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# Kaohsiung: Where Dream Yachts Become Reality

©English translation: Peng Hsin-yi

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The first Taiwan International Boat Show opened on May 8, 2014 in Kaohsiung Exhibition Center, and throughout the four-day event, visitors were able to see 60 luxury yachts displayed in the spacious exhibition area that stretched from inside the center all the way to the waterfront. It was a magnificent sight, seeing 20 deluxe yachts docked at the newly completed Pier-22 Yacht Marina, forming a ceremonial fleet saluting Kaohsiung, Taiwan's Maritime Capital.

Taiwan's yacht-makers enjoy global influence in the industry, and have won many European and American customers thanks to their world-renowned craftsmanship and customized services. According to yacht enthusiast magazine *Showboats International*, Taiwan ranks no. 6 in the world, and no. 1 in Asia, in terms of orders received in 2014 for superyachts (boats longer than 80 yards) with a total of 5,656 feet in length.

Taiwan's most important yacht-industry cluster is in Kaohsiung, where 17 of the country's 33 yacht manufacturers are based. Kaohsiung is responsible for 80% of the output value of yacht producers in Taiwan, and of yachts made in Taiwan, 90% are launched from the Port of Kaohsiung. This yacht exhibition, the first ever in Taiwan, was backed by 25 Taiwan-based yacht manufacturers, including Horizon Group, the world's fifth-largest customized yacht manufacturer, as well as Kha Shing Enterprises, winner in the Customized Yacht category of the Motor



20艘遊艇停泊於水上碼頭，向海洋首都—高雄致敬

Twenty yachts docked at the marina salute Kaohsiung, Taiwan's Maritime Capital.

Boat Awards given out by yacht magazine *Motor Boat Monthly*. The exhibition was joined by 168 manufacturers who operated a total of 861 exhibition booths. Other than boats,

the exhibition also featured accessories for yachts, most notably Aritex, a brand that is now the seventh-largest marine-hardware manufacturer in the world. This exhibition demonstrated that

Taiwan's yacht industry offers a comprehensive supply chain covering everything from parts to products.

The largest exhibition installation in the yacht area belonged to Horizon Group. Mr. John Lu, who is Horizon's CEO and also chairman

of the Taiwan Yacht Industry Association, says Horizon showed a total of 14 yachts in this exhibition, ranging in length from 37 feet to 148 feet. This demonstrated Horizon's ability to make yachts of any size to meet every client's requirements. He says Horizon also offers unbeatable after-sales service, including an exclusive dock for clients.

In the section where equipment and accessories were displayed, Aritex stole the show. According to Aritex General Manager Tseng Sin-jhz, Italy is the world-leader in both shipbuilding and accessories production, and Taiwan can

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陳菊市長(左2)出席5月10日訂單發表記者會，恭賀遊艇廠商接獲許多訂單 Mayor Chen Chu (second left) congratulates yacht makers on orders they have received during the Order Announcement press conference, May 10.

## 高雄 遊艇夢想製造基地

◎文/侯雅婷 ◎攝影/鮑忠暉、黃敬文

台灣首屆「2014台灣國際遊艇展」5月8日至11日在高雄展覽館登場，展場從室內橫跨戶外水面，展出60艘精品遊艇，其中20艘靠泊在館前高雄港22號碼頭的水上碼頭，前所未見的景象襯著海洋首都高雄愈加迷人。

遠征歐美半世紀，台灣遊艇製造業以「客製化」服務與精湛工藝聞名。遊艇雜誌《Show Boats International》公佈2014年全球80呎以上巨型遊艇訂單資料，台灣以總長度5,656英尺名列全球第六大遊艇製造國，也是亞洲第一。

高雄是台灣最大遊艇產業聚落，33家遊艇製造商，有17家位於高雄；其產值佔全台八成，全台九成遊艇也是從高雄港裝船出口。25家台灣遊艇廠全力支持台灣首次舉辦的遊艇展，包括全球第五大客製化豪華遊艇製造商嘉鴻遊艇和獲遊艇雜誌《Motor Boat Monthly》的Motor

Boat Awards-The Winners客製化遊艇獎的嘉信遊艇等大廠。展出陣容還包括遊艇周邊零附件商，其中全球第七大遊艇五金精品製造商自創Aritex品牌的緯航企業也共襄盛舉，總計168家參展廠商，使用861個攤位，完整產出台灣遊艇產業供應鏈。

遊艇展示區最大攤位為嘉鴻，執行長也是遊艇工業同業公會理事長呂佳揚表示，嘉鴻共展出14艘遊艇，尺寸從37英尺至148英尺，展現嘉鴻有能力因應客戶需求，承製任何尺寸的遊艇，並有供客戶停泊的碼頭，提供完善售後服務。而周邊零附件區最大展出攤位的緯航總經理曾信哲表示，義大利居全球遊艇製造龍頭，遊艇五金同樣是世界之冠，借鏡義大利，足見遊艇產業發展包含周邊關聯產業。綜觀高雄遊艇產業具備完善

文接2版



嘉鴻遊艇展示攤位  
Part of Horizon's display





遊艇展吸引超過7萬人前來參觀

The exhibition was warmly received by more than 70,000 visitors.

learn from Italy by packaging together the yacht industry and the peripheral industries. With a comprehensive production line, a concentrated industry cluster, and the support of peripheral industries, Kaohsiung's yacht industry has a lot of potential to grow, he says. For this exhibition,

Aritex designed its booth to resemble a high-end boutique, showing off a wide array of metal yacht accessories and creating a welcoming atmosphere for potential buyers.

Nearly 1,000 foreign guests were invited to attend the Taiwan International Boat Show, many of them from Asia. In just four days, the exhibition handled over 70,000 visitors,

且集中的產業聚落，深具發展潛力，緯航此次以高規格參展，打造開放式空間，展示一應俱全的遊艇五金產品，希望開發出潛在買家。

此次受邀來台參觀並確認成行的國外貴賓近千名，也吸引許多亞洲買主，為期4天的展覽吸引逾7萬人參觀，收到62艘遊艇訂單，產值高達52億。呂佳揚談起，台灣實力極強的造船業為遊艇製造業扎下根基，尤其是工藝技術或工程內、外裝設計等出色的人力資源，各方面表現都令人讚賞。再者台灣的五金業、機器加工及傢俱業成熟度高，環環相扣，使遊艇製造業表現越來越好。他強調，遊艇製造產業結合先進的現代化技術，如電子、航海和操船等技術，再結合最頂級的傳統工藝成為精細度非常高的綜合性組裝工業，其精細度、複雜度和附加價值為造船類之最。

