



PEPPER LUNCH - Background

SFBI (Asia-Pacific) Pte Ltd / Suntory F&B International Group, Japan's leading restaurant planning and operating group, opened its first fast food steak restaurant in Singapore with the launch of **PEPPER LUNCH** on July 13, 2005 at Basement 2, Takashimaya Shopping Centre.

PEPPER LUNCH is a premium quality, affordable fast-food steak restaurant with a Japanese flair. The restaurant promises a dynamic and fresh culinary experience by presenting a novel concept of self-cooking steak in a cosy setting.

SUCCESSFUL BUSINESS MODEL

In Japan, **PEPPER LUNCH** is one of the fastest growing F&B franchises. Its quality food and sizzling concept made **PEPPER LUNCH** a successful business model. *Nikkei Marketing Journal* ranked **PEPPER LUNCH** No.1 in its leading *F&B Industry Survey 2004*, for its 155.3% sales growth per year.

On June 20, 2005, **PEPPER LUNCH** was honoured with an award for Superior Food Service Operations from the Ministry of Agriculture, Forestry and Fisheries of Japan in the New Business Model Development category at the prestigious 13th Commendation Ceremony. It is a significant achievement for **PEPPER LUNCH** to be recognized as a leading new restaurant concept by the Government of Japan.

As the growth of **PEPPER LUNCH** continues, Mr Kunio Ichinose, President of Pepper Food Service Co., Ltd, estimates that the franchise will reach 500 outlets in three years' time.

At present **PEPPER LUNCH** has over 130 outlets in Japan and is expanding overseas. The **PEPPER LUNCH** outlet in Singapore is positioned as the flagship outlet in South East Asia, where SFBI has plans to expand widely.

HISTORY OF PEPPER LUNCH

PEPPER LUNCH founder, Mr. Ichinose opened his second restaurant *Steak Kuni* at Ryogoku, Tokyo in 1990. Where instead of a conventional gas cooker, he introduced a newly developed, high-powered electromagnetic cooker that was ahead of its times.

At the same time, beef imports to Japan were liberalised. To counter the fall of beef prices, larger steak houses in Japan lowered their prices. Instead of jumping into the price war, Mr Ichinose decided to develop a new business model with the electromagnet cookers and hot plates to reduce cooking time, and generate better efficiency and higher productivity.

In the summer of 1994, Mr Ichinose presented the business plan for **PEPPER LUNCH** at the Hotel & Restaurant Exhibition in Tokyo, where 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.

According to the *Nikkei Marketing Journal* May 18, 2005, **PEPPER LUNCH** was ranked No.1 among other chains in the F&B Industry survey (2004) in terms of sales growth per store on a year-to-year basis. **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.

About the PEPPER LUNCH logo

The **PEPPER LUNCH** logo is in the shape of a palette, symbolising of the dream of **PEPPER LUNCH** founder Mr. Kunio Ichinose. He sees the world as a blank canvas, adding colours through his restaurants to make people happy.

Mr. Ichinose, trained as a chef at a leading hotel in Tokyo, aims to offer affordable premium beef steak He adapted the fast-food concept to the steak restaurant so as to keep costs low but retain a high quality.

ABOUT SFBI (Asia-Pacific) Pte Ltd

PEPPER LUNCH in Singapore is brought in directly from Japan and operated by SFBI (Asia-Pacific) Pte Ltd. Suntory F&B International (SFBI) headquartered in Hong Kong was founded in March 2003 by Suntory Ltd, the leading producer and distributor of alcoholic and non-alcoholic beverages in Japan. The subsidiary in Singapore is SFBI (Asia-Pacific) Pte Ltd. With the expertise that Suntory F&B International Group has acquired through years of experience in operating up-market eateries and fast food restaurants, SFBI was established to introduce successful F&B concepts in Asia and opened *Japanese Dining SUN*, a contemporary dining concept from Tokyo, at Times Square, Causeway Bay in Hong Kong.

SFBI (Asia-Pacific) Pte Ltd operates several renowned restaurant brands in Singapore. The first project of SFBI (Asia-Pacific) Pte Ltd in Singapore was the launch of *Japanese Dining Sun at Chijmes* in March 2005. SFBI brought *PEPPER LUNCH* in July 2005, a brand new fast food steak restaurant chain, to Singapore where it became an instant hit. It now has two outlets, one at Takashimaya Shopping Centre and the other newly opened at Isetan Scotts.

SFBI's next project is *Japanese Dining Sun in Shanghai* due to open in 2006. And further expansion of *PEPPER LUNCH* in the region is being planned. SFBI is targeting expansion into ASEAN markets with this fast growing business concept.

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