

Press Release
For Immediate Release
9 April, 2014

Saboten Japanese Cutlet Opens in Tsimshatsui with a Splendid New Look



Saboten Japanese Cutlet, one of the largest Japanese tonkatsu chains in Japan, is thrilled to announce the opening of its second Hong Kong outpost in the heart of Tsimshatsui on 7th April, after its successful debut in Hong Kong with Mira Dining in 2011. Adhering to the promise of providing “real taste of tonkatsu”, the new outlet is set to wow guests with a series of classic delicacies as well as new items in a cozy Japanese-inspired ambience combining modern elegance.

Brand History and Philosophy

Established by Mr. Bunzo Tanuma, Saboten Japanese Cutlet opened its first shop in Shinjuku, Tokyo in 1966. The brand name “Saboten” is taken after the Japanese pronunciation for cactus, a highly-adaptable plant with strong power to survive even in the most inhospitable environment and a lifespan up to 500 years. The name also projects the founder’s vision – to establish an evergreen brand with vitality and unyielding spirit widely loved by all people. With persistence in providing the authentic flavor of tonkatsu with best quality ingredients, proficient technique and excellent service, Saboten Japanese Cutlet has flourished into one of the most prominent and fastest-growing tonkatsu chains in Japan in nearly four decades, and has gradually expanded not only in Japan but also overseas to Korea, Taiwan, Hong Kong, Beijing, Thailand, Singapore and Canada, boasting more than 500 outlets worldwide.

Sleek, Elegant Look of New Tsimshatsui Shop

Located on the first floor of Tern Plaza, Cameron Road in Tsimshatsui, the new outpost of Saboten Japanese Cutlet features a stylish interior that epitomizes the sophistication of traditional Japanese architecture, where red and natural wood serve as the key design elements. The modern decoration with understated elegance is accentuated with hemp rope curtains hanging from ceiling to floor. Upon arrival at the ground floor lobby, guests are welcomed by vermilion rope curtains floating along sideways of the stairs, and cylindrical light boxes showcasing the photos of Saboten Japanese Cutlet shops around the world. A mega-cactus that symbolizes the brand’s philosophy greets diners at the main entrance, while the decorative potted plants awake a sense of nature. The main dining hall with its warm color palette and thematic rope curtain meld harmoniously with the luminous brand logos to create a lively contrast. The spacious dining area can comfortably seat up to 84 guests and features earth toned sofa and booth seats. Natural sunlight filters through the large glass windows and provides a view of the buzzing city. The new Tsimshatsui shop boasts a semi-private room zoned by rope curtain, a spacious area that offers serenity of Japanese-style interiors, for guest to enjoy the intimacy within.

The Authentic Taste of Japanese Tonkatsu

To ensure the best tonkatsu flavor that tastes like no other, Saboten Japanese Cutlet Hong Kong strictly adheres to the brand philosophy which emphasizes on quality of ingredients and cooking techniques. The ingredients are always fresh and the quality is meticulously checked by the chefs. As a Tonkatsu specialist, Saboten uses only the most premium quality pork, which includes the Miyazaki breed from Kyūshū, Japan with over 80 days of maturity; and a special breed that is recognized by HACCP and ISO standards. Aficionado of Japanese cutlet is guaranteed to delight in the signature tonkatsu dish **Premium Pork Loin** – a fleshy and juicy cut of the pork battered in a layer of freshly homemade bread crumbs before being deep-fried in vegetable oil at 173 degrees. Every bite of the tonkatsu offers a succulent texture and subtle taste of sweetness underneath the crispy, golden coat. The tonkatsu tastes best with a special dipping sauce imported from Hokkaido, which is made of onions, carrots, tomatoes, apples and over 10 different spices. The sauce boasts a sweet and sour taste to complement the flavors of tonkatsu and helps to cut through the oiliness. To provide a more healthy and balanced diet for diners, all set meals at Saboten Japanese Cutlet come with unlimited refills of fresh cabbage salad with homemade salad dressing, pickles, miso soup and a choice of premium short grain rice or pearl rice.

