



MEDIA RELEASE

Served more than 1.2 million customers annually in Singapore!

Soup Restaurant first started in Singapore Chinatown in 1991, in celebration of their 34th anniversary, the group has selected 11 popular restaurants and other establishments in Niigata Prefecture for a first ever cross culture collaboration.

Soup Holdings Limited, which operates Soup Restaurants (Head office: 150 Kampong Ampat #04-01, KA Centre Singapore 368324), a Singapore main board public listed company, endorsed by Singapore Tourism Board as a Made with Passion brand representing Singapore, will be collaborating with 11 renowned restaurants & hotels in Niigata Prefecture, Japan. In April 2025, to promote cross food culture exchange between the 2 regions, a first ever food culture exchange collaboration will be launched. With the use of Singapore Samsui Ginger Sauce, various creative renowned chefs from Niigata reputable restaurants and hotels created 29 dishes in celebration of the partnership. These dishes will be served in various restaurants and hotels in Niigata over a period of 3 months. This initiative aims to stimulate business between Singapore and Japan. Soup Restaurant, a long-established restaurant group, that serves the one and only Samsui Ginger Chicken, along with its heirloom Samsui Ginger Sauce for more than 34 years since 1991, is privileged to have first such collaboration with cross culture F&B partners, and this marks the beginning of a long-term tie-up with the culinary team in Niigata Prefecture.



Menu items using Niigata products and Samsui Ginger Sauce include “Horse mackerel sushi with tasty ginger”, “Peperoncino with fruit tomatoes and grape blossoms accented with ginger”, “Nagaoka ginger soy sauce pork buns” and “Fried rice with seafood and ginger sauce”. A total of 29 items in a variety of cuisines such as Japanese, Chinese and Western will then be available in Niigata City from April onwards.



Horse mackerel sushi with tasty ginger blossoms (Ettsa Jyonetsu Sakaba Gohachi)



Peperoncino with fruit tomatoes and grape blossoms accented with ginger (MARCO POLO)



Nagaoka ginger soy sauce pork buns
(A shop full of meat buns)



Fried rice with seafood and ginger sauce
(Keiraku / Delicatessen)

Samsui Ginger Sauce will be readily available at two locations in Niigata City. Please take this opportunity to enjoy Samsui Ginger Sauce, an all-purpose sauce that has long been loved in Singapore.



Soup Restaurant's founder and Director, Mr. Wong Wei Teck, and the ambassador of Singapore to Japan, Mr. Ong Eng Chuan will pay a courtesy call to the Governor of Niigata Prefecture, Hideyo Hanazumi, to grace the launch of the partnership. A media event will be held in the Niigata Governor's office to mark the occasion.

Moving forward, this 'Singapore & Niigata' partnership continues with food culture exchange in Niigata Prefecture, while Soup Restaurants in Singapore will develop menus / dishes which utilise Niigata produces whenever possible. This partnership will not be limited to cultural exchange between the two countries, but also business exchange and encourages exports of Niigata products.

■ Overview

Participating outlets:

- 1) Wa. I. no Daidokoro Isohachi (Kikuchi Daiichi Bldg. 3F, 3-1-21 Benten, Chuo-ku, Niigata City)
- 2) Essa Jounetsu Sakaba Gohachi (Daiichi Bldg. 1F, 1-7-1 Higashiodori, Chuo-ku, Niigata City)
- 3) Niigata Umaimon Robata Isohachi (ING Bldg. 1F, 1-2-21 Benten, Chuo-ku, Niigata City)
- 4) Uonuma Yukiakari (1-3-29 Benten, Chuo-ku, Niigata City)
- 5) A shop full of meat buns (Niigata Station Bldg. Cocolo Niigata East Side 2F, 1-1-1 Hanazono, Chuo-ku, Niigata City)
- 6) MARCO POLO (Hotel Italiaiken, Nishiboridori 7-bancho 1574, Chuo-ku, Niigata City)

