

Research On Acculturation Strategies Of Chinese Catering Brands In The International Market: The Case Of Haidilao

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Abstract

As the process of globalization continues to move forward, the catering industry is expanding more strongly in the international field. Chinese catering brands have gradually extended to foreign markets and become a force that cannot be ignored in the tide of globalization. Based on this background, it is especially prominent to know how to use acculturation strategies. Haidilao is a successful international catering company that started its international expansion in 2012 and has opened more than 100 shops overseas, covering more than ten countries and regions. Haidilao has developed various acculturation strategies towards different markets to promote the company's acceptance in the target areas. However, Haidilao still faces the challenges of localized operations and cross-cultural management due to some acculturation barriers. This is also a difficult problem faced by Chinese catering brands, that is, on the basis of maintain their own characteristics, how to adapt to the needs of consumers in different regions abroad and cultural habits. This paper chooses Haidilao as a case study and analyzes Haidilao's successful experiences in product adjustment, service innovation and brand localization to explore how Chinese catering brands can balance cultural differences and brand core values in the process of internationalization, and find the importance of adopting an acculturation strategy in the international expansion of Chinese catering brands. The findings offer both theoretical contributions to international business literature and practical implications for Chinese catering brands pursuing global market development.

Keywords: *Acculturation Strategies, Haidilao, Chinese catering brands, international market, integration*

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I. Introduction

In recent decades, food culture around the globe has undergone enormous changes, with various ethnic cuisines gradually becoming internationalized. Among them, Chinese cuisine has won wide popularity worldwide, which has prompted many Chinese catering brands to go abroad. The international expansion of Chinese catering brands is not only a business strategy, but also a way of cultural exchange, which introduces Chinese culinary traditions to different audiences around the globe. The famous Chinese hot pot chain brand, Haidilao, has achieved remarkable success in its international expansion, and we can see it in Asia, North America, Europe and Oceania.

Research Background

The wave of globalization in the catering industry is surging forward in the 21st century, driven by the increasing movement of people around the world, the deepening of intercultural awareness, and the growing interest in diverse culinary experiences. Chinese cuisine, which has a long history and has accumulated over thousands of years, has formed eight major cuisines and other rich local characteristics, and has also played an important role in this wave of culinary globalization. Chinese cuisine with its unique flavor, exquisite cooking techniques and unique food concepts has gained wide attention from the international community, and we see opportunities for Chinese catering enterprises to go global.

However, Chinese catering brands also face unique challenges in their international expansion, especially in terms of acculturation. These companies must strike a delicate balance between maintaining authentic Chinese culinary traditions and catering to local tastes and preferences. This tension between "authenticity" and "adaptability" is particularly evident when introducing distinctly Chinese food concepts such as hot pot, whose unique eating rituals and flavor profiles may be unfamiliar to international consumers.

In the midst of the intricacies of restaurant globalization, Chinese catering brands must develop effective acculturation strategies that help them translate their cultural content into forms that resonate with diverse international audiences, including not only menu adjustments, but also changes in service delivery, dining environments, marketing communications, and operational practices.

Haidilao, born in 1994 in China's Sichuan province, is known not only for its signature spicy hot pots, but also for its exceptional customer service philosophy that prioritizes customer satisfaction. The company is innovative in its service, with attentive staff, entertainment for waiting customers, and personalized attention, all of which combine to create a unique dining experience that goes beyond the mere consumption of food^[6]. Haidilao, as a model for everyone in China's catering industry in recent years, has developed for nearly three decades, forming its own unique advantages, and has set up chain stores not only in China but also around the world^[1]. 2012 saw the opening of Haidilao's first overseas outlet in Singapore, and since then it has spread across multiple continents with more than 100 overseas stores in different cultural environments, demonstrating a remarkable ability to adapt in different cultural environments. Haidilao's rapid growth in the international market makes it an ideal case study for us to examine the acculturation strategies used by Chinese catering brands in overseas markets.

Literature Review

In specific studies on the internationalization of catering brands, the practice and effectiveness of acculturation strategies have emerged as critical issues. Scholars have explored this in depth from different dimensions. From the perspective of product localization, some scholars have pointed out that catering brands need to integrate local elements according to the eating habits of the target market, fully understand the local market, and formulate a strategy that meets the target country (Wang, 2018)^[2], while other studies have emphasized the cultural integration of the brand image, such as transmitting cultural values through the design of the brand image and the introduction of its own distinguished culture (Hao, 2021)^[3]. In addition, staff training and management localization have been identified as key factors in facilitating acculturation (Zhao, 2021)^[4]. The latest research further solves the problem of diversified consumer demands through integration strategies and differentiated market strategies, such as dish innovation, brand building, etc (Lyu, 2024)^[5].

