

NEWS RELEASE

ITADAKIMASU! (LET'S EAT!) - THE YOSHIMARU RAMEN CHALLENGE RETURNS

More challenging, more rewarding and definitely more fun!

SINGAPORE, 5 May 2014 – YOSHIMARU ramen bar is bringing back for the second consecutive year, its great ***YOSHIMARU Ramen Challenge***. The first-of-its-kind ramen eating competition in Singapore will pit participants against the clock, challenging them to eat a super-sized serving of the restaurant's famed Traditional Hakata Ramen within 12 minutes.

The super-sized serving of the Traditional Hakata Ramen will comprise thrice the usual servings of our special ramen made in-house using authentic Japanese methods, tonkotsu soup, Japanese soft boiled lava eggs, char siu and black fungus with garnishing of spring onions. The ramen will be on the house for participants who successfully negotiate the challenge. The competition will run from 19 May to 22 June 2014 and participants must be at least 18 years of age at the time of their participation in the challenge.

The inaugural challenge in 2013 attracted more than 1,300 participants. Although the largest number of competitors fell within the 20-30 year-old age group, the competition attracted competitors from all ages who were game to take on the challenge. The winning time posted for last year's competition was 5 minutes 26 seconds, followed by a close second of 5 minutes 32 seconds.

Said Mr Shaun Chan, Marketing Manager of YOSHIMARU ramen bar, **"We aim to introduce good spirited fun for our diners, while at the same time highlighting the specialty of our restaurant, our Traditional Hakata Ramen. Since our restaurant's opening in 2009, we have attracted a large following of regular diners, particularly among the young. This competition, though, offers no advantages to any particular age group. As long as you love eating ramen, this competition is for you!"**

This year's competition boasts attractive prizes for the top finishers who post the fastest times amongst the entire field of competitors. The winner will win a Lenovo Yoga Tablet 10 which retails at S\$549 and S\$300 worth of cash vouchers. The first runner-up will be awarded a Lenovo Yoga Tablet 10 and S\$100 in cash vouchers. A new category for women has been introduced with the "Best Female Challenger" set to walk away with S\$200 worth of cash vouchers. The official sponsors for the competition are American Express, Asahi and Lenovo.

The latest information and updates on the competition can be found on the restaurant's official Facebook page and website: www.facebook.com/YOSHIMARUSingapore and www.yoshimaruramen.com.sg

Images:

Note: Please contact us for high-resolution images.



Caption: The super-sized serving of the Traditional Hakata Ramen comprising thrice the usual servings of our special ramen made in-house using authentic Japanese methods, tonkotsu soup, Japanese soft boiled lava eggs, char siu and black fungus

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 14 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.

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:

Shaun Chan

Marketing Manager

YOSHIMARU ramen bar

Tel: (65) 6265 8626

Email: shaun.chan@jumbogroup.com.sg

Ann Chan

29 Communications LLP (for JUMBO Group of Restaurants)

Mobile: (65) 9669 4816

Email: ann@29communications.com.sg