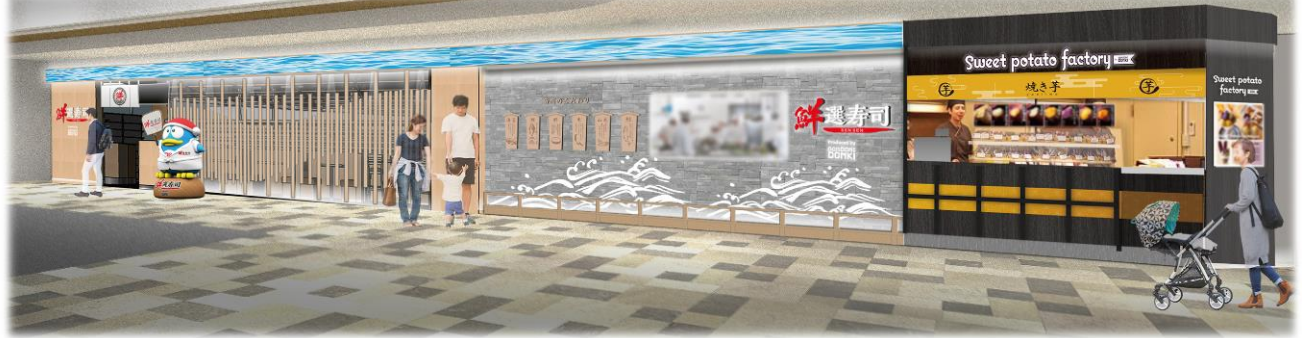




The second store in Hong Kong will open on April 29th 2022 !

「SEN SEN SUSHI Peak Galleria」

~Developed by DON DON DONKI of PPIH group in Asia~



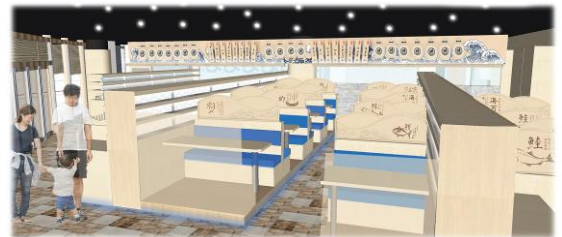
Pan Pacific Retail Management (Hong Kong) Co. Ltd. (PPRM (HK)), which belongs to Pan Pacific International Holdings (PPIH) Group, originally launched the Jonetz Market Peak Galleria location as a DON DON DONKI branch in December 2020. The company now announces this store will be reopened on April 29, 2022 as "SEN SEN SUSHI Peak Galleria" with the concept of '*freshness express sushi*'. SEN SEN SUSHI has been highly praised by local customers since it opened in October 2021, the first of its branches being located in "DON DON DONKI OP Mall," and it was the very first sushi restaurant created by PPIH Group.

The best ingredients and finest sushi rice! Local customers praise dishes made with freshly polished rice

Ingredients: We select from all over the world the ingredients that best match superb quality vinegar rice, such as tuna and salmon, and provide them in an extremely fresh state, as close to their natural state of origin as possible.

Rice: "Nanatsuboshi" produced in Hokkaido, offers a good balance of luster, stickiness and sweetness, is highly regarded in Japan, and milled in-house by SEN SEN SUSHI. Beyond just the ingredients, many customers at SEN SEN SUSHI OP Mall love our fresh and tasty rice!

Sushi Vinegar: We use our original recipe of sushi vinegar to match exceptional sushi to the very best vinegars.



A blend of vinegar made from Junmai Daiginjo and two types of red vinegar make it the perfect pairing to exceptional sushi. Using tasty soup stock made of Rishiri kelp from Hokkaido and dried bonito from Kagoshima prefecture, special sushi red vinegar is used to provide an ideal balance of taste and zest.

Only offered here at the Peak! Special menu recommendation Tuna Fish made in Japan!

SEN SEN SUSHI Peak Galleria offers a special limited menu of Tuna, which is very popular in Hong Kong, the "Japanese raw tuna eating comparison set (red meat, semi- fatty tuna, prime fatty tuna) 5 pieces" (100HKD). Enjoy safe and tasty, truly authentic made-in-Japan tuna. In addition, another special menu that can only be enjoyed here is "Ise Ebi (Lobster) Sushi" (50HKD), which serves up a luxurious taste, sweetness and sumptuous presentation. Enjoy the finest sushi with a special lineup that can only be eaten here, at SEN SEN SUSHI Peak Galleria.

