



# BRAND GUIDELINES

# LOGOS



# LOGOS



STEAK KING MASCOT  
HENRY THE COW

## EXAMPLE OF SEASONAL LOGOS



## EVENT CATERING LOGOS



# BRAND FONTS

Brand font type - MAIN

┃ Hauracherell NC

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

abcdefghij  
klmnopqrst  
uvwxyz

Web-font type - MAIN

┃ Fjalla One

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

abcdefghij  
klmnopqrst  
uvwxyz

Web-font type - Secondary

┃ Roboto

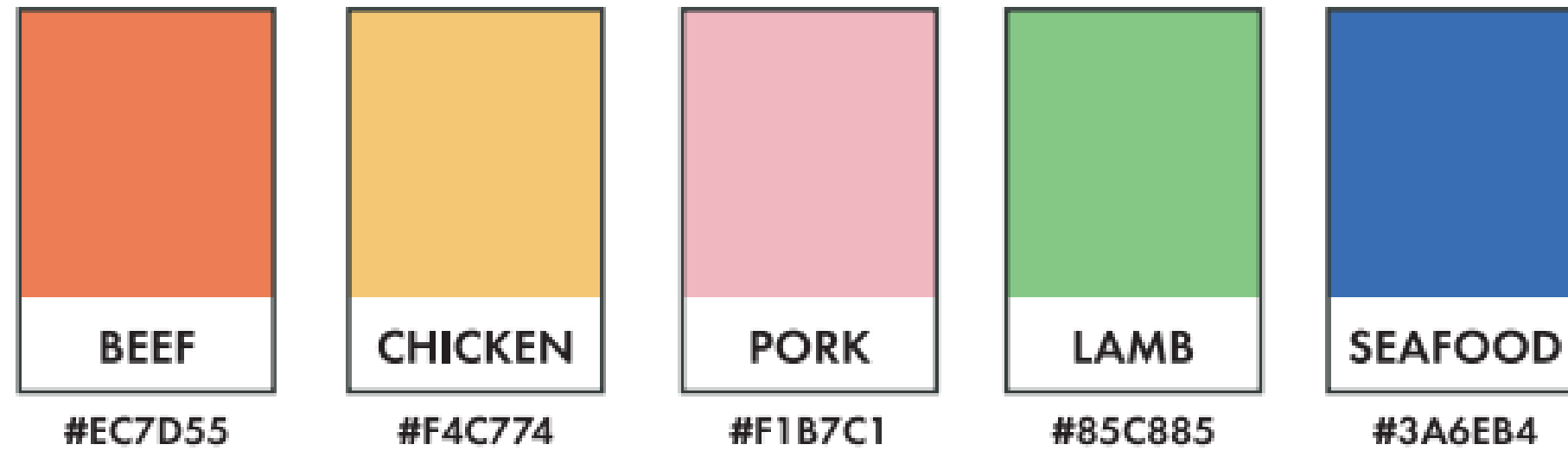
ABCDEFGHI  
JKLMNOPQ  
RSTUVWXYZ

abcdefghijkl  
mnopqrstuv  
wxyz

# BRAND COLOURS



BRAND COLOURS



PRODUCT CATEGORY COLOURS

# PRODUCT CATEGORIES



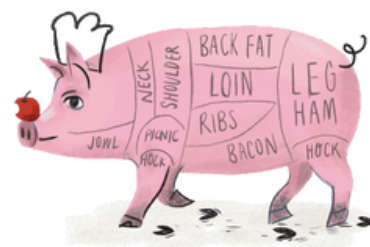
**MŌŌ MŌŌ**  
**BEEF** (牛)



**BŌK BŌK**  
**CHICKEN** (雞)



**Bāh Bāh**  
**LAMB** (羊)



**Ōink Ōink**  
**PORK** (豬)



**Snip Snap**  
**SEAFOOD** (海鮮)



**BEEF**



**PORK**



**CHICKEN**



**LAMB**



**SEAFOOD**



# PRODUCT SUBCATEGORIES



**MŌO MŌO**  
**BEEF** 牛



# PACKAGING





# DISPLAYS & PACKAGING



# COOKING VIDEOS

OVER 40 SHORT RECIPE VIDEOS LINKING TO OUR PRODUCTS



[STEAK KING YOUTUBE CHANNEL - CLICK HERE](#)

