

Hello, San Mateo,  
San Jose and Cupertino,  
**Boiling Point is Coming!** P4

An Interview  
with the Designer  
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Service with the  
Right Attitude!  
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沸點  
BOILING POINT™

# Boiling Point Life

NO.01  
2016

{ Fresh ingredients, Creative sauces, Unique culinary experience }

Boiling  
Point  
debut  
First Issue

★ The original mini wok on a box! ★



## BOILING POINT DEBUTS FIRST ISSUE! OFFERING WARMTH THROUGH HOT SOUPS

I opened the first Boiling Point in Hacienda Heights, California in 2004, and 2016 marks the 12th year milestone.

I am sincerely grateful for many of you who have supported us along the way and it is my desire to convey our BP values and beliefs to you via this publication.

I left my homeland of Taiwan for the United States to pursue my dream of opening my very own restaurant. I never imagined that it would one day become the enterprise it is today, responsible for the livelihood of hundreds of employees. My customers also seem to feel at home at Boiling Point, which is what I believe makes us stand apart.

This is the reason why Boiling Point always tries to excel.

In order to provide a safe dining experience for our customers and a comfortable working environment for our staff, we developed the patented portable wok stand, which is certified in the United States, Taiwan, Hong Kong, China, and Canada. We invested in central kitchens and spared nothing to create delicious, wholesome soups. We hope that customers everywhere can taste and feel the thoughtfulness that goes into Boiling Point delicacies.

We are dedicated and hope to continue to make advancements in all areas!

In this issue, you will see Boiling Point's objectives, beginning with strict self-regulation, screening, internal checks and balance. We strive to provide every customer with a pleasant dining experience. In the end, we succeed by maximizing customer satisfaction which is more important than maximizing profit. This is my creed.

For instance, while managing our human resources, our priority is not just to pursue revenue growth, but also to bring our employees together and foster a harmonious working environment. In regards to our food, not only do we seek variety by launching new hot soups every year, we are also increasing our use of organic ingredients. The quality of our ingredients is one of Boiling Point's most valuable investment.

For me, the three pillars that make up the heart of Boiling Point's core ideals are "Honesty," "Trustworthiness," and "Integrity." I cannot say that everything is in place for Boiling Point yet; as it is still young, but since its inception; we at Boiling Point have never stopped our search for excellence.

I look forward to everyone getting to know Boiling Point and I also look forward to all the feedback and advice that can help us excel as we progress boldly towards the future!

*Rick Chou*  
Founder of Boiling Point

## BP Life 創刊了! 藉著鍋物 傳遞溫度

2004年，沸點在加州哈崗創立了第一家店，今年，沸點正式邁入第12個年頭。12歲，是一個孩子進入青春期的階段，也因此，希望藉由這本品牌刊物的誕生，說出我們的主張，更重要的是，要讓陪伴我們成長的各位，能夠更了解沸點一路以來所追求的價值與信念。

我和許多人一樣，離鄉背井，從家鄉台灣來到美國打拚，當初為了追尋夢想而創業開店，從未想過有一天沸點能從一間餐廳躍升為一家企業，不僅背負超過千名員工的生計與夢想，主顧們也似乎在這裡找到一種歸屬感，這一切都讓沸點變得很不一樣。

也許這是因為沸點一直努力追求做到「更好」。

為了保障客人的用餐安全，提供員工完善的工安環境，我們研發出得到美國、台灣、香港、中國和加拿大專利認證的湯鍋底座；不惜重金打造數座中央廚房，更不吝於花12小時以新鮮蔬果熬製鮮美湯底，就是希望來自四面八方的客人，都能嘗到口味道地、用心製作的沸點美食。



We believe in fresh ingredients. 沸點相信，新鮮食材是美味的首要條件。

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www.hearst.com.tw

我們的用心，如同沸騰的溫度，但不自我設限，在各方面都期許自己不斷精進！

在這本刊物中，大家會陸續看到沸點追求的目標，其實是透過從源頭開始嚴格的自我控管、篩選與把關，力求給客人用餐愉快的體驗，而非透過成本控管來追求利潤極大化。

例如在人事管理上，以凝聚員工向心力為目標，而不是一味追求營收成長；在食物上，不只力求多變，每年都要推出新口味的鍋底，近年來我們也不斷擴大有機食材的使用比例，在食安風暴席捲全球的此刻，我們深信食材品質是沸點最有價值的投資。

對我而言，堅持做到「誠、信、義」是沸點的企業精神。我不敢說沸點已經一切到位，它還很年輕。但是創業至今，對於「超越自我」的追求，沸點夥伴們從未鬆懈過。

我深深期待，從這本創刊號開始，大家能更認識沸點，我也期待各位的批評和指教，一起讓沸點更好！

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**New** Hello, San Mateo, San Jose and Cupertino,  
**BOILING POINT IS COMING!**  
 北加三家新店開幕 美味與您更靠近

Hello, friends in Northern California, we heard your requests! Boiling Point is coming to town! **You can currently find us in Fremont, San Mateo and San Jose as well.** And what's more, the concept store will open its doors in Cupertino at the start of 2017!

