



For immediate release

PEPPER LUNCH sizzles loud

Now at Isetan Scotts

Japan's most popular lifestyle eatery is opening its second outlet in Singapore

(August 8, 2005 Singapore) SFBI (Asia-Pacific) Pte Ltd / Suntory F&B International Group, Japan's leading restaurant planning and operating group, announces the opening of the second outlet of **PEPPER LUNCH** in Singapore on August 12, 2005.

PEPPER LUNCH, a successful chain of fast food steak restaurants from Japan made its debut in Singapore on July 13, 2005 at Basement 2 of Takashimaya Shopping Centre. Following the success of its first outlet, this casual lifestyle eatery, famous for offering dishes on a sizzling hot plate will maintain the same self-cook concept at the Isetan Scotts outlet.

PEPPER LUNCH became an instant sensation in the competitive fast food industry in Singapore. This second outlet at the Basement level of Isetan Scotts on the busy junction of Orchard Road and Scotts Road is expected to be the benchmark for further expansion in South East Asia while **PEPPER LUNCH** at Takashimaya Shopping Centre is the company's flagship eatery in Singapore.

"We will continue to offer a new lifestyle experience through opening more outlets. We aim to develop **PEPPER LUNCH** into a successful business model in South East Asia, and Singapore is a strategically important location to start from," said SFBI Managing Director, Mr. Kotaro Suzuki.

With more than 130 outlets in Japan and still going strong, the chain is now expanding internationally with two outlets in Singapore, three in Korea, and one in Taiwan. The first outlet in China will be opening soon. “With the right partners in Southeast Asia, **PEPPER LUNCH**’s potential is huge”, said Suzuki.

Nikkei Marketing Journal ranked **PEPPER LUNCH** No.1 in its leading *F&B Industry Survey 2004*, and in June 2005 **PEPPER LUNCH** received an award for Superior Food Service Operations in Japan from the Ministry of Agriculture, Forestry and Fisheries of Japan in the New Business Model Development category.

PEPPER LUNCH at ISETAN SCOTTS

The second **PEPPER LUNCH** outlet is located at the basement level of Isetan Scotts. With a seating capacity of 67, it’s smaller than the flagship outlet at Takashimaya Shopping Centre with 106 seats but its cosy yet extremely lively concept is unchanged. The outlet exudes a hip and relaxed atmosphere. The use of yellows and greens accentuates the relaxed and casual dining experience, allowing diners to enjoy their food in a way not found in conventional fast food restaurants.

There are two plasma screens showing diners how to prepare their meal at **PEPPER LUNCH**; one of them shows diners three of **PEPPER LUNCH**’s signature dishes being cooked, while the other screen catches the attention of passers-by.

Customers are greeted with cheerful Japanese hospitality from the moment they step into **PEPPER LUNCH**.

The design concept is engaging and appealing with a partitioned view from the restaurant frontage.

Dining at PEPPER LUNCH

Customers place their orders before proceeding to their table, where the food is brought to them on a hot plate. Diners can enjoy sizzling juicy steak at affordable prices. Although **PEPPER LUNCH** is a fast food restaurant, it only serves the freshest premium meats and vegetables. Diners can look forward to great taste at reasonable prices.

PEPPER LUNCH is for everyone, and every occasion.

PEPPER LUNCH's menu offers a selection of beef and chicken dishes for dine-in and takeaways. Signature dishes include their best-selling *Beef Pepper Rice* (rice topped with thinly-sliced beef, green peppers and corn, sprinkled with a big helping of ground pepper), and *Shimofuri Pepper Steak*, a premium "marbled" beef normally found only in high-end eateries.

PEPPER LUNCH also offers a variety of side dishes such as *Shake! Shake! Salad*, a unique salad in plastic shaker; which diners have to shake before eating. *Kuromitsu Soft Ice Cream*, topped with rich raw sugar caramel is the dessert to a complete refreshing dining experience. Premium coffees and healthy Japanese green tea are also on the menu to make **PEPPER LUNCH** a tea break option for trendy Singaporeans. To top it off, **PEPPER LUNCH** also serves beer - a perfect accompaniment to hot, sizzling steak.

THE SECRET OF THE HOT PLATE

A unique design patented in Japan, the hot plate is an integral part of the successful formula of **PEPPER LUNCH**. Using a special electromagnetic cooker also patented in Japan, the hot plate will heat to 260°C in just 70 seconds and will remain hot (approximately 80°C) for more than 20 minutes. Meat grilled at this ideal high temperature, remains tender and juicy.

The plate keeps food warm for a longer time, allowing customers to enjoy the full flavour of the dish.

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