A series of new dishes are also introduced to the menu of the new Tsimshatsui outlet, which include a few seasonal and limited delicacies from the past. A highlight for meat lovers is the former autumn-limited edition – **Pork Mille-feuille**, a delicately hand-crafted morsel combining 20 slices of well-marbled premium Kagoshima pork, to be enjoyed with special homemade citrus vinegar. Those who are looking for something warm and hearty will be satisfied with the return of **Hot Pot Series**, which feature three choices of a soup base including soymilk, tomato and curry, to be complemented with Kagoshima pork slices and fresh vegetables. Diners can also sample the best of Saboten Japanese Cutlet with the newly-launched **Premium Set at Your Own Choice**, which allows each guest to build their own combo by selecting two appetizers, one tonkatsu main course and one dessert.

Apart from the new items, most of Saboten Japanese Cutlet's classic signature dishes also remain in the grand menu. One of them is **Pork Tenderloin Roll**, an all-time favorite of the restaurant since its debut 1966. Layers of 2-3mm hand-pounded tenderloin slices are rolled with cheese, asparagus or shiso ume for a stuffed tonkatsu delicacy with rich texture and luscious flavors. Other must-tries include the **Miso Pot**, a limited dish that is only available in Nagoya and Hong Kong branches. Specially formulated to showcase the unique flavors of Japanese miso, every **Miso Pot** features tonkatsu with a sauce blending savory red miso and bitter black miso and served in a sizzling clay pot. Those who want something light and refreshing can opt for the **Radish Series**, a special recipe featuring grated radish and green onion atop of the tonkatsu, and finishes with a touch of tartness from freshly squeezed grapefruit juice.

Mr. Yaegashi Masato at the Helm

A loyal and long-serving staff of the brand, Mr. Yaegashi Masato first joined Saboten Japanese Cutlet in 1989, and has now become the Vice President of the company, overseeing the business in Hong Kong and Beijing. A former Japanese chef, Mr. Masato has extensive culinary experience and he further developed his managerial skills through various frontline and back office positions with the company, which encompasses product development, sales and marketing as well as business operations in Western Japan and Northern Kantō. In recent years, Mr. Masato has been focused on leading new oversea branch opening projects. He is also the spearhead of conducting frontline staff training and quality assurance of food and service to ensure that the quality of products at all outlets is in line with the headquarters in Japan.

Signature Dishes of Saboten Japanese Cutlet



Premium Pork Loin Set \$198



Hot Pot Combo \$178



Hot Miso over Pork Loin with Spring Onion Set \$148



Pork Tenderloin with Radish Set \$158



Pork Mille-feuille \$98 (per piece)



Anmitsu with Green Tea Ice Cream \$28

*Prices are subjected to 10% service charge

Saboten Tsimshatsui

Address : 1/F, Tern Plaza, 5 Cameron Road, Tsmshatsui, Kowloon
 Business Hours : Monday to Sunday, 12: 00nn - 3:30pm and 6: 00pm to 11:00pm
 Capacity : 84
 Contacts : +852 2295 3116 / inquiry.tst@miramar-group.com
 Website : www.MiraDingle.com/Saboten

*Saboten accepts reservation at lunch hours only. No reservation for dinner is available.

Saboten Causeway Bay

Address : LG/F, Henry House, 42 Yun Ping Road, Causeway Bay, Hong Kong

Contacts : +852 2895 4111 / inquiry@saboten.hk

– End –

For media inquiries, please contact:

Group Marketing and Communications Department of Miramar Group

Elaine Wong, Assistant Marketing Manager

Tel: +852 2315 5471 elaine.wong@miramar-group.com

Prudence Ho, Marketing Officer

Tel: +852 2315 5392 prudence.ho@miramar-group.com

Follow Us on Facebook:

www.Facebook.com/MiraDining

www.Facebook.com/SabotenHongKong