



[PRESS RELEASE]

Nordic Café Hjem Opens its Doors this Summer *Offering busy city dwellers a cozy lifestyle space for slow living*



[Hong Kong, 30 June 2021] Common Abode's newest concept, a Nordic café named Hjem, will be opening on 12 July 2021, occupying a cozy space in the quaint neighborhood of Sheung Wan, just a stone's throw away from the iconic Man Mo Temple. Meaning 'home' in Norwegian, Hjem will be the perfect escape from the hustle and bustle of the city, a beautiful and spacious location for holistic workshops and collaborations with local independent businesses, as well as a go-to for authentic Nordic cuisine, and light, healthy beverages.

Elin Fu, Co-founder of Common Abode who grew up in Norway, says: "Hjem is a way of keeping home close to me wherever I may be. Food can be a very personal thing; taste can evoke certain memories and can be an instigator of new experiences. I wanted to share with guests the same comfort that I felt growing up with Nordic cuisine as I trace my roots through authentic Nordic delights, with the hope that everybody can call Hjem home."

Curated by well-known Scandinavian chef, Jaakko Sorsa, the simple yet sophisticated farm-to-table menu includes a variety of healthy, hearty and accessible Nordic favorites, including a selection of *Smørrebrød* - open-faced sandwiches that are piled high with toppings, salads, warm dishes and sweets. Guests won't want to miss the deli where they can pick up cheeses and authentic smoked Nordic seafood.

Hjem's open-faced fresh seafood sandwiches include the *Arctic Prawn Smørrebrød* (HK\$108) topped with an organic boiled egg, Norwegian trout roe, dill mayonnaise and fresh



dill, and the *Chef's Mustard-marinated Baltic Herring* (HK\$128) with an organic boiled egg, Fingerling potatoes and fresh dill. Veggie lovers can indulge in the *Asparagus Smørrebrød* (HK\$118) topped generously with baby spinach, red radish and a light hazelnut oil.

Other classic Nordic meat dishes include the unmissable *Meatballs* (HK\$118), homemade pork and beef meatballs served with mashed potatoes and lingonberries, and *Sausage & Fries* (HK\$98) – fried wiener pork sausages served with French fries and pickles.

Light sides, all priced at just HK\$48, include a vegan-friendly *Fresh Cucumber & Dill Salad* tossed in vinegar and the crunchy *Pickled Beetroot & Apple Salad* tossed in sour cream and mayonnaise. A selection of unique and flavorful Norwegian cheeses are also offered.

Hjem's signature dessert - mouthwatering *Giant Cinnamon & Cardamom Bun Rolls* (HK\$98) which is topped with pearl sugar - is a must-try.



Hjem's coffee blends are sourced from all over the world, serving only the top quality brews to Hong Kong's coffee lovers who can also purchase the blends to enjoy at home. The café's signature coffee-based drinks are made with local ingredients with flavor profiles that stem from Nordic cuisine, including the *Honey Milk Golden Latte* (HK\$45) and the *Lemon & Raspberry Posset Affogato* (HK\$60).

Hjem's cocktail program, put together by consultant Chanel Adams, includes an array of cleaner beverages with lower ABV percentages, including the unique *Cinnamon Bun Espresso Martini* (HK\$98), a vodka-based cocktail featuring sweet notes made with cinnamon bun orgeat, homemade coffee liqueur, bitters and finished with a cardamom pod, and the refreshing *Strawberry & Rhubarb Cosmo* (HK\$98), a cocktail shaken with vodka, fresh lime juice, strawberry shrub, rhubarb syrup and Cointreau.



Hjem is a serene and inclusive destination that encourages guests to wind down and escape from the fast-paced city that they are constantly surrounded by, getting back in touch with a balanced lifestyle and reclaiming the time that Hong Kongers desperately need.

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For high-res images, please click [here](#).

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About Hjem

Hjem — meaning ‘home’ in Norwegian — is a Nordic café defined by the simple comforts of traditional Norwegian ingredients and dishes. Hjem is a space for paced encounters that translates onto their use of fresh, quality produce embodying true Nordic exceptionalism and principles of slow living. A Common Abode concept co-founded by Nelson Htoo and Elin Fu in July 2021, Hjem is a deep foray into Elin’s fond memories of life in the North.

About Common Abode

Common Abode is a hospitality group that aims to craft exceptional experiences with a forward-thinking philosophy to deliver bold and creative outlets worldwide. Founded in Hong Kong in 2021 by Nelson Htoo and Elin Fu, Common Abode concepts include Club Rangoon, Hjem, and Candour.

Common Abode concepts are bound together by an affinity towards a simple act of gathering in shared spaces that are familiar yet constantly inspired. At the heart of the group’s ethos is a focus on excellent service, quality product and great value through innovation, design and experience. The group’s concepts have been recognised by the likes of Tatler Best Restaurants 2021, HK Dining Awards, and the Monocle podcast *The Menu*, among others.