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Japan's Celebrated "Takeroku Ramen" Set to Debut in Hong Kong at Central Market

In celebration of the opening of the Hong Kong branch, the ramen establishment features three signature ramen, including the Kagoshima Fukunaga Wagyu Shio Ramen



Tori Ramen —
Chicken Broth Ramen



Kagoshima Fukunaga Wagyu
Shio Ramen



Buta Tongkatsu –
Pork Broth Ramen

(Hong Kong, 23, January, 2024) This January, Japan's popular ramen restaurant **Takeroku Ramen** is making its debut in Hong Kong. The ramen institution's first Hong Kong destination is set within Central Market. Opened and operated by skilled artisan and ramen chef Rokusuke Take since 1996, **Takeroku Ramen** will bring his over three decades of polishing over 500 ramen recipes. As part of the celebration of the Hong Kong restaurant opening, **Takeroku Ramen** will present three signature ramen varieties from its original repertoire, as he will share his expertise and insight with Hong Kong's discerning palates and ramen aficionados.

Celebrating its popularity for the last century, ramen has become a beloved staple in Japanese cuisine. Its fan base gains momentum abroad, including ever-growing interest in Hong Kong. Aiming to diversify its wide range of dining options, Hong Kong-based restaurant group Cafe Deco Group is collaborating with **Takeroku Ramen** as the group adds the popular fast-casual dining option to its roster, while promoting the Japanese food culture at Central Market, the dining hub where food, art, and culture meet.

The Hong Kong branch of **Takeroku Ramen** will showcase three varieties of signature ramen, notably featuring *Buta Tongkatsu — Pork Broth Ramen; Tori Ramen — Chicken Broth Ramen; and Kagoshima*

Fukunaga Wagyu Shio Ramen, each accompanied with a soft-yolk ramen egg. The Kagushima Fukunaga Wagyu Shio Ramen (\$128) is the most bestseller among the three. Sourced from Japan, beef tendons are slowly simmered to create a rich consomme as the soup base, while A5 wagyu short rib from Kagoshima is slow-cooked to retain its unctuous texture, enhancing the complexity of full Wagyu enjoyment.

Originated in Kyushu Region of Japan, the Buta Tongkatsu (HK\$88) highlights its rich ramen broth, prepared with the back fat of pork and soy sauce, simmered over 16 hours to create a creamy meat broth that warms the temple. The broth is paired with tender ramen noodles and Chashu, or Japanese braised pork made with tender pork loin, celebrated for its even lean-fat ratio. A light flash-torcing caramelises its fat and gives the pork its meltingly tender texture.

Lovers of Tori Paitan, or rich chicken broth, will love Takeroku's Tori Ramen (HK\$88), where the broth is prepared with chickens from Nagoya. The broth is white and creamy with minimal seasoning for pure comfort. The ramen is accompanied with slices of Chicken Chashu, is meticulously prepared by slow-cooking tender chicken breast meat to perfection, allowing the guests to enjoy the purest comfort from the simmered chicken broth.

Besides the variety of broths on offer, **Takeroku Ramen** will showcase two types of ramen noodles - Hakata ramen noodles and Aged ramen noodles. Hakata noodles are finer in texture, allowing short cooking time while retaining an al dente texture, often featured in pork bone soup such as the Buta Tongkatsu. Aged noodles are more curly in appearance with a hint of yellow. Its textures tend to bear a glutinous texture compared to Hakata ramen noodles. To ensure consistency in quality and texture with Japan's original branch, ramen noodle production will be tailored to Hong Kong's humidity and temperature varied across different seasons.

The broth is the soul of ramen. **Takeroku Ramen** is proud to serve broths that are prepared and simmered for over 16 hours, allowing collagen and essence from the carcass bones to release in the low heat, melting and fusing into the rich broth. All broths must be meticulously prepared to retain its high quality which can be savoured till the last drop and enjoyed to the fullest.

Besides the three signature ramens on offer, **Takeroku Ramen** also highlights a collection of snacks and small dishes such as *Wagyu Beef Fat Rice*, *Deep Fried Chicken Wings*, *Fried Chicken Karaage*, *Kuroge Pork Dumplings*, *Minced Chicken Skewers*, and *Fried Cutlet Shrimps*, all available on order at HK\$48 each.

