

# Japanese-style beef hamburger steak restaurant opens first store in Hong Kong (with photos)

Invest Hong Kong announced that Japanese restaurant chain operator Monogatari Corporation officially opened its first Japanese-style beef burger restaurant, Niku Niku Oh! Kome, in Hong Kong today (October 3) as part of its overseas expansion plan in the Asia region.

Associate Director-General of Investment Promotion Dr Jimmy Chiang congratulated the opening of Niku Niku Oh! Kome in Hong Kong. He said, "It offers customers in Hong Kong more choices of Japanese-style beef hamburger steak. We wish the brand every success in Hong Kong and beyond."

The new restaurant is located in Sha Tin and provides around 40 bar seats with an open kitchen. It offers wagyu hamburgers made from a blend of Kyushu black wagyu beef and US beef. The rice served is "Niji no Kirameki" from Tohoku. The restaurant specialises in freshly handmade wagyu hamburgers seared on hot plates or served on rice with egg yolk for a classic Japanese experience, according to Senior Executive Officer of Monogatari Corporation Mr Makoto Hori.

He said, "Hong Kong people love Japanese food and culture. Meat and rice are staples in our diet. As Japanese-style beef hamburger steak becomes more popular in the region, we want to seize the opportunity to further expand our overseas business via Hong Kong."

He added, "We have already opened 16 restaurants in Mainland China since November 2022, and our food has been well received by local customers. As an international city, Hong Kong is close to the Mainland and offers us an excellent platform to raise our brand awareness in the Asia region."

Established in 1949, Monogatari Corporation has more than 700 restaurants in Japan and overseas with 15 restaurant brands, including yakiniku, ramen, okonomiyaki, sushi and shabu-shabu.

For more information about Monogatari Corporation, please visit [www.monogatari.co.jp/english](http://www.monogatari.co.jp/english).

To get a copy of the photos, please visit [www.flickr.com/photos/investhk/albums/72177720320778881](https://www.flickr.com/photos/investhk/albums/72177720320778881).