「Sen Sen Sushi」 will no longer "kaiten" the sushi !

The first "SEN SEN SUSHI OP Mall," opened to great customer applause and was configured as a *kaitenzushi* restaurant; but, there was a point that the freshness of the ingredients would drop slightly - even whilst the sushi made its journey around the train tracks for a short time along the *kaitenzushi* rails. Therefore, at the newly opened "SEN SEN SUSHI Peak Galleria", customers can receive their sushi quickly after placing their order, and enjoy the freshness of the sushi to its fullest extent. At the same time, "SEN SEN SUSHI OP Mall" is also planning on changing to the

express lane concept as it moves away from the conveyor belt sushi system.

■Sen Sen Sushi Peak Galleria overview

Store Name: 「Sen Sen Sushi Peak Galleria」

Business Hours: 11:00 am ~ 10:00pm

(Last order at 09:15pm)

Address: No. 112-113, 1st floor, The Peak Galleria, 118 Peak Road, The Peak, Hong Kong

Access: Public Transportation

Cable Car Peak Tram:

※ 1 Minute walk from "The Peak Tower" station.

Bus: No. 15 Bus or No. 15X at "Peak Galleria" station

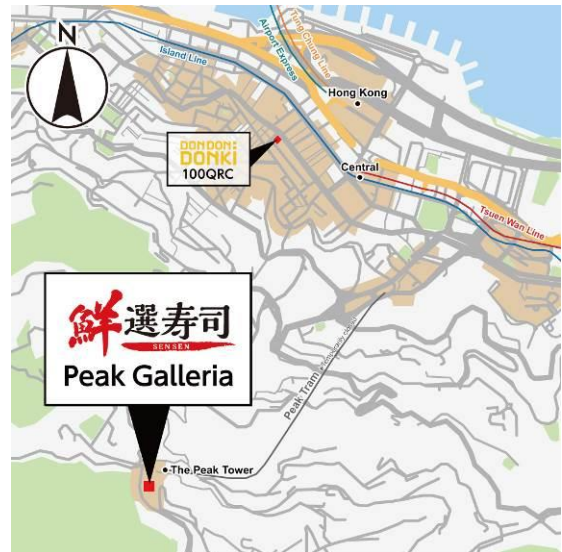
Mini Bus: No. 1 mini bus at "The Peak" station.

Opening Date: 29 April 2022 11:00 am

Sales Floor Size: 181 m²

Number of Seats: 112 Seats

※ Temporarily suspended



PPIH Group will continue to create new distribution channels to drive international competitiveness, as well as steadily promote its store development in Hong Kong, and actively develop Japanese agricultural and marine product demand. The Group will contribute to further raising awareness and increasing consumption of Japanese brand products outside Japan.

■Expand overseas sales channels for Japanese agricultural and marine products

In October 2020, the PPIH Group established the Pan Pacific International Club (PPIC), a partnership organization between producers and the PPIH Group to expand exports of Japanese agricultural and marine products. Currently, we have about 300 producers and related organizations. PPIC members are able to partake in regular business discussions and direct transaction via contracts with the PPIH Group, which can lead to securing stable shipping destinations and shipping prices that are less impacted by macroeconomic trends in the market or the environment.

■Number of PPIH Group stores overseas (as of April 19, 2022)

65 stores in the US, 12 stores in Singapore, 4 stores in Thailand, 8 stores in Hong Kong,

2 stores in Taiwan, 2 stores in Malaysia and 1 store in Macau

(PPIH Group network <https://ppih.co.jp/en/search/>)



About SEN SEN SUSHI

SEN SEN SUSHI is a kaitenzushi restaurant introduced by DON DON DONKI offering the finest quality imported and globally sourced sushi delicacies. Created under the concept of "Sushi with a thorough focus on ingredients", SEN SEN SUSHI's conveyor belt-served sushi makes it easy for customers to browse, select and enjoy items carefully crafted around the purity of their ingredients, rice, and vinegar, whilst offering a huge diversity of kaitenzushi selections.

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