

## **Food 88, run by Laox & dedicated to Japanese cuisine, opens in Shanghai, Nov. 1<sup>st</sup> (Fri)**

Laox Co., Ltd (hereinafter referred to us) opened Kurogi Shanghai in Bellagio Shanghai, a hotel located in the Bund of Shanghai, in March 2018 in cooperation with high-end Japanese restaurant Kurogi, whose Tokyo restaurant is so popular that it is known for difficulty to book. Kurogi Shanghai has enjoyed a high reputation for its superb food, service, and ambience.

To satisfy the needs of gourmets in China amid the ongoing Japanese cuisine boom there, Shanghai MingYing Xuan Catering Management Co., Ltd. opened Food 88. The new establishment will offer “a little luxury” Japanese cuisine for young urban Chinese people who now expect their living standards to improve constantly.

The number eight has traditionally been considered very auspicious in both Japanese and Chinese culture. The name of the new establishment, Food 88<sup>※1</sup>, comes from this shared heritage.

Food 88 opened today, November 1<sup>st</sup> (Friday), in SuFresh<sup>※2</sup>, as a food hall in a fresh food supermarket in Wujiaochang, Yangpu District, one of the four city centers and also one of the ten largest commercial areas in Shanghai. It exclusively offers Japanese dishes to commuters, residents alike and, in doing so, accumulates data regarding local tastes and eating habits to further improve its operation.

We offer authentic Japanese cuisine, which attaches utmost importance to bringing out the best of natural ingredients in each season through the store hours from breakfast to dinner, for example, rice balls and porridge for breakfast or lunch and Japanese beef bento or salmon and roe bento for dinner for affordable prices. In addition, customers will appreciate how good Hokkaido rice is even after it cools.

Together with Sake Museum that opened on October 15<sup>th</sup> (Friday), Food 88 will be our vehicle to introduce Japanese culture and experience to the Chinese market.

※1 : trademark registration applied for

※2 : SuFresh is a fresh food supermarket in the Suning.com group. Customers can directly purchase foods at one of the physical stores or place orders online. Customers living within a radius of 3 km of a SuFresh store can have their on-line order delivered in no more than 30 minutes.



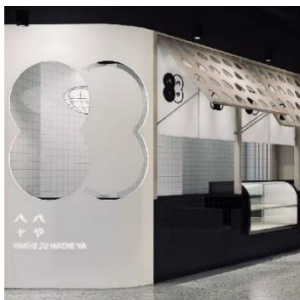
Wechat official account

■ Store Profile

Name: Store 88

Location: Within SuFresh, Suning.com Paza B1F, Wujiaochang, Yangpu District

Store Hours: 8:30-22:00, 7days a week



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※ Photo of Food 88 (on the left), and dishes offered there (all photos are for references)

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《Contact for information regarding this notice》

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