



News Release

The first Japanese Dining “SUN” restaurant opens in Singapore

Authentic Japanese food in a dynamic setting offers sizzle at an affordable price

Singapore 8 March, 2005 – SFBI (Asia-Pacific) Pte Ltd / Suntory F&B International Group, Japan’s leading restaurant planning and operating group, announced that it will open its first *Kamameshi* style restaurant in Singapore with the launch of **Japanese Dining “SUN”** on 15th March, 2005. Located at Chijmes, a converted 19th century convent school and national heritage site cum dining and entertainment hub in the heart of Singapore, “**SUN**” has created a unique and inviting Zen dining experience in over 4,600 square feet of restaurant space. The name and logo of **Japanese Dining “SUN”** is a symbol of radiant energy and refreshment in Japanese culture. The restaurant promises a dynamic yet calming culinary experience for Japanese food lovers in Singapore.

The culinary concept behind **Japanese Dining “SUN”** is a blend of traditional Japanese food not found currently in Singapore such as *Kamameshi*, a traditional steamed seasoned rice pot with fresh vegetables and meat or fish, and some unique items such as *Aburi (half-broiled) Sushi*, *Vitamin Cocktails* and a special *Black Sesame Pudding*. *Teppanyaki* is unique here too, prepared at the center of the restaurant for all to enjoy. A look at the menu tells you this is something special. A wide selection of alcoholic and non-alcoholic drinks is prepared at the open display bar.

Japanese Dining “SUN” is open for lunch and dinner daily. Items on the enticing menu are in the mid-range in price starting from 13 SGD for a full course set lunch to 65 SGD for a full 3-course evening meal.

The main concept and interior design of **Japanese Dining “SUN”** has been created by Mr Daiki Ozaki of Japanese company MYU Planning & Operators, Inc., which operates its own restaurants in the trendy Shibuya and Aoyama areas of Tokyo. The design of the Singapore restaurant epitomizes the contemporary Japanese Zen design with sizzle in the dramatic high ceiling space on the upper level at Chijmes. While dining, all five senses are engaged...watching the impressive *Teppanyaki* and sushi chefs in action in the open kitchens; being mesmerized by the swimming fish in the fish tank; hearing the sounds of food preparation and the flowing water of the nearby water features; smelling the sweet and spicy

aromas; the touch of smooth teak wood and velvety seating; and of course, the taste of fragrant *Kamameshi* and tender grilled fish and meats.

The new style Japanese cuisine at “**SUN**” in Singapore is brought to you by the talents of Mr. Toshio Sawai, a Japanese chef with over 20 years experience in preparing great-tasting Japanese cuisine and supervising a skilled team. The art of *Teppanyaki* is coached by Mr Jack Wee, chief chef, a long time and respectful student of Mr Sawai and now well known in Singapore for his precision skill.

About Suntory Ltd.

Japanese Dining “SUN” in Singapore is operated by SFBI (Asia Pacific) Pte Ltd. It is the first project in Singapore and the company has plans to expand in other Asian countries by 2006. Parent company, Suntory Ltd, is the leading producer and distributor of alcoholic and non-alcoholic beverages in Japan and is also involved in restaurant operation, sports, music and film, and information services. Restaurant Suntory Consultants, Inc, an affiliate of Suntory Ltd manage “Restaurant Suntory” outlets in many countries; the “Restaurant Suntory” in the Intercontinental Singapore is one of their preeminent outlets. MYU Planning and Operators, Inc. is another affiliate of the Suntory group specializing in concept development, architect and graphic design in the restaurant and bar business.

For more information on the Suntory Group, please visit the website at:

<http://www.suntory.co.jp>

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