

Terrible Food Makes Restaurant Popular

The food at Ming General Japanese Sushi Restaurant in Hong Kong is so bad, it actually has its own fan following. In fact, the sushi chain is so popular that it has opened 6 branches in various parts of Hong Kong. These restaurants are frequented by eaters who dare each other to finish the cheap but unpalatable sushi they serve.

Members of Hong Kong's 'bad-eating groups' say: "It's the worst food. So it's the most popular for us."



That's just plain weird logic, but it seems to make perfect sense to these groups that constantly try to find and eat bad food, and then have group meetings to discuss it.

What makes Ming General's food so bad? Well, according to one food blogger, the deep fried scallop sushi and the mini-sized prawn sushi are the worst. "They're very small and very skinny. I don't know where the restaurant can find such skinny prawns."

Another noteworthy dish is the tuna sushi, which is served with a 'mushy brown pool of liquid topping'. The restaurant is also infamous for its odd dishes like corn salad sushi and fruit salad sushi.

"I have a lot of friends who won't dare to come," he said. "They're scared just at the sound of Ming General's name." However, he did note that many locals love the restaurant - it's a very affordable, basic meal.

Ming General's food is so notoriously bad that it got its own song. It's called "Ming General's Comrades," and the lyrics go something like this:

"I don't know why my right hand is trembling, I can't bring myself to eat it. Once the sushi's in my mouth, my heart cries for help. Once we've paid the bill, we hug our fellow survivors. The strange thing is that outside the restaurant, there are still warriors lining up to put themselves to the test."

The song was posted on YouTube, and it got more than 350,000 views.

"When you go to the restaurant, you will find a lot of people eating with a painful look," the blogger said. "They try so hard to finish the sushi. People are cheering on others to finish the sushi even if they don't know each other. The atmosphere of the whole restaurant is really funny."

Ming General Japanese Sushi Restaurant is also a well-known arena for eating competitions. People challenge each other to see who can eat the most nasty sushi dishes. This atmosphere just adds to the bizarre experience of dining there.

As bad as the food is at Ming General, not everyone considers it strange or bizarre. There are some diners who come there for the very cheap "all-you-can-eat sushi conveyor belt," which costs only \$7.

One customer who enjoys the restaurant's salmon sushi says, "We can sit there for approximately two or three hours, it's very convenient, comfortable and affordable for my friends and I."

It's out of the ordinary that a restaurant chain would carry on serving bad food after getting a bad reputation for it. This has led quite a few people to suspect that it's all just one big marketing strategy.

"People in Hong Kong are always looking for something new or special," said a Hong Kong food writer.

Considering just how popular Ming General is, it was quite surprising when their most popular location shut down. Quite a few Ming General buffs were awfully disappointed, venting their anger online with messages like: "Give me back my bad food!"