The location of our new store in San Mateo is very pedestrian-friendly. Designing BP San Mateo's interior posed a number of challenges to our design team. First of all, we broke down the large scale space into a few smaller and more comfortable places and took these opportunities in these smaller areas to put different twists on the industrial style materials and textures you're used to seeing in Boiling Point stores. From ropes to rebar, to the artwork painted on the walls, these new elements lend texture yet preserve Boiling Point's brand, and help to tell BP's story.

In Boiling Point's San Jose store, we borrowed some elements from its sibling in San Mateo and vice versa. To make sure it feels cozy and comfortable, we used the lighting, and warm textures/colors to enhance the atmosphere of the store. We relied on subtler textures and details here. For example, if you look up, you'll see ornamental ceiling tile, and if you look down, you'll see they echo the texture on the table bases.

Last but not least, Boiling Point's concept store in Cupertino represents a unique dining experience. **We elevate the atmosphere to match the concept store's more progressive menu and ingredients.** We ensure the design and layout supports effective service, which is as important to the customer's dining experience as how good the restaurant looks.

北加的朋友，你們的呼喊我們聽到了！萬眾期待，沸點 3 家新店隆重開幕，除 Fremont 店外，San Mateo 和 San Jose 今年秋季開幕，概念店也將於 2017 年初在 Cupertino 登場！

San Mateo 新店除了地點十分便利，在店內設計上也花了許多心思。首先，我們將大面積的店面分隔出舒適宜人的區塊，並加上創新的工業風材質與巧思，例如：繩索和壁畫，既能延續沸點的風格，又能擁有自己的特色，繼續述說著沸點獨樹一幟的故事。

而在 San Jose 的新店中，也延續 San Mateo 的設計元素。我們利用燈光配合溫暖的材質與顏色，營造店內舒適的用餐氛圍。在 San Jose，您可以看到許多巧妙的設計細節互相呼應，譬如天花板與桌子底座的紋路。

Cupertino 概念店則主張提供精緻的用餐體驗和氛圍，使用特製食材和菜單，用餐環境除了新穎的時尚風格，同時兼顧服務動線，讓您從味覺、視覺、嗅覺、觸覺和感覺，全面品味不一樣的沸點。



What's  
Happening



**WOW!!**

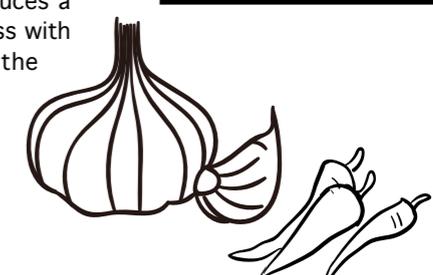


**New** - **BOILING POINT 2.0**  
 We just got better!  
 沸點 2.0 美味再進化

Great news for our fans in Northern California and Washington! **Soon we will unveil new versions of our soup base and dipping sauce with higher standards and enhanced flavors developed by Boiling Point's R&D Team.** Each bite will fill you with satisfaction and enliven your senses.

We have also adjusted the ratio of our Garlic Bean Paste and Chili Oil. A new mixture that draws out the aroma of the soup, making you crave more! The new Fermented Bean Curd Paste produces a dainty wine aroma that fuses the sweetness with savory. Turn to page 14-15 to discover the golden ratios for our dipping sauces.

The new versions will also be available in Southern California and Canada soon. Stay tuned!



用心，追求「更好」是沸點不變的精神，鍋物與醬料也經過不斷改良，除了更接近台灣道地口味，也依各區客人回饋予以調整。因此，近期我們將湯鍋風味與沾醬進行改版，由沸點研發團隊開發製作，提高品管標準，提升美味指數；沸點用心，讓您每次都能感到滿意與驚艷。

醬料方面，我們調整了蒜蓉豆瓣醬與辣油的配方比例，全新風味與鍋物更能相輔相成，欲罷不能。新推出的腐乳醬，散發淡淡酒香，甘甜不死鹹，絕對值得一嘗！（醬料調配密技，請見 P.14 ~ 15）

北加州與華盛頓的朋友，恭喜您！將可搶先品嚐到改版風味和沾醬。南加州和加拿大也將在近期推出，敬請期待！

We  
Care

BOILING POINT'S  
PATENTED  
WOK STAND

# HEART WARMING AND SAFE



## Easy to Grab

The concave profiles on the sides allow servers to easily grab and hold the stand.

湯鍋底座簡潔、外型俐落，服務生能直接以手拿取的凹槽設計，省力又安全。



## Detail Matters

The four narrow openings on the top surface allow for increased air circulation which enables the flames to evenly disperse heat across the wok stand.

