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E V E N T B R O C H U R E

Welcome to Hjem



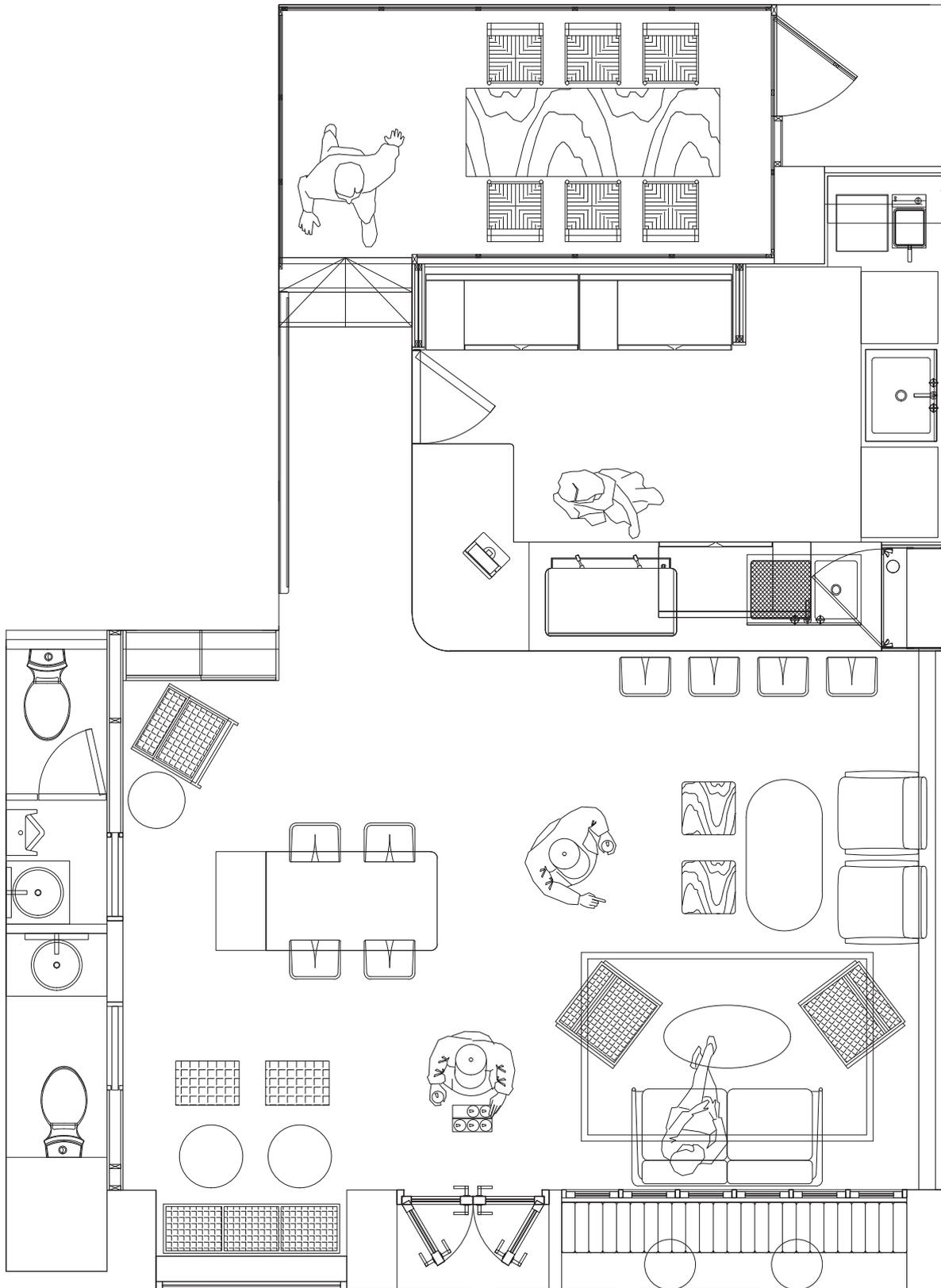
Hjem — meaning ‘home’ in Norwegian — emerged from Co-Founder Elin Fu’s reminiscence of her life in the small southeastern town of Hamar in Norway after being away for many years. Now based in Hong Kong, rather than longing to go back, Elin reconciles her frequent cravings of rye bread with herring and dill right in the heart of the city on Hollywood Road. The tranquility of Norway also made a significant impression on Co-Founder Nelson Htoo after his visit to Hamar. The abundance of nature was a rare but valuable sight for someone like Nelson who has mostly lived in large cities throughout his life.

As a space of respite and calm, Hjem aims to be the go-to for an authentic Nordic experience. Our menu embodies Norway’s healthy gastronomic identity boasting fresh produce that places attention on principles of slow and conscious living.

Through good, nutritious food and irresistible coffee, Elin intends to share with the world the culture and cuisine that she grew up with and knows as comfort, and hopes that wherever you’re from, you too will find a piece of home at Hjem.

Capacity

Bar & Hightops: 8 seats
Back Dining area: 6 seats
Lounge: 14 seats
Outdoor: 4 seats





L O C A T I O N

Hjem is located across the road from the iconic Man Mo Temple, the oldest temple in the city. Nestled among endless activity on Hollywood Road, the space is designed to welcome a break from it all. With a focus on details, the overall interior is inspired by Nordic design and furniture, where guests are able to find ease and comfort wherever they are in the cozy space. With a mix of bar seats and comfortable couches inside, and a seating area outside that is also pet-friendly, the nature of the cafe allows for a sense of community to emerge and inspires meaningful encounters not only with others, but also with our surroundings.



hjem

JESTON CHUA

Possessing a strong restaurant background, Chef Jeston Chua is no stranger to the world of hospitality. He continuously seeks to widen his sights by working with exceptional establishments around the world, and most notably has worked with some of Hong Kong's most acclaimed chefs, such as Daniel Calvert who led Black Sheep's Belon to a Michelin star in 2019 and 2020. After spending some time at Bâtard — one of the most anticipated openings of 2020 in Hong Kong — Chef Jeston joined Hjem in July 2021 to lead the kitchen as Head Chef, where he will continue to showcase his diverse skills and creativity in his modern takes on classic Nordic cuisine.

