

Japanese Gyumeshi (beef on rice) chain Matsuya sets up in Hong Kong (with photos)

Invest Hong Kong (InvestHK) announced today (August 8) that Matsuya, a renowned Japanese Gyumeshi (beef on rice) chain from Tokyo, will open its first store in Jordan on August 11, demonstrating confidence in the city's food and beverage industry.

Associate Director-General of Investment Promotion for InvestHK Dr Jimmy Chiang welcomed Matsuya's new presence in the city. He said, "Hong Kong is a leading culinary hub of Asia. Matsuya's entry into Hong Kong demonstrates the company's support for and confidence in the local retail food industry. We wish it every success in the future."

Matsuya is a Japanese Gyumeshi chain restaurant that offers delicious and affordable Japanese dining to customers. Since its establishment in Tokyo in 1966, the brand has expanded to 1 265 stores across Japan and 18 stores overseas. Its menu features signature dishes including Gyumeshi, set meals and curry.

Managing Director of Matsuya Foods Hong Kong Co Limited Mr Jun Hamano said, "Hong Kong people like eating out, and Japanese dining is very popular here. We hope to provide high-quality food and service, ensuring satisfaction for the people of Hong Kong with Matsuya's products."

He added, "Our Hong Kong office will support the operation of our directly managed stores in Hong Kong, including purchasing, product development, store development, and human resources development. We also plan to open a second branch in Hong Kong later this year."

The Matsuya store, spanning over 3 000 square feet with 45 seats, is located at Chuang's London Plaza in Jordan with good transportation access. It features a minimalist Japanese interior design, offering a comfortable dining environment.

To get a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720319366526.

For more information about Matsuya Foods Hong Kong Co, Limited, please visit www.matsuyafoods.co.jp/.

