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December 15, 2023

Yamaya Communications, Inc.

JALUX Inc.

Yamaya and JALUX Group

Tempura Specialty Restaurant “Hakata Tempura Yamaya” Will Open Its Second Branch Restaurant in Thailand

- “Hakata Tempura Yamaya” will hold its grand opening of the second branch restaurant in Rangsit, Thailand on December 18.
- Yamaya and JALUX Group signed a franchise agreement and opened the first branch restaurant in August of this year.
- The restaurant offers freshly fried tempura with a crispy texture and free refills of spicy cod roe and spicy pickled mustard greens.

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 second “Hakata Tempura Yamaya” restaurant on December 18, 2023, at the large commercial facility, “Future Park & Zpell,” located in Rangsit in the northern metropolitan area of Thailand.

Yamaya and JALUX Group signed a franchise agreement in August of this year and opened its first “Hakata Tempura Yamaya” restaurant (*1) in Bangna, Thailand, which has been well received. This time, they are opening a second restaurant branch to bring the taste of Japanese tempura to everyone in the Rangsit area.

*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. Yamaya and JALUX Group Sign Franchise Agreement

https://www.jalux.com/documents/en/profile/press/230804_pressrelease_1.pdf



■Rangsit Restaurant Store Image

“Hakata Tempura Yamaya” is a tempura franchise restaurant operated in Japan and Taiwan by Yamaya Communications, Inc. 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. In addition, 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.



■Store Logo



■Set Menu (Set Meal A) Image

[The first branch has been doing well since its opening, and the number of repeat customers is increasing.]

The Bangna restaurant, which opened this summer as the first “Hakata Tempura Yamaya” restaurant, has been visited by many Thai customers and Japanese customers living in Thailand since its opening and is often fully occupied on weekends. It has been very well received and has even become a hot topic on social media. “Hakata Tempura Yamaya” also offers specialty spicy cod roe, and the number of repeat customers is increasing as it is a new attraction for the Japanese food experience.

[We plan to open more stores in the future, offering a taste of “Japan Quality” in Thailand, which has a thriving Japanese cuisine scene.]

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.” The companies will continue to make tempura and spicy cod roe popular dishes among Thai people. “Hakata Tempura Yamaya” has been opening stores in the suburbs of Bangkok, with the first branch in Bangna and the second branch in Rangsit. The companies will continue to grow into a brand that is widely recognized in Thailand while offering a taste of “Japan Quality” in various areas. They plan to open more stores mainly in the metropolitan area and also aim to expand their 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 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 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>

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