

SEN SEN SUSHI New Store Opening Program to Ramp Up
The Third Store in Hong Kong will open on 27 May 2022!
“SEN SEN SUSHI Island Resort”

Freshness Express
Sushi of PPIH Group



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Pan Pacific Retail Management (Hong Kong) Co. Ltd. (PPRM (HK)), which belongs to Pan Pacific International Holdings (PPIH) Group, launched its DON DON DONKI Island Resort Store in February 2021, and since opening it has been highly praised by local customers. PPIH Group now officially announces the opening of SEN SEN SUSHI Island Resort Store on 27 May 2022. The new store contains seating for 183, including booth seating which allows customers to enjoy an array of high-quality sushi comfortably, making the venue highly suited to customers who either come alone, as a family or in groups of friends.

SEN SEN SUSHI has received a high level of support since the brand opened its very first sushi store, “SEN SEN SUSHI OP Mall” under PPIH Group, in October 2021. Meanwhile, its second store, “SEN SEN SUSHI Peak Galleria,” officially opened on 29 April 2022. The group also plans to open a new store in J Park Nihonmura, a popular tourist destination in Thailand, in September 2022, making it the fourth branch in Thailand.

Freshly Made Sushi to the Table upon Seamless Order via the Express Lane

Under the theme of “Freshness Express Sushi”, customers receive their sushi quickly after placing their order through an express lane which replaces the conveyor belt system, so customers can enjoy optimal freshness of the sushi to its fullest extent, the way it should be. SEN SEN SUSHI continues in its search for high-quality ingredients from around the world which are best-matched to its Hokkaido “Nanatsuboshi” Rice milled in-house by SEN SEN SUSHI, as well as in-house original recipes of sushi vinegar, mated to its Blue-fin Tuna and Salmon.

First-ever In-store Takeaway Zone alongside Introduction of Limited Set

SEN SEN SUSHI has set up its first "takeaway zone" for customers to purchase take-away sushi at Island Resort Store, so everyone can relish the true freshness of delicious sushi at home. In celebration of the opening of "SEN SEN SUSHI Island Resort", SEN SEN SUSHI will be launching a special



time-limited "Japanese Salmon Meets Norwegian Salmon Platter" (HK\$37) together with "SEN SEN SUSHI OP Mall" and "SEN SEN SUSHI Peak Galleria".

■SEN SEN SUSHI Island Resort overview

Store Name : 「SEN SEN SUSHI Island Resort」

Business Hours: : 11:00 am ~ 10:00pm
(Last order at 9:15pm)

Address: : Shop 102&108, 1/F, Island Resort Mall, 28 Siu Sai Wan Road, Siu Sai Wan.

Transportation : Visit by access to Chai Wan Station of MTR Island Line, then transfer to bus 82M – Island Resort Mall

Opening Date : 27 May 2022, 11:00am

Number of Seats : 183 seats



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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