

**DON DON:
DONKI**

株式会社パン・パシフィック・インターナショナルホールディングス

株式会社パン・パシフィック・リテールマネジメント(香港)

2019年7月11日

DON DON DONKI Hong Kong debut

Enjoy the 24-hour exciting shopping experience that became a global phenomenon: a heart-pounding introduction to high quality products straight from Japan



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Don Quijote, famed for its charming pop culture aesthetic and bright, buzzing stores packed full of intriguing, exclusive items operates over 350 stores in Japan, three in Hawaii, nine in California. The internationally loved Japanese discount retailer came up with DON DON DONKI, a new store concept for Southeast Asia selling products only made in Japan or of Japanese concept. DON DON DONKI currently operates five stores in Singapore and one in Bangkok under the DON DON DONKI store moniker, and now expands the brand to Hong Kong with its debut store opening on July 12th 2019.

The 23,000 Sq. Ft. Hong Kong store will be located at the Basement Level of Mira Place II, Tsim Sha Tsui, Kowloon, kicking off its famous 24-hour offering of Perishables (Produce, Fish,

Meat, Delicatessen), Confectionery & Packaged foods, and other Japanese delicacies as well as signature sweet potato, which became a health food hit in Singapore and Thailand. DON DON DONKI offers experiential retail where people will love to spend time and shop as a leisure activity, rather than just shopping for essentials.

It also features a focused range of home and living products, toys plus a wide range of health and beauty products, as well as Pan Pacific International Holdings Group's (former Don Quijote Holdings Group) original brand – **Jonetsu Kakaku** - which translates as 'Passionate Price', offering a range of imported products with the promise of affordability without compromising on quality.

The first 1000 customers making a single purchase over HKD300 will be given a limited edition collectible Donki Tote Bag while stocks last.

Donki Ambassador Mascot "Donpen" will be taking pictures with customers (10am to 8pm) on the store's opening day, making for a colorful and exciting store launch and a very happy week for fans on social media!



Mr. Takeuchi Mitsuyoshi, Operational director of Pan Pacific Retail Management (HK) Co. Ltd., spoke of his excitement at the launch, saying, "We are confident the new Hong Kong store in TST will open its doors to welcome a huge number of visitors, and go on to be a massive tourist draw and local attraction in Hong Kong. We are delighted to contribute to making the city an even more vibrant and exciting place. DON DON DONKI brings the best of Japan right to fans in Hong Kong, and we hope to continue our expansion pan-Asia with further store launches soon."

Mr. Clement Wu, Business Unit Head, Asset Management, Miramar Group, said: "As we are ideally located in the city center of TST Kowloon, Mira Place serves up an energetic retail, dining and lifestyle hub that is always striving to offer our local and tourist shoppers an inimitable retail experience. The first-in-HK DON DON DONKI has further epitomized Mira Place's unique positioning with differentiated offerings and we look forward to jointly creating the latest hot-spot in town with Don Quijote."

Don Don Donki at Mira Place 2 – Indulge yourself in the vibrant Japanese culture

Sweet Potato Factory – Made famous by its Yakiimo, baked sweet potato from Japan, "The Factory" became a global hit and went on to power the popularity of Japanese sweet potato as a snack.

Premium Quality Meat – DON DON DONKI also presents a variety of incredible premiums straight from Japan, including Ozakigyu Beef Sirloin, Chuck Roll and Loin, Nabgoku Genki Dori chicken breast, tender, wings and legs, and the unbelievable White Pork Loin, collar, belly or ham.

Sushi and Sashimi – DON DON DONKI classics include the Fatty and Fresh Salmon Sushi, and Japanese Bluefin Tuna Sushi. Enjoy amazing Red Bream Sushi flown straight in from Toyosu Market, Sea Bream Sushi from Ehime in Japan with its ultimate smooth texture and hyper-condensed freshness, and Sea Urchin from Hokkaido for a very special treat.

Delicatessen – Revel in the insane flavours of Fried Chicken, or the Premium Imported Wagyu Beef Sukiyaki Rice Box – high-end Bento at its finest! Otherwise, savour Deep-fried Pork Cutlets with egg, as well as other famous sets.

Confectionery – Umaibō or "delicious stick" rich in flavour and sautéed with pork cutlet sauce. The aroma is rich and fragrant and it's a great match with Kyoto Uji Matcha, the tea known for its rich and sweet taste, while a pack of three different concentrations pushes matcha taste to a higher level.

Grocery – Everything from Suntory water and teas to Glico curry, juices and hyper-popular Japanese potted convenience snack noodles in an overwhelming array of flavours and spice levels. The store expands on the convenience snack store concept to encompass a range of Japanese favourites available for the first time in Hong Kong.

Produce – DON DON DONKI also brings in all the seasonal fruits and vegetables like peach, melon, grape and apple imported from Japan, and of always-exceptional quality.

Living – DON DON DONKI's "Living & Lifestyle" area is world-renowned for offering some of the most outrageous and unique products anywhere on earth. It's 98-gram umbrellas, Doi Pearl gift sets, FriXion Erasable Pens and Shiba Inu Style Donpen bring a genuine sense of Japan's pioneering, quirky spirit to the Hong Kong high street!

Health and Beauty – The Health & Beauty department brings hundreds of unique product lines and innovations exclusive to DON DON DONKI. Highlight products that have become massive sellers in Japan and Singapore include: Donpen Face Mask, a rehydrating mask featuring the ubiquitous Japanese mascot; Konjac Facial Sponge with elastic texture and massage effect of Jonetsu Kakaku; Ionpa "Kiss You Red" with brush-release of negative ions to effectively remove tartar by acoustic vibration. The department also offers a range of practical products such as deep-clean dedicated lingerie detergent, and Kanyu Drop Gummy For Kids, a sweet way to ensure kids are getting enough vitamin A, B6 and D.

DON DON DONKI Mira Place 2 Store Details

Opening Hours : 24 hours
Address : B1, Mira Place2, 118 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong
Opening Date : 12 July 2019 (Friday), 10am
Floor Size : **23,000 Sq. Ft.**
Product : Confectionery, Grocery, Quality Poultry and Meat, Sushi and Sashimi,
Categories : Delicatessen, Produce, Seafood, Living



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About Don Quijote

Don Quijote is a famous Japanese discount retail chain famously known as “Donki” with 350+ stores in Japan, 3 in Hawaii and 9 in California. Don Quijote is now expanding to Southeast Asia as "DON DON DONKI". Pan Pacific International Holdings Group’s (former Don Quijote Group) conducts business activities based on the three pillars of convenience, discount, and amusement, guided by the corporate philosophy of “valuing the customer as our utmost priority”. It operates in Asia-Pacific Pan Pacific Retail Management.