

Kyoto Ichinoden opens first overseas restaurant in Hong Kong and looks to Mainland market for growth (with photo)

Kyoto Ichinoden announced today (May 1) that it has opened its first overseas restaurant in Hong Kong, celebrating the brand's 100th anniversary while also tapping into the city's unique role in the region and its close ties with the Mainland market for future expansion.

Kyoto Ichinoden's debut local restaurant is located in a major shopping mall in the heart of Tsim Sha Tsui, offering traditional Japanese cuisine including Kyoto kaiseki (multi-course dinner) and saikyozuke (seasonal meat or fish fillet pickled in Saikyo miso), the latter being a traditional dish from Kyoto.

The President of Kyoto Ichinoden HK Limited, Mr Jumpei Tanaka, said, "Hong Kong is a vibrant city situated in the heart of the region. Strategically, Hong Kong is our first choice for expansion because of its geographical and economic advantages. Moreover, there is a strong passion for Japanese food, so this gives Japanese restaurants a very good head start to set up a presence here. The city is also very strong in terms of logistics and transportation, ensuring efficient supplies of fresh ingredients – essential for the operation of high-grade Japanese restaurants like ours.

"We expect that soon we may reach out to the Mainland market and other places in east Asia from Hong Kong, given that the city is close to the Mainland market and a major business hub in Asia. As the Greater Bay Area (Guangdong-Hong Kong-Macao Greater Bay Area) has become an important development and that Hong Kong plays a key role within it, having a first overseas base in Hong Kong will also help our brand build solid customer confidence and spread quickly to the Greater Bay Area in the near future."

Associate Director-General of Investment Promotion, Dr Jimmy Chiang, said, "The arrival of Kyoto Ichinoden showcases the unique attractions of Hong Kong for international restaurateurs. It also adds to the vibrant scene of Hong Kong food industry, offering a premium choice for discerning diners from Hong Kong and around the globe. I wish Kyoto Ichinoden every success in Hong Kong and beyond."

About Kyoto Ichinoden

Founded in 1927, the first Kyoto Ichinoden opened in the Kyoto central wholesale market, Japan's first central market. The restaurant is famous for traditional saikyozuke, which is the most sought-after cuisine originating from Kyoto. For more information, please visit

www.ichinoden.jp/en/index.html.

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