

美麗華集團  
THE MIRAMAR GROUP

Press Release  
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**Miramar Group and Green House Foods from Japan  
Join Hands in the expansion of Hong Kong Food & Beverage Market**

Green House Foods from Japan joins Miramar Group today to announce the highly anticipated joint venture to bring Saboten tonkatsu –the traditional deep-fried breaded pork cutlet to Hong Kong, with plans to entre the Mainland market in the future.

Mr Romain Chan Wai Shing, Group General Manager of Miramar Hotel & Investment Company, Limited and Mr Chiaki Tanuma, President and CEO of Green House Foods Co., Ltd. today sign an agreement to team up in the expansion of food & beverage operations in Hong Kong and the Mainland to introduce quality casual dining to the market.

“Saboten has an extensive history and is one of the biggest tonkatsu chain restaurants in Japan. There are over 400 branches operating in Japan, and over 60 branches operating in Korea, Taiwan, Thailand and Singapore,” said Mr Chiaki Tanuma

“Tapping into the huge potential of Saboten and our strong foundation in the food & beverage business will prove vital to our market expansion in both Hong Kong and Mainland,” said Mr Romain Chan. The Group anticipates opening 20 branches in Hong Kong in two years time; and targets to open 100 branches in the Mainland within 5 years. In view of the strong economic growth data that points to the continuous improvement in standard of living, the Mainland food & beverage sector shows great prospects as the wealthier population is expected to opt for dining out more.

Miramar Group’s accomplishments in the food & beverage sector epitomize its passion for achieving excellence. Firmly committed to innovation and quality in promoting fine cuisines, the Group has successfully developed exclusive food and beverage brands. Miramar Group operates a host of award-winning upscale Chinese and Western restaurants, outdoor bars and contemporary lounges, providing the perfect venue for family gatherings and creating memorable experience for diners. The Group’s leading restaurants have been featured in the *Michelin Guide Hong Kong and Macau* in 2009 and 2010.

In light of the tremendous popularity of authentic Japanese food among Hong Kong diners, the Group has chosen to make their entry into the causal dining segment with Japanese Cuisine; and decided on Green House Foods and their wildly popular tonkatsu in diversifying their food & beverage business.

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The Group's food and beverage team is dedicated to offering discreet services, innovative dining concept and stylish design. With outstanding quality control, the Group targets set the industrial standard for casual dining to create the ultimate culinary adventure for diners.

#### **About Saboten**

Established in 1966 in Tokyo-West Shinjuku, Saboten is one of the largest chain restaurants serving deep-fried breaded pork cutlet. The number of branches in Japan has reached over 400. Saboten is renowned for its quality services, fine ingredients and exceptional culinary skills. The name "Saboten" means *cactus* in English and alludes to the resilience of their business. Saboten entered into overseas market in 2001, opening their first branch in Korea. The first branch in Taiwan went into operation in 2004.

#### **About Green House Foods**

Green House Foods was established in 1947. Their vast experience and knowledge in food and beverage operations, innovative marketing approach, comprehensive management approach, stringent quality control and excellent customer services helped to build one of the biggest names in the Japanese food and beverage sector. It has a huge food service network and actively promotes the spread of Japanese dining culture with its overseas operations.

#### **About Miramar Group**

Based in Hong Kong, Miramar Hotel and Investment Company, Limited (Miramar Group) was established in 1957. Listed on the Hong Kong Stock Exchange since 1970 (HKSE:71), Miramar Group is a member of Henderson Land Group, with a diversified business portfolio covering hotels and serviced apartments, property investment, food & beverage, travel services and retail in Hong Kong, mainland China and the United States.

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