

[New Japanese ramen brand "Machida Shoten" establishes foothold in Hong Kong \(with photos\)](#)

Invest Hong Kong (InvestHK) announced that Gift Holdings Inc from Japan opened its first "Machida Shoten" ramen store in Hong Kong today (June 27), bringing authentic Yokohama style ramen to the city.

The company joined the food and beverage mission co-organised by the Hong Kong Economic and Trade Office (Tokyo ETO) and InvestHK last April. Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "I am happy to see the Tokyo ETO and InvestHK's joint initiative of bringing Japanese companies in the delegation last April paid off, as the companies came and saw for themselves the actual opportunities Hong Kong has to offer. I wish 'Machida Shoten' every success in Hong Kong and beyond."

The Executive Vice President of Gift Holdings Inc Mr Tatsuya Sasajima said, "Our goal is to become the best ramen company in Japan and the world. We have been actively looking for opportunities to expand overseas since 2023. After visiting Hong Kong, we met our Hong Kong partner and decided to expand our business in the city."

He introduced, "The Hong Kong store is located at Airside, Kai Tak, Kowloon. It will use some of the food ingredients delivered from Japan directly and follow the Japanese store's operational know-how under our business concept of 'To make Ramen as a gift to the world'. With a little twist on the interior design and the menu, offering Hong Kong store a unique style atmosphere and better cater local customers."

He added, "Our first priority is to offer Hong Kong customers our signature Yokohama style ramen, which is made of rich pork bone soup, unique soy sauce, and our home-made thick noodles. We believe that we can promote the Yokohama style ramen culture to the world, especially in East Asia, via the Hong Kong store."

To get a copy of the photo, please visit www.flickr.com/photos/investhk/albums/72177720318235630.

For more information about Gift Holdings Inc, please visit www.gift-group.co.jp.