遊艇產業屬高技術門檻人力密集產業，全台33家遊艇廠有八千位從業人員，尚不包括新型材料塗裝、電動推進系統等配套工業在內。一旦形成產業鏈勢必帶動遊艇維修、水上娛樂和餐飲服務等周邊經濟效應。呂佳揚指出，遊艇製造業為遊艇產業前端的20哩路，擴大展覽銷售和休憩都是其中一環，這些尚有80%的發展空間。他表示，亞洲尚未形成具代表性的遊艇展，台灣以擁有實力堅強的產業聚落為後盾，可望成為「亞



緯航企業的攤位展示遊艇五金

Aritex's marine hardware on display

and secured 62 orders for yachts. The combined value of the orders was around NT\$5.2 billion (approximately US\$156 million). Horizon's Mr. Lu says Taiwan's yacht industry is built on the solid foundations of the country's shipbuilding industry, while its craftsmanship, techniques, engineering, interior and exterior design are impeccable. Meanwhile, Taiwan's metal

work, machining and furniture industries are also top notch; they support the yacht industry and also benefit from it. Mr. Lu points out that yacht-making is a synthesis of highly advanced modern technologies – such as electronics, navigation and boat-operation systems – and the finest traditional craftsmanship. The yacht industry therefore draws on a sophisticated array of assembling industries, and is the most complex and value-added industry in the field of shipbuilding.

The yacht industry is both high-tech and labor intensive. Taiwan's 33 yacht manufacturers employ 8,000 people, not including those in supporting industries, such as in companies which produce new coating materials and

electronic propulsion systems. The yacht industry may just become the spark that ignites a whole chain of peripheral industries such as yacht maintenance, as well as service businesses providing waterborne entertainment and beverages. Mr. Lu says yacht manufacturing is a mere 20% of the whole picture, and in order to expand the industry, one needs to take into consideration other aspects such as promotion, sales and resting stops. He believes the remaining 80% is as yet untapped. Noting that in Asia there is not yet a sizable yacht-focused trade show, he says that Taiwan's current position and industrial strength could well lead to it become Asia's "Yacht Center" in the near future.

Mr. Lu says laws applying to yachting in Taiwan were restrictive in the past, and domestic consumers have yet to fully embrace yacht culture, so there is no domestic market to speak of. This is a pity; luxury yachts made in Taiwan are sold to customers in Europe and North America, and the long distance puts Taiwanese companies at a competitive disadvantage for the small yachts. He points out that Taiwan's edge is the attractive added-value in services and the trust established through long-term collaboration. Taiwan has carved a niche in the high-end market. Following up on the legal reforms of two years ago, this exhibition delivers a clear message: Yachting is a lifestyle. Taiwan's yacht makers are capable of realizing their customers' dreams, and creating wonderful boats which sail on blue water beneath clear skies.

洲遊艇展覽中心」。

呂佳揚進一步表示，囿於法令限制、加上遊艇文化尚未成形，國內幾乎未開發遊艇市場，不免讓人扼腕，於是台灣產製的豪華遊艇都銷往歐美，由於距離遙遠使得台灣在小型船市場無法有效與國外競爭，因此不斷提升附加價值並建立品牌信任感，朝高價遊艇方向發展。臺灣四面環海，在2年前終於盼到了法令鬆綁，期藉由遊艇展舉辦，傳遞遊艇活動是生活型態的一種，台灣遊艇業者有能力，實現客戶遨遊於碧海藍天下的遊艇夢。



泊靠於水上碼頭的遊艇

Exhibition yachts docked at the marina.



遊艇展覽場域從室內延伸至戶外水面

The exhibition area stretched from inside the center to the waterfront.





## Competitiveness on Display: Taiwan International Fastener Show

◎English translation: Peng Hsin-yi ◎Photos by Pao Chung-hui

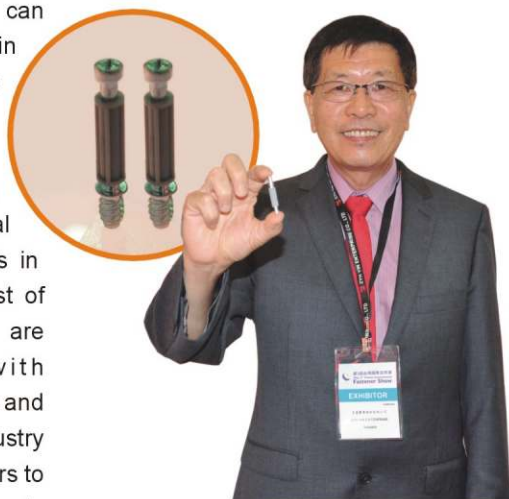
Kaohsiung Exhibition Center is the first landmark building completed under the city's Asia New Bay Area initiative. The center's curvy form mimics that of ocean waves, giving its exterior a modern look. The center opened on April 14 this year, and the Taiwan International Fastener Show (April 14-15) had the honor of being the first exhibition ever hosted by this important new venue. The show was the second-largest exhibition relating to fasteners ever held in Asia, and third largest in the world. Uniquely, this particular exhibition not only displayed products from 350 participating Taiwanese manufacturers, but also included all kinds of forums and factory tours, fully demonstrating Taiwan highly-integrated fastener supply chain. The exhibition attracted over 2,000 foreign visitors who were able to see the industry's best offerings and meet their procurement needs.

The Taiwan International Fastener Show is a biennial event at which customers from all over the world can view new products and innovations in Taiwan fastener industry. Taiwan is the world's No. 2 exporter of fasteners and related products, with 90% of made-in-Taiwan fasteners entering the international market. Exports of these products in 2013 totaled US\$3.84 billion. Most of Taiwan's fastener manufacturers are located in Kaohsiung, with approximately 800 in the Gangshan and Lujhu districts, forming an industry cluster of global significance. Visitors to the exhibition were given the chance to visit some of these factories, just 30 minutes' drive away, so they could better understand the production processes and business models. This helped strengthen customers

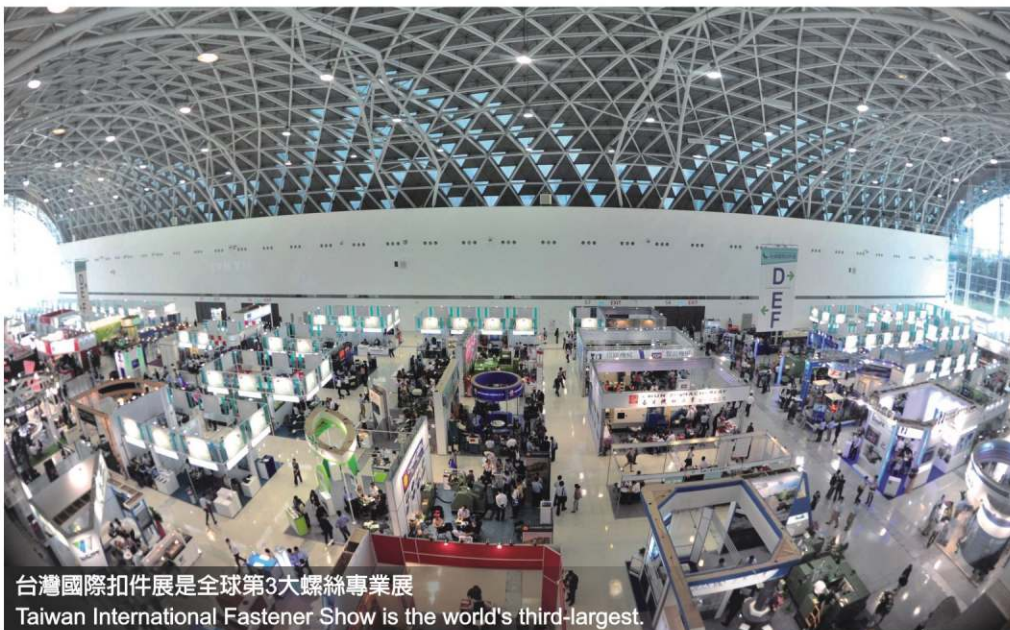
confidence in these Taiwan-based producers.

