

# Diamond Restaurant **GO DIGITAL** with Smart Barcode



Go Digital

## Diamond Restaurant 鑽石酒家

Gaining Free Web Traffic and Exposure with  
Smart Barcode  
巧用智慧條碼 帶來免費網絡流量及曝光



### About the Company 公司簡介

Founded in 1947, Diamond Restaurant was a famous “yum cha” and banquet destination for Hongkongers, now morphing into a gourmet brand carrying a history of quality and fond memories.

於1947年開業的鑽石酒家，是本地著名的粵菜食館及宴會場地，如今已蛻變成一個盛載著美好回憶的優質美食品牌。

### Background 背景

Once a popular “yum-cha” location adorned with classic exquisite décor, Diamond Restaurant is now dedicated to bringing premium Chinese food ingredients sourced around the world to Hong Kong market. Besides Australian seafood like wild Tasmanian abalones, the food company also procures dried seafood from New Zealand and South Africa, purchases aged tangerine peels from Xinhui, produces abalone in braised sauce in Taiwan as well as hand-made naturally sun dried egg noodles in mainland China.

Available in physical or digital stores such as city'super, Pricerite, Wing On, Yue Hwa and Ztore, the brand promotes its products by creating and sharing new recipes, and setting up pop-up stores. Intending to enhance market penetration, the company regularly looks for cost-effective ways to strengthen its product exposure.

鑽石酒家曾經是一家富麗堂皇、門庭若市的粵菜食府，現時專門將世界各地的佳餚食材帶到本地市場。公司會搜羅塔斯曼尼亞野生鮑魚等澳洲海產，亦會於紐西蘭及南非採購野生海味、從新會揀取陳皮、在台灣嚴格製作蠔汁鮑魚、在內地手工製生曬全蛋麵等。

產品現時在city'super、實惠、永安、裕華、Ztore等實體店及網站有售，品牌會以研製及分享食譜、設立快閃店等作推廣銷售。為提高市場滲透率，公司經常探索具成本效益的方法來提升產品曝光。

“I'm pleased to know GS1 barcode is evolving to help business explore omni-channel markets and increase products exposure. Just like Diamond Restaurant which built on quality, innovations and relevance to our customers, I look forward to more exciting new functions from GS1 HK.”

「很高興得知GS1條碼與時並進，幫企業開發線上線下市場、增加產品曝光率。正如鑽石酒家般著重質量、專注創新和緊貼顧客需要，我期待GS1 HK推出更多新功能。」



Andrew Leung, Director  
董事 梁智宏

### GS1 standards used or solution (s) / service (s) applied

- Smart Barcode
- BarcodePlus
- GS1 HK Product Website
- GS1 HK BARzaar

### 應用的GS1標準或方案/服務

- 智慧條碼
- BarcodePlus
- GS1 HK產品網頁
- GS1 HK BARzaar



## Solutions

Diamond Restaurant became GS1 HK member since 2017, mainly for meeting the on-shelf requirements by most local retail chains. As online shopping took off since the onset of the pandemic, the company learnt that barcode has transformed that can bridge online and offline channels, and hence determined to take full advantage of it.

Besides helping product listing on e-commerce platforms, smart barcode, the next generation of barcode, improves Google's understanding of different products and boost their exposure on search engine, potentially reaching out to more targeted customers. With the company's foods product information uploaded onto GS1 HK's BarcodePlus, a trusted product information portal, it allows consumers to easily scan barcode with mobile phone and be directed to online sales outlets or GS1 HK Product Website (wall.gs1.hk), growing traffic and possibly transaction.

The brand finds smart barcode a crucial tool to enhance digital promotion efforts, enabling the company to develop O+O retail and supporting a seamless customer journey. To amplify its online propaganda, Diamond Restaurant also joined GS1 HK BARzaar to publicize its offers to thousands of GS1 HK members and friends.

## Benefits

Smart Barcode, the next generation of barcode, along with GS1 HK's members service help:

1. Enhance online awareness and trust for the products and brand with trusted source of data
2. Boost traffic to designated online site for free, and thus potential sales opportunity

## 解決方案

鑽石酒家在2017年成為GS1 HK會員，主要為符合一眾本地零售連鎖店的产品上架要求。隨著疫情出現、網購銳增，公司亦意識到GS1條碼正在演變、有效連繫線上線下渠道，遂決定充分應用。

新一代條碼「智慧條碼」不但能支援产品在電商平台上架，亦改善Google對不同產品的理解，提高产品在搜尋引擎上的排名，有機會接觸更多目標顧客。鑽石酒家已將其食材資料上傳至可靠信賴的BarcodePlus平台，消費者只需利用手機掃描條碼，便可連到線上銷售點或GS1 HK產品網頁(wall.gs1.hk)，從而增加流量以至交易量。

品牌認為「智慧條碼」是加強數碼推廣的重要媒介，便利公司發展線上線下零售、締造緊密無縫的顧客購物旅程。鑽石酒家同時參加GS1 HK BARzaar平台，向數以千計的GS1 HK會員及其朋友宣傳優惠，拓闊網絡推廣力度。

## 效益

新一代條碼「智慧條碼」及GS1 HK會員服務有助品牌：

1. 以可靠數據提升產品和品牌的網絡知名度和信任度
2. 免費增加指定網絡的流量，從而增加潛在的銷售機會

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