Haidilao, a prominent example of Chinese catering brand internationalization, has garnered widespread attention for its acculturation strategy. Existing research indicates that Haidilao has retained its core competence of 'ultimate service' in overseas markets, while adapting its service details to the local

culture(Liu, 2024)^[6]. Furthermore, Haidilao has enhanced its brand influence by introducing pot bases and dishes that match local tastes and by leveraging social media marketing (Xu, 2024)^[7]. It is worth noting that recent studies have begun to focus on the practices that Haidilao has made to target customers and market positioning, for example, introducing discounts to students, and offering parking vouchers to business people(An, 2021)^[8]. Research has shown that Haidilao has adopted a number of acculturation measures so that, in the context of economic globalization, Haidilao has established a corporate strategy of rapid expansion at home and abroad in recent years(Zhao, 2022)^[1].

Although existing studies have explored the acculturation strategies of catering brand internationalization in multiple dimensions, there is a lack of systematic comparative research on high-end service catering enterprises such as Haidilao in different cultural contexts, especially the in-depth analysis of the dynamic balance mechanism between ‘service standardization’ and ‘cultural localization’. Therefore, this paper will take Haidilao as a case study to fill this research gap and provide more targeted strategic guidance for Chinese catering brands’ global expansion.

Research Significance

This study takes Haidilao as the research object and analyzes the current situation of Haidilao’s international market development. In order to explore the acculturation mechanism in the internationalization process of Chinese catering brands, this paper adopts a combination of case study and literature research to systematically analyze Haidilao’s product adaptation, service adaptation and brand communication strategies in different cultural contexts, as well as the challenges in its internationalization process. The research results not only provide a localized strategic framework for catering enterprises to expand into overseas markets, but also enrich the application of acculturation theories in the field of high-touch services, provide replicable acculturation strategies for Chinese catering brands to go to sea, and at the same time open up a new way for the export of the soft power of Chinese culinary culture by decoding the dynamic balance mode of Haidilao’s ‘service-culture’.

II. Concept And Development Status Of Haidilao In Foreign Countries

The international expansion of Haidilao represents a significant case study in the globalization of Chinese catering brands. This chapter examines the theoretical framework of acculturation and provides an overview of Haidilao’s current international development status, establishing the foundation for analyzing its specific acculturation strategies.

Acculturation Theory

The theory of acculturation explores the development and changes that occur in the process of cultural exchange and psychological adaptation after the contact of different cultural groups. For multinational catering enterprises, this theory is particularly important - how to retain their own cultural characteristics while adapting to local cultural preferences is the key to successfully entering the target market. Berry (1997) proposed four acculturation strategies: integration, assimilation, separation and marginalization. Among them, the integration strategy is considered to be the most applicable to the catering industry, that is, enterprises need to absorb local cultural elements on the basis of retaining the characteristics of traditional culture to form cross-cultural integrated products or services^[9].

In the internationalization of catering brands, acculturation strategies play a pivotal role, encompassing comprehensive adaptations that go beyond mere product localization to include service model adjustments, brand communication optimization, and customer interaction enhancements. At its essence, this strategy

requires a delicate balance between maintaining cultural authenticity and achieving market localization.

On the static dimension, acculturation manifests in multi-faceted adjustments. For example, when expanding overseas, hot pot brands must meticulously consider taste modifications, menu design, and spatial layout. Leveraging technological innovation and service upgrades to align with local consumption habits is equally crucial. Haidilao exemplifies this approach by conducting in-depth research on local dining customs, then tailoring its menu offerings, service protocols, and marketing strategies accordingly. This strategic adaptation not only reinforces its brand identity but also propels its overseas expansion.

In terms of dynamic optimization, acculturation strategies demand flexibility and continuous refinement based on market feedback. When Haidilao entered Southeast Asian markets with cultural affinities, it made only subtle tweaks to its menu and services. Conversely, in Western markets with significant cultural disparities, the brand introduced advanced technologies to elevate the dining experience and intensified cultural training for employees, showcasing the "selective adaptation" flexibility inherent in effective acculturation strategies.

