

**For Immediate Release**

## **Food Innovators Holdings expands premium dining portfolio with a new directly owned Yakiniku restaurant opening in Tokyo**

- Curated menu featuring premium wagyu, seasonal vegetables and Japanese whiskies to elevate the authentic Yakiniku dining experience
- The Group's established supply chain for high-quality and locally sourced ingredients ensures consistent food quality and cost-efficiency through economies of scale
- Yakiniku's global popularity, scalability, and high-margin profile compliment the Group's existing restaurant portfolio, positioning it for future multi-location and overseas expansion

**Singapore, 22 April 2025** – Food Innovators Holdings Limited (“**FIH**”, or together with its subsidiaries, the “**Group**”), which focuses on Japanese cuisines across Asia is pleased to announce the official opening of a new directly owned Yakiniku restaurant, Yakiniku Hatsumi (焼肉はつ美), in Roppongi, Tokyo, Japan. Yakiniku is a traditional Japanese cuisine of grilled meats. This new restaurant is operated by FIH's wholly owned subsidiary, Tomaatti Co., Ltd. (“**TMT**”), which specialises in restaurant operations and restaurant management consultancy services.

Located in the heart of Tokyo's upscale and international Roppongi district, Yakiniku Hatsumi targets high-end diners with a “casual luxury” concept. With a floor area of approximately 846.56 square feet, the restaurant seats up to 36 guests in a mix of individual booths and private rooms. The space is thoughtfully designed to accommodate both intimate and group dining, offering a refined and comfortable environment for different occasions.

Yakiniku Hatsumi features a curated selection of premium wagyu beef chosen by the head chef, paired with a carefully selected range of Japanese whiskies and a sommelier-curated wine list to elevate the overall dining experience. Seasonal fresh vegetables, sourced directly from the Group's unique and reliable network of local trusted producers, are also provided to further enrich the flavours while catering to the growing consumer demand for health-conscious dining options.

The Japanese high-end beef market is projected to grow at a compound annual growth rate of 7.01% between 2024 and 2032, driven by evolving consumer preferences towards premium and organic meat. The hospitality and fine-dining sectors also play a crucial role in driving demand as high-end restaurants emphasise exclusive beef offerings.<sup>1</sup>

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<sup>1</sup> [Credence Research: Japan High-End Beef Market](#)

Hatsumi is strategically positioned to align with local market preferences for traditional quality cuisine, while addressing the gap in premium fresh ingredients resulting from limited land for agriculture and stringent food import regulations<sup>2</sup>. By leveraging the strong popularity of Yakiniku and TMT's well-established supply chain of high-quality, locally sourced ingredients, the Group is able to ensure consistent food quality and operational cost efficiency.

Mr Kubota Yasuaki, Chief Executive Officer, commented, *"The launch of our new directly owned Yakiniku restaurant marks an exciting milestone for the Group. It reflects our confidence in the strong market potential and attractive profitability profile of the Yakiniku segment and our intention to broaden our restaurant portfolio through strategic, high-quality concepts."*

*Backed by our accumulated know-how gained from the subleasing and collaboration restaurant businesses as well as Hatsumi's prime location in Roppongi, we are confident that this new restaurant will make a meaningful contribution to the Group's long-term growth and profitability."*

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### **About Food Innovators Holdings Limited ("FIH")**

Incorporated in the Republic of Singapore on 14 November 2019, FIH is principally engaged in (a) the Restaurant Leasing and Subleasing Business, focusing on matching properties and tenants in the restaurant business in Japan; and (b) the Food Retail Business across Japan, Singapore, and Malaysia.

Drawing on its extensive knowledge of the Japanese F&B industry through the restaurant leasing and subleasing business, the Group has evolved as an experienced restaurant operator with a focus on curating quality traditional Japanese and Japanese-inspired European cuisines. In addition, its years of experience enable the Group to provide one-stop consulting services for existing and prospective restaurant tenants.

As of the announcement date, the Group manages a total of 223 subleased properties in Japan. In addition, the Group registered 28 restaurants in its brand portfolio, comprising 14 restaurants in Japan, 9 restaurants in Singapore, as well as 4 restaurants and 1 bakery café in Malaysia, along with 1 central kitchen in Malaysia.

For more information, please visit FIH's website at <https://fih.sg/>

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Issued for and on behalf of Food Innovators Holdings Limited

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<sup>2</sup> [Statista: Food - Japan](#)



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Food Innovators Holdings Limited (the "**Company**") was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "**Exchange**") on 16 October 2024. The initial public offering of the Company was sponsored by PrimePartners Corporate Finance Pte. Ltd. (the "**Sponsor**").

This press release has been reviewed by the Sponsor. It has not been examined or approved by the Exchange and the Exchange assumes no responsibility for the contents of this press release, including the correctness of any of the statements or opinions made or reports contained in this press release.

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