

# Popular Japanese tearoom chain opens first branch in Hong Kong (with photos)

Afternoon Tea TEAROOM announced today (September 25) that its first branch in Hong Kong will open this Saturday (September 28) to offer a Japanese-style casual afternoon tea experience in a tourist hotspot.

The tearoom is located in a brand new art mall in Tsim Sha Tsui, with delicious sweets and a variety of foods such as sandwiches and pasta, plus selected teas and drinks. It promises to offer a style of hospitality, called omotenashi, which is found in Japan.

The Company President of Ivy Company, Sazaby League Ltd, Mr Ryuhei Tsukada, said that the company offers a training programme in Japan for the Hong Kong staff of its partner (Tearoom (HK) Limited) to learn the company's concept, menu and way to serve customers in order to maintain the finest quality of services in Hong Kong.

Mr Tsukada said, "Hong Kong is a culturally diverse society and people here are familiar with afternoon tea culture. We are grateful to have an opportunity to offer our quality sweets and foods in the city. Our Hong Kong team and Japan team will work together closely to provide the best services to customers, providing them with a rich but casual and relaxing afternoon tea experience."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "We are happy to see a popular Japanese brand join our dynamic food and beverage market. Hong Kong people love Japanese food culture, and I am confident Afternoon Tea TEAROOM will draw a good following among food lovers who look for nothing but the best. We wish the brand every success in Hong Kong and beyond."

## About Afternoon Tea TEAROOM

Established in 1981 by Sazaby League Ltd, which is a fashion, homeware and food and beverage company with more than 40 brands promoting new lifestyle solutions, Afternoon Tea TEAROOM provides "a rich time with tea" by offering teapot teas with sweets, original sandwiches and pasta in a spacious and relaxed tearoom. As of August 31, 2019, there were 87 tearooms in Japan. For more information, please visit [www.facebook.com/afternoonteatearoomhk](https://www.facebook.com/afternoonteatearoomhk) or [www.instagram.com/afternoontea\\_tearoom\\_hk/?hl=en](https://www.instagram.com/afternoontea_tearoom_hk/?hl=en).

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