



8 October 2015

**FOR IMMEDIATE RELEASE**

**CAFÉ DE CORAL GROUP CELEBRATES THE GRAND OPENING OF  
DON DON TEI  
THE ONLY TEN DON SPECIALTY RESTAURANT IN HONG KONG**

Café de Coral Group today (8 October 2015) celebrated the opening of the first outlet of *Don Don Tei*, the only ten don (天丼) specialty restaurant in Hong Kong, bringing new Japanese dining experience to customers in the city.

This is the first restaurant brand the Group brings from Japan to Hong Kong under the agreement with Gourmet Kineya Co., Ltd (Gourmet Kineya).

Sunny Lo, Chief Executive Officer of Café de Coral Group and Atsushi Mukumoto, President of Gourmet Kineya officiated at the opening ceremony in Whampoa today with over 70 guests in attendance. The ceremony featured traditional rituals of Hong Kong and Japan, including roasted pig cutting, lion dance, Kagami-biraki (sake cask-breaking) and the Japanese taiko drum and dance, symbolising the close business ties between the two companies.

Speaking at the opening ceremony, Mr Lo said, “It is part of our 5-year strategic growth plan to develop our presence in the Japanese food market in Hong Kong. We are honoured to work with Gourmet Kineya. In addition to *Don Don Tei*, we look forward to bringing other brands of Japanese restaurants of Gourmet Kineya to Hong Kong offering more choices to our customers.

“We value and enjoy the opportunity to exchange views and learn from Gourmet Kineya which is important to the sustainable growth of the Group,” added Mr Lo.

Mr Mukumoto said, “We have been looking forward to the opening of *Don Don Tei* in Hong Kong and I would like to express my gratitude to Café de Coral Group. As a partner of Café de Coral Group, we will spare no effort to ensure the success of the first outlet of *Don Don Tei* and the future development of the brand.”

Last year, Café de Coral Group signed a basic agreement with Gourmet Kineya under which the Group has the priority rights to open Kineya’s brands of Japanese restaurants in Hong Kong, Macau and Guangdong province.

*Don Don Tei* offers Hong Kong people authentic ten don at comfortable prices with some food ingredients imported from Japan. Tempura powder and sauce are also originated from *Don Don Tei* in Japan. In addition, all ten don sets and tempura will complement with seasonal dipping salt. Signature dishes include Deluxe Ten Don, Assorted Tempura in Egg Sauce Ten Don made by specialised sauce from Japan; Deluxe Shrimp Don, etc.



Sunny Lo, Chief Executive Officer of Café de Coral Group (second from the right), Atsushi Mukumoto, President of Gourmet Kineya Co., Ltd (second from the left), Peter Lo, Deputy Chief Executive Officer of Café de Coral Group (first from the right) and Shigeaki Teraoka, Executive Director, Development Division of Gourmet Kineya Co., Ltd officiated at the sake barrel-breaking ceremony of *Don Don Tei*.



Sunny Lo, Chief Executive Officer of Café de Coral Group (second from the right), Atsushi Mukumoto, President of Gourmet Kineya Co., Ltd (second from the left), Peter Lo, Deputy Chief Executive Officer of Café de Coral Group (first from the right) and Shigeaki Teraoka, Executive Director, Development Division of Gourmet Kineya Co., Ltd celebrated the opening of *Don Don Tei*.



*Don Don Tei* is the only ten don specialty restaurant in Hong Kong. Signature dishes include Deluxe Ten Don, Assorted Tempura in Egg Sauce Ten Don, Deluxe Shrimp Don, etc.

**High resolution photos can be downloaded from now until 10pm, 30 Nov.**

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#### **About Café de Coral Group**

Café de Coral Group was incorporated in 1968 and is now one of Asia's largest listed restaurant and catering groups. It engages in diversified businesses including quick-service restaurants and institutional catering, fast casual and casual dining, food processing and distribution with more than 460 operating units in Hong Kong, Mainland China and Macau. Brands under the Group include Café de Coral fast food, Super Super Congee & Noodles, Asia Pacific Catering, Luncheon Star, The Spaghetti House, Oliver's Super Sandwiches, spaghetti 360°, Café 360, espressamente illy (Hong Kong), Mixian Sense, Mixian Site, Shanghai Lao Lao, Ichigyo Sushi, Lane Noodles, Just About Food, THE CUP (Hong Kong), Little Onion, Don Don Tei (Hong Kong), etc.

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