

NEWS RELEASE

It's Game On for the YOSHIMARU Ramen Challenge!



The third annual YOSHIMARU Ramen Challenge kicked off on 18 June 2015 in grand style! There was no shortage of competitors on the maiden day with people from all walks of life, including our Japanese patrons, giving the challenge a go for the chance to win fabulous prizes* and be inducted onto our wall of fame as the ultimate YOSHIMARU Ramen Challenge Champion 2015!

So far, we've had a few success stories and lots of near misses—but it is still early days till the final crowning of the YOSHIMARU Ramen Challenge Winner 2015 before the closing date on 26 July 2015. Judging from past years' challenges, there will be many more participants pitting their skills against the clock! Note: participants need to be at least 18 years of age.

*The Champion will be rewarded with a pair of round-trip tickets to Japan, sponsored by M.R.S Restaurant Group, in collaboration with Japan Airlines. The First Runner-up wins a 3D2N Staycation in Movenpick Heritage Hotel Sentosa's Onsen-Suite; the Second Runner-up will enjoy a 2D1N getaway in W Hotel Sentosa Cove's Fabulous Room. The Best Female Timing takes home a \$300 YOSHIMARU voucher.

Where: YOSHIMARU ramen bar, 31 Lorong Liput Holland Village, S277742
MRT: Holland Village
When: Mon-Fri- Lunch 11:00am to 3:00pm; Dinner 6:00pm to 11:00pm
Sat, Sun and Public Holidays - whole day 11:00am to 11:00pm
(Last order 30mins before closing time)
Tel: 6463 3132
Website: www.yoshimaruramen.com.sg
Facebook: www.facebook.com/YOSHIMARUSingapore

About YOSHIMARU ramen bar

Originating from Hakata, Kyushu, Japan, YOSHIMARU ramen bar, which is part of the JUMBO Group of Restaurants, offers a distinctive, ultra-thin ramen which is made in-house according to authentic Japanese methods to ensure quality. The ramen has a firm texture, and is served in a rich, mouth-watering broth extracted from pork bones (Tonkotsu). The pork bones are boiled for more than 13 hours to create this creamy white and flavourful stock.

In Japan, YOSHIMARU currently operates 11 outlets. In 2009, the JUMBO Group opened its first outlet in Singapore at Holland Village, a popular haunt amongst the young and hip. Since then, it has received many favourable reviews for its taste, consistency and quality of the noodles and broth.

About JUMBO Group of Restaurants

JUMBO Group of Restaurants is a renowned food and beverage group famed for Singaporean and Asian cuisine which is reflective of the rich culinary heritage of the region. We have become synonymous with delicious, hearty food served amidst a convivial and warm dining ambience.

We offer different dining concepts and distinct cuisines. Our 16 restaurants in Singapore are spread over the island under the recognisable and well-loved brands of JUMBO SEAFOOD, JPOT Hotpot Singapore Style, NG AH SIO Bak Kut Teh, Chui Huay Lim Teochew Cuisine, YOSHIMARU ramen bar and Singapore Seafood Republic.

Our first overseas JUMBO SEAFOOD restaurant was opened in Shanghai, China in November 2013, followed by the second outlet in August 2015.

Our menus capture the diversity of cuisines through their authentic representation of iconic and well-loved dishes such as the fiery chilli crab, the robust and peppery Bak Kut Teh, the delicate and subtle Teochew cold crab and braised duck and the Traditional Hakata Ramen. Though varied, these dishes are prepared and served with **PRIDE** – Passion, Respect, Integrity, Diligence and Excellence – qualities which underpin our corporate values.

With our commitment to excellence in all areas of our operations, JUMBO Group has received a number of culinary and service awards over the years. But our greatest sense of achievement comes from our success in ***bonding people through food, creating a memorable dining experience*** for our customers and being a part of their most important and treasured moments.

JUMBO Group can be found online at <http://jumbogroup.sg>

CONTACTS:

Shiho Tanaka

Marketing Manager

YOSHIMARU ramen bar

Tel: (65) 6265 8626

Email: shiho.tanaka@jumbogroup.com.sg

