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September 3, 2025

Yamaya Communications, Inc.

JALUX Inc

Yamaya and JALUX Group to Open “Grill Yamaya,” a New Business Format, in Bangkok’s Central Park on September 4

Yamaya Communications, Inc. (Headquarters: Sasaguri-machi, Kasuya-gun, Fukuoka; hereinafter “Yamaya”) and JALUX ASIA Ltd., the Thai subsidiary of JALUX Inc. (Headquarters: Minato-ku, Tokyo-to; hereinafter “JALUX”), will open “Grill Yamaya,” a restaurant specializing in grilled set meals, as a new business format for Yamaya on the G Floor of the Central Park shopping center inside Dusit Central Park, a mixed-use development project in Bangkok, Thailand, on September 4, 2025.

Yamaya and the JALUX Group signed a franchise agreement in August 2023 and have already opened tempura restaurants in Thailand. This new venture will see “Grill Yamaya” open in the vicinity of the Silom and Rama IV crossroads in Bangkok.

Dusit Central Park, where “Grill Yamaya” will be housed, is one of Thailand’s largest mixed-use development projects and has a variety of functions, including a hotel, offices, commercial facilities, luxury residences, and a rooftop park within its expansive 440,000 square meter area. This restaurant will be offering a casual Japanese menu of grilled set meals, showcasing the “Japan Quality” flavors loved by Thai people on the G Floor of Central Park the shopping center within Dusit Central Park.



▲ Exterior view of Dusit Central Park



▲ Concept art of Central Park branch of “Grill Yamaya”

[About Grill Yamaya]

Yamaya's first new business format, “Grill Yamaya” is a Japanese restaurant where diners can casually enjoy set meals of grilled or fried dishes that have been Hakata favorites for generations. The main menu includes grilled dishes that make the most of the great taste of the various fish and meat ingredients, such as the grilled mackerel set meal, the silver salmon set meal, the grilled pork with miso set meal, and the grilled chicken with salted malt set meal.

In addition, diners can get free refills of spicy cod roe and spicy pickled mustard greens, Yamaya’s signature

dishes. These two tastes, which symbolize the cuisine of Hakata, Kyushu, will spread the fun of grilled set meals. In addition, every grain of the rice, the key to the meal, is carefully cooked in a special kettle. This gives the rice a fluffy texture with well-defined grains, and it goes perfectly with grilled fish, grilled meat, and spicy cod roe, further enhancing the satisfaction of the whole meal.

“Grill Yamaya” will serve as a “bridge of foods” to connect the warmth and richness of Japanese cuisine to the people of Thailand, bringing world-class Kyushu/Hakata food culture from Japan to the world.



▲ Restaurant logo



▲ Grilled Mackerel Set Meal

[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, where Japanese food is increasingly popular. The companies will continue to offer a taste of “Japan Quality” and make tempura, grilled set meals, and spicy cod roe popular dishes among Thai people. They also aim to continue expanding their restaurants, primarily in the capital region.

[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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