A notable participant in the exhibition was Zyh Yin Enterprise Co., Ltd., which specializes in making fasteners for wooden furniture. Zyh Yin's president, Mr. Chen Chi-siang, was originally a manufacturer of wooden furniture, and he says he became an expert in the field of fasteners because the fasteners originally available were far from ideal, so he felt the need to improve upon them. Zyh Yin is now the world's biggest manufacturer of fasteners for wooden furniture. The company's products are sold to over 50 countries around the world, with the customers including IKEA and Home Depot.

According to Mr. Chen, the exhibition is a very important channel to broaden his customer base. He has invested in a



至盈董事長陳啟祥  
Zyh Yin's president, Mr. Chen Chi-siang



台灣國際扣件展是全球第3大螺絲專業展  
Taiwan International Fastener Show is the world's third-largest.

boutique-style exhibition booth, aiming to attract high-end customers. The welcoming atmosphere is an invitation in itself, and customers who come in to get information about Zyh Yin products and techniques leave with a great impression of the brand.

Mr. Chen explains that top-quality wooden-furniture fasteners are made with practicality in mind. They should be easy to use and not strip. This seemingly mundane product is supported with a surprisingly wide array of technologies. The deviation value of any Zyh Yin products is never more than 0.02mm. The company has its own testing lab because quality control is its highest priority. Mr. Chen smiles when he adds that many people are stunned to learn that quality demands for wooden-furniture fasteners are more stringent than those applying to electronic products. As the saying goes, the devil is in the details. Fasteners for wooden furniture must be able to secure table

legs to table tops while remaining invisible. In many cases, that means thick legs and tops. However, because Zyh Yin has been able to customize fasteners which match table designs, they are able to tightly secure all parts of an item while staying out of sight, even when the legs and table tops are thin. This is how the company's high-tech approach has prevailed, and how Zyh Yin earned its reputation.

Zyh Yin does not rest on its laurels. The company is constantly elevating the technology it employs, further distinguishing itself in the market with added value. Mr. Chen believes there is still a lot of potential in the wooden-furniture market. He is determined to stay in the field he is most familiar with, and continue to make fasteners for wooden furniture that impress the world. Zyh Yin, a brand born in Taiwan and made in Taiwan, is an excellent example of the best possible quality coming from Taiwan.

## 從台灣國際扣件展看見台灣扣件產業競爭力

◎文/侯雅婷 ◎攝影/鮑忠暉

以新穎的波浪外型引起矚目的高雄展覽館為「亞洲新灣區」計劃中首座完工啟用的地標建築，於今(2014)年4月14日開館，開館當日登場的首展——「2014台灣國際扣件展」是亞洲第二大、全球第三大螺絲專業展，其特色為扣件產業聚落當地辦展，結合觀展、論壇和參觀工廠。此次參展的350家台灣廠商莫不卯足全力，呈現高度整合的扣件產業供應鏈，吸引近2000名國外專業採購人士來台觀展、採購。

二年一次扣件展讓全球買家看見台灣的扣件新品以及更進步的技術。台灣為全球螺絲出口量的第二大出口國，2013年出口產值為38.4億美元，台灣製螺絲九成外銷。台灣扣件產業以高雄岡山和路竹為核心，這兩地群聚約800家業者，形成全球最密集的扣件產業聚落，距展場30分鐘車程，買家觀展後可參訪工廠，瞭解生產運作模式，加強買主採購台灣扣件產品的信心。

此次最大設攤廠商為專營木製傢俱螺絲的至盈實業(Zyh Yin)，董事長陳啟祥談起他從生產木製傢俱轉為投入木製傢



買家觀展後可參訪工廠，距展場僅30分鐘車程。

Visitors were given the chance to visit some of the exhibiting factories, just 30 minutes' drive away.



至盈的展示攤位  
Part of Zyh Yin's display

俱螺絲製造和研發，全因當初他覺得傢俱業螺絲不夠好用，時至今日，Zyh Yin為全球木製傢俱螺絲產量最大製造商，客戶包括IKEA和Home Depot等，行銷世界50多國。

陳啟祥表示，參展為拓展客源的重要管道，打造高規格展場用意是為了吸引重量級的優質客戶，期以極具吸引力的

展場空間吸引貴賓駐足，進入展場內了解Zyh Yin的產品和技術，要讓貴賓第一時間就記住Zyh Yin這個品牌。

陳啟祥表示，好的木製傢俱螺絲很實用、很好鎖且不滑手，背後全仰賴科技。他指出Zyh Yin把木製傢俱螺絲做得很精密，誤差值在0.02mm內，還設置專屬測試實驗室，嚴格控管品質。陳啟祥笑說，很多人感到費解，鎖在木頭上的螺絲卻比電子業使用的螺絲要求還高！但，細節藏在魔鬼裏，高級的木製傢俱螺絲是不能被看見的，為了要將桌板與桌腳鎖緊，卻又不能被看見螺絲，往往只得加厚桌板厚度，但Zyh Yin為客戶量身訂作的螺絲，隱身其中的螺絲能大幅減少桌板厚度且能牢固地鎖住桌腳，這些都歸功於很精密且實用的螺絲，就是這樣硬底子的功夫吸引客戶上門。

不斷提升技術門檻，Zyh Yin做出產品的市場區隔和價值。陳啟祥認為木製傢俱的市場尚未飽和，堅持只在最熟悉的木製傢俱領域開發出讓人讚嘆的螺絲，Zyh Yin這個來自台灣的品牌，讓全世界看見台灣的好品質。



## Kaohsiung Main Public Library – Where Readers' Dreams Come True

◎English translation: Peng Hsin-yi

◎Photos courtesy of Ricky Liu &amp; Associates Architects+Planners, Pao Chung-hui

The impressive, eight story, public library is situated at the intersection of Linsen Road and Singuang Road. It is currently under construction with only an enormous steel frame and concrete walls to mark its location. This future reader's paradise is part of Asia's New Bay Area urban development series and is scheduled to open in November 2014. The library is also set to become a major landmark in the region and will be of the same caliber as the Kaohsiung Exhibition Center, located just a few blocks away.

