

Curating Culinary Innovations



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Ian Kittichai
Chef and co-founder
Plaa restaurant



A joint venture with renowned chef Ian Kittichai from Thailand, Hong Kong-born award-winning chef Richie Lin and their partner ZS Hospitality Group opened its restaurant in Hong Kong in 2022 – Plaa, a contemporary seafood centric restaurant with Thai influences, bringing modern and high quality dining experiences to customers in the city.

Situated in the heart of Central, Plaa presents a modern interpretation of Thai cuisine highlighting both local and regional seafood and produce. The menu is built around fresh and seasonal ingredients with fresh herbs, spices and sauces to deliver vibrant Thai flavours transformed through refined touches from the kitchen.

Chef and co-founder, Mr Kittichai said, “The vibrant Hong Kong dining scene, customer base, access to high-quality ingredients and the right local operating partner made sense for us to start our restaurant here. The world-class culinary scene in the city is an ideal base for our new venture.”

Chef and co-founder, Mr Lin added, “Opening an interesting and unique restaurant in my hometown has been in my pipeline for a while. Being a Thai food lover myself since childhood, I've seen how the cuisine has evolved locally and globally towards the use of innovative cooking techniques and diverse ingredients. I am glad to be returning to Hong Kong with Ian, and to present a modern interpretation to diners.”

Associate Director-General of Investment Promotion Mr Charles Ng welcomed the opening of Plaa restaurant in Hong Kong. He said, “It will not only offer more dining and food options for local customers, but also shows a vote of confidence in our retail food services industry. We wish it every success in Hong Kong and beyond.”

Named after “fish” in Thai, Plaa is a contemporary seafood centric restaurant with Thai influences in collaboration with Hong Kong-born chef Richie Lin and chef Ian Kittichai from Bangkok. The menu is built around fresh seafood and produce that reflect seasonality and sustainability. Herbs, spices and sauces which are the core of traditional Thai cuisine are used to let the vibrant seafood flavours shine through.