

# Japanese restaurant group brings new sushi brand to Hong Kong (with photo)

Japanese restaurant group Zensho Holdings Co Ltd opened its first HAMA-SUSHI conveyor belt restaurant in Hong Kong today (June 29), offering a wide range of sushi and side dishes at affordable prices.

The restaurant group opened its first Japanese beef rice shop, SUKIYA, in Hong Kong in 2019, and has expanded to eight outlets. Riding on this success, the restaurant group followed up with a second brand, HAMA-SUSHI, and opened its first store in Jordan, according to the Senior Director of Zensho Hong Kong Co Ltd, Mr Toyoki Hayashi.

Mr Hayashi said, "The new restaurant offers more than 70 different kinds of sushi and side dishes at affordable prices. We create our own ordering system by using tablets and belt conveyer serving lanes. All the sushi will be made upon point of order and delivered quickly to the customer."

He continued, "Hong Kong is an international market and people here love Japanese sushi. It is a great market for our overseas expansion. We are committed to offering safe and tasty sushi at an affordable price to customers in Hong Kong."

The Acting Director-General of Investment Promotion, Dr Jimmy Chiang, said, "We are happy to see that a new sushi brand is joining our thriving food and beverage sector, providing more choices of sushi restaurants to consumers in Hong Kong. I wish it every success in its business in Hong Kong and beyond."

## About Zensho Holdings Co Ltd

Zensho Holdings Co Ltd is one of the top Japanese restaurant groups in Japan engaging in the management of food service chain restaurants. As of March 2023, the company had 4 524 shops in Japan and 5 759 shops overseas, including SUKIYA for beef bowls and HAMA-SUSHI for sushi. For more information, please visit [www.zensho.co.jp/en](http://www.zensho.co.jp/en) or [www.facebook.com/profile.php?id=100092128617206](https://www.facebook.com/profile.php?id=100092128617206).

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