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Press Release

Japanese Fresh Fish Specialist Uogashi Nihonichi Expands in Hong Kong with Vibrant Sushi Bar in Central Market Extending its Affordable and Authentic Standing Dining Vibe

*Second branch follows on heels of AIRSIDE debut,
heralding the arrival of sensational winter seafood delicacies from Japan and
enticing premium sake flight*



(22 January 2024, Hong Kong) **Uogashi Nihonichi**, the renowned Japanese fresh fish specialist, has unveiled a second Hong Kong standing sushi bar, in Central Market, following its successful arrival at AIRSIDE in Kai Tak last September. True to its fish-market heritage, Japan's beloved chain of casual, cosy and convivial Edomae-sushi establishments takes a prominent spot in the revitalised former wet market, presenting authentic sushi crafted from premium seasonal seafood, affordable omakase sets and an artfully curated sake flight.

The new Central branch, which jumpstarts plans for a major expansion throughout Hong Kong, offers a more vibrant and eclectic vibe compared to the minimalist aesthetic of its AIRSIDE sister. Colourful wall hangings and ceiling pendent lamps resembling iconic fish-shaped soy-sauce containers illuminate an inviting dark-wood-panelled sushi bar, where 20 tall stools give diners the option to sit or stand.

The winter season in Japan heralds a myriad of fish and shellfish delicacies that arrive on the sushi counter at their plumpest and freshest. **Uogashi Nihonichi** brings these coveted catches from Japan's clean

waters and famed fish markets to Central Market, where they top quality rice from Japan in immaculate sushi showcasing the natural flavours and textures of the seafood, or shine alone as sashimi.

The year-round favourite of *Kinmedai* (Splendid Alfonsino) from Hokkaido (sushi HK\$68, sashimi HK\$118) deepens in taste as the seas get colder, revealing delicate, tender flesh full of umami flavours. The subtle *Kawahagi* (File Fish) from Ehime (sushi HK\$68, sashimi HK\$118) becomes a creamy, intoxicating gem when topped with its own liver in nigiri-sushi; and the deep-ocean *Kuromutsu* (Japanese Blue Fish) from Kochi (sushi HK\$68, sashimi HK\$118) is a rich, fatty, marbled delight.

Succulent and juicy *Oysters* (HK\$88) farmed in Nagasaki Prefecture are most prized in winter, while *Iidako* (Baby Octopus) from Kagawa (HK\$118) burst with the flavours of their native Kagawa – the seasonal meat of the roe-bearing females impart plenty of protein and taurine and are especially delicious.

These winter wonders may grace the deluxe *Omakase Set* (HK\$688), which spans four pieces of sashimi and seven Edomae sushi, as well as a handroll and chawanmushi, while sushi lovers will revel in the 10 types of seasonal seafood plus a handroll that comprises the *Sushi Omakase Set* (HK\$398). Both value-added omakase sets are served with the special miso soup of the house, slow-cooked daily with fresh chicken and sea bream into a rich, savoury broth.

Seafood lovers who are looking for a lighter meal option can sample their favourite fresh-fish cuts in the *Sashimi Set* (HK\$228) or enjoy them flash-fried, sealing in the flavour, in the *Seared Sushi Set* (HK\$248).

The hearty donburi that comprises **Uogashi Nihonichi** Central's lunch offerings are priced from HK\$158, including a bowl of the signature miso soup. Served from 12 noon to 2:30 pm, these sets feature favourites like wagyu, eel, salmon skin and hamachi to satisfy the palates of the Central lunchtime crowd.

They are headlined by melt-in-the-mouth *Wagyu Beef with Uni Rice Bowl* (HK\$268), while seafood sets include *King Crab Meat Rice Bowl* (HK\$228) and *Sea Eel Rice Bowl* (HK\$178). *Avocado Tuna Rice Bowl* (HK\$198), *Quinoa Shallot Crispy Salmon Skin Rice Bowl* (HK\$158) and *Hamachi Caramelised Onion Rice Bowl* (HK\$158) pair divergent ingredients in temping textural combinations.