Current Situation of Acculturation in Haidilao International Market

Since opening its first overseas store in Singapore in 2012, Haidilao has set up over 100 branches worldwide, covering Asia, North America, Europe and Oceania^[10]. Its success is attributed to a flexible acculturation strategy: initially, it chose Southeast Asia, Hong Kong, Macao and Taiwan regions of China with similar cultures to test the waters. By leveraging similar dietary styles and Chinese customer groups, it quickly established its brand image and accumulated cross-cultural operation experience.

With the acceleration of the globalization process, Haidilao has gradually entered markets with significant cultural differences, such as Europe, America, Japan, and South Korea. To address the differences between local dietary customs and Chinese hot pot, Haidilao has adopted a multifaceted integration strategy. In terms of menu localization, it introduces mild soup bases in the European and American markets to meet the local acceptance of spiciness. In the Southeast Asian market, the spicy flavor is retained, and the ingredients are adjusted in combination with local ingredients, balancing both the "Chinese genes" and the "local taste." Regarding service differentiation, in the North American market, it reduces the frequency of services and respects customers' personal space. In the Southeast Asian market, high-frequency interactive services are maintained to align with the local cultural custom that values group dining. In terms of technology empowerment, Haidilao introduces robot services and automatic food delivery systems in technologically advanced countries such as Japan and South Korea. This not only enhances efficiency but also reduces cultural barriers through modern experiences. Additionally, through a multilingual ordering system and digital menus, it explains the culture of hot pot to assist consumers in understanding.

However, challenges still exist. The unfamiliarity of the shared dining model in the European and American markets, as well as differences in service expectations among different regions, such as privacy needs versus the demand for interaction, pose difficulties^[5]. There is also the pressure of supply chain localization, such as the compliance of food ingredients and logistics costs. In response, Haidilao has gradually addressed these issues by strengthening cross-cultural training for its employees and establishing a localized supply chain network. However, cultural integration and market education still require long-term investment^[11].

Overall, Haidilao's internationalization path embodies an adaptation logic of starting with the easy and moving on to the difficult, making dynamic adjustments. Through multi-dimensional adaptation of menus, services, and technologies, it has taken root in different cultural environments and become a typical example of Chinese cuisine going global.

III. Acculturation Strategies And Challenges Of Haidilao's Overseas Expansion

In Chapter 3, this study focuses on exploring the means of acculturation used by Haidilao during its international expansion and the challenges it faces. It will give an in-depth description of how Haidilao improves its business strategy and tries to show its attitude of integration in various local environments. The current implementation of selected measures is used to analyze various obstacles and problem nodes in the process. The content of providing feasible improvement countermeasures or reasonable suggestions for these problems and obstacles is quietly carried out.

Acculturation Strategy of Haidilao

The success of Haidilao is not only because the hot pot culture is unique and the service is in place, the role of acculturation strategy in overseas expansion is also an important factor. In the process of global expansion, especially when deeply integrating into local cultures, the brand's competitiveness relies on three key integration strategies: service innovation, menu localization and technology-driven.

Service Innovation

Service innovation is a crucial component of Haidilao's acculturation strategy in its international expansion. As a myth in the catering industry and the leading hot pot restaurant in China, Haidilao has always been known for its "service". It adjusts its services based on local demands and customer behavior to align with the thinking patterns and habits of consumers in different cultural environments^[1].

In North America, where customers highly value personal space, Haidilao reduces the frequency of interactions to avoid discomfort. The service model shifts to being less intrusive but higher in quality, with staff observing and catering to individual needs discreetly^[8]. In contrast, in Southeast Asia, where social interaction is highly valued, Haidilao maintains a high level of staff engagement, providing active and personalized services that match the local preference for group dining and sharing meals.

Moreover, Haidilao emphasizes localized staff training to support these service innovations. Employees are trained not only in language skills but also in cultural sensitivity. For example, in Western markets, they are educated on the importance of respecting personal space and avoiding offensive contact. Additionally, Haidilao enhances the dining experience through culturally relevant entertainment. In Singapore, local music and cultural activities are incorporated to create a unique atmosphere, improving customer mood and deepening the brand's cultural affinity with local residents.

Menu Localization

The menu localization strategy is a key component of Haidilao's acculturation strategy. It involves adapting traditional hot pot flavors and ingredients to meet local consumer preferences while retaining the essence of Chinese hot pot.

