

JAPAN F D TOWN

Experience Japan
through food

MEDIA RELEASE
EMBARGOED TILL 18 MAY 2016

JAPAN FOOD TOWN TO
OPEN AT WISMA ATRIA ON
16 JULY 2016

*Bringing together rich Japanese culture and
Japanese ingredients to Singapore*



Singapore, 5 May 2016 – Singapore will soon be able to sample authentic Japanese cuisine straight from Japan with the launch of Japan Food Town, a multi-sensorial expression of the country's culture and culinary gems brought together under one roof. Slated to open on 16 July 2016, the food hall, which covers over 20,075 square feet of space on the 4th level of Isetan Singapore, will open with close to 16 casual dining outlets offering a broad range of quality and authentic Japanese cuisine at affordable prices.

With an investment of approximately SGD 8.5 million dollars, Japan Food Town is the collaboration's first project to be launched outside of Japan, and is a joint venture established by Cool Japan Fund, a public-private fund, in collaboration with Japan Association of Overseas Promotion for Food & Restaurants (JAOF) and its corporate supporters.

Mr Makoto Yoshikawa, Managing Director of Japan Food Town Development Pte Ltd and Board Member of JAOF shares, "We wish to increase people's familiarity with Japan's rich food culture around the world however a number of Japanese early-stage companies and SMEs have found it a challenge to expand their businesses overseas in countries such as Singapore due to difficulties such as ingredient procurement, securing of personnel, and acquisition of real estate. Through this project, the selected restaurants will be able to clear the toughest hurdles of overseas development and focus on offering consumers in Singapore with the same high level of service and food quality one would expect in Japan."

This unique food hall concept is a capsule collection of curated stories representing Japanese cuisine; every restaurant has a story, such as the bowl of Inaniwa Udon by Inaniwa Yosuke, enriched with more than a century of history. Each restaurant has been hand-picked based on its strong reputation and rich heritage dating back centuries. Japan Food Town will now bridge the gap to make all of its unique dining outlets available to residents in Singapore. Read more unique stories about the tenants in Annex A.

For the health-conscious foodie, Japan Food Town will also be carrying a healthier-choice of Japanese rice which will be used by more than 50% of their tenants. Thanks to Toyo Rice Corporation, who has specialised in creating rice-buffing machinery since the 1960s, diners can soon sit down to a bowl of steamed Kinme Mai which is both great tasting and healthy. One will immediately get a slightly buttery, mildly nutty taste and a moist, creamy texture that is superior to that of white rice. The polishing technique ensures that the rice retains most of its healthy components, which are often stripped away by traditional techniques – these include extra fibre, vitamins and minerals.

The collaboration with JAOF means that aside from the gamut of Japanese cuisine offerings, the outlets will also be using seasonal produce, unique prefecture specialities, as well as the freshest ingredients brought in directly from Japan. Through the use of the Logistics Hub in Okinawa, Japan Food Town will ensure the freshest delivery of ingredients daily, straight from Japan. Through this channel, Japan Food Town is able to introduce unique ingredients such as Matsusaka Beef, Kinme Mai, and Kindai Maguro to Singapore.

Guests will also be delighted to find the first official pop-up Dassai Bar outside of Japan where an array of Sake and Sake-based cocktails will be available, including their most luxurious sake, Dassai Beyond which was served in the United States during a White House State dinner.

To provide an all-encompassing authentic Japanese dining experience, Japan Food Town will incorporate different elements for guests to appreciate. From the Japanese aesthetic of the food hall to the cultural cues of food preparation and presentation, diners will leave with a better understanding and appreciation of Japanese dining culture.

Japan Food Town will open its doors to public on 16 July 2016, from 11 a.m.

Address: 435 Orchard Rd, #04-39/54 Wisma Atria Shopping Centre,
Singapore 238877

Business Hours: 11am to 11pm Daily

Prices: Starting from S\$10

Total Seating Capacity: 628 pax

End

For more information, contact:

Garry Moss
Assoc. Account Director
Cohn & Wolfe Singapore
Email: Garry.moss@cohnwolfe.com
Phone: +65 9182 5900

Zaim Zahari
Senior Account Executive
Cohn & Wolfe Singapore
Email: Zaim.zahari@cohnwolfe.com
Phone: +65 98007127

About Japan Association of Overseas Promotion for Food & Restaurants:

JAOF was established in December 2013 to spread the word about Japanese cuisine and Japanese ingredients as a Japan-wide organisation offering knowledge-sharing and consultation services. JAOF is engaged in various activities in order to achieve its goals of increasing the number of visitors to Japan and further contributing to Japan's national interest.

About Cool Japan Fund:

Cool Japan Fund was founded in November 2013 as a public-private fund with the aim of supporting and promoting the development of demand overseas for excellent Japanese products and services.

