



News Release

**First Japanese-style Kamameshi Restaurant
TOKYO WASHOKU “SUN”
opens in Hong Kong**

*Delicious menu and delightful décor reflects appetizing balance of modernity
and authenticity at first Kamameshi concept restaurant in HK*

Hong Kong 1 August, 2003 – Suntory Ltd, Japan’s leading beverage and restaurant group, has announced that it will open its first restaurant in Hong Kong with the launch of TOKYO WASHOKU “SUN”, the first Kamameshi or wok-seasoned rice restaurant in Hong Kong on 4 August, 2003. Located at the popular Food Forum on the 13th floor of Times Square in Causeway Bay, “SUN” incorporates a unique and inviting design and over 2,680 square feet of restaurant space. The décor combines images and motifs from both contemporary and traditional life in Tokyo, bringing a trendy dining experience for Hong Kong people. The name, Tokyo Washoku “SUN” represents energy and refreshment and promises a warm and radiant culinary experience for Japanese food lovers in Hong Kong.

Unique Japanese food

The culinary concept behind Tokyo Washoku “SUN” is casual Japanese dining with Robotayaki, a traditional style of Japanese cooking that involves preparing meats and vegetables over a grill, and Kamameshi, pot steamed seasoned rice casseroles with meats and vegetables, as the principle fare.

“**SUN**” **Robotayaki** features the freshest seafood, chicken and beef char grilled to perfection along with savoury gravy in perfect proportions so that customers can taste all of the unique flavours in the dish. **Kamameshi** style cooking features a small pot with different fresh ingredients and rice. Whilst cooking, the rice becomes perfectly seasoned with the savoury sauce and cooking juices from the meats and vegetables. “SUN” will offer a wide variety of Kamameshi dishes including a Hokkaido Seafood Mix Kamameshi, which



innovatively blends different tastes and colors of a variety of seafood in one bowl, creating mix and match mood.

In addition, the restaurant offers other traditional Japanese cuisine favourites and cooking methods as well as a wide variety of Japanese drinks and desserts.

Japanese executive chef

The healthy and delicious recipes served at **Tokyo Washoku “SUN”** have been especially created in Suntory’s Tokyo test kitchens to be both delicious and healthy. The high-quality menu is reinforced in Hong Kong by the talents of Mr. Shinji Yoshida, a leading Japanese chef with over 20 years experience in preparing great-tasting Japanese cuisine. Mr Yoshida is familiar with all kinds of different Japanese foods and preparations including Shabu Shabu, Sukiyaki, Teppanyaki and Kaiseki and has previously served as the consultant chef for the popular “SUNTORY” restaurants in Vancouver, Taipei and Shanghai.

Delightful décor accompanies delicacies

The main concept and interior design of **Tokyo Washoku “SUN”** has been created by Japanese company MYU Planning & Operators, Inc., which operates its own restaurants in the trendy Shibuya and Aoyama areas of Tokyo. The design of **Tokyo Washoku “SUN”** in Hong Kong epitomizes the restaurant’s main theme of ideally balancing modernity and authenticity. While dining, customers can watch the chefs in action as **Tokyo Washoku SUN** features an open kitchen for a truly dramatic dining experience.

Different zones have also been designed to create different moods for customers, making every trip to SUN a unique gustatory sensation. Finally, stylish dishware adds to the easy elegance, making **Tokyo Washoku “SUN”** the ideal choice for lunch, dinner and special social gatherings.



Tokyo Washoku “SUN” in Hong Kong Backgrounder

<u>Name</u>	:	Tokyo Washoku “Sun”
<u>Official opening</u>	:	4 August 2003
<u>Address</u>	:	Shop 1304, Food Forum, Time Square, No. 1 Matheson St., Causeway Bay, Hong Kong
<u>Tel. No.</u>	:	2506 1838
<u>Operation hours</u>	:	Lunch: 12:00noon - 3:00pm Dinner: 5:00pm - 1:00am
<u>Size</u>	:	2,680 sq feet
<u>Seating Capacity</u>	:	106

About Suntory Ltd.