In the European and American markets, Haidilao introduced milder soup bases to cater to local dietary preferences, avoiding the intense spiciness of traditional Chinese hot pot^[7]. This adjustment effectively addresses the Western consumers' resistance to strong spiciness, positively impacting market expansion. In Southeast Asia, where there is a strong preference for spicy dishes, Haidilao retains its signature spicy soup base. Haidilao makes flexible adjustments based on local food supplies, ensuring that the menu remains authentic yet accessible to local consumers.

In terms of dishes, Haidilao also modifies its dishes to fit the different international markets. For instance, during Japan's cherry blossom season, it offers a range of cherry blossom-themed dishes, and Christmas time in Europe and the U.S. corresponds to the launch of Christmas-related dishes to cater to their

customs^[7]. Haidilao flexibly adapts to the culture and customs of the host country rather than simply copying the domestic model, which proves that the catering industry needs to bear in mind the core logic of internationalization and localization.

To further enhance cultural fit, Haidilao uses simplified descriptions, images, and short explanations of ingredients on its integration menus. This educational approach helps consumers understand the cultural context of the dishes, deepening brand recognition and consumer engagement.

Technology-Driven

Haidilao's technology-driven cultural integration strategy is a vital part of its acculturation approach, effectively reducing cultural barriers and enhancing customer experience in the global market.

Firstly, Haidilao has implemented a multi-language ordering system, allowing customers to complete the ordering process in their preferred language while gaining insights into Chinese hot pot culture. Additionally, the digital menu uses graphics and text to tell the stories behind various hot pot ingredients and dishes, which helps to alleviate the unfamiliarity that first-time hot pot consumers might feel.

Secondly, in technologically advanced countries like Japan and South Korea, Haidilao has integrated robotic waitstaff and automated food delivery systems into the traditional hot pot dining experience^[12]. These innovations not only improve operational efficiency but also offer a unique dining experience for customers.

Lastly, Haidilao has developed mobile applications that enable customers to learn about the cultural background and ingredients of the food in advance. The app also provides personalized dish recommendations based on individual dietary preferences, optimizing the overall dining experience and deepening customers' understanding of the brand culture.

Challenges in Haidilao's Overseas Expansion

As Haidilao expands globally, it faces multifaceted challenges that test its adaptability. Key hurdles include cross-cultural communication barriers in service localization, regulatory complexity and supply chain disruptions in new markets, and structural shortages of talent. These obstacles highlight the intricate balance between maintaining brand identity and adapting to diverse international environments.

Cross-Cultural Communication Barriers

Haidilao's global expansion has faced considerable challenges related to cross-cultural communication. Consumer expectations differ significantly across markets, particularly concerning service interactions, which highlights the ongoing necessity for a tailored approach. Haidilao's signature hospitality style is well-recognized in China and resonates with Southeast Asian markets that appreciate communal dining and interactive service. However, this service model often leads to discomfort in Western markets, such as the United States and Europe, where customers prioritize personal space and autonomy over attentive service.

Cross-cultural communication barriers also manifest themselves through subtle but far-reaching forms of non-verbal communication. In the Nordic countries, where prolonged eye contact is perceived as aggressive, Haidilao's Smile Chain model has led to discomfort, whereas some of the same interactions are expected to be enthusiastic in Philippine shops. These very different requirements illustrate the complexity of balancing service standards in different cultural contexts.

Differences in values are also an expression of cross-cultural communication barriers. Working overtime in Chinese service companies is a common thing, while working time restrictions in Europe and the United States, such as the 35-hour week in France, which makes it impossible to achieve both. And the culture of 'slogan shouting in the morning meeting', which is seen as standardized management, has been met with

protest in many foreign regions.

Regulatory Complexity and Supply Chain Challenges

Haidilao's global expansion encounters significant operational challenges stemming from the diversity of regulatory environments and the complexity of supply chains. Varying national and regional regulations impede Haidilao's international expansion, particularly in areas such as food safety standards, import restrictions, and labor laws. In countries with stringent food safety requirements, Haidilao must continuously adapt its business model to ensure compliance. For instance, in Europe and the USA, strict food labeling regulations mandate detailed information regarding the origin of ingredients, allergy alerts, and nutritional content.

From a supply chain management perspective, global sourcing and logistics pose many challenges. Traditional hotpot ingredients are not readily available worldwide, and many hotpot ingredients must be transported throughout the cold chain. However, the cold chain infrastructure overseas is different, e.g., the high temperatures and humidity in Southeast Asia, which make transportation cumbersome and costly. The problem is exacerbated by the need to source ingredients locally to comply with import restrictions and ensure freshness, leading to increased complexity in the supply chain, which has a negative impact on cost control and operational efficiency^[13].