底座上方設計了 4 個孔洞，能促進空氣對流，讓火源燃燒穩定，更易散熱，大幅降低底座的手感溫度。



## Safe Material

The aluminum and steel alloy also assists in lowering the temperature, allowing the wok stand to be safely touched by staff and guests alike.

材質使用散熱快的鋁合金鋼材，同樣有降溫的功效，使服務生送餐和客人享用美食時，都能免去被燙傷的疑慮。

Few things in life impart as much comfort as enjoying a hot soup meal. Close your eyes and imagine the steam rising over the surface of the hot soup as each sip fills you with warmth and flavor revitalizing both body and spirit. One should never have concern for their safety while consuming hot soup from an elevated wok.

To ensure the safety of both our customers and employees, Boiling Point put much thought into its own custom-made portable wok stand in 2012 and obtained a patent for its design in the United States, Taiwan, Hong Kong, China, and Canada.

The design philosophy behind Boiling Point's custom-made wok stand demonstrates the company's concern

for safety and functionality. Many deliberate ideas towards safety were put into the design of the wok stand.

The concave profiles on the sides allow servers to easily grab and hold the stand to avoid accidents from an unsecured wok. The embedded design positions the wok securely in the center, making the wok more stable preventing accidental tilts. The four narrow openings on the top surface allow for increased air circulation which enables the flames to evenly disperse heat across the wok stand while the two larger gaps provide ample room for the lighter to ignite the heat source within the base. The aluminum and steel alloy also assists in lowering the temperature, allowing the wok stand to be safely touched by staff and guests alike.

## 暖心 不燙手 沸點專利湯鍋底座

吃火鍋，望著霧白熱氣蒸騰而起，喝一口暖胃的熱湯，可說是最美妙的小確幸了，但心中難免會擔心架高的湯鍋、火燙的爐座，是不是會影響到用餐安全？

為了顧及員工和顧客的用餐安全，沸點在 2012 年研發了專屬的湯鍋底座，並陸續取得美國、台灣、香港、中國和加拿大的專利，充分證明這個底座在造型和功能上都有著獨到的用心。

例如，嵌入式設計，讓湯鍋可以更穩固的置放於底座，不因碰撞而傾斜倒翻；底座與湯鍋接觸處，保留了兩個空隙，方便伸入火槍，點燃加熱火源；底座上方則設計

了 4 個孔洞，能促進空氣對流，讓火源燃燒穩定，更易散熱，大幅降低底座的手感溫度；材質使用散熱快的鋁合金鋼材，同樣有降溫的功效，使服務生送餐和客人享用美食時，都能免去被燙傷的疑慮。

此外，湯鍋底座簡潔、外型俐落，服務生能直接以手拿取的凹槽設計，省力又安全，避免了手持托盤可能搖晃不穩的危險。

一個湯鍋底座裡藏著這麼多的貼心設計，沸點的誠意不在話下，就是要顧客吃得開心、安心！

We Care

AN INTERVIEW WITH THE DESIGNER

# EXPERIENCE AND ENJOY THE WOK STAND

Eric Chen, Creative Director of Rooster Creatives, was originally from Taiwan but now resides in Los Angeles, California. The trendy and dynamic visual images that appear in Boiling Point restaurants and websites are all from his imagination.

When discussing the industrial style, he replies, "industrial style is 'stylish and durable' which is similar to the characteristics of Boiling Point. Actually, the industrial style fits Boiling Point's demands the most because it is stylish, yet tough, durable, and more importantly, the longer you use it, the better it looks."

Another classic design is the wok stand which safely and securely holds the pots. This too was designed by Eric and eventually earned patents in the United States, Taiwan, Hong Kong, China, and Canada.

Eric has said that the biggest challenge in designing a stylish yet safe wok stand was not in creating its unique aesthetic appearance, but how to incorporate the design of the wok stand with the restaurant's concepts and the actual demands of customers.

How exactly did Eric accomplish this? Let's find out!

## 盡情享受美食的創新設計

專利湯鍋底座設計師—Eric專訪

Rooster Creatives 創意總監 Eric Chen, 在洛杉磯落地生根多年, 沸點潮流感十足的一系列視覺形象設計, 如網站、店頭室內設計等, 皆由他一手操刀。

聊起沸點工業風的設計由來, 他回答, 因為工業風具備「有型、耐磨」的特色, 跟他眼中的「沸點人」特質相同, 「重點是時間越久, 質感越好。」

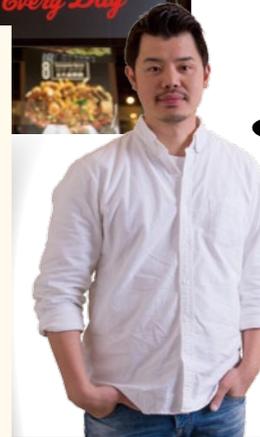
而沸點另一項經典設計——湯鍋底座, 也是出自Eric之手, 而且陸續在美國、台灣、香港、中國和加拿大取得專利認證。

Eric 表示, 要設計一個有型有款, 且在使用上安全無虞的湯鍋底座, 最大的挑戰不是美感的呈現, 而是如何將餐廳的理念與顧客實際的使用需求融入設計中。

### Q How did your cooperation with Boiling Point begin?

I started out by designing Boiling Point's website. I had known about Boiling Point for a while, and I had always thought their food tasted wonderful, but the dining environment was not at its best.

