important part of business banquets.

### New Zealand Food Specialities - Explanations and translations you can share with your Chinese guests

When you have a Chinese visitor, you can share this with them to help them understand New Zealand Food, and our food culture. Chinese want to try local specialities, and this will help guide them to do just that.

#### Introduction to Eating in New Zealand

In New Zealand, dinner or "tea" is usually taken in the evening as the main meal of the day. For this mealtime family members generally sit down together at least once or twice a week. As with most western cultures though, the formality of this ranges from family to family. Takeaways are also a popular option, with popular options being Indian, Chinese, fish and chips or pizza.

Breakfast can range from a bowl of cold cereal (Weet-Bix is the classic New Zealand breakfast cereal) to a "big breakfast" which is a cooked meal usually consisting of Toast, Eggs, Bacon, Sausage, Tomato, mushrooms and hashbrowns (fried potato).

Lunch is less formal than dinner, and can range from sandwiches (sammies), pies, or other baked goods such as lasagne, quiche, etc. sometimes accompanied with a salad.

#### 新西兰饮食介绍

在新西兰，晚餐是每天晚上的主餐。每一周，家庭成员们都会聚在一起共进晚餐至少一到两次。不过和大部分西方文化一样，每个家庭偏爱的晚餐也各不相同。外卖食品也很受欢迎，通常是印度菜、中国菜、炸鱼配薯条，或者是披萨。

早饭可以是一碗简单的冷麦片（例如经典的新西兰早餐麦片Weet-Bix），也可以是一顿丰盛的早餐，通常是由吐司、鸡蛋、培根、香肠、番茄、蘑菇和炸土豆一起烹制而成。

午餐没有晚餐正式，可以是三明治（sammies）、馅饼，或其他烘烤食品，如宽面条、乳蛋饼等，有时搭配沙拉。

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## New Zealand Speciality Foods: 新西兰食品特色

### Meals & Dishes: 三餐和菜肴

#### Barbecues 烧烤

During the summer months, barbecues are extremely popular in New Zealand, not only as a meal, but also as a social gathering. Guests are invited to contribute alcohol or “bring a plate” (a dish of food to share) while meat and fish are prepared outdoors over a hot grill. This tradition is informal, with friends and family socializing in a relaxed, fun and friendly atmosphere.

夏季时, 烧烤在新西兰非常流行, 这不仅是一次聚餐, 更是社交聚会的一种形式。受邀宾客会带上一瓶酒或一道菜(用来与其他人分享), 肉类、鱼类都在室外的热烤架上烹制。在这个不拘礼节的传统场合中, 亲友家人能够在一个轻松、愉快、友好的气氛中共度一段惬意的时光。

#### Fish and Chips 炸鱼薯条

Deep-fried battered fish accompanied by thick cut deep-fried chips/fries. This is a popular take-away meal; it is wrapped in paper and if possible eaten at the beach.

煎炸鱼块配上厚切炸薯条, 是流行的外卖食品, 通常包裹在纸里, 还可以带到海边吃。

#### Meat Pie 肉饼

Imported from Britain, a New Zealand meat pie is a hand-sized savoury pastry containing minced meat and gravy. Other varieties include cheese and vegetables such as mushrooms and onions. It is iconic in New Zealand and is part of national identity. On average, New Zealander's consume 15 meat pies each per year.

新西兰肉饼源于英国, 是一种开胃酥皮糕点, 它大概手掌大小, 里面有肉末、肉汁, 也有些会放一些奶酪和蔬菜, 像蘑菇和洋葱。肉饼是新西兰标志性的小吃, 也是民族认同感的重要部分, 平均每个新西兰人每年要吃掉15个肉饼。

#### Roast Lamb 烤羔羊肉

A leg or shoulder of lamb is marinated, stuffed and oven-baked until pink and tender in the centre.

将经过腌渍、填塞的羔羊腿或羔羊肩肉放在烤箱里烤, 直到中间部分的肉变粉, 变软。

#### Hangi 杭伊 (Hangi)

This traditional Maori way of cooking involves packing food into baskets, placing the baskets on hot rocks and burying them deep underground to cook for hours in their own steam.

For a true taste of New Zealand, the smoky flavour of the traditional Maori hangi (pronounced hung-ee) is an essential culinary experience.

The hangi is usually prepared for special occasions. Traditionally, men dig and prepare the hole, and women prepare the food to go in it. All members of an extended family (whanau) help out for such a feast.