# ARTISAN PROPRIETARY PRODUCTS

HOUSE MADE SAUCES AND CONDIMENTS



# ARTISAN PROPRIETARY PRODUCTS

## ICE CREAM RANGE



# ARTISAN PROPRIETARY PRODUCTS

HOUSE MADE GOURMET SAUSAGES AND BURGER PATTIES

STEAK KING Market 600g

★ *Hand Made* ★

**GOURMET SAUSAGES**

**IRISH PORK SAUSAGES**

ALL NATURAL AUSTRALIAN FREE RANGE PORK WITHOUT ANTIBIOTICS OR STEROIDS

KEEP FROZEN -18°C  
GLUTEN FREE  
APPROXIMATELY 6 x 100 GRAM SAUSAGES PER PACK  
HAND MADE PRODUCT WEIGHT MAY VARY +/-10%

STEAK KING Market 600g

★ *Hand Made* ★

**GOURMET SAUSAGES**

**FREE RANGE CORN FED CHICKEN & CHIVE SAUSAGES**

ALL NATURAL FREE RANGE CHICKEN WITHOUT ANTIBIOTICS OR STEROIDS

KEEP FROZEN -18°C  
GLUTEN FREE  
APPROXIMATELY 6 x 100 GRAM SAUSAGES PER PACK  
HAND MADE PRODUCT WEIGHT MAY VARY +/-10%

STEAK KING Market 600g

★ *Hand Made* ★

**GOURMET SAUSAGES**

**LAMB SAUSAGES WITH MINT, HONEY & ROSEMARY**

ALL NATURAL AUSTRALIAN GRASS FED LAMB WITHOUT ANTIBIOTICS OR STEROIDS

KEEP FROZEN -18°C  
GLUTEN FREE  
APPROXIMATELY 6 x 100 GRAM SAUSAGES PER PACK  
HAND MADE PRODUCT WEIGHT MAY VARY +/-10%

STEAK KING Market

*Wagyu*

**BURGER**

6 x 150 grams

THESE BURGER PATTIES ARE MADE FROM WAGYU TRIMMINGS FROM OUR RIBEYE, SIRLOIN, TENDERLOIN AND CHUCK STEAKS PRODUCTION. THIS SPECIFIC MIX CREATES A BURGER WITH GREAT FLAVOUR, TEXTURE AND JUICINESS.

PLACE PATTY ON TOASTED BUN SLATHERED WITH ROASTED GARLIC AIOLI, AND TOP WITH CARAMELIZED ONIONS.

KEEP FROZEN -18°C

SERVING SUGGESTION

STEAK KING Market

*Tasmanian*

**SALMON BURGERS**

6 x 150 grams

HAND CHOPPED TASMANIAN SALMON, COMBINED WITH LEMON JUICE, MAYONNAISE, DIJON MUSTARD, SPRING ONIONS, BREAD CRUMBS AND CHOPPED DILL. PAN FRY OR GRILL FOR THE PERFECT NON-MEAT BURGER.

TRY SERVING IT ON A TOASTED BUN WITH LETTUCE, CUCUMBER, AND GREEK YOGURT OR TZATZIKI.

KEEP FROZEN -18°C

SERVING SUGGESTION

STEAK KING

**FIRECRACKERS**

SPICY SAUSAGES

**WAGYU BEEF & GHOST CHILI SAUSAGES**

MADE WITH DAWSONS HOT SAUCE

STEAK KING

**FIRECRACKERS**

SPICY SAUSAGES

**FREE RANGE CHICKEN SAUSAGES WITH RED HABANERO HOT SAUCE**

STEAK KING

**FIRECRACKERS**

SPICY SAUSAGES

**FREE RANGE LAMB SHAWARMA SAUSAGES**

MADE WITH DAWSONS HOT SAUCE

STEAK KING Market

*Lamb*

**BURGER**

6 x 150 grams

WE HAVE USED THE FINEST DORPER LAMB SHOULDER AND COARSELY GROUND IT WITH A MIX OF MINT, ROSEMARY PLUS A TOUCH OF HONEY TO CREATE A DELECTABLE LAMB BURGER.

GRILL OR PAN-FRY. SERVE IN A TOASTED BUN WITH PICKLES, ROCKET, AND FETTA CHEESE.

KEEP FROZEN -18°C

SERVING SUGGESTION

STEAK KING Market

*Chicken*

**BURGER**

6 x 150 grams

WE HAVE TAKEN FREE RANGE CHICKEN THIGHS AND BREASTS FROM HAZELDENE'S POULTRY AND GROUND IT NICE AND CHUNKY WITH VERY SIMPLE HERBS AND SPICES TO CREATE A BURGER OR MEAT BALL THAT IS PERFECT FOR THE BBQ OR THE PAN.