In the process of designing the website, I casually mentioned to Rick (Boiling Point's founder) that his brand would have added success if it had a tailor-made design to display his food. After some consideration, he too felt that this made sense so he invited me to create a visual style for Boiling Point. I began with an interior design theme for the restaurants, then their menus, then on to their wok stand.



Eric Chen  
Creative Director of Rooster Creatives

### Q How did you integrate Boiling Point's spirit into the design?

My design is consistent, from the visual design of the interior, to the ironman-like wok stand; using clean design and durable materials that can withstand the test of time.

I remember about five years ago when industrial style was not very popular in Los Angeles, I had always felt it was the most suitable style for Boiling Point. Stylish, tough, durable, and improves with age. This is similar to Boiling Point's philosophy for hiring staff who always work hard to improve and refine their expertise. I believe that this is why Boiling Point is so successful. Their corporate philosophy - withstanding the test of time.

### Q What is the most important consideration when designing dining equipment from the perspective of the customer?

Being safe and practical are the most important concerns. The old wok stands that Boiling Point used to use were too tall and unstable. The new design had to allow customers to easily view and enjoy the food. On the other hand, the height and size of the wok stand had to fit with the ratio of the table and the wok.

In consideration of Boiling Point's rapid growth, the equipment needed to withstand of lot of wear and tear, so complicated designs would be impractical, which is why I came to the conclusion that the design had to be "simple."

On top of that, the wok stand was made from an aluminum-steel alloy without paint that could protect both the customers and servers from burns, while displaying raw beauty in its simplicity.



# SERVICE WITH THE RIGHT ATTITUDE!

The BP Team



## 我 端的是態度！

### 沸點餐廳服務團隊

一間店，就是一個團隊，好壞都是大夥兒一起扛。  
沸點全球23家店，每天12小時的營運，交由一群平均年齡不到30歲的年輕人來扛。  
憑什麼扛得住？  
憑別人在享受青春，他們卻甘願打磨自我，耐著性子，把時光鍊成精金。

沸點人的基因就是熱情、耐磨，從零開始沒關係，只要肯努力。  
來到沸點，既要能打仗，也要學管理，還要懂交心，  
每天都有例行公事，卻也充滿了挑戰與變數。  
究竟每一個崗位都在忙什麼？店頭團隊如何運作？他們的工作心得又是什麼？  
看看他們怎麼說。

### Each Person Plays Their Part

District Managers are tasked with ensuring that both the administrative teams and the customer-facing teams understand the challenges facing either side and maintain teamwork between both arms of Boiling Point.

#### Deeds, Not Words.

你是帶頭做事，還是指揮人家做事？

### Key Person Kenny District Manager



Kenny : “When our restaurant first opened, a toilet in the bathroom was backed up. The owner happened to be in the store that day and as soon as he heard the news, he headed to the bathroom and removed the clog from the toilet with his own hands. I was shocked to witness his actions. He could have demanded me to deal with it, yet he rolled up his sleeves and solved it himself. Inspired, I learned to always be willing to lend a helping hand and to enter the hot zone without any hesitation. I am now in the management position, but this principle has stuck in my mind since then.”

In good times or bad, we are a team. This is our company's philosophy.

With 23 restaurants across two states and three countries worldwide, our young and talented staff capably manage and maintain each location. They sacrifice their free time to learn and grow, developing valuable life skills.

Passion and diligence are the words that motivate Boiling Point employees. Each day brings new obstacles and challenges which our employees overcome with determination and dedication.

Ever wonder what a normal day in the restaurant entails? How team members work together as one cohesive unit? Let's take a peek behind the scenes.

## Key Person Frank Restaurant Manager

The Restaurant Manager is primarily responsible for overseeing the smooth operation of the restaurant, maintaining standards, enforcing the rules, calling the shots and handling emergencies as they occur. **The Manager's management style sets the tone for the work environment at each location.**

**We All Serve as One,  
This is What Makes a Team.**

所有人的心在一起，才叫一個團隊。

Frank: "Although many of us come from different countries and cultures, we speak one language: empathy. On one particularly cold winter, only one cook was scheduled to work that shift. At the time I was in the kitchen lending a hand along with the rest of the team. We all understood the pressure for one person to fulfill the seemingly unending flood of orders coming in. At one point I asked him, 'Are you doing all right?' to which he replied, **'I am not alone.' I cannot find better words to describe what it is like to work at Boiling Point.**"



## Key Person Andy Server



The first task is to keep customers calm and happy when they find they have to wait a bit longer than expected. The second task is to make wise table arrangements. We occasionally also take the initiative and offer recommendations for first time guests who are unsure about what to order. For instance, we may suggest the Beef Hot Soup which is one of our more popular menu items, or the Seafood & Tofu Hot Soup to those that prefer something a little lighter. For our more daring customers that can take the heat we might recommend the Taiwanese Spicy Hot Soup.