这种传统的毛利族烹饪法是把食物装在篮子里, 然后把篮子放在滚烫的岩石上, 最后一同深埋在地下, 利用蒸汽烹煮几个小时。

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要想品尝真正的新西兰风味，传统毛利烟熏风味杭伊是不容错过的美食体验。

杭伊通常是针对特殊场合而烹制。在传统习俗中，男人们负责挖洞，女人们则负责准备放入洞中的食物。大家族中的所有成员都会来帮忙，一起准备这场盛宴。

### NZ Speciality Ingredients: 烹饪原料

#### Beef and Lamb 牛肉和羔羊肉

Grazing on fresh pasture year-round, New Zealand beef and lamb are of the highest quality and are exported around the world.

新西兰的牛羊全年由新鲜牧草喂养，牛肉和羔羊肉品质一流，畅销世界各地。

#### Crayfish 小龙虾

Also known as Rock Lobster, crayfish are harvested in coastal waters around New Zealand.

也被称为岩虾，在新西兰各沿海水域都可捕获。

#### Green Lipped Mussels 绿唇贻贝

Native to New Zealand and farmed in the Marlborough Sounds, The Coromandel and Stewart Island.

新西兰原产，在马尔堡峡湾、科罗曼德和斯图尔特岛养殖。

#### King Salmon 王鲑

Salmon, available either fresh or smoked, is farmed in the Marlborough Sounds, Stewart Island and on the South Island's east coast.

鲑鱼，有新鲜的或熏制的，养殖在马尔堡峡湾、斯图尔特岛和南岛东海岸。

#### Whitebait 银鱼

These tiny fish are considered a delicacy and are most commonly cooked as a fritter, fried in batter. Caught in rivers around the country, they are famously abundant on the West Coast of the South Island.

这些银色的小鱼在新西兰各地的河流都能捕到，尤其是以盛产银鱼闻名的南岛西海岸，最通常的做法是裹上面糊放到锅里炸，美味可口。

#### Oysters 牡蛎

Juicy, succulent delicacies from the sea. Bluff Oysters, from Southland, are particularly renowned.

来自海中的一道多汁肉美的佳肴，尤以南部地区的布拉夫牡蛎为甚。

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### Paua 鲍鱼

A New Zealand Abalone species whose meat is black rather than gold, and a traditional delicacy.

新西兰大鲍的肉不是金色，而是黑色的，是一道传统的美味。

### Kumara 红薯

A traditional Maori food crop, this sweet potato is a Kiwi favourite that features in most Hangi and may also be served as chips, roasted or mashed.

这种甘薯是传统的毛利人粮食作物，也是奇异鸟的最爱，经常出现在传统美食杭伊里，可以拿来做薯条，也可以烘焙，还可以捣碎成红薯泥。

### Sweets: 甜品

#### Pavlova 奶油蛋白饼

The traditional New Zealand dessert is a meringue that is crisp on the outside and soft in the middle, covered with cream and decorated with fruit.

这道传统的新西兰甜品是一种蛋白酥皮饼，外脆里软，外层包裹奶油，用水果进行装饰。

#### Hokey Pokey Ice Cream Hokey Pokey 冰淇淋

Ice cream with small crunchy pieces of toffee.

包含小块松脆焦糖的冰淇淋

#### Anzac Biscuits Anzac 饼干

Popular in both New Zealand and Australia, these biscuits are primarily made using oats, golden syrup and coconut.

在澳大林亚和新西兰都很受欢迎，主要是由燕麦、糖浆和椰子做成。

#### Afghan Biscuits 阿富汗饼干

Traditional biscuit made using coco powder, butter, flour and cornflakes and topped with chocolate icing and a walnut

用可可粉、黄油、面粉和玉米片制作，并淋上巧克力糖霜和核桃仁的传统饼干。

#### Lamingtons 拉明顿蛋糕

Traditional cakes named after Lord Lamington. They are square sponge cakes coated in desiccated coconut. A raspberry version is also commonly found.

以拉明顿勋爵名字命名的传统糕点，是一种方形的海绵蛋糕，上面覆盖着椰丝。树莓味的也很常见。

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### Lolly cake 糖果蛋糕

A traditional New Zealand cake that features chewy fruity marshmallows, malt biscuits and coconut as the main ingredients.

一种传统新西兰蛋糕，其主要成分是耐嚼的果味棉花糖、麦芽糖饼干、椰子。

### Other Speciality Foods & Drinks: 其他新西兰特色食品：

#### Gourmet Oils 食用油

New Zealand edible oil specialties are local olive and avocado oils that are fresh and tasty.