KEEP FROZEN -18°C

SERVING SUGGESTION

# STAFF UNIFORM



# STAFF UNIFORM



# BRANDED PRODUCTS

BRANDED APRONS FOR COOKING CLASSES





# BRANDED PRODUCTS

BRANDED HANDLES ON POTS AND PANS RANGE

**STEAK KING**  
Market



# BRANDED PRODUCTS

## BRANDED FREEZERS



# MARKETING

PROMOTIONAL POSTERS USED FOR SOCIAL MEDIA & DISPLAYS

*Dry Aged*  
**BURGER MAKING CLASS**

\*\*\*\*\*  
LEARN THE ART OF MAKING DRY AGED BURGERS WITH BUTCHER JOHNNY & CHEF BRANDON AT THE FACTORY

**\$950 PER PERSON**

CLASS INCLUDES DINNER, DRINKS PLUS A BURGER KIT TO TAKE HOME

**FACTORY FOODS**



**Free Lemons!**

GET A FREE LEMON WITH EVERY ORDER OF SEAFOOD

ONLINE & INSTORE - WHILE STOCKS LAST

**STEAK KING Market**



**STEAK KING Market**

**Premium CHEESEBURGER KIT**

~~WAS \$558~~  
**NOW ONLY \$380**

6 x 150g Chilled Dry Aged Rump Burgers  
Or  
6 x 150g Chilled Wagyu Burgers

- ★ 6 x Buns by Bakehouse
- ★ Steak King Burger Sauce
- ★ House Made Pickles
- ★ 200 grams Monterey Jack Cheese

AVAILABLE IN STORE AND ONLINE



*Saturday*  
**SMOKE UP**

EVERY SATURDAY FROM 12-4PM  
SERVED IN THE BUTCHERS SHOP

**SMOKED MEATS PLATTER FOR 2 - \$580**  
WAGYU BRISKET, PORK RIBS, WAGYU SAUSAGES, BUFFALO WINGS

16 HOUR SMOKED WAGYU BRISKET <b>\$120/100GRAMS</b>	<b>SMOKED WAGYU SAUSAGE</b> <b>\$35/100GRAMS</b>	<b>FREE RANGE SMOKED BUFFALO WINGS</b> <b>\$50/100GRAMS</b>
CIDER GLAZED BERKSHIRE <b>PORK RIBS</b> <b>\$45/100GRAMS</b>	<b>BURNT ENDS SANDWICH \$180</b>	SOUTHERN STYLE SIDES



