



Press Release

Japanese D-I-Y Steak House, Pepper Lunch **First Opens in Hong Kong.**

After 13 years of resounding success in Japan, **Pepper Lunch**, the popular D-I-Y fast food-styled steakhouse is now finally in dynamic Hong Kong.

One of the fastest growing F&B Franchises in Japan, **Pepper Lunch** is a novel culinary experience which empowers diners. Made popular by Mr Kunio Ichinose, President of Pepper Food Service Co.,Ltd, the concept of serving fresh ingredients on a sizzling hot plate, and allowing guests to cook their meal whichever way they want, took Japan by storm.

Using a specially designed and patented hotplate and electromagnetic cooker, **Pepper Lunch** give guests total control over their meal by serving the meal in its most natural raw state and encouraging them to make their own decisions. Whether it is Beef Pepper Rice with Garlic Soy Sauce, medium rare Tenderloin Steak or beautifully browned Hamburger Steak, you can now sizzle it your way, only at **Pepper Lunch**.

Located at the esteemed Langham Place, right at the heart of bustling Mong Kok, **Pepper Lunch** is all set to bring the piping hot goodness of fresh meat and vegetables to all who appreciate fine quality steak at great value. With a selection of over 16 items, ranging from the signature Beef Pepper Rice and juicy Shimofuri

Pepper Lunch Hong Kong Co., Ltd.

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Pepper Steak to the well-loved Hamburger Steak and delectable Chicken and Salmon Steaks, you will be spoilt for choice.

Pepper Lunch makes its debut in Hong Kong on 5th June 2007 at level 4A, Shop No. F2 of Langham Place, No. 8 Argyles Street, Kowloon.

Dining at Pepper Lunch

Place your orders and collect your sizzling hotplate of fresh meats and vegetables then you can start to enjoy your meal as you like it.

It is that simple.

The menu at **Pepper Lunch** offers a variety of meats, including beef, chicken and fish, for dining in and take-away. Signature dishes include Beef Pepper Rice (rice topped with thinly-sliced beef, corn, spring onions and black pepper on the outside and delicious butter hidden on the inside), Shimofuri Pepper Steak (premium beef beautifully marbled with fat that gives you a juicy and flavoursome steak) and Hamburger Steak with Fried Egg (hamburger patty made with minced premium beef and paired with a wholesome egg).

There is also a choice of three Shake Shake Salads, Sesame Chicken, Spicy Tuna and Seaweed, which are great as starters or as a light meal (the ingredients sit on a bed of fresh crispy lettuce and cold udon complete with their own individual dressing). Served in a plastic shaker, customers are to shake them up well so as to mix the salad well for the best taste.

And there is still dessert. Try the special Soft Ice Creams with flavours like Kuromitsu (caramel), Goma (black sesame) and Matcha (green tea) for a sweet finish to a remarkable experience.

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Secret of the Hot Plate

Designed and patented in Japan, the unique cast iron plate is an integral part of **Pepper Lunch's** success. Using a special electromagnetic cooker, the iron plate can heat up to 260°C in 70 seconds and remain hot at about 80°C for more than 20 minutes. Meat grilled at this ideal high temperature remains tender and juicy, and the plate retains heat and keeps the food wonderfully warm.

History of Pepper Lunch

Pepper Lunch founder, Mr. Ichinose opened his second restaurant, Steak Kuni, at Ryogoku, Tokyo in 1990. And it was then where instead of a conventional gas cooker, he introduced a newly developed, high-powered electromagnetic cooker that was ahead of its time.

With this new technology, Mr. Ichinose, who trained as a chef at a leading hotel in Tokyo, wanted to bring affordable premium beef steak to the people. To keep costs low, he adapted the fast-food concept to suit his novel steak restaurant and this allowed him to use quality ingredients for his dishes.

In the summer of 1994, Mr Ichinose presented the business plan for PEPPER LUNCH at the Hotel & Restaurant Exhibition in Tokyo. There he met Mr Yajima, the current owner of Ofuna and Yokosuka outlets. Within four months of their meeting, Mr Yajima joined the Pepper Lunch franchise and opened the first **Pepper Lunch** outlet in July 1994 at Ofuna, Kanagawa.

Pepper Lunch earned the New Business Model Development award from the Ministry of Agriculture, Forestry and Fisheries of Japan in June 2005. **Pepper Lunch** has since become one of the fastest growing F&B franchises in Japan.

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About the Pepper Lunch logo

The **Pepper Lunch** logo is in the shape of a palette. It symbolises the dream of its founder Mr. Kunio Ichinose, who sees the world as a blank canvas. He wishes to add colour to people's lives and make them happy through giving them a memorable dining experience.

Pepper Lunch in Hong Kong

At present, **Pepper Lunch** has over 200 outlets in Japan and is fast expanding overseas, with a presence in countries like Singapore, Indonesia and Taiwan.

Working with the emphasis on quality food and warm service, **Pepper Lunch** has hit a sizzling concept that makes it a thriving business model that has seen success both within and outside of Japan.

The operator of **Pepper Lunch**, Pepper Lunch Hong Kong Co., Ltd., seeks to establish the brand in this gourmet's paradise and targets to open another 30 to 40 more outlets in the near future and will be actively pursuing opportunities to work together with local talent to grow the business from strength to strength.

