

# Japanese restaurant brand specialising in mackerel introduces new fish fusion gourmet restaurant in Hong Kong (with photos)

Japan-based SABAR Ltd today (June 20) opened a joint venture restaurant with its business partner in Causeway Bay to gain a foothold in Hong Kong and introduce authentic saba-tuna fusion dishes for discerning diners.

The SABAR x DORAYA restaurant is located at Circle Tower in the Causeway Bay tourist spot. It is formed between SABAR Ltd, which specialises in toro saba cuisine in Japan, and FFJ Co Ltd, which operates the DORAYA restaurants in Hong Kong and is well known for its bluefin tuna dishes.

With the joint venture, the new restaurant will serve dishes with both top-quality mackerel (saba) harvested from the North Pacific coast of Japan, which SABAR serves in Japan, and the exquisite bluefin tuna currently served in DORAYA, according to the President of Sabar, Mr Takanobu Migita.

He said, "We are delighted to partner with FFJ Co Ltd, which already has been operating DORAYA restaurants in Hong Kong specialising in tuna dishes. We think that the combination of saba and tuna will offer a new experience for gourmet lovers in Hong Kong who like Japanese dining."

He added, "We are also very excited to join the dynamic restaurant scene in Hong Kong. Being in the heart of the region, the city is an excellent platform to promote our high quality of cuisines to customers in Hong Kong and across Asia."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "Hong Kong people love to dine out and Japanese food is always one of their favourite choices. Together with the huge number of visitors from around the world and the Mainland, it is the best place for restaurants to promote their food and culture in the region."

## About SABAR

SABAR is a Japanese restaurant that takes mackerel seriously. It currently runs 17 restaurants in Japan and specialises in saba-based dishes. It also engages in retail of saba products and has an overseas outlet in Singapore. For more information, please visit [www.sabar38.com](http://www.sabar38.com).

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