**STEAK KING Market** **2-4-1 THURSDAYS** **LIMITED TIME ONLY**

**ROTISSERIE CHICKEN**

**ONLY \$148**

HAZELDENES  
FREE RANGE AUSTRALIAN CHICKEN

BUY A 1KG HALF CHICKEN GET ANOTHER HALF FREE

CHOOSE YOUR FLAVOUR - PERI PERI : TANDOORI : MEDITERRANEAN



★ **FLASH SALE** ★  
AUSSIE WAGYU NY STRIP STEAKS

**FREE**  
GARLIC BUTTER & FRESH HERBS

MARBLE SCORE 4 CHILLED  
**SPECIAL PRICE \$850 - 2KG SET**  
INCLUDES CUSTOM PORTIONING

HOW TO COOK PERFECT STEAK



# MARKETING

## TRANSPORT & BILLBOARD ADVERTISING



# MARKETING

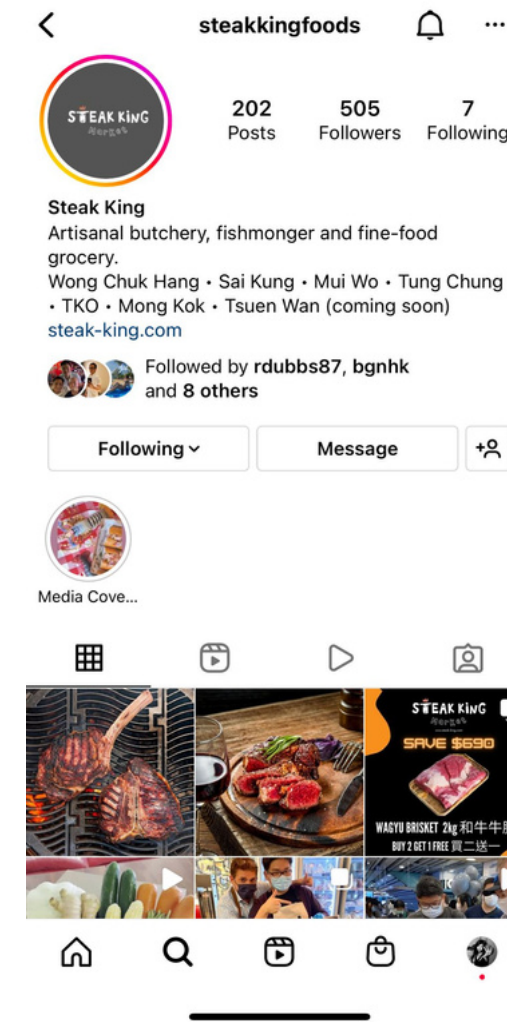
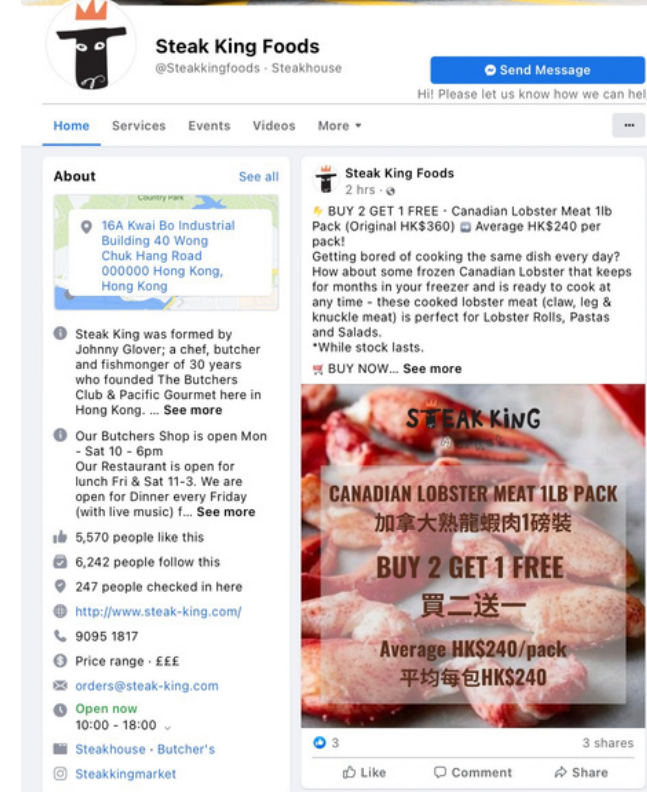
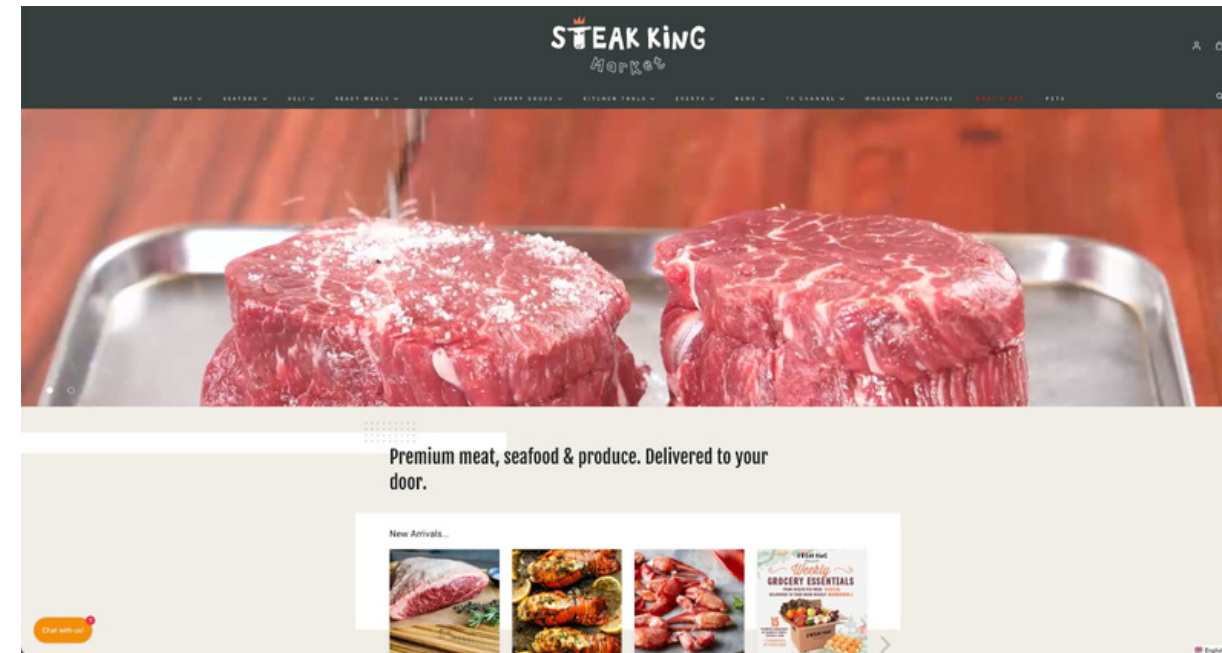
## DELIVERY VEHICLE WRAPPING