O U R C U I S I N E

Hjem boasts a diverse point of entry into the Nordic diet that is often lauded for its health benefits. Specializing in traditional smørrebrød, the open sandwiches are made with premium toppings such as Arctic prawns, herring, and trout sourced from the Northern waters to encapsulate an authentic Nordic experience. With the same precision and focus on quality, Hjem's food menu comprises various Nordic classics that use simple yet timeless ingredients essential to the rejuvenating diet. In addition to the all-day menu, a newly created evening menu by Chef Jeston consists of modern takes on Nordic staples that are perfectly paired with Hjem's expansive beverage offerings.





Hjem's signature dishes showcase some of the most authentic tastes and flavors of the region, through a diverse range of dishes such as the popular *Cinnamon & Cardamom Bun*, *Meatballs*, the unique *Nordic Cheese Plate*, or from the selection of *smørrebrød*, the *Arctic Prawns*, *Mustard-marinated Baltic Herring*, and *Asparagus*. Guests can also indulge in signature creations from the evening menu including the *Beef Tartare*, or the grilled cheese sandwich appropriately named *Not a Smørrebrød* — just two of the many highlights from its offerings.





Hjem sets itself apart by not only offering a wide selection of coffee, teas, and signature drinks, but also a cocktail program curated by Chanel Adams that focuses on Nordic-inspired concoctions. From drinks like the Cinnamon Bun Espresso Martini to the Cloudberry Negroni, the selection of cocktails are created with quintessentially Nordic ingredients and distinct twists to familiar favorites.



CATERING MENU



Nordisk Ostefad | Nordic Cheese Plate

Served with black truffle Acacia honey and crispy rye bread

Hjemmelavede Kødboller | Meatballs

Homemade pork & beef meatballs, served with mashed potatoes and lingonberries

Svamp | Mushroom smørrebrød

Pan-roasted Hen of the Woods mushrooms, crème fraîche, crispy kale

Asparges | Asparagus smørrebrød

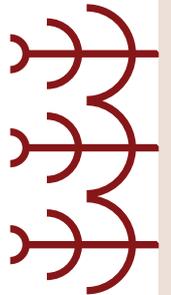
Green asparagus, soy milk cream, toasted almonds, watercress

Roastbiff | Beef Pastrami smørrebrød

Beef, potato salad, pickled cucumber, fried onions

Syltede Rødbeder og Æble Salat | Pickled Beetroot & Apple Salad

Beetroot, apple, sour cream, mayonnaise, parsley



D R I N K P A C K A G E S



wine

RED

Juno pinotage shiraz 2019

A spectrum of ripe red fruit and black pepper on the nose.
Expressive, easy drinking and a hint of that typical Shiraz spice.

WHITE

De grendel manor house chardonnay viognier 2020

Enticing aromas of peach & apricot. Stone fruit flavours tied together by a crisp mineral complexity.
The perfect house white.

spirit

Vodka with mixers

Gin with mixers

cocktail

Nordic Berries Fizz

Gin, Nordic Berries, Honey, Orange liqueur, Citrus, Soda.
Fruity, Harmony, Fizzy

non alcoholic

Homebrewed Barley Tea

Scandinavian Cooler (Mint, Cucumber, Apple, Ginger Beer)

Coke

Sprite

Soda water

Tonic water

Ginger Beer

Still & Sparkling water

FACT SHEET

Cuisine	Traditional Nordic
Concept	Hjem -- meaning 'home' in Norwegian -- is a place to gather over the simple comforts of traditional Nordic ingredients and dishes. Hjem is a space for paced encounters that translates into using only fresh, quality produce, embodying true Nordic exceptionalism and principles of slow living.
Opening date	July 2021
Team	Nelson Htoo, Co-founder Elin Fu, Co-founder Izmir Fariz, Restaurant Manager Jeston Chua, Head Chef
Signature dishes	Smørrebrød (open-faced sandwiches): Arktisk Reker (Arctic Prawns), Røget Kuller (Smoked Haddock) Warm dishes: Hjemmelavede Kodboller (Meatballs) Cheese: Nordisk Ostefad (Nordic Cheese Plate) Dessert: Kampe Kardemomme og Kanesnurrer (Giant Cinnamon & Cardamom Bun)
Signature drinks	Coffee: House blend Kombucha Spritz: Lingonberry Assam & Darjeeling Kombucha Spritz
Signature cocktails	Cinnamon Bun Espresso Martini
Menus	A la carte Combos
Operation hours	Daily: 8am - 9pm
Restaurant capacity	32 pax
Cake cutting fee	HK\$150
Corkage fee	HK\$350 per bottle
Average spend	HK\$150 per person
Merchandise	Sjokolade - Conspiracy Chocolate: Kaffe (coffee-infused) Tyttebær (lingonberry) Melk Og Bokhvete (milk & buckwheat) PLUKT Teas: Blossom - HK\$150 Nordic Green - HK\$150 Nordic Black - HK\$150 Oregano - HK\$130 Red Clover - HK\$130
Payment methods	Cash, Octopus, VISA, MasterCard, American Express, UnionPay



C O N T A C T

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