Mr. Liu Pei-sen, the architect, envisions that the library will be welcoming for residents of all ages. He hopes it will resemble a living room, with a homey feel, for residents to read and exchange ideas. He considers that libraries should be places where knowledge is stored and passed down. Therefore, he is endeavoring to create an environment which will inspire residents to read a variety of materials as soon as they walk in the door.

Mr. Liu's design accentuates the city's character. The suspension structure maximizes the open space and utilizes Kaohsiung's abundant natural light. Instead of using solid concrete columns, Mr. Liu uses gigantic cylindrical structural cores. It is the first time this type of innovation has been used in architectural design. There are four different types of structural cores; each shaped and colored differently. Mr. Liu likens it to how different people have different faces, with different expressions. The columns in each of the four corners are secured by steel cables. The suspension structure blends into the open space and is an enhanced safety feature due to

their transparency and how they eliminate blind spots. The exterior column structures have been sculpted to reflect the texture of paper fiber. The structural columns also utilizes the space, doubling as elevator shafts, storage for the building's wiring, plumbing or HVAC.

Mr. Liu has observed the people of Kaohsiung often conduct social activities under big shady trees and therefore hopes his design will reflect the idea of a library located within the trees and trees within a library. Indeed, trees are an integral part of the library, with greenery which runs from rooftop to the ground, creating a shady area for people to read.

On the fifth floor, the center of the library becomes a spacious courtyard with a skylight, eight podocarpus nagi placed around the space and an ocean



四座不同造型的結構柱  
Four types of structural cores

## 閱讀夢想的知識殿堂 高雄市立圖書總館

◎文／侯雅婷 ◎照片提供／劉培森建築師事務所、鮑忠輝

直 立於林森路和新光路間，樓高8層的偌大建物即為高雄市立圖書總館，將於今(2014)年11月開館，這裏是實現高雄閱讀夢想的基地。「亞洲新灣區」為市政府啟動下一波城市發展計劃，市立圖書總館將為「亞洲新灣區」

第二棟將完工的地標建築，比鄰第一棟完工的高雄展覽館。

建築師劉培森指出，高雄市立圖書總館屬於全體市民，如同是市民的客廳，提供交流和閱讀的空間。劉培森視圖書館為傳遞知識的寶庫，因此他思索如何營造一個對各年齡使用者都極具吸引力的空間，引發



極簡風格的綠建築圖書總館  
Designed with green architecture and a minimalist style

圖書館的核心設計理念為樹中有館、館中有樹  
The architectural concept of "a library located within the trees and trees within the library".

view visible through the trees. The library gets most of its sunlight from the west and south sides, with luscious green vines running down the walls. These natural elements help maintain a lower temperature and subsequently minimize the need to utilize air conditioner. Transom windows have also been installed to enhance the building's minimalist, environmental design, which further reduce energy consumption, especially from October to April when seasonal breezes blow

through. Lights are also light-activated and automatically open when the sky darkens. The integral garden also serves as a heat barrier and the illuminated rooftop is powered by solar panels.

Mr. Liu stated that his favorite part of the design is the lobby with its seven meter ceilings and a large open and flexible space which will become a perfect place for residents to host a variety of activities. He has dedicated this architectural creation to residents of Kaohsiung and it becomes a place that will inspire residents to read more.

As an ever evolving city, Kaohsiung is developing a more sustainable future, where knowledge is its cornerstone. The new library certainly reflects this vision. From the design selection to the international bidding process and "Million New Books" donation campaign, Kaohsiung continues to make history.



懸吊式結構  
The suspended structural design

在5樓向外望出，從樹蔭間看見海洋景致，在海洋城市高雄領略閱讀的美好。

這棟極簡風格的綠建築除了運用植栽牆減少熱能，在建物四周裝設氣窗，利用每年10月到4月季風吹進建物，引進自然風，減少能源虛耗。此外，裝置智慧感光的燈具，它於天色暗時自動開啟，而設置屋頂層的空中花園達到隔熱效果，並且於屋頂層局部設置太陽能光電板，提供屋頂層燈光使用。

當被問及整棟樓最喜歡的部份？劉培森表示，從公共的概念，1樓挑高7米的空間讓民眾能舉辦多元活動，本著還諸於民的理念，這是一處獻給市民的活動空間。

翻轉高雄，這個城市以知識作為永續發展的基石，市立圖書總館恰如其分地給了這樣的能量，由市政府舉辦國際競圖、興建到向社會各界募集新書百萬的活動，一步步，高雄正在寫歷史。



領略在綠意盎然空間閱讀的樂趣  
Readers will have the joy of reading in a luscious green environment.



# The New Charm of Historic Yancheng District

◎English translation: Peng Hsin-yi ◎Photos by Pao Chung-hui

With well preserved historic buildings, and a street layout that hails back to a different era, Yancheng District is a tourist magnet. It attracts those wishing to go on a cultural pilgrimage in which they can get glimpses of the grandeur of a prosperous past. Yancheng District's history begins in 1924, when the authorities officially designated it as a district. It served as a business, financial and even administrative center. As people came, business opportunities expanded.

In 1975, however, things changed. Many businesses migrated to other parts of Kaohsiung. As a result, Yancheng's glamor faded. However, the tide has turned yet again. Now branded for its specialty shop clusters, Yancheng District is once again pulling in consumers of all ages – to the Sinle Neighborhood "Watch and Clock Street," to "Gold Street" where there are trustworthy gold merchants, and to "Accessory Street" for trendy jewelry and knickknacks. Visiting Yancheng is an enriching experience, not only for the sense of nostalgia, but also for the exiting scenes it offers today.

Dayong Street is called "Watch and Clock Street" on account of its four highly reputable watch-and-clock stores. Formosa Watch had been in business for over 30 years, and its manager Mr. Zeng Jyuan-siang says the store has presented itself as a high-end watch seller from day one, featuring luxury brands such as Rolex,

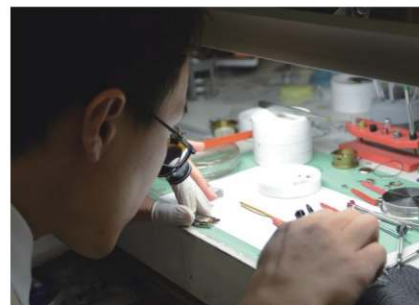
Patek Philippe, Vacheron Constantin and others. With beautiful displays and themed product releases designed to complement new items, as well as a professional repair team, Formosa has been able to stay on top of current trends and the latest styles. Even though watch and clock businesses can be found on every corner, Formosa continues to welcome a stream of customers, old and new, because of its quality services and competitive prices.