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新聞稿

日式人氣 D-I-Y 扒房 PEPPER LUNCH

香港新登場

風靡日本十三年成爲日本最人氣的連鎖經營企業之一。人氣 D-I-Y 扒房 PEPPER LUNCH, 終於登陸香港。

當初, 廚師出身的 PEPPER LUNCH 創辦人一瀬邦夫先生一心只想把最好的牛扒以公道的價格, 便利的方式呈獻給普羅大眾。憑着這樣的夢想, 他決定把扒房的概念簡化, 注入 D-I-Y 的元素, 讓顧客們自己烹調及能控制盤中的美食。

在創業過程中, 他爲了能讓喜歡吃牛扒的顧客品嚐到牛扒的鮮嫩, 自創了能使鐵板迅速加熱而又能有效保溫的方法。以專利技術打造了特製鐵板和電磁爐, 從而奠定了 PEPPER LUNCH 成爲非一般扒房的基礎。

拋開繁瑣的刀叉, 只用雙輕巧的筷子也同樣能享受到油香四溢, 鮮嫩可口的牛扒。眼看鮮紅的牛肉, 牛扒在鐵板上及選用特製牛油烹調, 由生轉熟, 肉汁慢慢流出。只需輕輕地稍動筷子將肉翻轉至滿意的熟度即可。隨心所欲地燒出最適合自己的牛扒, 其中樂趣, 其中滋味也只有有在 PEPPER LUNCH 才能有所體會。

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在香港開設的首間 PEPPER LUNCH, 位於旺角黃金地段的朗豪坊. 菜單上有超過 16 款各種不同的牛扒, 牛柳, 漢堡扒, 雞扒和三文魚任君選擇. 其中以 PEPPER LUNCH 的招牌黑椒牛肉飯, 特選霜降牛扒和煎蛋漢堡扒最受歡迎, 品嚐過後令人難忘.

PEPPER LUNCH 將於 2007 年 6 月 5 日當天在九龍旺角亞皆老街 8 號, 4 樓 F 2 號鋪正式開業.

在 PEPPER LUNCH 用餐

PEPPER LUNCH 採用類似快餐的服務模式. 顧客們只需到櫃檯點菜, 稍候片刻, 就能把熱騰騰的扒餐捧走.

招牌黑椒牛肉飯是由切成薄片的新鮮牛肉, 粟米粒和遮蓋著特製牛油的上等白飯組成, 上面還撒了剛磨好的黑胡椒. 經過在鐵板上混合之後, 每一口都齒頰留香.

我們大力推薦的是特選霜降牛扒, 肥瘦適中, 肉汁較多, 肉質嫩滑. 最適合識貨顧客. 他們僅需把牛扒放在鐵板上燒一燒就已經非常不錯. 若要更美味, 只需加點 PEPPER LUNCH 的自制醬汁, 便大功告成.

煎蛋漢堡扒, 顧名思義, 是由特製的牛肉漢堡扒配煎蛋. 肉汁飽滿的漢堡扒和煎至香脆的蛋互相配合, 令人一試難忘.

PEPPER LUNCH 雖以牛肉, 牛扒為招牌, 但也有其他很不錯的選擇, 如雞類, 魚類等.

在吃肉時不忘要配些蔬菜. 雖然大多數的肉扒都附有蔬菜, 但不妨多來個 Shake Shake Salad. 它有芝麻雞肉沙律, 海帶沙律和辣味吞拿魚沙律. 沙律中包括新鮮生菜, 冷烏冬, 車厘茄和各種不同的沙律醬. 吃前大力搖搖, 為材料拌勻即可.

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吃飽後來個甜品潤潤喉. PEPPER LUNCH 的黑芝麻, 綠茶和黑蜜糖雪糕, 定能讓您回味無窮.

鐵板的秘密

以專利技術打造的特製鐵板和電磁爐是 PEPPER LUNCH 成功的要點之一. 此鐵板能在 70 秒內達到 260 度的高溫, 而之後又能將溫度保持在 80 度, 並可長達 20 分鐘. 在這樣獨一無二的鐵板上燒出來的肉質嫩滑中不失口感, 還能熱騰騰的上桌. 直到全盤吃完, 鐵板還留著暖暖的餘溫.

PEPPER LUNCH 的由來

1990 年, PEPPER LUNCH 創辦人一瀨邦夫先生在東京開了生平第一家西式牛扒屋, 名為 STEAK KUNI, 當時他已站在烹飪技術的前端, 選擇用電磁爐來代替一般的煤氣爐.

一直想把西式扒屋大眾化的一瀨邦夫先生掌握了此技術之後, 開始朝著自己的目標邁進, 把新技術節省出來的開支, 用在購買上等食材, 從而有了讓食客 D-I-Y 的想法.

1994 年夏天, 一瀨邦夫先生在東京的酒店與餐館博覽會上展出了自己創新的扒房概念. 他在那兒認識了矢島先生. 相遇四個月後, 矢島先生加入了一瀨邦夫先生的連鎖經營計劃. 同年 4 月就在神奈川開啓了第一間 PEPPER LUNCH.

2005 年 6 月, PEPPER LUNCH 曾獲頒日本農林水產省的新商業發展模式獎. 如今, PEPPER LUNCH 已是日本國內發展得最快的連鎖經營企業之一.

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關於 PEPPER LUNCH 商標

PEPPER LUNCH 商標形狀是一個調色盤,只因代表著創辦人—瀨邦夫先生把世界當作一個空白的畫板,想把快樂和色彩通過美食的食物帶給大家.

香港的 PEPPER LUNCH

PEPPER LUNCH 現今在日本有超過 200 家分店,也在新加坡,台灣,印尼等地逐漸拓展事業.作為日本最人氣的連鎖經營企業之一,PEPPER LUNCH 的成功模式有目共睹.PEPPER LUNCH HONG KONG LTD 掌管 PEPPER LUNCH 的香港業務,希望在首間店鋪面世之後與有興趣加入的人士合作,達到開設 30-40 間分店的理想.

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