Sipping sake while interacting with the sushi maestros as they ply their craft with skilful precision adds to the sensory pleasures of dining at **Uogashi Nihonichi**, and the in-house sake sommelier selects three bottles from the well-stocked shelves for an enticing *Sake Flight*, priced at HK\$88 per person for a glass of each kind.

From January to March 2024, sake lovers are invited to taste *Junmai Ginjo* from Hyogo Prefecture, which was served at the annual Nobel Banquet in Sweden and is loved for its roasted chestnut flavours; and the smooth, fresh and fruity Nigata pour of *Manotsuru Junmai Ginjo* blessed with delicate acidity. The flight is rounded off by *Shichiken Furinbizan Junmai*, a refreshing and well-balanced brew named after the beauty of Mount Kaikoma in Yamanashi that shows green apple, nectarine and hints of oats and nuts.

Other sake recommendations from a comprehensive list include two giants from Osaka: *Daimon 55 Junmai Ginjo* (HK\$218/300ml) from the award-winning craft brewery acclaimed for its pure mountain water and the low temperature, longer fermentation of its 'ginjo' production method; and *Rikyubai Hanzaemon Junmai Daiginjo* (HK\$588/720ml), a new release praised for its herby nose, sweet hints of mangosteen and persimmon and elegant finish. The cool, crisp unpasteurised sake of *Hiokizakura Yamashitataru Nama*

Junmai (HK\$488/720ml) from Tottori Prefecture is a must for those seeking a less sweet tippie with high acidity.

Exclusive at Central Market, the drinks list also features a range of premium Japanese whisky and gin. Beer by the bottle (*Suntori*, HK\$62) and can (*Orion Shokunin Wheat Beer*, HK\$62), and *Chu-hi* (Sochu Highballs, HK\$48) in the enticing flavours of *Aomori Apple*, *Hokkaido Melon* and citrusy *Hyuganatsu* will also quench alcoholic thirsts, while Japanese *Cider* (HK\$38) in *Ripe Peach*, *Muscat Grape*, *Apple* and *Yuzu*, as well as *Marble Soda* (HK\$32) are among the popular soft drinks.

With ‘uogashi’ meaning fish market in Japanese, **Uogashi Nihonichi** prides itself on presenting fresh fish in seven ways: freshly caught, grated, boiled, baked, fried, cooked and squeezed. By adhering to this philosophy, their talented sushi chefs ensure that each morsel is a simple crafting of pure, firm rice and fish that delivers an authentic and satisfying sushi experience.

Brought to the city last year by Cafe Deco Group in the Japanese chain’s first foray overseas, **Uogashi Nihonichi** is famed for its convivial stand-up sushi dining. Launched in 1989 in Tokyo’s Shimbashi Station, it now operates 29 branches across Japan dedicated to reviving the 200-year-old “sushi stand” culture. It is also one of the few sushi restaurants in Japan’s top fish markets that has auction rights.

For more information, please visit www.cafedecogroup.com/en-us/brand/Uogashi%20Nihonichi/, email or call the restaurants.

<u>Uogashi Nihonichi AIRSIDE at Kai Tak Branch</u> Address: G001, AIRSIDE, 2 Concorde Road, Kai Tak, Kowloon, Hong Kong Phone: (852) 2117-1911 Email: unas@cafedecogroup.com Opening Hours: 12 noon to 9:30 pm	<u>Uogashi Nihonichi Central Branch</u> Address: G12, G/F Central Market, 80 Des Voeux Central, Central, Hong Kong Phone: (852) 5596-7982 Email: uncm@cafedecogroup.com Opening Hours: 12 noon to 9:30 pm
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About Uogashi Nihonichi

Dating back to 1989 in Japan, **Uogashi Nihonichi** offers an unparalleled standing sushi dining experience with a focus on affordable yet high-quality Edomae sushi. The fresh fish specialist – ‘uogashi’ means fish market in Japanese – is one of Japan’s most beloved sushi establishments and now has almost 30 branches across the country. It has received high praise from *Time Out Japan*, and holds the prestigious distinction of being among just a few sushi restaurants with auction rights in the key local fish markets.