"Gold Street" got its name because the street has more than 20 gold dealers. Mychen Jewellery was the first gold shop on this street; it is currently managed by second-generation owner Ms. Wan Yi-ling. She can recall the street in its heyday during her childhood. When a blockbuster movie was coming, the whole street would be packed with people, and she would have to turn herself sideways in order to squeeze through the crowd and make it through her own door. Mychen Jewellery has been in business for over 60 years, she says, and has always applied the philosophy of high quality and honest prices.



寶島鐘錶販售名錶逾30年

Formosa Watch has been presenting high-end watches for over 30 years.



提供專業維修服務

The store has a professional repair team.

Mychen Jewellery makes a wide array of products, including traditional items such as baby gifts and birthday gold plates given to seniors celebrating a milestone birthday, as well as fashionable gold jewelries. Customers are welcome to place personalized orders; if you can name it, Ms. Wan's team can make it.

In the Sinle Neighborhood, 40-plus accessory stores feature all kinds of fashionable jewelry. Everything you

can imagine is sold here. The window displays are full of fun and imagination, and can be considered art. In Kuang Fashion Boutique, rhinestones and crystals line the walls, and the sparkles will brighten anyone's visage. An employee says Kuang Fashion Boutique has positioned itself in the medium-high price range, and every two weeks a new batch of products arrive from Korea. She says most items use Swarovski rhinestones and the quality is really outstanding. She also points out that many of the items feature "stones" with fancy cuts, achieving stunning effects that are popular with customers. Many smaller

retailers come to Kuang Fashion Boutique to procure goods, but individuals are also welcome. According to the employee, the most popular brand these days is the Korean trend-setter Aznavour. The brand specializes in making jewelry using eco-friendly plant resin; their products are also hypoallergenic, so those who suffer from allergies can wear them without worry.

It is lots of fun to walk down the street to see and feel the past, present and future of Yancheng District, all in the same moment. When you enter a shop and strike up a conversation with the owner, you might be surprised by the stories he or she tells. You will learn something new while basking in the unexpected joy that comes from experiencing Yancheng in a multidimensional way.



框時尚精品展示滿室的水鑽和飾品

The walls of Kuang Fashion Boutique are bedecked with rhinestones and crystals.

## 鹽埕商圈新魅力

◎文／侯雅婷 ◎攝影／鮑忠暉

鹽埕區獨樹一幟的文化風格吸引人們前來朝聖，特殊的街廓建築透露往昔繁榮，1924年高雄市政府設置於鹽埕區，鹽埕為高雄的商業、金融和行政中心，人潮如織造就龐大商機，1975年商圈版圖移往其他地區後日漸沒落。現今鹽埕躍起再蛻變，新樂里鐘錶街、金子街殷實的商家吸引忠誠的老主顧，飾品街提供最時尚的潮貨，是絕對值得造訪的採購聖地。

當地大勇街開設有4家信譽卓越老字號鐘錶店，其中開業30年的寶島鐘錶名店曾俊翔經理談起，開店之初就代理包括勞力士、百達斐麗、江詩丹頓等大品牌，以齊備的錶款、完善的陳列和舉辦主題式發表會、專業的維修室，在錶業百家爭鳴之際，與國外同步的新錶款與具競爭力的價格，以在地服務打動許多外縣市的老主顧和新客戶上門。

金子街約綿延20間金子店，第一間執

業的美珍銀樓，第二代經營者萬怡伶憶起，兒時遇有大檔電影上映時，滿街的人潮擁擠到她家進自家店門還得側身進入，熱鬧場面令她印象深刻。萬怡伶強調，美珍銀樓迄今逾60年，以貨真價實的商品和實在的價格服務顧客，店裏的金飾品從祝壽長者的壽盤、做工精緻的各式金飾品到新生兒的彌月禮物，貨色一應俱全，也接受客戶訂製。

而新樂里約有40家飾品店，飾品區品項多元，專業的陳列讓人耳目一新，「框時尚精品」滿室閃閃發光的水鑽和飾品讓人忍不住停下腳步，員工小馬表示，店裏貨品屬於中高價位，每2個星期從韓國進貨，她也分析店內飾品選用施華洛士奇的水鑽，因此質感較佳。她指出店內許多寶石類鑽飾以精緻切工呈現特殊造型，多元商品吸引中、小盤至店內批發，亦提供零售販賣。她還推薦近期韓國雜誌的潮牌Aznavour，以植物性的環保樹脂製成的飾品，易過敏體質的消費者也可配戴。

走在街道上，感受鹽埕區今與昔，選購時，不妨與店家閒聊兩句，增廣見聞之餘，也可感受俯拾即是物外之趣。



美珍銀樓提供一應俱全的金飾品

Mychen Jewellery offers a wide array of products.



# Green Jade: Not your ordinary edamame

◎English translation: Peng Hsin-yi ◎Photos by Yang Wei-ren

Most people probably don't know the name "Taiwan No.9 Green Soybean", but "Green Jade" may ring a bell. However, the round Green Jade's official name is "Taiwan No.9 Green Soybean". Cishan is recognized for its high-quality edamame which is both popular in Japanese and local markets.

Mr. Hou Jhao-bai's is Cishan's edamame resident expert. Since his father was in the edamame exporting business, he decided to follow in his father's shoes. However Mr. Hou wanted to contribute to more than just work in edamame wholesales. He subsequently founded Bai Sian Agricultural Products Co. Ltd. The company was founded because for more than 40 years Taiwan has always positioned itself as an edamame processing outsourcer, but has never developed its own brand. "What's worse", Mr. Hou explains, "is that Taiwanese outsourcers must slash prices in order to compete in local markets, with the best produce being sold to Japan, leaving the more inferior products for the domestic markets".

It was this dilemma which propelled Mr. Hou into an epic transformation of the local Green Jade business. His plan was to allow farm owners to grow their own produce, develop their own markets, manage their own businesses and run the entire sales chain. In 2000, he distributed harvesting machines to replace the traditional hand-picking method. The plan transformed traditional farming into an entire factory production. His goal has not only increased international exports, but has

also made it possible to keep the best produce in the domestic market. Mr. Hou picked "Kaohsiung No.9 Green Soybean" to test out his business model and cultivate the product to his own specification. He then renamed the produce "Taiwan No.9 Green Soybean". These beans are larger, sweeter, fuller and rounder, with a fragrant, chewy texture. Mr. Hou calls it "Green Jade Edamame" due to its bright green appearance. He has had it certified by the Council of Agriculture as a traceable agricultural product. His products now meet quality requirements that



更大顆、更渾圓、更甘甜的台灣9號毛豆  
The larger, rounder, sweeter Taiwan No.9 Green Soybean



侯兆百以機械化設備耕種毛豆農場  
New harvesting machines that Mr. Hou has distributed to local farmers

毛豆行銷  
國際市場  
Packaged for  
an international market

guarantee less than a 5% defect rate, an improvement on the previous 10% that was guaranteed for exports to Japan.

