

Japanese conveyor belt sushi restaurant chain opens first Hong Kong outlet (with photos)

Japanese conveyor belt sushi restaurant chain Sushiro opened its first Hong Kong outlet today (August 13), taking a foothold in the local market and aiming to extend its brand to the region by leveraging the city's international status.

The flagship store is located at a commercial building near Jordan MTR Station, offering traditional and creative sushi plus other side dishes and desserts. To ensure freshness, it will soon deploy a high-tech system, which is currently deployed in Japan, that can automatically remove unclaimed plates after they travel over 350 metres on the belt and replace them with new ones, according to the President of Sushiro Hong Kong Limited, Mr Kazuo Aratani.

Mr Aratani said, "Hong Kong has a sophisticated Japanese cuisine market. People here love sushi and demand the best. All of these conditions work perfectly with our competitive advantages. We are dedicated to offering customers the highest quality sushi at affordable prices."

He added, "Hong Kong is also a food paradise in the region. It is a place where East meets West with a dynamic food culture and accessible by people from all over the world. The city, with its international status, is indeed the ideal place from which we can easily expand overseas."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "We are happy to see that a popular Japanese sushi restaurant chain has set up a presence in Hong Kong and joined our dynamic food and beverage scene. We wish it every success in leveraging on Hong Kong's business advantages to expand in the region."

About Sushiro

Established in 1984 in Osaka, Sushiro is a popular conveyor belt sushi restaurant chain with more than 530 branches in Japan and overseas markets. It offers over 100 varieties of delicious dishes ranging from authentic sushi to creative ones priced mainly at 100 yen, as well as tempura, ramen, udon noodles and even desserts. For more information, please visit www.facebook.com/sushirohongkong/.

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