Cool Japan Fund aims to commercialize the "Cool Japan" and increase overseas demand by providing risk capital for businesses across a variety of areas, including media & content, food & services, and fashion & lifestyle.



About Japan Food Town’s Food Outlets



The first ever DASSAI Bar outside of Japan will launch in Japan Food Town, pairing their premium Sake with delicious sushi.

Dassai Bar

The purest sake, purely for sake’s sake

Imported from Yamaguchi exclusively for Japan Food Town in Singapore, Dassai’s fine sake is a flavourful blend of the old world and new. Refined, top quality rice is painstakingly milled till just the precious fermentable starches remain, an extravagant process that results in sake with an identity; delicate, refined and graceful.

The Dassai brand of sake has played host to the palette of Royalty and Dignitaries the world over.

Dassai sake originated in Iwakuni, in Yamaguchi Prefecture.



Best of Hokkaido’s seasonal ingredients on a plate.

Hokkaido Izakaya

Open a culinary portal to Hokkaido

Hokkaido’s unique geographical location means access to the best flavours of the sea and the land. Explore the authentic flavours of Hokkaido via delicate soba handcrafted from the freshest Hokkaido ingredients.

Hokkaido Izakaya serves the best of Hokkaido’s produce from the towns of Yakumo, Akkeshi, Furano and Kamishihoro in a friendly, casual environment.

As its name implies, Hokkaido Izakaya hails from Hokkaido as do most of the ingredients it uses.



Sato Yosuke’s Head of craftmen making 1.5t of Inaniwa Udon noodles every day, all by hand. Truly a labour of love in every bite.

Inaniwa Yosuke

Exceptionally well done udon

Inaniwa Yosuke is known as Sato Yosuke in Japan. Created in 1860, Sato Yosuke’s Inaniwa udon is an unchanging 150-year old handmade tradition of Akita craftsmanship and skill. Artisans work daily to produce Inaniwa udon, a three-day labour of love that transforms clear water, carefully selected salt and flour into silky, chewy udon that is unmistakably Inaniwa.

Sato Yosuke’s original outlet is based in Chuo, Tokyo.



Bonta Bonta has their own Rice Sommelier to ensure only the best rice is used for their humble Onigiri.

Bonta Bonta

Perfecting the humble rice ball

To simply call Bonta Bonta's Onigiri, rice balls would be an injustice. Bonta Bonta's rice is first specially selected by a rice sommelier, and processed to the highest standards to qualify as Kinmemai – low-calorie brown rice with high nutritional values. Taste the difference in this artisanal version of the humble rice ball, each lovingly handmade and served with piping hot miso soup.

One can find queues of happy customers outside their original shop in Toshima, Tokyo.



Everyone should have fun and share a laugh while enjoying some good soba noodles.

Yomoda Soba

Soba made with a special ingredient – Heart

“Yomoda” can mean many things – Carefree, Easy-going – but most of all, it is a word to be used for friends, to see things on the lighter side of life. That warm, carefree sense of fun is exactly the kind of feeling that Yomoda stands for. That is the kind of atmosphere you will find at Yomoda Soba.

There's little wonder why the Yomoda Soba stand draws long queues daily in Tokyo. Favoured by locals and celebrities alike, Yomoda boasts fresh, quality soba made on-site, served with heartfelt hospitality at a surprisingly affordable price.

Be the first in line at their first ever outlet in Singapore, only at Japan Food Town.



Yamamoto-san is a 2-Michelin star chef who will soon introduce a Nabe-style culinary experience to diners in Singapore.

Nabe Seizan

Taste the quality of a 2-michelin star Nabe specialty shop.

The original Seizan restaurant in Japan is a 2-Michelin starred Kaiseki restaurant currently helmed by the Tokyo-born chef Haruhiko Yamamoto.

The young chef, who is only 35 years-old, opened his restaurant in April 2011. Chef Yamamoto strives to bring out the true flavour of each ingredient rather than rely solely on sauces.

Chef Yamamoto now brings the hearty Nabe cuisine to Singapore at Japan Food Town with the same quality and dedication that earned him 2 michelin stars. He put together a tantalizing menu which will introduce a unique “Nabe” experience to diners here.

Seizan's original outlet is located in Mita, Minato in Tokyo.



Sabar's goal is to make the word "saba" a universal term like geisha, sushi or karaoke.

Sabar

Mackerel Speciality Shop

Saba or Mackerel has been used in Japanese cuisine in Singapore for decades, and the name "Sabar" would automatically suggest that their menu has something to do with mackerel. But Sabar is more than just that, the store specializes in cuisine revolving around the use of mackerel as the star ingredient.

Even in Japan, Sabar's positioning is unique, with little to no other restaurants specializing in mackerel cuisine. Sabar's goal is to make the word "saba" an universal term like geisha, sushi or karaoke. Quite ambitious, but one taste of their food and you'll understand they are on their way.