Mr. Hou explained green soybeans are harvested twice a year. The first round is planted at the end of January or the beginning of February, with a mid-April harvest. The second round is planted in September and harvested in November. Beans thrive in soil that has a high percentage of sand that provides excellent drainage. However, the soil must also have a good proportion of clay, so it can still be held together. The plants also do well in a climate where the temperature is hot during the day but



cool at night, this assists in transforming nutrients into sugar which produces a sweeter Green Jade that is highly sought after by the Japanese.

Cishan is home to 700 hectares of edamame farms. Mr. Hou owns 200 hectares and produces over 300 tons per annum. His beans are exported to Japan, Europe, the Americas, Middle East and South Africa. He is Kaohsiung's King of Edamamen. With Mr. Hou's efforts, the highest quality of Green Jade has become more available

in Taiwan, instead of being only available for export. The price per unit is about twice that of regular edamame, but the quality is greatly improved. Hou Jhao-bai's passion for edamame has earned him a great deal of praise and brought him increased orders from the domestic market.

Bai Sian Agricultural Products Co. Ltd  
Website: [www.baisian.com](http://www.baisian.com)  
Telephone: 07- 6611108

## 翠玉毛豆 品質第一等

◎文、攝影／楊為仁

旗山毛豆農友侯兆百產、製出青翠飽滿、鮮甜味美的台灣9號毛豆品牌「翠玉毛豆」，品質等同外銷日本最頂級毛豆，這樣高品質的毛豆不僅外銷，國人也品嚐得到。

「台灣9號毛豆「翠玉毛豆」用的是高雄9號毛豆。百賢農產有限公司負責人侯兆百因為父親從事毛豆外銷，自幼

耳濡目染，他從毛豆經銷商變身毛豆農場主人，自耕、自營、自製、自銷。

「台灣毛豆農業代工已40餘年，但一直沒有自己的品牌，形成同行間價格競爭，品質最好的毛豆幾乎全都銷到日本，台灣人吃到的反而是賣相不佳的毛豆。」於是侯兆百從2000年開始，著手於毛豆農場的大改造，從人工採收的數豆莢，進步到機械化作業，從毛豆田到冷凍工廠一貫作業，不但專攻毛豆外銷，還要把品質最佳的毛豆留在台灣。

侯兆百自創台灣9號品牌，選用高雄9號的毛豆品種，在他悉心照料下，他的

毛豆不但大顆飽滿，而且還帶有天然的甘甜味，愈嚼愈香甜，由於外觀翠綠，取名「翠玉毛豆」，這批內銷台灣的翠玉毛豆，不只獲得農委會產銷履歷認證，並依照外銷日本的最嚴格篩選，不良率達5%以下，比現行的10%以下還嚴苛。

「毛豆一年兩收，一次是一月底、二月初種植，四月中收成；另一次是九月種植、十一月收成。」侯兆百說，毛豆性喜排水性佳的沙壤土，旗山地區屬於沖積平原，即屬於沙壤土，而且還帶點黏性，再加上日夜溫差大，白天氣溫高、但入夜後氣溫驟降，在這種氣候條件下，毛豆不但容易成熟，內部也會轉換成糖分，這種天然甘甜的毛豆相當受日本客人讚賞，旗山地區毛豆種植面積700公頃，侯兆百就佔了200公頃，年產值300多噸，不往外銷日本，還輸往歐美、中東、南非，可說是名副其實的毛豆大戶。

翠玉毛豆問世後，在台灣即可購得外銷最高品質的毛豆，翠玉毛豆價格固然較一般毛豆貴上一倍，但品質卻是以往的數倍。侯兆百對毛豆的熱情，不但讓他榮膺台灣之光，國內毛豆市場的訂單也與日俱增，再次證明，好東西是不會寂寞的。



毛豆在白天氣溫高、入夜涼爽的气候生長茂盛  
Plants thrive in hot temperatures during the day and cooler nights



毛豆一年收成二次  
Crops are harvested twice a year

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# Rhett Peterson a Canadian Sword Smithing Apprentice

◎English translation: Lin Fu-jung ◎Photo by Huang Ching-wen

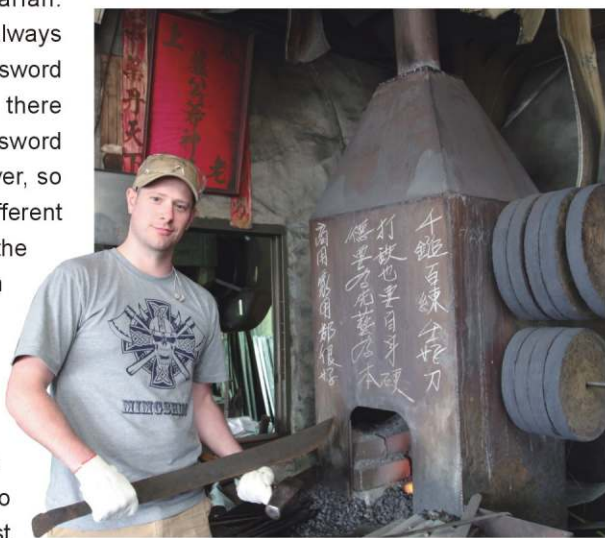
Rhett Peterson is a Canadian who is currently living in the Hsingda Harbor area. He moved to Kaohsiung to learn sword making from the famous master sword smith, Kuo Chang-hsi. He located the master in Kaohsiung's northernmost coastal district while on vacation, touring Taiwan. Every day, he comes ready to work. He always carries two notebooks, in which he jots down the skills he learns and sword making terminology. Rhett hopes one day he too will be able to open his own blacksmith shop.

Rhett recalls, when he was four years old he was captivated by the sword making scene in the movie Conan and the Barbarian. Since then, he has always wanted to become a sword smith. He found that there weren't many master sword makers in Canada however, so he travelled to many different countries searching for the perfect teacher. While on vacation in Taiwan, he prepared a speech to fully explain why he would like to be taken on as an apprentice. To his surprise, Master Kuo agreed and told him, "Just

come to the shop tomorrow and we can get started." Rhett began his apprenticeship right away.

Kuo Chang-hsi explains one of the most basic skills in sword making is grinding. A sword smith must learn how to grind a sword before they can learn how to forge the blade. So Rhett spends most of his time practicing grinding. Every day he follows and observes the master who has 57 years' experience. Master Kuo is a fast, precise and smooth sword smith. He is so familiar with the process that he often doesn't use any measuring tools.

Every day Rhett walks through the local fish market on his way to work.



He has immersed himself into the local culture of the fishing town and has been warmly welcomed by locals and colleagues. When Rhett first arrived, he already knew some basic sword smithing skills. He is glad he now gets a chance to apply what he has learned and everyday gets a chance to refine his technique. When he has a lot of repetitive tasks to perform, he reminds himself that this is the kind of practice that will make him more skilled in the future. He feels that he is already making progress.

