

Long-established Japanese unagi wholesaler opens first directly managed restaurant in Hong Kong (with photos)

Invest Hong Kong announced today (December 2) that the renowned Japanese unagi (eel) specialty restaurant, Unagi Yondaime Kikukawa, has officially opened its first store in Causeway Bay. The restaurant aims to leverage Hong Kong as part of its Asia expansion plan to promote Japanese culinary culture.

Associate Director-General of Investment Promotion Mr Arnold Lau said, "We are delighted that Unagi Yondaime Kikukawa has chosen Hong Kong as its East Asia regional headquarters. This highlights Hong Kong's appeal as a global gourmet hub and its strategic advantage as a key platform connecting international markets. I wish them every success in Hong Kong and Asia."

The Chief Executive Officer of Passion Geeks, which operates Unagi Yondaime Kikukawa in Japan, Mr Shoogo Abe, said, "We aspire to promote our rich Japanese food culture to the world, and Hong Kong offers the perfect platform to realise this goal. Therefore, we have chosen Hong Kong as our East Asia regional headquarters to fulfil our vision."

He continued, "We have high expectations for our Hong Kong operations. In the near future, we plan to open two additional stores in the city and develop a new brand focused on casual unagi cuisine."

Established in 1932, Unagi Yondaime Kikukawa boasts a rich history in eel wholesaling and cuisine. The chain gained fame for its signature dish of freshly grilled eel, perfectly paired with rice and a signature sauce. The brand has opened locations in Taiwan, Thailand, South Korea, and other regions, with its Hong Kong office serving as the regional headquarters for East Asia.

For more information about Unagi Yondaime Kikukawa, please visit www.yondaimekikukawa.com/.

To get a copy of the photo, please visit www.flickr.com/photos/investhk/albums/72177720322236377/.

