

August 4, 2023

Yamaya Communications, Inc.

JALUX Inc.

Tempura Specialty Restaurant “Hakata Tempura Yamaya” Will Open Its First Branch Restaurant in the Bangkok Area of Thailand.

Yamaya and JALUX Group Sign Franchise Agreement

- “Hakata Tempura Yamaya” will hold its grand opening in Bangna, Thailand on August 15.
- The restaurant is notable for its freshly fried tempura with a crispy texture, and the rich and flavorful dipping sauce made with Yamaya’s “Umadashi” broth.
- JALUX ASIA Ltd., a local subsidiary of the JALUX Group, will open the first franchise restaurant of “Hakata Tempura Yamami.”

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 have signed a franchise agreement to open the first “Hakata Tempura Yamaya” restaurant in Thailand on August 15, 2023, at Design Village Bangna located in the Bangkok area of Thailand.

Hakata Tempura Yamaya will open its first restaurant in Bangna as a franchise of Hakata Tempura Yamami, a specialty tempura restaurant operated in Japan and Taiwan by Yamaya Communications, Inc. Customers can enjoy freshly fried tempura with a light and crispy texture served with a rich tempura sauce made with Yamaya’s “Umadashi” broth and bonito. In addition, the restaurant will offer free refills of spicy cod roe and spicy pickled mustard greens, a familiar offering at Hakata Tempura Yamami restaurants, bringing world-class Kyushu/Hakata food culture from Japan to the world.



■ Store Image



■ Tempura Image



■ Store Logo

Hakata Tempura Yamaya strives to bring the charm of Kyushu's "Made in KYUSHU" food culture to the world, enriching local food culture in Thailand with globally popular tempura and spicy cod roe, a long-cherished flavor of Hakata, while maintaining a high standard of "Japan Quality."

As part of its retail business, JALUX ASIA Ltd. specializes in the import and sale of fresh food and other food products from Japan, as well as the distribution of Japanese confectionery products. JALUX ASIA Ltd. and Yamaya have joined forces, uniting each company's expertise with the concept of "bringing the best of Japan to the world." In the thriving Japanese cuisine scene in Thailand, the companies aim to make tempura and spicy cod roe popular dishes among the Thai people, continuing to open more stores and expand its business in the Southeast Asia 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 restaurants
- 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. In line with 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 company delivers brilliant things to the world through high-quality service offerings.

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 core company in the non-aviation sector of the JAL Group.

- Company Name JALUX ASIA Ltd.
- President Taichi Saito
- 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/english/index.html>

Inquiries	Corporate Communications & Sustainability Team,	Mail : kkr@jalux.com
	Corporate Planning Department, JALUX, Inc.	
	PR Office, Yamaya Communications, Inc.	Tel : 03-5413-2411
	(in BILCOM, Inc.) Araki, Abe	Mail : yamaya_pr@bil.jp