Master Kuo's wife often prepares homemade dishes for lunch. They always have lunch together, like a family. Rhett said that he has gained weight and wants to buy a bicycle to commute and get more exercise. While he is in Taiwan, he is also planning on learning Tai-Chi.

Rhett remembers his mother was sad when he told her he was going abroad; however, she supported his ambitions. He also mentioned his parents may come out to visit him in Kaohsiung this fall.

## 鑄劍學徒 石川的打鐵熱情

◎文／侯雅婷 ◎攝影／黃敬文

實 踐夢想需要投注多大的熱情？來自加拿大的石川是熙來攘往興達港漁市裏的新面孔，他是鑄劍學徒，隨身攜帶2本筆記本，一本記載習得的技巧，另一本記載鑄劍專有名詞，期盼有朝一日開間打鐵鋪。

4歲時，電影Conan the Barbarian鑄劍師打鐵的畫面烙印他腦中，他非常嚮往鑄劍工作，可是加拿大並沒有許多頂尖鑄劍師，為了習得鑄劍工藝，他旅行至許多國家，遍尋最頂尖的鑄劍師，在台環島旅行時，打探到高雄興達港有位頂尖的鑄劍大師郭常喜，於是就騎著自行車來到「興達刀鋪」向郭老師拜師學藝。原以為為解釋許多原因，出乎意料之外，郭老師爽快答應：「想學，那從明天開始就到店裏學吧。」

郭常喜表示，磨是入門基本功，磨平、磨順，再來打劍。於是石川從「磨」

開始學習，打鐵間裏，石川仔細觀察郭老師累積57年功力，打鐵動作又快又精準，流暢地延續著每個動作，純熟到有時憑目測而不必丈量。有鑄劍底子的他得把學的和書上閱讀到、乃至於在這實作的互相驗證，體會到原來這個技術是要這般運用。石川表示，當他察覺自己對於眼前打磨的動作感到乏味時，他立刻提醒自己，練習是他所需要的，在看似重複的打磨動作中，他感覺到自己進步了。

用餐時間郭師母為大家烹煮了滿桌的家常菜，大夥像家人般一起享用，度過溫馨的午餐時光，他拍拍肚子說變胖了，打算買輛自行車代步、健身，還計畫學太極拳。石川談起儘管母親不捨他遠赴異鄉，但支持他在高雄學習最熱愛的鑄劍，也許今年秋天，父母親就會造訪高雄。

# Pianist Li Shang-hsuan

◎English translation: Peng Hsin-yi ◎Photo by Pao Chung-hui

Li Shang-hsuan is an excellent and expressive pianist who creates beautiful melodies with just his fingertips. Shang-hsuan is also a certified street performer and is often heard on the streets of Kaohsiung. He also voluntarily plays piano for patients at E-Da Hospital and preforms for elementary and high schools around the city. During his leisure time, Shang-hsuan practices a variety of instruments, including mastering his electronic piano, which he hopes will add diversity to his performances.

When Shang-hsuan began kindergarten, he could not focus in class and had trouble staying in the classroom. It was found that he suffered from ADHD syndrome. However, he excelled at music and piano. It was observed that he was particularly focused in singing class and in piano. He would mimic the teacher's finger movements when playing melodies. His mother, Chan Chun-hsia, wondered why a child with ADHD could have the patience to learn piano. It became apparent that piano was helping Shang-hsuan dealing with ADHD.

He began playing piano at the

tender age of four and right away his musical talents were apparent. He started by playing simple songs that he had only heard once. When he moved on to classics, he only takes a few times to practice, then he would master them. His piano teacher felt he picked up piano skills extremely fast.

## 鋼琴演奏家李尚軒

◎文／侯雅婷  
◎攝影／鮑忠輝

患有過動型自閉症的李尚軒是出色的鋼琴演奏家，演奏時，指間流露出動人的樂聲，富感染力的音樂引人駐足聆聽。

尚軒唸幼稚園時，總沒辦法待在教室上課，只有唱遊課能吸引他，園長發現他的手指會隨著老師彈琴的手舞動著，母親詹春霞女士不免感到狐疑，像他這樣過動的孩子如何能坐得住學琴？但詹春霞思索，也許彈琴能改善過動的學習情況，意外開啟尚軒的音樂之路。從4歲開始學琴，尚軒只要聽到簡單的樂曲即能彈奏出來，而練習數回古典樂曲，即可背誦。鋼琴老師指出，尚軒對於彈琴技巧學得很快。歷經21載持續耕耘琴藝，去(2013)年，尚軒赴維也納參加4年一度的國際身障者鋼琴大賽，擊敗來自18個國家48名選手，以音樂實力獲得自閉症組冠軍。

幸運的是，尚軒的家人全力支持他，詹春霞陪著兒子四處表演，尋求演出機會，期藉由音樂讓兒子持續與外界交流

，引導他朝音樂天賦發展，他考取街頭藝人，悠然飄揚的樂聲在城市各個角落響起，他也在義大醫院擔任志工，以音樂鼓舞病友，乃至於巡迴高雄市國中、小演出，為學子們上一堂生命教育的課程。空閒時，他學習演奏不同樂器，如電子琴，期使演出更豐富多元。

詹春霞透露，有時天候不好或是身體狀況不佳，尚軒仍會按排定的行程去表演，可見對演出的執著與敬業。詹春霞希望社會接納自閉症患者，盼大家給予關注，多給空間和包容。就像尚軒一樣，善用天賦，在音樂領域上發光發亮。



to performances. His family hopes his opportunities to perform will increase and that his musical talents will continue to develop. She is proud of Shang-hsuan and praises him for always making it to performances even when there is bad weather or he is not feeling well. Shang-hsuan is truly passionate about his music. His mother hopes the public will get a greater understanding about people with the syndrome. If those live with ADHD could discover and cultivate their talents, they too could excel in their professions, just as Shang-hsuan is excelling in the music industry.



# Mitsuboshien Kanbayashi, a Japanese Macha Tea House

◎English translation: Peng Hsin-yi  
◎Photos by Lin Yu-en

Kanbayashi is a tea house which specializes in Japanese macha. The Kaohsiung branch was authorized by none other than Mr. Kanbayashi Sannyū, the 16th-generation owner of the parent store "Mitsuboshien," a tea house with more than 500 years of history. When Kanbayashi opened its doors in Kaohsiung, the authentic flavors of Uji macha were transported from Kyoto straight to Kaohsiung.

The CEO of Kanbayashi in Kaohsiung is Mr. Liu Cheng-yi. He says that Mr. Kanbayashi Sannyū began making tea at the age of 18, and has worked every day since then.