**Good Service Means  
Empathizing with the Needs  
of Customers.**

能同理客人的需要才稱得上好服務。

Andy: "**Following the SOP is only the start. Good service takes shape only after you care from the bottom of your heart for customers.** You will notice how customers can sense our genuine care when we proactively fill their cup or ask, 'How is everyone doing?' When I read positive feedback from comment cards, all my stress and pressure is released."

## Key Person Kenny Cook



Few positions in the restaurant understand pressure more than the cook during the lunch or dinner rush. **The Cook must put the orders out as quickly as possible, maximizing output with limited burners.** This position is one that requires passion and dedication for service and quality.

**People-Oriented  
Management Helps  
Overcome Fatigue.**

以人為本的制度，能幫助同仁抵抗倦怠。

Kenny: "You will feel tired, sometimes lost, when doing repetitive work for long hours. However, once you make friends and are able to learn new things, the daily routine becomes more tolerable – even enjoyable – because your heart is more settled. You find a sense of belonging and you can see a future with Boiling Point. I always spend a little time chatting with my peers after work. **In fact, they are not just my colleagues, they are family!**"

## Key Person Lulu Barista

**The Barista – or Bobartender as we affectionately refer to them at Boiling Point – is responsible for mastering over a dozen drink recipes.** There is a lot of pressure behind the bar from accurately mixing the drinks to fulfilling orders during the rush hours, all while lending a helping hand when needed.

**A Good Mood is  
Contagious. Share Your  
Mood with Everyone!**

心情是有感染力的，要把好心情帶給大家！

Lulu: "I once attended a training seminar covering the management of one's emotions. In the seminar, two empty glasses were filled with water from the same source. The one that was given good wishes crystallized beautifully under the microscope, the other with malicious thoughts appeared ugly and horrifying. **I truly believe that as long as we serve our customers with sincerity and good intentions, they will be satisfied and leave feeling content.**"





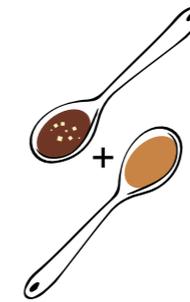
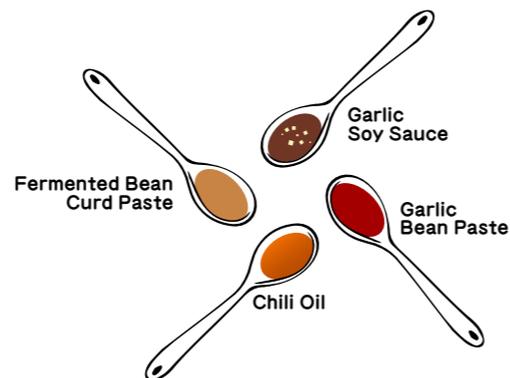
# BOILING POINT DIPPING SAUCES

## Achieve Optimal Flavor with the Golden Ratio

In addition to coming up with new and delicious hot soups and exciting drinks, our Product Development team also crafted our signature sauces. The unique taste of our fermented bean curd paste made exclusively for Boiling Point and first introduced to our locations in Northern California and Washington, the sweet and savory garlic soy sauce, garlic bean paste, and the fiery zest of the chili oil, the flavors of each sauce when blended in the right ratio enhance any meal. **Boiling Point recommends the following 3 combinations of sauces to suit any preference.** Of course you can also choose to mix the sauces in any combination to create your own golden ratio!

除了選擇多樣的鍋物和飲料，沸點研發部還肩負調製獨家醬料的工作，各式醬料雖然只是餐桌上的配角，卻能起到畫龍點睛的作用，譬如這次率先在北加和華盛頓區新推出的腐乳醬，獨特的風味帶給喜愛沸點的您全新味覺驚喜。此外，我們還推薦了 3 種絕佳醬料比例，讓您進一步吃出饕客級的美味。

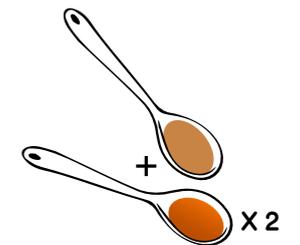
當然，這些醬料都可以單獨沾用，也可以依您自己喜好的比例調製，搭配不同的鍋物，相信高手在民間，大家都能混搭出心目中最愛的黃金沾醬！