- 7) SHI-EN (Hotel Italiaiken, Nishiboridori 7-bancho 1574, Chuo-ku, Niigata City)
- 8) Sky Restaurant Restiny (in Niigata Toei Hotel, 2-1-6 Benten, Chuo-ku, Niigata City)
- 9) Keiraku (in Niigata Grand Hotel, 2230 Shimo-Okawa-mae-dori 3-no-machi, Chuo-ku, Niigata City)
- 10) Keiraku/Delicatessen (in Niigata Isetan, 1-6-1 Yachiyo, Chuo-ku, Niigata City)
- 11) Farmer's Market 「Otomisan」 Pia Bandai branch (2-3 Bandaijima, Chuo-ku, Niigata City)

Tie-up period: 3 Apr 2025 (Thu) - 30 Jun 2025 (Mon)

* Tie-up period differs depending on the shop.

▼Media Event

Date : Thursday 3 April 2025, 10:00-11:00 Registration: 9:30

Venue : Niigata Prefecture Governor's Office, Niigata Prefectural Government
(4-1 Shinko-cho, Chuo-ku, Niigata City, Niigata Prefecture)

Content: Food Culture Exchange from Singapore

1) Participants

Governor Hideyo Hanazumi, Governor of Niigata Prefecture

Singapore Ambassador to Japan Mr. Mr Ong Eng Chuan

Soup Restaurant Mr Wong Wei Teck

Niigata Kubota Corporation Mr Tsuyoshi Yoshida,

2) Program run down

- Courtesy visit by Singapore Ambassador to Japan to the Governor of Niigata Prefecture Mr. Hanazumi
- Explanation of the tie-up (from Soup Restaurant Mr. Wong Wei Teck)
- Tasting *Some products will be tasted.
- Commemorative photo

▼History of exchange between Soup Restaurant and Niigata Prefecture

- Oct 2022: Tie-up menu using rice produced in Niigata Prefecture at Soup Restaurant (Singapore). (With the cooperation of Kubota Rice Industry Singapore and Niigata Kubota)
- Jan 2023: Mr. Hideyo Hanazumi, Governor of Niigata Prefecture, and others visited Soup Restaurant in Singapore for top sales purposes. During the visit, a meeting was held with Mr Wong Wei Teck at Soup Restaurant.
- Jul 2023: Soup Restaurant Mr. Wong and Soup Restaurant team paid a courtesy visit to Governor Hanazumi of Niigata Prefecture and visited Niigata's agricultural produce, especially rice and edamame.
- Feb 2025: Tie-up menu using Niigata products at Soup Restaurant.
- Apr 2025: Tie-up with 11 restaurants, hotels and retail outlets in Niigata city with ginger sauce.

▼Company and Brand

Company / Hotel	Brand
Zenmaru Corporation Co., Ltd.	Wa.I. no Daidokoro Isohachi
	Ettsa Jyonetsu Sakaba Gohachi
	Niigata Umaimon Robata Isohachi
	Uonuma Yukiakari
	Niigata Umaimon Robata Isohachi
	Uonuma Yukiakari
	A shop full of meat buns

Company / Hotel	Brand
ItaliaKen Co., Ltd.	Marco Polo
Hotel ItaliaKen	SHI-EN
Toei Hotel Chian Co., Ltd. Niigata Toei Hotel	Sky Restaurant Restiny
Niigata Grand Hotel Co., Ltd. Niigata Grand Hotel	Keiraku Keiraku/Delicatessen
Tomiyama Co., Ltd.	Farmer's Market [Otomisan] Pia Bandai branch

▼About Soup Holdings Limited

Established on 20 July 1991. Soup Holdings Limited is a well-established restaurant chain that currently operates Singaporean home-style Chinese cuisine such as Samsui Ginger Chicken in Singapore under the brand 'Soup Restaurant. Soup Holdings Limited is a long-established restaurant chain in Singapore. The restaurant is highly supported in Singapore not only by local residents, but also by many tourists, including Japanese. Soup Holdings Limited was also listed on the Singapore Exchange (SGX) in 2007 and subsequently moved to the SGX Main Board in December 2009. The company currently operates 12 restaurants under the Soup Restaurant brand, which it also operates in other parts of South East Asia.

For media queries, please contact:

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