

NEWS RELEASE

DON DON DONKI



Pan Pacific International Holdings Co., Ltd.

Pan Pacific Retail Management (Hong Kong) Co., Ltd.

5th August 2022

DON DON DONKI's 10th Hong Kong location launches with bento specialty store for the first time, offering popular SEN SEN SUSHI and Yasuda Seimai with Shōwa retro theme

August 17, 2022 (Wednesday) “DON DON DONKI Whampoa Garden Store” Grand Opening



Under Pan Pacific International Holdings Corporation (PPIH), Pan Pacific Retail Management (Hong Kong) Co. Limited (Headquarters: Hong Kong, President: Mr. Takeuchi Mitsuyoshi) is proud to announce that DON DON DONKI Whampoa Garden Store will open on August 17, 2022 (Wednesday) in the heart of the large housing estate, Whampoa Garden in Whampoa. With its high levels of pedestrian traffic and excellent transport network connectivity, Whampoa Garden, easily accessible by MTR, bus, minibus or car, is an exceptional launch spot for DON DON DONKI's 10th Hong Kong store location.

■Store Features

'Showa Retro' Concept

Influenced by the Japanese retro craze, the new store is created around the theme of 'Showa Retro', allowing Hong Kong customers to feel as if they have traveled back in time and are living in and experiencing Japan in its evocative Shōwa (pre-'89) era. The store is decorated with traditional Japanese folk crafts such as lanterns, vintage signboards, *kendamas* (a type of Japanese “skill toy”), and wind chimes, recreating fabulous shopping streets of the Shōwa era.

The takeaway bento specialty store 'Senraku Deli' Debuts! Together with SEN SEN SUSHI and Yasuda Seimai

Senraku Deli: The first-ever *a la carte* bento specialty store, 'Senraku Deli' allows customers to fulfill a desire for enjoying freshly-made Japanese cuisine in its absolute best and most nutritious state. Customers can choose their perfect combination of Japanese side dishes with freshly-ground rice (Nanatsuboshi from Hokkaido) to create a favorite bento box. In addition to careful preparation of genuine Japanese ingredients, DON DON DONKI uses seasonings that provide customers with a healthier diet overall, and avoiding the use of plastic packaging wherever possible to encourage consideration for the environment. As a reflection of the concept by DON DON DONKI, the menu development embodies 'delicious, healthy and environmentally friendly'.



SEN SEN SUSHI : Since it opened in October 2021, SEN SEN SUSHI has been well received by customers, and so a 4th branch will be introduced at Whampoa. In addition to seating for 112, the store has set up private rooms (a SEN SEN SUSHI first), allowing customers to relax and enjoy authentic sushi in a world of their own. Sushi is carefully crafted from freshly-ground rice, with an original blend of red vinegar, and fresh ingredients sourced from all over the world, together providing the perfect combination of flavors for customers to enjoy.



Yasuda Seimai : The first Yasuda Seimai store, which opened in June 2022, was also well received by customers, and the second store is now about to open in Whampoa. In addition to freshly milled rice, the store also offers rice balls which can be enjoyed anytime, anywhere. Japanese rice sold in Hong Kong is generally milled before being exported, degrading the original taste of the rice. In order to let Hong Kong customers enjoy the original full taste of Japanese rice, DON DON DONKI directly imports unpolished rice from Japan, which is then ground in the local factory, supplying it to SEN SEN SUSHI, Yasuda Seimai and the newly launched Senraku Deli. The freshly-polished rice contains a high level of water content, and so the original taste of rice, which is sweet and full of graininess, can be easily appreciated.

Popular Wagyukushi from overseas branches finally come to Hong Kong!

DON DON DONKI’s popular Wagyukushi (massively popular in Taiwan and Malaysia) will soon be available at DON DON DONKI Whampoa Garden. Kuroge Wagyu beef, carefully selected by meat experts, are gently grilled on an iron plate with the appropriate traditional technique. This is the first Hong Kong DON DON DONKI menu to offer diners a casual dining authentic Wagyu beef experience.



■Store Details

Store name : DON DON DONKI Whampoa Garden Store
 Business Hours : 8:00am – 1:00am
 ※Fresh Sushi : 11:00am – 10:00pm
 (Order cut-off time : 9:15pm)
 ※Yasuda Seimai : 8:00am – 10:00pm
 Address : Shop B1-B8 & B27-B32

Phase 2, Whampoa Fashion Plaza

Opening Date : August 17, 2022 (Wednesday) 10:00am
 ※The opening time of freshly selected sushi: 11:00am

Sales floor area : 1,750 square meters

Commodity type : Food, fresh food (vegetables and fruits, fresh fish, meat and cooked food), alcohol, cosmetics, groceries, sporting goods, toys and pet supplies, etc.



DONKI DON DONKI's philosophy is "delicious, healthy and environmentally friendly"

~Happiness for all from Japan~

DON DON DONKI is a Japanese brand retail store dedicated to providing Japanese products that are made in Japan or aimed at the Japanese market. Since its first store opening in 2017, the brand has gradually increased the number of stores it offers to customers in Asia, and understands that customers place great trust in the quality and safety of Japanese products. Therefore, DON DON DONKI has established a new concept of '*delicious, healthy and environmentally friendly*'. The origami-inspired logo expresses the connection between 'production-distribution-consumer', and the Japanese term 'with origami' means 'value guaranteed'. Going forward, the brand will continue to open more branches in the Pacific region while promoting the charm of Japanese food and culture.



■Number of overseas stores of PPIH Group

Please refer to the group website for information (<https://ppih.co.jp/search/>)

■To open up more overseas sales channels for Japanese agricultural and aquatic products, Pan Pacific International Holdings (PPIH) Group opened Pan Pacific International Club (PPIC) in October 2020, a partnership established by PPIH Group with various suppliers to expand the overseas export of Japanese agricultural and aquatic products. At present, PPIC has joined around 300 manufacturers and related organizations, and regularly conducts business exchange and transactions with PPIH Group, thereby ensuring exports to stable destinations and stable transportation prices that are not affected by the market or the external environment.

■PR Inquiries

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