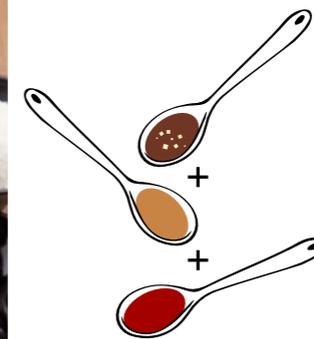
For those who prefer to keep things mild, we recommend mixing the fermented bean curd paste and garlic soy sauce in a 1:1 ratio. This combination perfectly complements our Lamb Hot Soup. The sweetness from the fermented bean curd paste and the savory garlic soy sauce tones down the distinctively gamey taste of lamb and reduces the acidity of the sour mustard flavor of the soup. **This ratio also complements the lighter Seafood & Tofu Hot Soup by not overpowering the natural sweetness of the seafood.**

首先是「腐乳醬 1：蒜蓉醬油 1」，這組沾醬比例，最完美的搭檔建議是羊肉鍋。由於沸點特製腐乳醬嘗起來香甜，配上油膏的甘鹹，鹹中帶甜的滋味，既能調和羊肉的味道，又能平衡湯頭中的酸度。此外，這組比例也相當適合搭配口味較清淡的海鮮鍋，能凸顯食材風味，卻不會蓋掉海鮮的自然鮮甜。

For customers who prefer adding a little spice, we recommend combining the fermented bean curd paste and chili oil in a 1:2 ratio. The taste of the fermented bean curd paste is further accented by adding a splash of the chili oil. **This combination of sauces is optimal for the House Special Soup and Japanese Miso Hot Soup.**



如果你無辣不歡，一定要試試「腐乳醬 1：辣油 2」，腐乳醬能提出辣油的香氣，讓辣勁明顯，搭配沒有辣度的鍋物，例如臭臭鍋和味噌鍋正好！



For those that prefer sauces with a more complex mix of sweet and savory, we recommend combining three sauces in a 1:1:1 ratio. The aroma of the fermented bean curd paste and the savory garlic soy sauce add even more layers of taste when blended with the garlic bean paste. **This combination of sauces is ideal for the Beef Hot Soup, Thai Fusion Hot Soup and the Taiwanese Spicy Hot Soup.**

喜歡多層次口感的人，最推薦「腐乳醬 1：蒜蓉醬油 1：豆瓣醬 1」，調和了 3 種醬料，有腐乳的香、油膏的甘鹹，配上豆瓣的微辣，可以讓重口味的鍋物，例如麻辣鍋、南洋風味鍋和牛肉鍋等，口感更有變化，味覺層次分明。

# TAIWAN QUINOA THE NUTRITIOUS MEAL OF THE CENTURY

In "A Bite of the World", we invite you to explore interesting food ingredients from around the globe. The debut issue goes to the homeland of Boiling Point's founder, taking a deeper look into the amazing traditional grain that's also a suitable delicacy for the modern era.

Taiwan Quinoa (*Chenopodium Formosanum* Koidz, also called Red Quinoa), the Taiwanese variant of quinoa, has garnered much attention due to its high nutritional value. This cereal grain has been a popular staple of the aboriginal peoples of Taiwan for hundreds of years and has been deemed an effective weight-loss diet in Western countries as well **due to it being high in fiber and protein while also being low in fat and calories.**

Taiwan Quinoa possesses amino acids which are not produced in the human body and are also rare to find in other grains. It is also rich in minerals – richer than most grains – including rare elements such as selenium, a mineral that strengthens immunity. Another rare element found in Taiwan Quinoa is germanium, a functional ingredient in Lingzhi Mushrooms (*Ganoderma Lucidum*).

Additionally, betalains and phenols found in the skin of Taiwan Quinoa produce a sizeable amount

of antioxidants which studies suggest aid in reducing the risks of inflammation and cancer.

National Pingtung University of Science and Technology was endowed with a grant by the Taiwanese government to study Taiwan Quinoa. They have officially identified Red Quinoa as a grain native to Taiwan which also contains high nutritional value.

The consumption of Taiwan Quinoa is deeply rooted in the aboriginal culture of Taiwan. For example, Taiwan Quinoa is used by Taiwanese aboriginal tribes as a yeast starter to brew rice wine.

Besides, **this beneficial grain is also easy to cook. Taiwan Quinoa can be placed along with rice or other grains in a rice cooker.** It can also be sprinkled on salad or taken with milk to enhance texture and add nutrition.



Profile of  
Taiwan  
Quinoa

Featured

Whole grain, gluten free, alkaline.  
特色：全穀、無麩質、鹼性食物。

Produced in

Eastern and Southern Taiwan, such as Kaohsiung, Taitung, and Pingtung.

主要產地：台灣東部、南部，如高雄、台東及屏東。

Recipes

Steamed Taiwan Quinoa with rice, sticky rice, or taro. Consume as a staple food or mix into burger patties to enhance texture.