For Mr. Kanbayashi Sannyū, making the best macha is his mission in life, and he is fully dedicated to every aspect of it. Mr. Kanbayashi Sannyū believes it is important to share the true macha spirit with people in Taiwan, and for that reason, the store is not only a place to sell tea. The resident tea master serves macha "Otemae" style (made to order), so Taiwanese people have an opportunity to fully experience Japanese tea culture.

The tea master's work is in the realm of art. His movements become solemn and graceful. First he wipes the cup, then warms it with hot water. Each cup of tea requires precisely two grams of



將軍的淚  
Shogun's Tears

macha powder, and 80cc of water at a temperature of 80 degrees Celsius (176 degrees Fahrenheit). The tea master then uses a bamboo tea brush to make a "W" movement rapidly in the cup. In his practiced hands, the transparent liquid quickly becomes a refreshing shade of green, and emits a delicate fragrance that caresses the customer's olfactory senses. When the tea turns frothy, it is done. But

Japanese tea culture does not end there. The customer is next served a Japanese dessert expertly chosen to match the tea. The proper way to enjoy a cup of macha is to first eat the dessert, then drink the tea. The foamy top of the tea helps smooth the strong, full-bodied beverage. Macha is a beverage with multiple layers which come from the subtle differences between each sip. When having tea with Japanese desserts, the flavor and texture of the tea and sweets complements each other, making both even more enjoyable.

The popular product here is the macha dubbed "Shogun's Tears." It is made with macha and fresh milk, then garnished with shiratama (glutinous rice powder dumpling) and a sweet azuki bean paste. The paste is made fresh daily. A dash of macha powder is added as the finishing touch. There are absolutely no artificial additives, so it is a product that consumers can enjoy without any worries.

Kanbayashi Chaya (Tea House)  
No. 182, Mingcheng 2nd Rd.,  
Zuoying Dist.



抹茶  
Macha



## 三星園 上林茶屋

◎文／侯雅婷  
◎攝影／林育恩

高雄「上林茶屋」是日本抹茶專門店，獲得日本京都500年老舖宇治抹茶專門店「三星園」第十六代傳人上林 三入授權，純正抹茶的味從高雄傳了開來。

上林茶屋執行長劉澄毅表示上林 三入先生從18歲開始製茶，迄今32載不輟，把做好抹茶當成使命，全心投入的職人精神令人敬佩。而上林 三入先生也認同把抹茶的味分享到台灣來，所以店內不僅販售抹茶，讓客人領略日本茶的文化是他們的初衷，因此現場有茶師為客人展演「御点前」現刷抹茶。

茶師站著製作「御点前」現刷抹茶，動作莊重而優雅，擦拭杯子後溫杯，置入2克抹茶粉，倒入水溫80度80cc的水

，快速地以W形刷著抹茶粉，抹茶鮮綠的顏色映入眼簾，飄出一縷獨特而雅緻的香氣，在客人眼前上演一場日本茶文化的展演，直到出現細緻而綿密的泡泡，遞上完成的抹茶並附上禾菓子，請客人先嚐口禾菓子，再啜飲抹茶，入口先嚐到綿密的抹茶泡泡，杯底濃醇的抹茶入口滑順，抹茶多層次口感搭配禾菓子的甘甜風味更形出色。

「將軍的淚」這款受歡迎的手作抹茶霜淇淋是以100%的抹茶和鮮奶製作，一旁綴以純糯米製成的白玉(麻糬)和每日現熬的紅豆，再灑上抹茶粉，不使用任何人工添加物，讓消費者安心享用。

上林茶屋  
高雄市左營區明誠二路182號

## Mige Handmade Soft Serve Gelato

◎English translation: Peng Hsin-yi  
◎Photos by Lin Yu-en

Mige Handmade Gelato is a new icy treat shop in Kaohsiung. Even though they have only been open for a little over a year, they already have a loyal fan base. The menu featuring soft gelato made with seasonal fruit or fresh milk, changes daily.

Shop manager Mr. Lai Mingde explains, the two main types of icy deserts that the store serves up are creamy milk-based gelatos and refreshing fruity ones. The most popular flavors that are now considered "classics" include, the milk based Black Sesame, Hand-roasted Peanuts, Dajia Taro, High

Density Chocolate and the fruit based Mango. His gelatos are chemical free and contain little sugar. At Mige's, patrons get fresh, delicious gelatos, with only the flavor of the highest grade, natural ingredients and nothing else.

There are elaborate processes that go into producing each flavor. With the Hand-roasted Peanuts for example, the peanut shells must first be removed, the peanuts are then put through a grinder and roasted to bring out the aroma and flavor. The finished product tastes like the most delicious of chewy, icy peanut butter treats, with the loveliest peanut fragrance.

## 米格 義式手作霜淇淋

◎文／侯雅婷 ◎攝影／林育恩

開店1年多的「米格義式手作霜淇淋」，每天以當季新鮮水果或鮮奶手作義式冰淇淋受到消費者喜愛。

店長賴明德表示，義式冰淇淋分為以鮮奶製作，口感紮實。另一種為不添加鮮奶，米格以新鮮水果製作，口感清爽。由於米格的義式冰淇淋完全不添加化學劑，且降低甜度使冰淇淋不甜膩，堅持要讓消費者吃到新鮮、原味、好吃的義式冰淇淋。

店裏的經典口味黑芝麻鮮奶、手工炒花生、大甲芋頭、高濃度巧克力和芒果，用料實在各有擁護者，以手工炒花生為例，先將花生撥膜，磨碎至小顆粒狀態，還得經過鍋子炒過，消費者品嚐花生冰淇淋時邊咀嚼花生，香氣唇齒留香。

The French Chateau Red Wine Gelato is a limited product that is on the menu once or twice per month. The wine was chosen specifically for its sweetness and fragrance. It does however, have a alcohol content of 6% to 9%, so it is suggested to get the gelato as a take out to enjoy at home.

Mr. Lai feels the most fragrant fruits are best for creating gelato flavors. He lists avocado, pineapple and passion fruit as examples. With peak fruit harvest season fast approaching Mige is a great place to go to enjoy tropical fruit gelato. It is certainly a place where folks can find happiness, cool down and take a break from the summer heat.

Mige Handmade Soft Serve Gelato  
No.158, Chengcing Rd., Fongshan Dist.

而法國莊園紅酒冰淇淋是店裏的特別款，一個月僅製作一~二次，為了散發出飽滿的葡萄香氣，選用法國莊園紅酒，吃來有微醺的感覺。紅酒製作成的冰淇淋帶有甜甜口感，酒精濃度達6%~9%，最好外帶回家品嚐。

賴明德指出，只要是香氣足夠的水果都適合製作成義式冰淇淋，比如酪梨、鳳梨和百香果等，跟著水果盛產季節到米格，拾起一段幸福的冰淇淋時光。

米格義式手作霜淇淋  
高雄市鳳山區澄清路158號

伯爵紅茶  
義式冰淇淋  
Earl Grey Gelato



紅酒義式冰淇淋  
French Chateau Red Wine Gelato