In addition, some cultural differences have an invisible impact on the supply chain. In Muslim areas such as Malaysia, halal supply chains must be ensured; in parts of India, beef-based ingredients must be avoided. This complicates the task of maintaining menu consistency and ensuring high quality, making supply chain management more difficult.

Structural Shortage of Talent

Haidilao's international expansion encountered a critical talent shortage, significantly compromising service quality and operational efficiency in overseas markets. The company struggled to recruit versatile professionals proficient in Chinese hotpot culture while adaptable to local management practices. In Western markets, locally hired staff frequently fail to grasp Haidilao's service ethos, which emphasizes proactive customer observation and anticipatory service. Conversely, management teams sent directly from China often have difficulty in capturing the subtle changes in local consumers' needs due to language barriers and cultural divides.

This talent gap results in inconsistent service standards across operations. In Chinese-dominated markets like Singapore, Haidilao successfully replicates its domestic service model. However, in Western cities like Los Angeles or London, staff resistance to "over-service" leads to inconsistent customer experiences. To complicate matters further, stringent overseas labor laws on working hours and employee benefits that are very different from those in China, and expatriate managers need to spend a great deal of time adapting to these differences, which inevitably leads to risks^[14].

IV. Suggestions On Acculturation Strategies In Haidilao's Overseas Expansion

Despite adopting various acculturation strategies in its global expansion, Haidilao continues to encounter significant operational challenges. This chapter proposes targeted solutions to address these challenges, aiming to enhance cultural integration, optimize operational efficiency, and strengthen Haidilao's global brand positioning.

Strengthen Cross-Cultural Communication Training and Mechanism Building

Chapter 3 states that the obstacle of cross-cultural communication is a thornier problem in the process of overseas expansion of Haidilao. Faced with such situations, Haidilao needs to carry out in-depth cross-cultural communication training to improve employees' awareness of cultural differences. At the same time, it is also necessary to ensure that the service quality can meet the needs of various cultures to deal with this problem.

To begin with, to address the issue of differences in service expectations of customers in different regions, Haidilao requires arranging staff training content according to the characteristics of local market culture^[4]. In these places in Europe and the United States, the focus is on strengthening the skills training related to employee privacy protection and reducing service intervention, emphasizing the importance of respecting customers' private space; In Southeast Asia, it is necessary to pay more attention to the skills cultivation work such as collective interactive service and active care. Once this differentiated training method is adopted, it is possible to provide Haidilao with services that meet the needs of local characteristics in different cultural environments.

Additionally, Haidilao can create channels for cross-cultural communication, and arrange special cultural coordinators to help deal with communication barriers caused by cultural differences between employees and customers. These measures enhance the overall dining experience and simultaneously improve corporate brand perception.

Optimize Supply Chain Management

Faced with supply chain challenges, creating a more flexible, multi-channel supply chain system enables it to cope well with supply chain challenges, and companies can adapt smoothly to differences in demand for food ingredients in different markets.

In the first place, if Haidilao can cooperate with more local suppliers, the path of food procurement is expected to be much wider, so that it may be able to obtain those ingredients that comply with local regulations and meet the market demand, and Haidilao must also consider investing in local supply chain warehousing, which will not only reduce transportation costs, but also reduce transportation costs. And logistics time will also be greatly shortened, it seems to be a relatively obvious trend.

Moreover, Haidilao should also conduct regular supply chain risk assessments in order to identify and respond to possible supply constraints as soon as possible. Especially in markets in Europe and the United States, where unpredictable impacts caused by supply changes can be mitigated by upgrading raw material procurement and storage techniques, so as to achieve consistent and stable food quality and meet the requirements of security.

Creating an Acculturation Talent Pipeline

There are two main aspects to the structural shortage of talent: On the one hand, there is a cultural cognitive gap among the foreign managers at headquarters, and on the other hand, the locally recruited employees lack the heritage of the brand service gene. This mutual cultural cognitive gap significantly limits the operational efficiency and service quality of foreign operations^[4].