吃法：將台灣藜與稻米、糯米或芋頭共煮，可作為主食，或混於漢堡肉中增添口感。

## 台灣藜 百年營養主食

在「世界食趣」單元中，我們將帶您探索世界各地有趣的食材知識。首期回到沸點創辦人的故鄉——台灣，從存在數百年的傳統穀物中發現最適合現代人的美味！

近年來台灣最夯的明星食材，莫過於原住民耕種了數百年的營養穀物——台灣藜（傳統稱紅藜）。在豐收季節，台灣藜會結成紅、黃、橘、紫等不同色彩的豔麗花穗，成為田野間一道熱情的風景，然而身為明星作物，台灣藜不只「顏值」高，也有驚人的內涵。

在歐美，藜麥類的穀物其實已經風行多年，由於高纖維、高蛋白質，且低脂、低熱量，一直被視為減肥聖品。

但論起營養，台灣藜更勝一籌！例如擁有多數穀類所欠缺、人體無法自行合成的必需胺基酸、多種礦物質，尤其是可強化免疫力的稀有元素——「硒」及靈芝的機能性成分——「鎇」等。此外，台灣藜外皮含有甜菜色素與酚類，具抗氧化與消炎、抗癌功效。雖然沸點暫時不會使用這項食材，但仍會繼續朝找尋優良食材方向邁進。👉



Goodie

# CELEBRATE THE YEAR OF THE GOLDEN ROOSTER WITH GIFT CARDS

## 金雞賀喜 美國限定禮卡優惠大放送

Boiling Point has been releasing gift cards featuring the Chinese Zodiac every year. Get ready for the limited Rooster Gift Card at the end of 2016.

During our promotion, you can purchase gift cards with big bonuses : Purchase a \$100 gift card and receive a \$3 coupon for your next visit.

Purchase a \$500 gift card and receive a \$25 gift card.

Purchase a \$1000 gift card and receive a \$75 gift card.

Stay tuned to Boiling Point's new promotion.

\*Boiling Point reserves the right to modify or cancel the offer at any time without notice.

沸點每年都會推出不同生肖主題的禮卡，為迎接明年的雞年，將於2016年底限量推出金雞禮卡！指定時間內購買可享優惠，購買\$100的禮卡，可獲得\$3折價券1張，購買\$500以上的禮卡，可獲得\$25禮卡1張，購買\$1,000以上的禮卡，可獲得\$75禮卡1張，歡迎密切注意沸點優惠訊息，讓您吃好料不忘拚經濟！相關規則請以店內公告為主。



Boiling Point's Survey



Valid at USA locations only. 禮卡僅限沸點美國分店。

Filling out a survey for a chance to win 3 free hot soup vouchers or a new BP \$100 Gift Card!

上網或於店內填寫問卷，就有機會獲得3張鍋物兌換券，或是價值100元的禮卡。

CANADA LOCATION'S EXCLUSIVE OFFER

## GET \$1 HOT DRINK WITH HOT SOUP! 加拿大限定 吃鍋享紅利 熱飲 1 元加價購

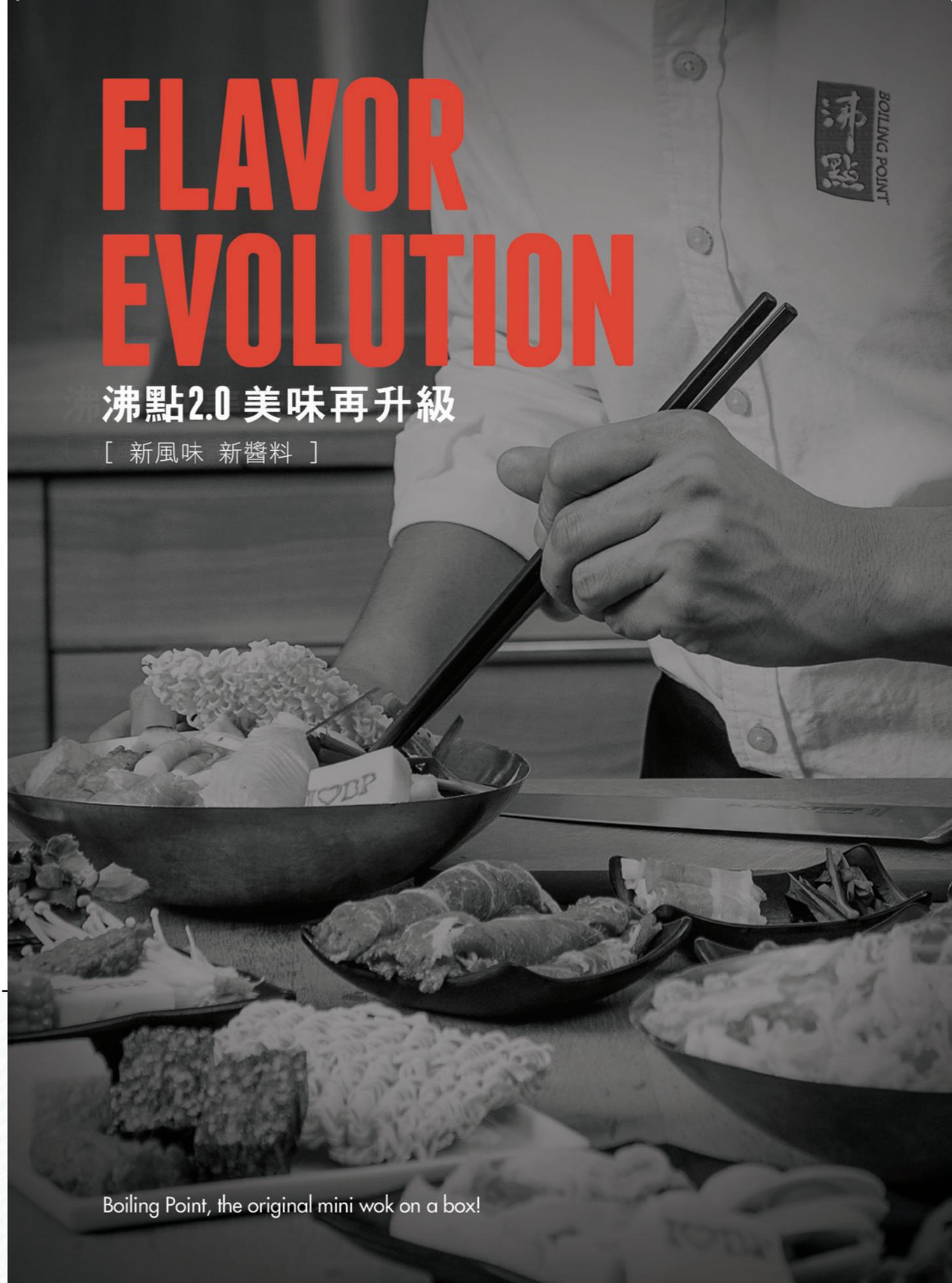
Let Boiling Point warm you up this winter.

