

Press Release  
**FOR IMMEDIATE RELEASE**  
on February 17, 2017



三越伊勢丹ホールディングス

**Isetan Mitsukoshi Holdings Ltd.**

From the store specializing in outstanding Japanese products, ideas and services:  
**Authentic Japanese Restaurants Open at ISETAN The Japan Store Kuala Lumpur**  
**on February 17, 2017 at 11 a.m.**

**ISETAN**  
The Japan Store  
KUALA LUMPUR  
thejapanstore.mistore.jp

Mitsukoshi Isetan Holdings, in collaboration with Cool Japan Fund, established and launched the world's first Japanese lifestyle specialty store **ISETAN The Japan Store Kuala Lumpur** on October 27, 2016. To cater for the increasing global interest in Japan, the store brings products and services that represent Japan's way of living to the overseas' customers. This store aims to be the go-to center, exposing people abroad to all aspects of Japan's rich history, culture, technology and diversity. ISETAN wishes to inspire the daily lives of its customers, starting with Malaysia before expanding its wings to other countries.

In 2013, Japan's symbolic traditional food culture, Washoku (Japanese cuisine), was selected to be part of UNESCO's Intangible Cultural Heritage list. Since then, the global demand for authentic Washoku has been on the increase.

This February, **ISETAN The Japan Store Kuala Lumpur** is proud to present the opening of the Restaurant Floor. On February 17, 2017, at 11:00 am, five restaurants that let guests "experience premium dining" will be unveiled on the 4<sup>th</sup> floor of the store. Each restaurant is a renowned culinary establishment in its own right and will specialize in a different style of Washoku; sushi, tonkatsu, yakiniku and other delights, prepared by Japanese chefs. (\*This restaurant floor will host a total of six restaurants; the sixth is experiencing some delay and will open at a later date). With these restaurants, the store welcomes food lovers not only from Malaysia but from neighboring Asian countries as well. Given the store's prime location of Bukit Bintang, the Restaurant Floor looks forward to serving large tourist crowds. Through **ISETAN The Japan Store Kuala Lumpur**, we would like to share the **True Taste of Washoku**.



**ISETAN The Japan Store Kuala Lumpur, 4F THE TABLE "experience premium dining"**

The six restaurants featured are famous eatery brands in Japan, and they offer an assortment of dining, such as sushi, tonkatsu, yakiniku and comprehensive Japanese dishes. All meals are prepared by Japanese chefs to present the most authentic Japanese dining experience.

\*Five restaurants will begin operation on February 17.

- Number of Restaurants : 6
- Total number of seats : 253
- Operating Hours: 11:00 a.m. to 11:00 p.m. (last order time differs in each restaurant)

A full press kit with PR materials can be downloaded from below URL

**<http://www.image.net/isetanthejapanstoreopen>**

Please visit our website.

**<http://thejapanstore.mistore.jp>**



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## Restaurant Information

### ◆Japanese Hot Pot <TORIDEN from Fukuoka>

Experience an evolution of flavors; from simple dishes to explosive taste fusion in chicken hot pot (Mizutaki).

- Number of seats: 70 • Average price: Lunch RM 90 /Dinner RM 120
- Lunch 11:00 a.m. - 3:00 p.m./Dinner 6:00 p.m. - 11:00 p.m.

First in South East Asia

First in Malaysia

First time overseas



### ◆TONKATSU <TONKATSU ANZU from Fukuoka>

TONKATSU ANZU takes an artisanal approach to its cuisine. It uses premium aged pork sourced from Kyushu and cooks the ingredients with care to achieve delicious homemade style meals.

- Number of seats: 40 • Average price: Lunch RM 35/ Dinner RM 40
- Lunch 11:00 a.m. - 3:00 p.m./Dinner 6:00p.m. - 11:00 p.m.

First in Malaysia



### ◆SUSHI <SUSHI AZABU from New York City>

SUSHI AZABU is a Michelin-starred sushi establishment from NYC, loved by New Yorkers and celebrities alike. It is now heading this way to Kuala Lumpur for the first time.

- Number of seats : 40 • Average price: Lunch RM145/ Dinner RM145
- Lunch 11:00a.m. - 5:00p.m./ Dinner 6:00p.m. - 11:00 p.m.

First in South East Asia

First in Malaysia



### ◆Dine, Bar & Café <THE TOKYO RESTAURANT from Tokyo>

Step into this new foodie haven and be enveloped in generous leather booths with a view of the kitchen. The spacious and stylish bar serves classic cocktails and selections of wine. THE TOKYO RESTAURANT is a definitive destination for contemporary flavors with essence of Tokyo.

- Number of seats: 100 • Average price: Lunch RM 25/ Dinner RM 40
- Operating Hours: 11 : 00 a.m. - 11 : 00 p.m.

First time overseas

First in South East Asia

First in Malaysia



### ◆YAKINIKU : <YAKINIKU TORAJI from TOKYO>

What started in a small back street in Ebisu, a district within Shibuya, Tokyo has now expanded to over 70 chains around the world. Now, Kuala Lumpur is added to the list of locations.

- Number of seats : 50 • Average price : Lunch RM 35/ Dinner RM 50
- Lunch 11:00 a.m. - 3:00 p.m. /Dinner 6:00 p.m. to 11:00 p.m.

First in South East Asia

First in Malaysia



## About THE MARKET, ISETAN The Japan Store Kuala Lumpur's Fresh Food Section on LGF

◆Eat-In Section: One of the biggest food emporiums in Malaysia, THE MARKET serves sushi, hand-made soba noodles and yakitori. There are also selections of fresh seafood and sake tasting.

\*Hand-made Soba and freshly fried tempura, our famous sushi menu, cakes made right before the customers' eyes and freshly baked Japanese bread are currently popular favorites among the local customers and also tourists from all around the world.

◆First Time in Malaysia: Out of 266 brands offered for the first time in Malaysia, we would like to introduce to you, some of the top picks.

\*Sake is one of the most sought out section of THE MARKET. As well as the famous **Dassai** brand (total of 500 bottles sold), other premium Japanese sake brands are starting to attract their own loyal followings at The Japan Store.

\*In the grocery section, rare to find products, such as soup stocks and spices, Japanese polished rice varieties and other Japanese favorites are rapidly gaining popularity in Malaysia.

Please visit

<http://thejapanstore.mistore.jp>

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