



*Please note that as a joint release, there may be duplicate distribution.

October 23, 2024

Yamaya Communications, Inc.

JALUX Inc

Yamaya and JALUX Group

“Hakata Tempura Yamaya” Will Open Its Third Branch Restaurant in Thailand at One Bangkok on October 25

- “Hakata Tempura Yamaya” will hold its grand opening of the One Bangkok restaurant, the first branch restaurant in central Bangkok, on October 25.
- Since the signing of the franchise agreement in August 2023, this will mark the third branch restaurant in Thailand, following the Bangna and Rangsit branches.
- The restaurant will open in Parade, a shopping area in One Bangkok, one of the largest mixed-use development project in Thailand.

JALUX ASIA Ltd., a Thai subsidiary of JALUX Inc. (Headquarters: Minato-ku, Tokyo), and Yamaya Communications, Inc. (Headquarters: Sasaguri-machi, Kasuya-gun, Fukuoka, hereinafter “Yamaya”) have announced that they will open the tempura specialty restaurant “Hakata Tempura Yamaya” on the first basement floor of Parade, a shopping area in One Bangkok, a mixed-use development project in Bangkok, Thailand, which is scheduled to open on October 25, 2024.

Yamaya and JALUX Group signed a franchise agreement in August 2023 and have opened two branch restaurants in the suburbs of Bangkok, the first in the Bangna area and the second in the Rangsit area. Now, they are opening a third branch restaurant in the Lumpini area, which will be the first one in central Bangkok.

One Bangkok, where “Hakata Tempura Yamaya” will be located, is one of the largest mixed-use development project in Thailand, with a total land area of 172,800 square meters and a variety of functions including offices, residences, commercial facilities, cultural facilities, and hotels. In Parade, one of the three shopping areas in One Bangkok, the restaurant will offer a menu of specialty freshly fried tempura as a taste of “Japan Quality,” which is popular among Thai people.

*1: Press release (Published on August 4, 2023) Tempura Specialty Restaurant “Hakata Tempura Yamaya” Will Open Its First Branch Restaurant in the Bangkok Area of Thailand.

<https://www.yamaya.com/corporate/news/detail/231>

*2: Press release (Published on December 15, 2023) Yamaya and JALUX Group Tempura Specialty Restaurant “Hakata Tempura Yamaya” Will Open Its Second Branch Restaurant in Thailand

<https://www.yamaya.com/corporate/news/detail/269>



▲One Bangkok Image



▲“Hakata Tempura Yamaya” One Bangkok Restaurant Image

[About “Hakata Tempura Yamaya”]

“Hakata Tempura Yamaya” is a tempura franchise restaurant operated in Japan and Taiwan by Yamaya. Customers can enjoy freshly fried tempura with a light and crispy texture with a rich tempura sauce made with Yamaya’s “Umadashi” broth and bonito. The restaurant provides a familiar offering of free refills of spicy cod roe and spicy pickled mustard greens, bringing world-class Kyushu/Hakata food culture from Japan to the world. Since the Bangna and Rangsit restaurants opened last year, they have been very well received by Thai customers and Japanese customers living in Thailand, even becoming a hot topic on social media.

The counter seating at the One Bangkok restaurant will adopt the “Hakata style,” where the chef serves freshly fried tempura right in front of the customer. In addition, the restaurant’s unique kettled-cooked rice is grainy and has a fluffy texture, which goes perfectly with the tempura and spicy cod roe.



▲Store logo



▲Set Menu (Premium Set) Image

[We plan to proactively expand our business in the future by bringing together the expertise of each company.]

Yamaya and JALUX ASIA Ltd. have joined forces, uniting each company’s expertise with the concept of “bringing the best of Japan to the world.” In Thailand, which has a thriving Japanese cuisine scene, the companies will continue to offer a taste of “Japan Quality” and make tempura and spicy cod roe popular dishes among Thai people. They also aim to continue expanding their stores, primarily in metropolitan areas.

[Yamaya Communications, Inc. Company Profile]

Founded in 1974 with the goal of delivering delicious spicy cod roe to everyone. Since then, the company has maintained an unwavering commitment to the best taste. Based in Fukuoka, the company has expanded its operations to include the production and sale of spicy cod roe, the processing and sale of seafood and general food products, the operation of restaurants, agricultural production, and sake brewing, demonstrating its wide range of business activities.

The company aims to continue to offer exciting food culture to everyone and spread new culinary traditions of Kyushu throughout not only Japan but also the world.

- Company Name Yamaya Communications, Inc.
- President Masahide Yamamoto
- Headquarters 1-1 Irodoridai, Sasaguri-machi, Kasuya-gun, Fukuoka, 811-2418, Japan
- Business Overview Production and sale of spicy cod roe, processing and sale of seafood and general food products, operation of restaurant
- Website <https://www.yamaya.com/corporate/english/>

[JALUX ASIA Ltd. Company Profile]

Established in 1999 as a local Thai subsidiary of JALUX Inc. The company exports Thai specialty products and, by utilizing the JALUX Group network, imports and sells Japanese fresh produce and food products and acts as a distributor for Japanese confectionery products.

Following JALUX Group's corporate philosophy, "Contributing to Tomorrow—Your partner in creating happiness and bringing a bright future to people, society and the environment," the JALUX Group aims to offer products and services that enrich the lives of everyone as a trading company of the JAL Group.

- Company Name JALUX ASIA Ltd.
- President Mitsuhiro Urita
- Headquarters 159, Serm-Mit Tower, 9th Floor, Room 915, Sukhumvit 21 Road, North Klongtoey, Wattana, Bangkok 10110
- Business Overview Export and sale of products to the Japanese market, import and sale of products in the domestic Thai market, customer service business
- Website <https://www.as.jalux.com/en/>

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