

[Kyoto-based Japanese restaurant group brings new yakiniku brand to Hong Kong \(with photos\)](#)

Kyoto Ichinoden, a Japanese restaurant group with a history spanning more than 90 years, opened a new yakiniku restaurant, Yakiniku Jikon, in Hong Kong today (February 26), as part of its ongoing expansion plan in the local dining industry following the success of its three brands, Kyoto Ichinoden, Tominokoji Yamagishi and Susoshu, in the city.

The new yakiniku restaurant is located at a prime shopping centre alongside Victoria Harbour in Tsim Sha Tsui, combining the kaiseki concept with modern Japanese yakiniku culture. It is a sister brand of the group's high-end Japanese omakase restaurant, Tominokoji Yamagishi, which was opened in 2019 in Hong Kong and received a Michelin recommendation earlier this year.

The President of Kyoto Ichinoden HK Limited, Mr Jumpei Tanaka, said, "We are delighted to see that our three restaurant brands are well received in Hong Kong. We owe our success to Hong Kong people who have a strong passion for Japanese food and always look for high-quality food and dining experiences. It gave us a good reason to bring the new restaurant brand here. We target to open 10 restaurants in Hong Kong in one or two years."

He added, "Hong Kong is situated in the heart of Asia and close to Mainland China. It is the ideal place for us to develop the East Asia and Mainland markets. The city is also very strong in terms of logistics and transportation, ensuring efficient supplies of high-quality ingredients for our restaurants. We may use the city as our regional headquarters or corporate treasury centre in the future."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "We are happy to see the expansion of Kyoto Ichinoden in Hong Kong. It brings not only another new Japanese restaurant brand to the city, but also a vote of confidence in Hong Kong's food and beverage sector. We look forward to its further expansion in the city and beyond."

About Yakiniku Jikon

Yakiniku Jikon is a new Japanese yakiniku restaurant brand that offers high-quality of wagyu beef from Japan. It combines the concept of kaiseki with Japanese modern yakiniku culture. Most of its beef is directly imported from its beef supplier with a history of more than 100 years in Tokyo. For more information about Yakiniku Jikon, please visit www.facebook.com/yakiniku.jikon or www.instagram.com/yakiniku_jikon.

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