# MARKETING

CONSISTENT BRANDING IS CHANNELED THROUGH ALL OUR INTERNAL CHANNELS:

- WEBSITE TRAFFIC IN THE PAST 12 MONTHS WAS **474,000 VISITORS**
- NEWSLETTER/E-MAGAZINE SENT TO OVER **100,000 SUBSCRIBERS PER MONTH**
- SOCIAL MEDIA FACEBOOK AND INSTAGRAM WITH OVER **10,000 FOLLOWERS**



**200 Days Grain Fed Angus Beef is now available**  
200日穀飼安格斯牛肉現已有售

We are proud to launch a new category of Angus beef, we have teamed up with Thomas Foods out of Australia and are now offering their 200 Days Grain Fed Angus Pure on our online store and in our shops. Our Angus Pure Grain Fed Beef has been raised on the lush pastures of Adelaide Hills, the Angus cattle's diet has then been fortified with high protein grain for 200 days which gives the beef an intense marbling, exquisite flavour and tenderness. Try it now and read more from our [blog](#). Buy now and enjoy 10% off with promotion code **GRAINFED200JUNE** when you shop online.

我們很高興與澳洲的Thomas Foods合作，推出新的安格斯牛肉系列，現在我們的網上商店和各大門市都可以找到他們的200日穀飼安格斯牛肉。我們的安格斯肉類飼料是在澳洲南部的山區放牧的牧場上飼養的，經過200日高蛋白質穀物飼養的安格斯牛肉，使它具有細緻的脂肪分布，獨特風味和柔嫩。喜歡牛肉的朋友現在可以以特別優惠，7折更多可前往[此處](#)，現凡購買並付結帳時輸入優惠碼**GRAINFED200JUNE**，即可享特別優惠。

**BUY 200 DAYS GRAIN FED ANGUS BEEF**



**Thank you for coming our Mong Kok Store Opening**  
多謝光臨旺角分店開幕禮

We ended up giving away 500pc of lobster rolls at Steak King's and got to see many of our loyal customers. For the launch, special offers will be available exclusively in the Mong Kok store including: Canadian Boston lobster meat (1lb packs HK\$360) Buy 2 get 1 free (Discounted to average of HK\$240/pack), Canadian Boston lobster tails (HK\$238 2pcz packs) Buy 2 get 1 free (Discounted to average HK\$158 per pack), Australian M3-4 Wagyu sirloin (HK\$425/kg), Buy 2 get 1 free (Discounted to average HK\$270/250g).

多謝大家支持，加送共500個龍蝦包已經全部派完！旺角分店開幕禮，將推出特別優惠，包括：加拿大熟龍蝦肉（1磅裝，HK\$360）買二送一（折後平均HK\$240包）、加拿大龍蝦尾（兩件裝，HK\$238）買二送一（折後平均每包HK\$158）、以及澳洲M3-4和牛西冷扒（HK\$425/kg），買二送一（平均每件HK\$270/250g）。

Steak King Mong Kok Store 旺角分店  
Address 地址: G09-09, Grand Plaza mall, Mong Kok | 旺角廣場中心地下G09-09號舖

**FOLLOW US ON FACEBOOK**

# MARKETING

ONLINE & PRINT ADVERTISING

u magazine 周刊 FOOD

精品雜貨店

- ◎ 四季酒店 超限量沙翁
- ◎ 蔡瀾都讚! 拿坡里薄餅店
- ◎ 日賣 2,000 個 波羅皮麻糬波波
- ◎ 2 款簡易情人節甜品 Recipes

農場直送 冰鮮澳洲和牛

Steak King

地址: 將軍澳新豐街 33 號 Capri 地下 11 號樓 • 電話: 8580 7133 • 營業時間: 10am - 10pm • 午餐: 現金結帳, 現金半價加 • 交通: 港鐵將軍澳站 A 或 B1 出口 • 泊車: 免費 • 訂座電話: 8580 7133 • 傳真: 8580 7134 • 網站: 查詢詳情請電, 或瀏覽網店 www.steakking.com 網頁



[STEAK KING IN THE NEWS - CLICK HERE](#)

# RETAIL SHOPS

- WONG CHUK HANG
- SAI KUNG
- LANTAU - MUI WO
- TUNG CHUNG
- TSEUNG KWAN O
- MONG KOK
- TSUEN WAN

