



For immediate release

## **Fast food sensation PEPPER LUNCH arrives in Singapore, the first flagship in South East Asia**

*Japan's most popular and trendy casual lifestyle eatery will now  
tantalize taste buds in Singapore*

**(June 28, 2005 Singapore)** SFBI (Asia-Pacific) Pte Ltd / Suntory F&B International Group, Japan's leading restaurant planning and operating group, announces the launch of **PEPPER LUNCH** in Singapore, a successful fast food steak chain from Japan.

**PEPPER LUNCH** makes its debut in Singapore on July 13, 2005 at Basement 2 Takashimaya Shopping Centre. The second outlet is slated to open on August 12, 2005 at Basement 1 Isetan Scotts. Both are prominent locations along the Orchard Road shopping belt.

The casual lifestyle eatery famous for offering dishes on a sizzling iron plate will follow the same self-cook concept made popular among Japanese of different ages and backgrounds by Mr Kunio Ichinose, President of the franchiser, Pepper Food Service Co., Ltd.

With more than 130 outlets in Japan, the operator of **PEPPER LUNCH**, SFBI (Asia-Pacific) Pte Ltd, hopes to establish more branches throughout South East Asia, where the two Singapore outlets are the flagship models for future expansion.

"We strongly believe in the success of **PEPPER LUNCH** here in Singapore. With expansion within South East Asia in view, Singapore is definitely an important market to begin with," said SFBI Managing Director, Mr. Kotaro Suzuki.

Although a fast-food concept is adopted at both outlets, **PEPPER LUNCH** only serves the freshest premium meat and vegetables available. Thus diners can look forward to great value food at reasonable prices. **PEPPER LUNCH** is for everyone, and for every occasion.

## **PEPPER LUNCH at Takashimaya Shopping Centre**

The first **PEPPER LUNCH** outlet is located at Basement 2 Takashimaya Shopping Centre, Singapore's premier shopping mall, and its design concept is cozy and comfortable, with more private touch offering a semi-open view through an arresting partition to pedestrians outside the outlet.

The interior of dining space is loosely divided into four different zones, fully utilising the floor area for more private dining pleasure. Made with natural material like wood, the outlet exudes a casual, breezy and cosy ambience.

The use of yellow and red colours accentuates the 'just-like-dining-at-home' theme, allowing diners to enjoy dynamic sizzling food in a relaxed atmosphere not found in conventional fast food restaurant chains.

## **Dining at PEPPER LUNCH**

Customers place and collect their orders at a counter before proceeding to a table to cook their steak as-you-like-it. Singaporeans can now enjoy juicy steak brought with louder and longer sizzling sound at affordable prices.

**PEPPER LUNCH**'s menu offers a selection of beef and chicken dishes for dining-in and takeaways. Signature dishes include Beef Pepper Rice (rice topped with thinly-sliced beef, green pepper and corn, sprinkled with a big helping of pepper), *Shimofuri* (Premium "marble" beef with thin layers of fat) Pepper Steak, and Hamburger Steak with Fried Egg. **PEPPER LUNCH** also offers a variety of side dishes

such as Shake! Shake! Salad (unique salad in the plastic shaker; customer adds salad dressing and “shake” to mix) and desserts such as Soft Ice Cream with Japanese flavours such as *Kuromitsu*, raw sugar caramel in rich black colour to complete the new dining experience. Premium coffee beverage is also on the menu to make **PEPPER LUNCH** an option for coffee break for trendy Singaporeans.

## **SECRET OF THE IRON PLATE**

Unique design patented in Japan, the iron plate is part of the successful formula of **PEPPER LUNCH**. Using a special electromagnetic cooker also patented in Japan, the iron plate will heat to 260°C in 70 seconds and 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 and customers can enjoy the full flavour of the dish.

A small tip from a **PEPPER LUNCH** expert - to prevent over-cooking your meat, place your meat over the vegetables on the hot iron grill plate.

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