

JAPAN FOODS HOLDING LTD

(Company Registration No.: 200722314M)
420 North Bridge Road
#02-01 North Bridge Centre
Singapore 188727
Tel: (65) 6333 9781 Fax: (65) 6333 9782

Japan Foods launches self-developed “Curry is Drink” brand

- Features breaded and deep fried meat, seafood and vegetables served with a choice of two types of curry sauce.
- The first restaurant opened at Changi City Point on 24 January 2018.

SINGAPORE, 24 January 2018 – Japan Foods Holding Ltd. (“Japan Foods”), a leading Japanese restaurant chain known for its innovative dining concepts, has launched its latest self-developed brand – “**Curry is Drink**” – featuring the delicious sauce as the main attraction.

Diners get to choose between two types of curries, either original Japanese curry or black curry, and the level of heat they prefer – there are five levels altogether, from original to fiery.



Those who opt for the combo sets get their curries served in a cup – hence the name “*Curry is Drink*”. The combo sets come with a side of shredded cabbage, crispy fried onions and a variety of toppings including raisins and pickles. Customers will get to choose their carbs – either brown or Japanese white rice, and a choice of mains – panko crusted deep fried pork, chicken, prawn or fish.

Besides the combo rice sets, the concept also features curry udon sets. And to ensure that children are not left out when their parents are enjoying their meals, “*Curry is Drink*” offers kids’ meals that come with a non-spicy curry sauce served in a cup to make the young ones feel all grown-up.

Mr Takahashi Kenichi, Japan Foods’ Executive Chairman and CEO, said: *“Curry is Drink’ is a new concept that aims to promote the idea of curry not only as a sauce but also as a drink. In some parts of Japan such as Hokkaido, curry is served as a soup and customers get to drink it instead of eating it the usual way, which is to douse their meals with the sauce. With this new brand, customers get to choose their preferred style of eating it.*

“We are optimistic about the concept and hope it will excite customers. If it is well received, we will open more outlets across Singapore,” added Mr Takahashi.

The first *“Curry is Drink”* restaurant opened at Changi City Point on 24 January 2018.

###

About Japan Foods

Established in Singapore in 1997 and listed on the Catalist Board of the Singapore Exchange Securities Trading Limited in February 2009, Japan Foods is one of the leading Japanese restaurant chains in Singapore. As at 30 September 2017, the Group operates 48 restaurants in Singapore under various brands, such as “Ajisen Ramen”, “Osaka Ohsho” and “Menya Musashi”, and 1 outlet located in a food court.

Over the years, Japan Foods has successfully expanded its restaurant network of the “Ajisen Ramen” brand and has also created its own “Dutch Baby Cafe”, “Fruit Paradise”, “Ginza Kushi Katsu” and “Japanese Gourmet Town” brands. The Group is focused on innovation and aims to continuously refresh the dining experience of its customers.

The Group has expanded beyond Singapore. As at 30 September 2017, there are 3 restaurants in Malaysia and 2 restaurants in Vietnam operated by the Group’s sub-franchisees under the “Ajisen Ramen” brand. The Group also has interests in 8 restaurants in Hong Kong and 8 restaurants in China operated by its associated companies under the “Menya Musashi” brand.

Japan Foods was named the Most Transparent Company (Catalist) at the 17th SIAS Investors’ Choice Awards in 2016 and also awarded the Transparency Award – SMEs at the 18th SIAS Investors’ Choice Awards 2017.

###

For media enquiries, please contact:

August Consulting Pte Ltd

Tel: (65) 6733 8873 Fax: (65) 6733 9913

Wrisney Tan – wrisneytan@august.com.sg

Serene Chia – serenechia@august.com.sg

*This news release has been reviewed by the Company's sponsor, CIMB Bank Berhad, Singapore Branch (the "**Sponsor**") for compliance with the Singapore Exchange Securities Trading Limited ("**SGX-ST**") Listing Manual Section B: Rules of Catalist. The Sponsor has not independently verified the contents of this news release. This news release has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this news release, including the correctness of any of the statements or opinions made or reports contained in this news release. The contact person for the Sponsor is Ms Tan Cher Ting, Director, Investment Banking, CIMB Bank Berhad, Singapore Branch, at 50 Raffles Place, #09-01 Singapore Land Tower, Singapore 048623, Telephone: +65 6337 5115.*