

# 中餐百佳 · 至高榮譽

## Top 100 Chinese Restaurants in the USA

2008 Top 100 Overall Excellence

2008 Top 100 Chinese/Asian Fusion

# Asia Restaurant



*Celebrity Master Chef, Martin Yan, Asia Chef/Owner, Alex Zhong, Theresa Lin Cheng, known as "The Julia Child of Taiwan"*

2008 marked the 5th anniversary of the Top 100 Chinese Restaurants in the USA competition. Currently the Top 100 Chinese Restaurants in the USA title is one of the most coveted recognition of excellence among Chinese restaurateurs in the United States. Due to the prestige and reputation that this competition has gained over the years, a record number of restaurants entered the 2008 competition. This year over 10,000 restaurants qualified to compete in the contest. Even with such a high number of candidates, Asia once again was selected as one of the Top 100 Chinese Restaurants in the USA. Asia has won this title 2 years in a row now. While it may be a small restaurant tucked away in a residential neighborhood of Allentown, Pennsylvania, Asia clearly exemplifies what it takes to be one of the best in the country. Asia scored an impressive 98.25% from the Mystery Diner. About Face is the independent agency that sends out professional restaurant judges known as Mystery Diners to score each restaurant candidate. Judges consider not only the quality of the food, but also service, cleanliness, décor and atmosphere. The Mystery Diner score accounts for 60% of a candidate's total score. The other 40% comes from Customer Votes (20%) Reviews and Awards (10%) and finally Advisory Panel Evaluation (10%). Many smaller restaurants fall short in the Customer Votes category simply because they do not have the volume of customers of some of the behemoths that compete. When asked how Asia is able to get so many customer votes, Chef/Owner Alex Zhong replied, "our small size actually works to our advantage because it enables us to develop a good rapport with most of our customers. When your customers are your friends too, they want you to succeed and are willing to help out when you need them." The organizers of this competition will also be publishing a Chinese restaurant dining guide featuring Asia along with the other Top 100 winners. This guide strives to be the equivalent to the Michelin and Zagat guide among Chinese restaurants in the United States. It is currently the only one of its kind. The guide will be available in bookstores nationwide in May 2009.

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