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**NEW MULTI-RESTAURANT CONCEPT, ITADAKIMASU BY PARCO, OPENS WITH  
THREE NEW-TO-MARKET BRANDS**

*The concept, located at 100 AM mall in Tanjong Pagar, is managed by PARCO Singapore and presents a variety of authentic Japanese cuisines under one roof.*

**SINGAPORE, 9 November 2016** -- PARCO (Singapore) Pte Ltd is proud to introduce a new culinary destination that will offer seven authentic Japanese restaurants within one site on the third level of 100 AM from Thursday, 1<sup>st</sup> of December. The restaurants will open in phases and the concept is slated to be fully opened in mid-December.

Aptly named *Itadakimasu*, the Japanese phrase that gives thanks for the food, the multi-restaurant concept presents a variety of Japanese cuisines such as ramen, shabu shabu, soba, sushi, tonkatsu and yakiniku at affordable prices. While each restaurant has its individual shopfront, an overall design scheme of warm tones and wood furnishing forms the one-stop establishment for multiple Japanese dining experiences that are created using premium ingredients and techniques from Japan.

Itadakimasu will also be the first to introduce three established brands from Japan to Singapore. These include **Shabu Shabu GYU JIN**, renowned for its quality cuts of beef and flavourful hotpot, **Nadai Fujisoba NI HACHI**, a longstanding soba restaurant that will be importing high quality buckwheat from Japan to create fresh noodles daily, and **Numazu Uogashizushi**, one of the few sushi restaurants to have coveted auction rights in Numazu fish market located at Numazu Port, for premium quality seafood that will be flown to Singapore directly from the market.

“100 AM was a strategic choice for PARCO Singapore’s newest concept Itadakimasu with the mall’s prime location in the central business district and its consistent traffic of working professionals and residents from its vicinity. The brands within Itadakimasu were carefully curated to present an array of quality Japanese cuisines that can each appeal to discerning diners, but also provide diners a great mix of Japanese restaurants within one location,” said Mr. Yoshinori Shimizu, Director and General Manager of PARCO Singapore.

In addition to the new-to-market brands, Itadakimasu will also present brands that are familiar favourites amongst locals, such as **Ramen Keisuke Tori King**, tonkatsu restaurant **Saboten**, Japanese Wagyu BBQ specialist **Yakiniku Heijo** and teishoku restaurant **YAYOI**. Ramen Keisuke Tori King will be introducing new items to its menu, including dry noodles and tsukemen, while YAYOI will present elevated interpretations of the delicious meals of steamed rice served with mains and side dishes (teishoku) that can be enjoyed at the brand’s existing outlets, Yayoiken.

Itadakimasu is located at 100 Tras Street, 100 AM, #03-10 to 15 and #03-K1, Singapore 079027. The multi-restaurant dining destination will open from 11 a.m. to 10 p.m. daily.

Opening hours of each outlet may vary. Prices range from approximately \$10 to \$30 for lunch and \$10 to \$80 for dinner.

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### **About PARCO Singapore Pte Ltd**

PARCO (Singapore) Pte Ltd is a wholly-owned subsidiary of PARCO Co. LTD. PARCO's first foray into Singapore was in 1995 when Bugis Junction became the first shopping mall to have a glass-covered, air-conditioned shopping street amidst a nostalgic architectural setting. PARCO sold its stake at Bugis Junction in 2005. Between 2006 and 2009, PARCO was the appointed Retail Manager for The Central at Clarke Quay. In 2010, PARCO developed and managed PARCO Marina Bay in Millenia Walk. Having acquired many years of experience doing business in Japan and overseas, PARCO Singapore offers shopping centre development and management expertise to the rapidly growing countries of Asia.

### **About Parco Co., Ltd.**

Parco Co., Ltd, a listed company in Japan, opened the first store in Ikebukuro, Tokyo in 1969 and has successfully established itself as iconic fashion building with the strong fashion image built through a strategic tenant mix and unique advertising activities. The company currently operates 19 domestic stores located throughout Japan, including Shibuya, Sapporo, Nagoya, and Fukuoka by employing "Total Producing Ability", which incorporates its wide range of expertise in the field of marketing, planning, designing, and managing / operating shopping complexes.

The Company is now one of the largest shopping complex developers with the image of a fashion-oriented innovator in Japan and is ceaselessly exploring the opportunities to expand its business domestically and internationally.

In 2016, a new annex store will open in Sendai. In addition, the company is planning to open a new store in Ueno, Tokyo in 2017.

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