



Japanese Dining “SUN” restaurant - Background

SFBI (Asia-Pacific) Pte Ltd / Suntory F&B International Group, Japan’s leading restaurant planning and operating group will open its first Kamameshi style restaurant in Singapore with the launch of **Japanese Dining “SUN”** on 15th March, 2005.

Japanese Dining “SUN” is located at Chijmes, a converted 19th century convent school and national heritage site cum dining and entertainment hub in the heart of Singapore. The name and logo of **Japanese Dining “SUN”** is a symbol of radiant energy and refreshment in Japanese culture which is reflected in the unique and inviting Zen design. The restaurant promises a dynamic yet calming culinary experience for Japanese food lovers in Singapore with over 4,600 square feet of restaurant space.

Enticing Japanese cuisine

The culinary concept behind **Japanese Dining “SUN”** is a blend of traditional Japanese food not found currently in Singapore such as Kamameshi, and some unique items such as *Aburi (half-broiled) Sushi*, *Vitamin cocktails* and a special *Black Sesame Pudding*. A look at the menu tells you this is something special.

The traditional *Kamameshi* style cooking which dates back to the late 19th century, involves the use of a specially imported Japanese small crockery pot to produce a delectable steamed, seasoned rice casserole with fresh vegetables, meats or fish. Whilst cooking, the rice becomes perfectly seasoned with a proprietary savory sauce and cooking juices from the meats and vegetables. **“SUN”** offers a selection of *Kamameshi* dishes including a *Hokkaido Seafood Mix Kamameshi*, which innovatively blends different tastes and colors of a variety of seafood in one bowl; or the tender *Teriyaki Beef and Foie Gras Kamameshi*.

The **“SUN”** style of *Teppanyaki* is a twist of the traditional with some Japanese elements and some western style preparation methods and flavors. Try the succulent *Teppanyaki Swordfish Steak* or *Teppanyaki Lobster Garlic Steak*!

For lunch, you can also have *Teppanyaki* and *Kamameshi*, or try eight different dishes in the *Komachi Bento*.

A wide selection of alcoholic and non-alcoholic drinks is prepared at the open display bar.

Items on the tasty 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.

Dynamic open concept kitchen

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 **Japanese Dining “SUN”** in Singapore 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 contrast between the different zones creates different moods: Activity at the *Teppanyaki* grill; quiet calm at the sushi bar. And the dishware varies from traditional crockery to wooden platters and modern black and winter forms. Every trip to “**SUN**” promises a unique gustatory sensation, whether for lunch, dinner or special private gatherings.

Japanese executive chef

The healthy and delicious recipes served at **Japanese Dining “SUN”** have been especially created in Suntory’s F&B International Group’s test kitchens, so that all the outlets have the same high standard of food preparation.

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. Patrons may know him from the Keyaki Restaurant at the Pan Pacific Hotel, or the Restaurant Suntory at the Intercontinental Hotel in Singapore.

The art of Teppanyaki is coached at SUN 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 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>