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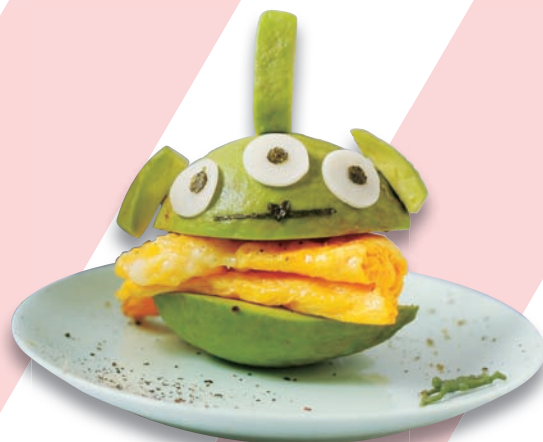
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KAWAII SERVED ON A PLATE



萌料理來襲

BY DANA TER

dorable grinning Minions, frowny three-eyed aliens, and affable floppy-eared Pikachus — these are just a few staple meals that kawaii food blogger KitB prepares each morning for her social media before sitting down to eat her creations. “We have to eat breakfast anyway, so might as well make it a little more entertaining, right?” says the smiling, bob-haired KitB, whose real name is Kitty Chan and preferred choice of apparel is an oversized, buttoned-down dress.



“KitB was my nickname when I was in school,” the self-professed foodie explains. Born and raised in Hong Kong, she now splits her time between Hong Kong and Taipei. She stuck with the nickname throughout adulthood, believing it would make her stand out as bold and whimsy in the food-blogging world. Though she cooks regularly these days, KitB says she was not much of a kitchenhand growing up. “I only made real simple food. My favorite breakfast as a kid was chocolate milk and a peanut butter sandwich!”

In an era where impeccable Instagram shots of picnic spreads and room service breakfast have become the norm, KitB has found her niche in something more relatable — showing viewers how to prepare simple, healthy breakfasts for themselves and their children. “A lot of my audience are mothers looking for inspiration to make breakfast for their children, but also people who just love cute things.”

For now, her blog, along with her Facebook, Instagram and YouTube channel remain passion projects, though she charges for food brands to advertise and link videos to her social media sites. A vegetarian herself, all the meals KitB shares online are also vegetarian and preparation steps are easy to follow.

On her YouTube channel, KitB fries eggs and chops up avocados and vegetables into little pieces, using cute utensils such as donut cutters and star-shaped molds to make everything from Taiwanese egg crepe and onigiri to Western-style omelets and pancakes. On top of which she adds eyes, noses, mouths, ears and whiskers, created from cherry tomatoes, mushrooms, seaweed flakes and other ingredients — always accompanied by a cheerful soundtrack playing in the background.



Some of her breakfast creations are inspired by popular cartoons such as Elmo, Keroppi, and Garfield, while others, including goofy sea animals and pudgy critters, come from her own imagination. One of her favorite activities is preparing seasonal breakfasts — ghouls and goblins for Halloween, Spongebob sporting a Santa hat for Christmas, and squishy, pig-shaped treats for Chinese New Year's Year of the Pig. As KitB likes to say: “I serve happiness on a plate!”

For inspiration to create your own cute breakfast, visit www.facebook.com/breakfastland.



小小兵、三眼外星人，以及皮卡丘——這些只是萌料理部落客KitB每天早上為自己的社群媒體準備的幾款基本料理。頂著鮑伯頭的KitB笑說：「反正我們得吃早餐，所以何不讓早餐更有趣一點？」

「KitB是我在學校的綽號。」原名陳凱蓉、在香港出生與長大的她，目前一半的時間住在香港，一半的時間住在台北。在這個完美無瑕的Instagram野餐照片、飯店式豐盛早餐成為教條的時代，KitB利用「平易近人」找到利基——展示為自己和孩子們準備的簡單、健康早餐。「我的觀眾大多是想要為孩子尋找早餐靈感的媽媽，以及單純喜歡可愛事物的人。」

由於KitB吃素，所以她分享的所有料理都是素食，而且簡單易學。在KitB的YouTube頻道上，她煎蛋並將酪梨和蔬菜切丁，利用甜甜圈切模與星形模具等器皿製作料理，包括台式蛋餅、飯糰，以及西式炒蛋與鬆餅。她會在這些料理加上用番茄、薑菇、海苔香鬆與其他食材製作的眼睛、鼻子、嘴巴、耳朵與鬍鬚，並配上令人精神鼓舞的背景音樂。

她的一些早餐創作是從卡通人物汲取靈感，例如艾蒙、大眼蛙與加菲貓；另一些則源自她自己的想像力，包括傻氣的海洋動物與矮胖的生物。KitB最喜歡準備節慶早餐——萬聖節的鬼怪、耶誕節穿著耶誕老公公帽子的海綿寶寶，以及豬年的小豬形狀軟糖。正如KitB所說：「我在餐盤上提供歡樂！」

想要尋找創造萌早餐的靈感，請造訪www.facebook.com/breakfastland。📺

