



Press Release  
For Immediate Release  
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## **Hip Japanese Ramen Hide-Chan Launches in Hong Kong**

Taking pride in innovating dining experience, Miramar Group makes its entry into the Japanese casual dining segment in 2011, bringing authentic Kyūshū-style ramen Hide-Chan to Hong Kong. Having blazed through Tokyo and New York City, the hip ramen shop is finally launching in Central today.

Hide-Chan Ramen is founded by Mr Hideto Kawahara whose father established "Hakata Daruma"- one of the three most renowned ramen shops in Kyūshū over some 50 years ago. Hide-Chan Ramen introduced a customized taste to the authentic recipes and culinary techniques first developed by Kawahara senior and brought it to first to Tokyo, and then New York. Following his motto of "Fit for Today's Lifestyle", "Healthy Eating" and "Committed to Authentic Taste", Hide-Chan is set to become the stylish, healthy and flavoursome ramen of choice.

The legendary tonkotsu stock at Hide-Chan Ramen is prepared by boiling selected pork legs for over 24 hours, and forms the basis for the three signature soup bases, including **white HIDE** which touts an original thick tonkotsu taste that is free of MSG, **black HIDE** for a charred onion tastes and **red HIDE** for a taste of miso and home-made chilli. The slender, resilient noodles which can be ordered in different level of firmness are perfect for carrying soup and much raved by Japanese foodies. Always the perfect companions to ramen, Hakata dumplings are pan-seared, crunchy savories that are to be enjoyed with a host of toppings including Japanese Green Onion, Cheese or Tarako Mayonnaise.

Touting clean and simple designs, in a trendy contrast of charcoal and red, Hide-Chan can now be found at the heart of the commercial district of Central.

### **About Hide-Chan Ramen**

In 1993, Hideto Kawahara opened his very first HIDE-CHAN in Fukuoka, and soon after in Tokyo and New York City. With a vision of creating a taste that surpasses that of the ramen of his father, who founded the renowned ramen shop "Hakata Daruma", HIDE-CHAN serves up a ramen taste that is a cross between novelty and tradition, one that is "Fit for Today's Lifestyle", "Healthy Eating" and "Committed to Authentic Taste" to cater to the rapid pace of city life and to spread the culture of Japanese abroad.



### **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), The 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. Visit [www.miramar-group.com](http://www.miramar-group.com) for more details.

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### **Hide-Chan Ramen**

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