

FOR IMMEDIATE RELEASE

Food Innovators Holdings debuts Rodeo Table, a new Japanese-inspired Tex-Mex restaurant in Singapore

- First-of-its-kind Tex-Mex concept in Singapore, offering a unique fusion of Mexican and American flavours infused with oriental influences, demonstrating the Group's commitment to pioneering innovative dining concepts across Asia.
- Launched in partnership with long-term business partner K2 Operations Singapore Pte. Ltd, leveraging their proven track record in multicultural dining concepts and our shared success across prior projects such as Kadohachi, Yomo, Manman and Tendon Kohaku.
- Strategically located at City Hall, in close proximity to Singapore's historical landmarks such as the Raffles Hotel, this outlet aims to capture strong footfall from office professionals, local residents and tourists amid continued growth in Singapore's visitor arrivals.
- The opening reinforces FIH's strategy of expanding innovative food concepts across key markets, supporting the Group's portfolio growth with seven new restaurants openings in 2025 to date.

Singapore, 15 December 2025 – Food Innovators Holdings Limited ("**FIH**", or together with its subsidiaries, the "**Group**"), which focuses on Japanese cuisine across Asia, is pleased to announce the opening of Rodeo Table (the "**Restaurant**"), a first-of-its-kind Japanese-inspired Tex-Mex concept restaurant in Singapore.

The Restaurant preserves the traditional essence of Tex-Mex cuisine while infusing it with oriental influences. Its menu features original taco creations that blend Japanese flavors with classic Tex-Mex elements, resulting in signature dishes that embody both creativity and diversity. Adding to the experience is the restaurant's signature live cooking performance of sizzling fajitas, a vibrant and interactive presentation that delivers both flavour and passion, inviting guests to enjoy the heat and energy that define its culinary identity. The launch marks a strategic milestone in the Group's continued efforts to introduce innovative brand concepts and enhance its offerings to capture a wider group of customer segments.



The Restaurant is operated in partnership with K2 Operations Singapore Pte. Ltd. (“**K2O**”), a long-standing partner of the Group with a proven track record in developing multicultural dining concepts and achieved shared success in prior projects such as Kadohachi, Yomo, Manman and Tendon Kohaku. Under this collaboration, the Group’s wholly owned subsidiary, F Innovators Singapore Pte. Ltd. (“**FIS**”), will hold 100% of the equity in the Restaurant and K2O will be overseeing the operations of the Restaurant via a fee/profit-sharing arrangement. FIS will recognise 100% of the revenue, while profits will be shared between FIS and K2O. Employees of the Restaurant will be employed by K2O, and FIS will pay an agreed fee to K2O for this arrangement.

The Restaurant is strategically located at 26 Seah St, Basement, Singapore 188382, in close proximity to City Hall and Singapore’s historical landmarks, such as CHIJMES and Raffles Hotel. It is well-positioned to benefit from steady footfall driven by tourists, office professionals, and local residents, supported by historically high tourism receipts¹ and continued recovery in visitor arrivals.

Rodeo Table occupies approximately 1,000 square feet of floor area with a seating capacity of 46 guests. It offers a casual dining experience rooted in Tex-Mex traditions and complemented by contemporary influences from the Americas and Latin cultures. The restaurant concept was jointly developed by combining K2O’s edge in multicultural dining and the Group’s market analysis based on its strategic market expertise, contributing to the Group’s efforts to meet the ever evolving consumer preferences.

Mr. Kubota Yasuaki, Chief Executive Officer of FIH, commented: ***“Rodeo Table serves as a testament to our commitment to developing concepts that are distinctive. By pairing Tex-Mex traditions with Japanese culinary influences, we are tapping into new dining segments that offers a unique dining experience to capture a broader customer base.”***

¹ [Singapore Achieves Historical High in Tourism Receipts in 2024](#)

The Singapore food market in 2025 is undergoing a dynamic transformation, driven by a confluence of health consciousness, sustainability, and consumers' continued appreciation for its multicultural culinary heritage. The industry is projected to grow steadily at a compound annual growth rate of 4.73% between 2025 and 2030, reaching an estimated revenue of US\$12.66 billion by this year².

“To better serve evolving consumer preferences, we continue to innovate fresh dining experiences and introduce interesting food concepts supported by market insights generated from our synergistic sublease business to drive sustainable growth.

We believe Singapore is an ideal market for this pilot launch, given its multicultural landscape, openness to new ideas, and appetite for innovative dining concepts. Once this concept gains traction locally, we will look to explore overseas expansion opportunities over the longer term”, Mr. Kubota added.

The opening of the Rodeo Table Restaurant follows the recent launch of the Group's fourth KANBE Ramen chain store in Malaysia. With this addition, the Group has opened seven new restaurants in 2025 to date, further expanding its portfolio with innovation and fresh concepts across international markets.

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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.

² [Latest food trend Singapore](#)



Food Innovators Holdings Limited
6 Eu Tong Sen Street
#09-17 The Central
Singapore 059817

As of the announcement date, the Group manages a total of 228 subleased properties in Japan. In addition, the Group registered 32 restaurants in its brand portfolio, comprising 14 restaurants in Japan, 10 restaurants in Singapore, as well as 8 restaurants in Malaysia.

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

Issued for and on behalf of Food Innovators Holdings Limited
By Financial PR
For more information please contact:

Kamal SAMUEL / Vicki ZHOU / Louise LIM

Tel: 6438 2990 / Fax: 6438 0064

E-mail: kamal@financialpr.com.sg / zhouyan@financialpr.com.sg / louise@financialpr.com.sg

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 announcement, including the correctness of any of the statements or opinions made or reports contained in this press release.

The contact person for the Sponsor is Mr. Shervyn Essex, 16 Collyer Quay, #10-00 Collyer Quay Centre, Singapore 049318, sponsorship@ppcf.com.sg.