From the abundant seasonal offerings of the sea, expert sushi chefs create a variety of exquisite culinary delights, including sushi and donburi, that showcase the premium quality of the produce while adding a

touch of novelty to the presentation. Sushi is ordered by the piece or as an omakase parade, while premium sake pairings boost the lively, casual vibe.

Cafe Deco Group brought the traditional 'standing sushi' culture of **Uogashi Nihonichi** to AIRSIDE in Kai Tak, East Kowloon in September 2023. A second Hong Kong branch, in Central Market, opened in January 2024.

About Cafe Deco Group

Cafe Deco Group is one of the leading and most successful hospitality groups in Hong Kong. Its success lies in its full dining experience for all, including consistently high-quality food, a wide variety of cuisines, friendly and efficient service, as well as the appealing ambience of its outlets for any occasion, business or pleasure. The Group manages a diversified portfolio of more than 30 restaurants and bars in Hong Kong and Sydney.

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The deluxe Omakase Set (left) spans 4 pieces of sashimi and 7 Edomae sushi, as well as a handroll and chawanmushi; while 10 types of seasonal seafood plus a handroll comprise the Sushi Omakase Set. Both value-added omakase sets are served with the special miso soup of the house (right), slow-cooked daily with fresh chicken and sea bream into an umami-rich broth



The hearty donburi of Uogashi Nihonichi Central's lunch offerings include King Crab Meat Rice Bowl and are served with signature miso soup



Uogashi Nihonichi brings the coveted catches from Japan's clean waters and famed fish markets to Central Market, where they top quality rice from Japan in immaculate sushi showcasing the natural flavours and textures of the seafood, or shine alone as sashimi



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新聞稿

日本過江龍立食壽司專家
「魚がし日本一」
香港第二分店閃亮登陸中環街市
致力推廣地道且性價比高的正宗江戶前壽司體驗

*延續品牌首家海外分店於啟德 AIRSIDE 開幕的人氣
中環分店現傾力呈獻冬季時令海產及全新「Sake Flight」清酒品味體驗*



(2024年1月22日·香港) 日本過江龍立食壽司專家「魚がし日本一」的首家海外分店自去年於香港九龍啟德發展區綜合地標 AIRSIDE 開幕後一直廣受讚譽，品牌現更宣佈開設香港第二分店，選址中環地標之一的中環街市，並傾力呈獻冬季時令海產及全新「Sake Flight」清酒品味體驗，結合傳統壽司吧的立食文化特色，與港島區的美食愛好者分享地道且性價比高的正宗江戶前壽司體驗。

最新座落中環街市的分店旨在延續啟德 AIRSIDE 店的人氣，開放式壽司吧檯設計可輕鬆容納 20 位食客。店內平實的木系色調與牆上色彩繽紛的霓虹燈壁畫相映成趣，並巧妙地採用日本經典的魚形醬油小瓶作造型燈飾，於中環街市內帶來標誌性的亮眼特色。

秉持不時不食的宗旨，「魚がし日本一」中環店的菜單將因應季節食材變更而有所調整。每日新鮮由日本當地市場直送到店的漁產，均來自日本無污染海域，並會以即點即製的方式呈獻，成就最優質鮮活的壽司及刺身料理體驗。適逢冬季，「魚がし日本一」亦為大家搜羅一系列時令海產，食客除了可以單點壽司或刺身方式享用外，多款季節食材亦將於店內的廚師發辦料理菜單中驚喜登場。

當中包括來自北海道的海中紅寶石「金目鯛」（港幣 68 元 / 壽司；港幣 118 元 / 刺身），盛產於寒冷冬日，白裏透紅的魚肉肉質細膩，油脂肥美鮮香；而白身魚中的貴族「剝皮魚」（港幣 68 元 / 壽司；港幣 118 元 / 刺身）則產自愛媛縣，一般會搭配其入口即化的肝醬享用，與魚肉的爽脆旨味形成鮮明對比；而高知縣出產的「黑睦」（港幣 68 元 / 壽司；港幣 118 元 / 刺身）肉質飽滿鮮甜，且魚身光亮滑嫩。另有長崎縣的「真蠔」（港幣 88 元），口感清甜細滑，帶淡淡海水鮮香；及香川縣盛產的「飯八爪魚」（港幣 118 元），此八爪魚命名源自其雌性在產卵季節前會滿載酷似米粒的卵子，富含優質蛋白質及牛磺酸，是當地冬季別具代表的獨特鮮味。