Tokyo Washoku “SUN” is operated by Suntory F&B International. The Tokyo Washoku “SUN” in Hong Kong is positioned as the newest direction in their restaurant business sector. The project is expected to be expanded to as many as 20 outlets in Asia alone by 2005. 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, pharmaceuticals, sports, music and film, resort development and publishing and information services.

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

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

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請即發放

正宗日本風味餐廳 東京和食 “SUN” 正式登陸香港

融合現代和傳統概念之日本料理餐廳 首推香港獨有滋味日式鍋燒飯 – 釜飯

香港·2003年8月1日 – 日本著名飲食集團 Suntory 旗下首間日本料理餐廳 – 東京和食 “SUN” 將於8月4日在本港正式揭幕。該店舖位於銅鑼灣時代廣場食通天13樓，面積達2,680公平尺。餐廳主題概念設計揉合東京「現代和傳統」的獨特色彩，帶來充滿時尚品味的香港飲食新熱點。

東京和食 “SUN” 的由來

東京和食 “SUN” 是日本著名飲食集團 Suntory 旗下的分公司首間進駐香港的日本料理餐廳。SUN – 太陽，代表活力與朝氣，讓顧客惠顧時可感受最現代的東京氣息。

獨特日式美食

以「東京和食」為主題，當然少不了日本人最喜愛的炭燒料理（Robantayaki）以及在香港獨一無二的美食--釜飯（Kamameshi）。

炭燒料理 -- 炭燒海鮮、雞和牛肉等美食，加上豐富肉汁的鮮味，份量點到即止，能讓顧客一次過品嚐到多種款式。

釜飯 -- 以小窩盛放著不同種類材料及豐富滋味的日本飯，有多款可供選擇。製作釜飯時混入多種獨特醬汁及調味料，烹調時再吸收其他配料的精華，令飯質更甘香可口。其中一款**海鮮釜飯**，更創意地將不同味道、香味及顏色的美味海鮮放置一起，可謂色、香、味俱全的 Mix & Match 美食。



此外，餐廳更提供燒、煮、炸等各式極品料理，還有日本料理中不能缺少的特選餐飲、日本酒及美味甜品，為顧客帶來「地道」、「健康」及「美味」的和風料理。



時尚室內設計

東京和食“SUN”的室內設計是由日本著名餐廳及酒吧拓展企業MYU Planning & Operators, Inc.負責概念構思和設計，該公司在東京的時尚區域涉谷和青山均擁有旗下餐廳及酒吧。東京和食“SUN”的設計意念以「現代和傳統的平衡」為主題，結合開放式廚房和炭燒料理，讓客人在品嚐美食時，能夠欣賞到整個料理的製作過程。另外，餐廳被劃分為多個各具特色的區域，配以精心設計的傢俬和餐具，絕對適合懂得享受及時尚的香港人口味。除了日常飯局外，“SUN”更是與三五知己聚首一堂，甚至開派對的好去處。

日籍總廚親自主理

東京和食“SUN”的全部菜譜均由駐日本的 Test Kitchen 撰寫，並由來自日本的大廚主理，以傳統的烹調技術帶來健康和美味的新體驗。大廚吉田慎二擁有超過二十年豐富入廚經驗，熟識多款日式料理包括日式火鍋(Shabu Shabu)，壽喜燒(Sukiyaki)，鉄爐板燒 teppanyaki，壽司及会席(Kaiseki)晚膳主理。吉田先生曾於加拿大溫哥華、台北及上海擔任“Suntory”日本料理店總廚，對“SUN”的概念可謂瞭如指掌。

有關 Suntory Ltd.

Suntory F&B International 是“SUN”的營運公司，其母公司 Suntory Ltd.為日本最大型飲品和酒精生產商兼分銷商之一，其他業務包括製藥、餐廳運作、運動、音樂和電影、旅遊、印刷和資訊服務等等。香港“SUN”項目將會是 Suntory 飲食業務發展最新目標，並計劃於 2005 年末在亞洲開設 20 多間分店。

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

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