To effectively solve this talent dilemma, it is recommended to implement the two-pronged talent development strategy of "empowering headquarters + local incubation". Specifically, firstly, Haidilao should set up a systematic training mechanism for expatriates at headquarters, including cross-cultural communication training, local market immersion, etc.; secondly, Haidilao should improve the directional training system for local talents and cultivate composite talents who both know the local market and

understand the core value of the brand through school-enterprise cooperation and cultural translation training, etc.; finally, Haidilao need to establish a global talent exchange platform to promote experience sharing and knowledge transfer between businesses in different regions.

Through this series of measures, the consistency of Haidilao's service concept can be maintained and the quality of localized overseas business can be ensured, providing replicable talent solutions for the international development of catering companies.

Strengthen Publicity and Cultural Education

While addressing the cultural barriers faced by its own personnel, Haidilao also needs to start with its foreign customers, increasing awareness and cultural education to increase brand recognition and reduce cultural misunderstandings. First, differentiated marketing strategies should be formulated for consumer habits in different markets. In the European and American markets, where social media is highly developed, Hotpot's social features and unique eating style can be showcased in the form of short videos on platforms such as Instagram and TikTok, while partnering with local food bloggers to co-create content to increase brand awareness^[15]. In markets such as Japan and South Korea, where word-of-mouth plays an important role, in-depth conversion can be done with the help of food review websites and television programs.

Secondly, consumer education must be strengthened in order to break down cultural barriers. Many overseas consumers are unaware of how Chinese hot pots are served, such as cooking times and dipping sauces, and tend to handle them improperly, which can affect their experience. Haidilao can put up multilingual signs in its stores, play short animations about the food and even offer 'hot pot experience workshops' where waiters demonstrate the correct way to eat. These practices not only increase brand affinity, but also promote the acceptance of Chinese food and beverages among overseas consumers, laying the foundation for further market expansion.

Technology Application

Haidilao's technological innovation has promoted its acculturation, but there is still a large room for improvement in this aspect. With the development of self-service technology, auto-payment and ordering systems and robotic services, technology application in foodservice will continue to play an essential role to better serve diners^[16]. If more intelligent technological means can be used, the process of acculturation may be promoted more efficiently, and at the same time, the impact of cultural differences can be reduced to some extent.

First and foremost, Haidilao needs to increase investment in intelligent catering equipment. After the further promotion and use of self-service ordering machine, intelligent queuing system and online ordering platform, customer dining experience may improve a lot, and this optimization can reduce the trouble caused by the language barrier. In terms of intelligent service, Haidilao should dig deeper into its potential, for example, the use of customers' past consumption data to analyze taste preferences, and then push dishes that fit their needs, such operations not only help meet the expectations of various groups of people, but also improve the overall service level, which can be described as a win-win choice.

Another point to consider is that Haidilao needs to develop tools with strong cross-cultural education, and push hotpot culture, food material knowledge and eating habits through an intelligent platform. In this way, it may be easier for customers to understand and accept this form of catering. This innovation from the technical level may help Haidilao spread Chinese food culture to all parts of the world. At the same time, it can also make customers more acceptable and even identify with the brand image.

V. Conclusion

This study focuses on the acculturation of Chinese catering brands in the international market and selects Haidilao as a typical case. Based on the theory of acculturation, the study systematically researches the company's acculturation strategy in the process of internationalization. Through in-depth analysis of Haidilao's business model, brand positioning and marketing strategy in foreign markets, the study finds that despite Haidilao's strategies of service innovation, menu localization, and technology-driven, there are still some challenges in the face of a changing and unknown international market. To address these problems, Haidilao has strengthened cross-cultural communication training and mechanism building, optimized supply chain management, and created an acculturation talent pipeline. In addition, strengthening publicity and cultural education as well as the use of technology, has helped to reduce cultural differences and better adapt to culture.

Chinese catering brands carry the essence of Chinese food culture, and their international development is not only a commercial behavior, but also an important way of cultural dissemination. This study aims to provide theoretical guidance and practical reference for the expansion of Chinese catering brands in the international market by summarizing and analyzing the acculturation strategy of Haidilao, so that Chinese food culture can truly go out.

Research Limitation

Although this study provides a comprehensive analysis of Haidilao's acculturation strategy, there are still some limitations. Firstly, the study only focuses on the single case of Haidilao, which is representative, but the internationalization paths of different food and beverage brands may be different. Secondly, the data source mainly relies on public company information, industry reports and relevant literature, and lacks large-scale empirical research on consumers. Finally, the impact of international market dynamics on the restaurant industry has not been fully discussed, which affects the evaluation of the long-term effectiveness of acculturation strategies

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