除了單件壽司及刺身的選項外，餐廳另有秉持日式廚師發辦料理精髓的菜單選擇，每款菜單均會附上由廚藝團隊每天新鮮以鮮雞及鯛魚熬製而成的茶漬麵豉湯；當中包括十二道菜的「廚師發辦料理套餐」（港幣 688 元），包羅四款刺身、七款壽司、一款手卷及茶碗蒸蛋；備有十款壽司及一款手卷的「廚師特選壽司」（港幣 398 元）；人氣「火炙壽司盛合」（港幣 248 元）；及「季節刺身盛」（港幣 228 元）。

與此同時，「魚がし日本一」中環店的午市菜單亦精彩多樣，一系列豐盛丼飯選擇為區內帶來性價比高的用餐享受。定價為港幣 158 元起，每天中午 12 時至下午 2 時 30 分供應，當中不容錯過的全新推介有牛魔王的心頭好「A5 和牛火炙丼」（港幣 298 元）；日本漁產滋味有「鱈場蟹肉丼」（港幣 228 元）、「海鰻魚丼」（港幣 178 元）、「油甘魚洋蔥焦醬丼」（港幣 158 元）；油脂含量特別豐富的健康選擇則有「牛油果吞拿魚丼」（港幣 198 元）及「藜麥三文魚脆野米丼」（港幣 158 元）。

為慶祝分店開幕，「魚がし日本一」香港店現嶄新推出「Sake Flight」清酒品味體驗，讓食客可以優惠價每位港幣 88 元品嚐三款由集團的清酒侍酒師精心挑選的清酒，酒品將按季節更替，讓食客可以享受清酒配餐的妙處，為魚鮮料理注入淡淡醉人氣息。

於今個一月至三月，「Sake Flight」會為食客帶來兵庫縣的「福壽純米吟釀」，此酒釀曾多次被挑選為瑞典一年一度的諾貝爾獎酒會宴席上作佐餐酪酒，散發淡淡的烤栗子味，香味澎湃討好；而口感順滑的「真野鶴純米吟釀」則來自新潟縣，擁有優雅細緻的果香，酸度平衡；山梨縣的「七賢風凜美山純米」命名自當地甲斐駒峰的壯麗，帶青蘋果及鮮桃的芳香，輕送燕麥及堅果的平實穀物香。

店內的清酒單另有風格各異之選，包括來自日本大阪的佳釀，如百年清酒釀酒廠「大門酒造」的人氣酒釀「大門 55 純米吟釀」（港幣 218 元 / 300 毫升）——此酒造素以小批量手工釀造，配合長期低溫發酵的溫度管理，令其出品在國際間獲獎無數；及該酒造的最新力作「利休梅 半左衛門 純米大吟釀」（港幣 588 元 / 720 毫升），米香濃郁，飄散清香的山竹及柿子香，餘韻優雅華麗；而產自鳥取縣的「日置櫻 山滴 特別純米生酒」（港幣 488 元 / 720 毫升）清涼爽口，是一款未經高溫消毒的生酒，酒香酸甜平衡有致。

「魚がし日本一」中環店另獨家供應多款高質日本威士忌及琴酒，更有地道日本酒精類飲料如「三得利啤酒」（港幣 62 元 / 瓶）、「Orion Shokunin 小麥白啤酒」（港幣 62 元 / 罐）及「日式水果汽酒」（港幣 48 元 / 罐），口味選擇有青森縣富士蘋果、宮崎縣日向夏及北海道產富良野蜜瓜。如非愛酒之士，亦可選「日式碳酸有汽水」（港幣 38 元）口味有完熟桃子、晴王麝香葡萄、信州蘋果及柚子；或「元祖波子汽水」（港幣 32 元）。

