



For immediate release

PEPPER LUNCH EXPRESS

Sizzles at SMRT Dhoby Ghaut Station

Japan's most popular lifestyle eatery is opening its first Express outlet in Singapore. It aims to display the idea of an economical and convenient fast food environment.

SFBI (Asia-Pacific) Pte Ltd / Suntory F&B International Group, Japan's leading restaurant planning and operating group is excited to announce the opening of the very first outlet of **PEPPER LUNCH EXPRESS** on April 26, 2006.

PEPPER LUNCH, a successful chain of fast food steak restaurants from Japan made its debut in Singapore on July 13, 2005 at Takashimaya Shopping Centre and its second outlet at Isetan Scotts later in August 12, 2005. Following the success of its approach, this casual lifestyle eatery, famous for offering dishes on a sizzling hot plate will maintain the same self-cook concept at SMRT's Dhoby Ghaut Station but with a twist.

PEPPER LUNCH EXPRESS at Dhoby Xchange

PEPPER LUNCH became an instant sensation in the competitive fast food industry in Singapore. The unique concept of **PEPPER LUNCH EXPRESS** lies in its vicinity and reasonable pricing. Operating within Dhoby Xchange - SMRT's first trendy retail hub located at Dhoby Ghaut MRT station, where traffic flow is exceptionally high with crowds from all walks of life; it is certainly the most accessible food outlet for everyone. The idea is to create convenience within a fast-pace environment

where everyone including students can enjoy fair priced deals like \$5.80 for Mini Beef Pepper Rice set, the most popular item on the menu. Commuters and residents living nearby could do with more convenience whenever they're on the run.

PEPPER LUNCH EXPRESS has added new items to their exciting menu to accommodate the locals' ever changing taste bud such as:

Spicy Chicken Pepper Rice set - \$9.80

a sure favourite with the Singaporeans. It is Kimchi sauce on piping hot chicken rice with their very own special butter as a hidden flavour to kick up a notch

"Maroyaka" Hayashi Rice set (hashed beef in sauce) -\$10.50

This is one interesting creation that will probably be the next most popular item on the menu. Other than Pepper Lunch's original recipe for its sweet savoury sauce, it is nicely mixed with hashed beef for an extra rich taste

"Astu- Astu" Curry and Rice set - \$10.50

Pepper Lunch's original curry recipe, cooked to perfection the curry is to die for!

Chicken Steak with fried egg set - \$10.50

already a local favourite in the menu but topped with a fried egg for your eating pleasure

Truly exciting, at **PEPPER LUNCH EXPRESS**, you can now enjoy mini (slightly smaller) sized sets which include a drink or soup that are savoury and economical for those who are feeling peckish;

- Mini Beef Pepper Rice- \$5.80
- Mini Curry Beef Pepper Rice- \$6.50
- Mini Salmon Pepper Rice- \$6.80
- Mini Spicy Chicken Pepper Rice- \$6.80

With their “Mini” concept, **PEPPER LUNCH EXPRESS** seeks to entice customers to come back for more with a ‘just right’ portion at an affordable pricing and a convenient location, pure delight!

On top of that, the take-out menu has added “new-comers” for the benefits of its customers and people who are always on the run to pop in, take-out and head for their next destination. With the existing Cup de Pepper Rice, Cut Steak Bowl and Pepper Steak Bowl, you will find that there are four more items added to the take-out menu;

- Cup de Curry Pepper Rice- \$7.80
- Cup de Salmon Pepper Rice- \$5.80
- Curry Rice- \$7.80
- Hayashi Rice- \$7.80

With its aim to reach out to more people with a more casual and economical concept, it is expected to set the benchmark for further expansion in the near future.

PEPPER LUNCH is celebrating its success with its two current outlets in Takashimaya and Isetan Scotts. It has proven to be a well-liked and unique fast food concept for the locals. Feedbacks have also shown that Singaporeans enjoy the D.I.Y teppanyaki experience immensely. **PEPPER LUNCH** continues to improve its service by constantly developing and experimenting with new ideas. Its Salmon Pepper Rice was a huge success when they launched it last year.

With more than 150 outlets in Japan and still going strong, the chain is now expanding internationally with three outlets already in Singapore including **PEPPER LUNCH EXPRESS**, while expansion into other countries within Asia is looking very promising.

Dhoby Xchange

Dhoby Xchange is SMRT Corporation (SMRT)'s first trendy lifestyle and retail hub situated in the heart of Dhoby Ghaut – a historic, arts, education and entertainment zone. Spanning some 1,470 sqm, Dhoby Xchange is sited within the high-traffic Dhoby Ghaut MRT station and boasts over 50 convenience and specialty retailers offering a variety of lifestyle products and services. Seamlessly integrated with the SMRT system, this refreshing retail space offers commuters an enhanced travel experience.

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.

PEPPER LUNCH EXPRESS like **PEPPER LUNCH** is for everyone, its friendly, affordable and convenient environment at Dhoby Xchange will make its customers' dining experience a memorable one.

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