Another anecdote about them- you will find a lot of symbolism in their restaurant with the number 38, which sounds like 'Saba' in Japanese. They love mackerel, and it is used playfully all around their outlet.

Sabar uses top quality mackerel from Aomori to make their various saba-based dishes. You'll be spoilt for choice but since it is now in Singapore, you can go back anytime to try something new!

Sabar originated from Osaka though they use mackerel from Aomori.



Using fresh ingredients sourced directly from Japan, Osaka Kitchen will give you a taste of this great city in the Kansai region.

Osaka Kitchen

Teppanyaki Speciality Shop

Osaka Kitchen brings you the most famous dishes Osaka has to offer - Teppanyaki using Wagyu beef and Okonomiyaki cooked lovingly and with dedication on a hot plate right in front of you.

Yakisoba is another popular dish which will be available on the menu that compliments Teppanyaki cuisine perfectly. This outlet is your best chance to taste the freshly cooked flavours of Osaka.



Chef Kawashima ensures only the freshest of ingredients go into every bite at Sushi Takewaka.

Sushi Takewaka

Authentic Edo-style Sushi

Takewaka’s first shop started about 28 years ago in Tsukiji, the biggest wholesale fish and seafood market in the world and also one of the largest wholesale food markets of any kind.

Due to its close proximity to Tsukiji, Takewaka has managed to maintain many years of experience and relationships with fishermen and wholesalers to pick the best quality fish and seafood for their EDO Style Sushi.

Sushi is only at its best when the ingredients are fresh and full of flavour, and that’s exactly what you get at Takewaka. Carefully selected good quality fish and seafood will be prepared by their skilful and humble chef. Sushi Takewaka comes from Tokyo and is a sushi specialty shop.



Full-bodied Tonkotsu & Soya Sauce Ramen skillfully prepared by the chefs at Machida-Shoten. Most importantly, its their cheerful atmosphere that’s the secret ingredient.

Machida-Shoten

Like mum made it – if mum was a ramen champion

Machida-shoten is known for “lekei”, which translates directly to “house-type”, from the kanji “ ”, or noodles that are cooked to your specified softness/hardness.

A bowl of rice completes the meal, mopping up the soup when you’re finished with the noodles. Come home to Machida- Shoten.

Michida-Shoten comes from the Kanagawa Prefecture.



You are in good hands with chefs at Tempura Tsukiji Tenka who are trained by the finest chefs in Japan, exclusively at Japan Food Town.

Tempura Tsukiji Tenka

Get schooled in quality sushi!

Some of the finest Japanese chefs honed their craft at Tokyo Sushi Academy, Japan's top traditional culinary academy.

This is the first restaurant the academy is opening in Singapore, featuring Tempura and Donburi by Tokyo Sushi Academy graduates, exclusively for Japan Food Town.



Beef lovers unite and rejoice over a meal at Heijyoen where one can honour top quality wagyu beef specially selected for yakiniku cuisine.

Yakiniku Heijyoen

Yakiniku beef connoisseurs rejoice!

Yakiniku Heijyoen treats their beef like fine wine, carefully procuring only top quality black hair wagyu from all over Japan, for quality that is consistent year-round.

Before the beef even sees the kitchen, it is aged first for tenderness, and to bring out a deeper concentration of beef taste and flavour.

Yakiniku Heijyoen goes by the name Heijyoen in Japan. Heijyoen's main outlet is in Tokyo, Japan.



The chefs at Shabu Shabu Tajimaya strive to make every visit pleasant and provide an authentic Shabu Shabu or Sukiyaki experience with only the finest produce.

Shabu Shabu Tajimaya

Superior Shabu Shabu and Sukiyaki, superior value.

Shabu Shabu Tajimaya is known as Gyuta in Japan. Gyuta is a humble eatery from Hyogo that's operated on a simple motto since 1997: "Good quality food with reasonable price".

Try their beef and vegetable buffet Shabu Shabu or Sukiyaki, and you'll quickly realise they've over-accomplished their motto with amazing quality food and amazingly reasonable prices.



Golden, crispy fried chicken done to an art. You'll be blown away by the umami flavour.

Rang Mang Shokudo

Mama miya umami

This isn't just fried chicken, this is artisanal fried chicken. Tokyo's Rang Mang Shokudo fried chicken is marinated in butter milk for 6 hours, and fried twice in low heat for an umami that elevates fried chicken beyond fast food. Try it for yourself and see the difference – then wash it all down with their signature frozen lemon cocktail.

Rang Man Shokudo comes from Tokyo, Japan.



Katsu done the way it should, featuring ingredients fresh from Kyushu.

Anzu

Farm to table, to your tummy.

Anzu prepares everything from fresh Kyushu produce, and they don't just serve fresh vegetables – they grow it themselves too.

They've brought their signature dishes to Japan Food Town, including their top quality Japanese Black Haired Pork, deep-fried and served with homemade sauce, then plated on delicate Imari porcelain.