「魚がし日本一」的日文名字意為日本最佳魚產，秉持品牌承傳已久的「七鮮」宗旨——新鮮捕獲、即席切割、煮、焗、炸、燒及壓，搭配即點即握的米飯，匠心呈獻純粹的親民壽司料理。

創立於 1989 年，「魚がし日本一」一直致力重現逾兩個世紀歷史的壽司攤特色，更於當地多個主要魚產市場擁有拍賣權，確保其魚鮮海產的品質。品牌至今於日本擁有 29 間分店，並選址香港開設首家海外分店，由本地多元化餐飲集團 Cafe Deco Group 引進及營運。

如欲查詢更多資訊，歡迎瀏覽 www.cafedecogroup.com/en-us/brand/Uogashi%20Nihonichi/，或致電及電郵至各分店。

<p>「魚がし日本一」AIRSIDE 店</p> <p>地址：香港九龍啟德協調道 2 號</p> <p>AIRSIDE G001 號舖</p> <p>電話：(852) 2117-1911</p> <p>電郵：unas@cafedecogroup.com</p> <p>營業時間：中午 12 時至下午 9 時 30 分</p>	<p>「魚がし日本一」中環街市店</p> <p>地址：香港中環德輔道中 80 號</p> <p>中環街市地下 G12 號舖</p> <p>電話：(852) 5596-7982</p> <p>電郵：uncm@cafedecogroup.com</p> <p>營業時間：中午 12 時至下午 9 時 30 分</p>
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關注「魚がし日本一」香港店社交媒體：

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關於「魚がし日本一」

創立於 1989 年，「魚がし日本一」（意為日本最佳魚產）廣獲知名媒體如日本 Time Out 高度評價，至今於日本擁有近 30 間分店，一直致力結合傳統壽司攤概念的立食文化，為東瀛美食愛好者呈獻性價比高的正宗江戶前壽司享受。

貫徹不時不食的宗旨，「魚がし日本一」於日本當地多個主要魚產市場擁有拍賣權，確保其魚鮮海產的品質。店內菜單除了單件壽司選項外，亦有套餐及丼飯，旨在為食客呈獻變化多端的鮮活立食料理體驗。餐廳同時配備風格多元的清酒系列，讓食客可品味清酒配餐之妙，或歡樂時光帶來的微醺樂趣。

香港多元化餐飲集團 Cafe Deco Group 於 2023 年 9 月將「魚がし日本一」帶到香港九龍啟德發展區綜合地標 AIRSIDE，並於 2024 年 1 月於中環街市開設香港第二分店，讓香港美食愛好者可以愜意體驗熱情且地道的立食料理。

Cafe Deco Group 簡介

香港多元化餐飲集團 Cafe Deco Group 屹立香港多年，成功背後有賴其全面的餐飲體驗，包括優質食品、多樣化的菜式、友善且富效率的服務、餐廳內愉快且適合各種商務或休閒活動的氛圍。現時，Cafe Deco Group 在香港及澳洲悉尼管理超過 30 間餐廳及酒吧。

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多款季節食材亦將於店內的廚師發辦料理菜單中驚喜登場，當中包括十二道菜的「廚師發辦料理套餐」（左），包羅四款刺身、七款壽司、一款手卷及茶碗蒸蛋；及備有十款壽司及一款手卷的「廚師特選壽司」；每款菜單均會附上由廚藝團隊每天新鮮以鮮雞及鯛魚熬製而成的茶漬麵豉湯（右）



「魚がし日本一」中環店的午市菜單亦精彩多樣，一系列豐盛丼飯選擇為區內帶來性價比高的用餐享受；當中不容錯過的全新推介有「鱈場蟹肉丼」

秉持不時不食的宗旨，每日新鮮由日本當地市場直送到店的漁產，均會以即點即製的方式呈獻，成就最優質鮮活的壽司及刺身料理體驗