Add \$1 to any order of hot soup and enjoy one cup of Hot Ginger Tea or Hot Longan Tea! (Original price is \$3.50 per cup. Limited to participating stores in Canada's Burnaby, Richmond, and Surrey).

\*Not valid with any other coupon, offer, promotion or discount. Stamp card collection isn't valid for this promotion. Boiling Point reserves the right to modify or cancel the offer at any time without notice.

沸點寒冬送暖，熱飲只要\$1!

即日起在加拿大 Burnaby、Richmond 和 Surrey 3 家分店，凡點鍋再加\$1 (原價\$3.50)，可任選熱薑母茶或桂圓茶一杯。本活動與其他優惠及集點卡不得並用，相關規則請以店內公告為主。



# FLAVOR EVOLUTION

## 沸點2.0 美味再升級

[ 新風味 新醬料 ]

Boiling Point, the original mini wok on a box!

2016 OCT. 3-5PM 10% OFF ENTIRE CHECK

10月 下午3點到5點，整筆帳單9折

Valid through 10/31/16 at Boiling Point stores in the U.S., and Canada. Not valid with any other discount coupon and offers including gift card. Not valid for cash or cash equivalent. Limit one coupon per customer per transaction. Coupon must be surrendered at time of purchase. Void if copied, sold, purchased, transferred, taxed or where prohibited. Boiling Point reserves the right to modify or cancel the offer at any time without notice.

2016 NOV. \$1 OFF ANY DRINKS

11月 任何飲料折 \$1

Valid 11/01/16 through 11/30/16 at Boiling Point stores in the U.S., and Canada, except Pasadena location. Not valid with any other discount coupon and offers including gift card. Not valid for cash or cash equivalent. Limit one coupon per customer per transaction. Coupon must be surrendered at time of purchase. Void if copied, sold, purchased, transferred, taxed or where prohibited. Boiling Point reserves the right to modify or cancel the offer at any time without notice.

2016 DEC. \$2 OFF

12月 麻辣臭豆腐/有機豆腐折 \$2

Valid 12/01/16 through 12/31/16 at Boiling Point stores in the U.S., and Canada. Organic Spicy Tofu only valid at Pasadena location. Not valid with any other discount coupon and offers including gift card. Not valid for cash or cash equivalent. Limit one coupon per customer per transaction. Coupon must be surrendered at time of purchase. Void if copied, sold, purchased, transferred, taxed or where prohibited. Boiling Point reserves the right to modify or cancel the offer at any time without notice.



#### SOUTHERN CALIFORNIA

Arcadia | Artesia | Chino Hills | Garden Grove | Gardena | Hacienda Hts. | Irvine | Irvine Resv.  
Monterey Park | Rowland Hts. | San Gabriel | Pasadena ( Concept )

#### NORTHERN CALIFORNIA

Cupertino ( Concept ) | Fremont | San Mateo | San Jose

#### WASHINGTON

Bellevue | Edmonds | Redmond | Seattle

#### INTERNATIONAL

Burnaby, Canada | Richmond, Canada | Surrey, Canada | Shenzhen, China

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[www.bpgroupusa.com](http://www.bpgroupusa.com)

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Boiling Point, the original mini wok on a box!  #BoilingPointGroup  @BoilingPointUSA

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