新西兰的食用油以本地橄榄油和鳄梨油为代表，非常新鲜味美。

#### Honey 蜂蜜

Many varieties of honey are available in New Zealand, but the most sought-after is Manuka honey produced from a native flowering shrub known for its health benefits.

许多品种的蜂蜜在新西兰都可以买到，但最受欢迎的是麦卢卡蜂蜜，因为源于纯天然开花灌木丛，对身体健康有益。

#### Kiwifruit 奇异果

A popular succulent green or gold-fleshed fruit with a furry brown skin that thrives in warmer parts of the country.

一种流行的多汁绿色或金色果肉水果，棕色表皮长满茸毛，生长在新西兰的温暖地区。

#### Lemon & Paeroa (L&P) L&P 柠檬汽水

Unique New Zealand sparkling soft drink originating from the small North Island town of Paeroa.

新西兰的独特汽水，起源于北岛小镇派罗瓦 (Paeroa)。

#### Marmite 马麦酱

A strong flavoured sticky brown paste that is a by-product of yeast from brewing beer. Typically eaten as a spread on toast.

马麦酱是一种味道浓烈的粘性棕色膏体，是酿造啤酒的酵母副产品，通常抹在面包上吃。

#### Cheeses 奶酪

The growing conditions of New Zealand's livestock also result in an abundance of wonderful dairy products. Local blue cheeses are renowned.

新西兰优质丰富的奶制品得益于良好的牲畜生长条件。当地的蓝芝士享有盛名。

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### New Zealand Wine 新西兰葡萄酒

There are a number of wine-producing areas in New Zealand, with Marlborough and Hawkes Bay being New Zealand's two premium wine-growing regions.

在新西兰, 有几大葡萄酒产区, 其中马尔堡和霍克斯湾是新西兰的两大高档葡萄酒产区。

Marlborough famed for its sauvignon blanc 马尔堡的长相思

Gisborne for its chardonnay 吉斯本的霞多丽

Central Otago and Martinborough for pinot noir and pinot gris. 奥塔哥中部和马丁堡的黑皮诺和灰皮诺

Hawkes Bay is known for its bold cabernets 霍克斯湾的赤霞珠

Auckland's Waiheke Island is home to one of the top 20 cabernet blends in the world 奥克兰怀赫科岛是排名世界前20位的赤霞珠混合酒产地。

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## Food Phrases

- |                        |                              |                                     |
|------------------------|------------------------------|-------------------------------------|
| • Milk<br>牛奶           | • Kiwi Fruit<br>猕猴桃          | • Pork ribs<br>(猪肉) 排骨              |
| • Yoghurt<br>酸奶        | • Condiments<br>调料           | • Ham<br>火腿                         |
| • Cheese<br>奶酪         | • Sugar<br>糖                 | • Bacon<br>培根                       |
| • Bread<br>面包          | • Salt<br>盐                  | • Sausage<br>香肠                     |
| • Cereal<br>麦片         | • Pepper<br>胡椒               | • Turkey<br>火鸡                      |
| • Vegetables<br>蔬菜     | • Olive oil<br>橄榄油           | • Salmon<br>鲑鱼(三文鱼)                 |
| • Lettuce<br>生菜        | • Soy Sauce<br>酱油            | • Tuna (Fresh/canned)<br>(鲜/罐头) 金枪鱼 |
| • Onion<br>洋葱          | • Vinegar<br>醋               | • Shrimp/prawns<br>虾                |
| • Green Capsicum<br>青椒 | • Jam<br>果酱                  | • Lobster<br>龙虾                     |
| • Tomato<br>西红柿/番茄     | • Meats /Seafood<br>肉类/海鲜    | • Mussel<br>贻贝                      |
| • Potato<br>土豆         | • Lamb<br>羔羊肉                | • Paua (Abalone)<br>鲍鱼              |
| • Fruit<br>水果          | • Ground beef<br>牛肉丝         | • Crab<br>螃蟹                        |
| • Apple<br>苹果          | • Beef Steak<br>牛排           |                                     |
| • Banana<br>香蕉         | • Chicken breast<br>鸡胸肉      |                                     |
| • Orange<br>橙子         | • Chicken wing<br>鸡翅         |                                     |
| • Pear<br>梨            | • Pork tenderloin<br>(猪肉) 里脊 |                                     |

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