Takeroku Ramen is located at Shop G11, Central Market, 93 Queen's Road Central, Central. The restaurant is open every day from 12:00 noon to 8:30pm

For more information, please visit <https://www.cafedecogroup.com/brand/takeroku%20ramen/> or please send enquiries thru Whatsapp at (852) 5596 7628. Like and connect with **Takeroku Ramen** on:

Facebook: <https://www.facebook.com/TakerokuRamenHongKong>

Instagram: https://www.instagram.com/Takeroku_Ramen_HongKong/

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About Takeroku Ramen

Takeroku Ramen was founded by the legendary ramen master, Mr. Rokusuke Take, in 1996 in Hokkaido, Japan. He is also the founder of the renowned ramen shop "Mutsumiya," famous for its long queues every day in Hokkaido. **Takeroku Ramen** is committed to constant innovation, offering customers a diverse selection of captivating ramen styles. Rokusuke Take has spent over three decades crafting an impressive collection of over 500 unique ramen creations. Each bowl is meticulously designed to cater to the diverse tastes and preferences of discerning diners, guaranteeing an unforgettable gastronomic experience.

In 2020, **Takeroku Ramen** launched its global expansion, opening operations overseas in Taiwan and Macau. Aspiring to produce the next-generation ramen from New York City, Rokusuke Take is participating in the Ramen Museum New York Project. In 2023, the brand expanded its reach to Hong Kong as a stepping stone towards penetrating the Great China Market. With the aim of sharing his expertise and insights with ramen aficionados, Rokusuke Take aspires to captivate the taste buds of a wider audience and to promote Japanese ramen culture worldwide.

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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日本過江龍拉麵店「竹麓拉麵」

首次登陸香港 進駐中環街市

精選三款招牌拉麵慶祝香港店開幕

包括選用鹿兒島 A5 福永和牛炮製的和牛鹽風拉麵



名古屋雞白湯拉麵



和牛鹽風拉麵



九州豚頭背脂拉麵

(香港·2024年1月23日)日本過江龍拉麵店「竹麓拉麵」首次登陸香港，進駐中環地標之一的中環街市。「竹麓拉麵」(Takeroku Ramen)是由專注拉麵熬湯和製麵技術將近30年的拉麵職人竹麓輔先生於1996年創立，至今已累積超過500種拉麵食譜。是次香港店的三款招牌拉麵，是竹麓輔從他的拉麵食譜中精心挑選出來以打響頭炮，旨在與拉麵愛好者分享他匠心炮製的味道。

日本拉麵雖然僅有100多年歷史，卻在現今日本飲食文化中有著舉足輕重的地位，深受人民喜愛，而拉麵更是香港人最喜愛的日本美食之一。香港多元化餐飲集團Cafe Deco Group特意將此日本國民美食引入中環街市 - 一個集合了美食、藝術、文化的三級歷史建築 - 以推廣日本拉麵文化。

「竹籬拉麵」香港店的招牌拉麵包括「和牛鹽風拉麵」、「九州豚頭背脂拉麵」及「名古屋雞白湯拉麵」，三款招牌拉麵均配以溏心蛋。日本人氣最高的「和牛鹽風拉麵」（港幣 128 元）湯頭使用日本產牛筋慢火熬煮，看似清淡卻蘊藏著濃厚的牛肉風味。拉麵搭配產自日本鹿兒島的 A5 福永和牛牛肋肉，採用低溫慢煮保持牛肉的鮮味和嫩滑，入口即化的口感實在令人難忘，讓食客以親民價格品嚐日本黑毛和牛的滋味。

九州地區是豚骨拉麵的起源地，「九州豚頭背脂拉麵」（港幣 88 元）的豚骨湯以大量豬背脂及少量醬油，經過至少 16 小時熬煮，順喉濃郁充滿豬油芳醇。叉燒使用肥瘦均勻的豚頭肉，經過香烤後軟腴入味，令人一試愛上。

喜歡雞白湯的食客，「名古屋雞白湯拉麵」（港幣 88 元）就最能滿足口味。以純系名古屋雞隻等地道雞肉炮製的雞湯底，調味簡約卻富每一口都充滿肉香，配上使用雞胸肉慢煮而成的雞叉燒，讓食客品嚐到日本拉麵最原始的味道。

「竹籬拉麵」香港店使用兩款不同的拉麵，分別為博多麵及熟成麵。博多麵的麵身最為幼細，能用短時間快速煮熟但保留一定的嚼勁，「九州豚頭背脂拉麵」便是使用這款麵條。熟成麵則厚實捲曲，而且麵條帶黃，質感比普通麵條都更有嚼勁。「竹籬拉麵」香港店為確保拉麵口感和味道與日本本店出品的品質一致，麵條會根據季節、溫度、濕度等變化，輕微調整加水量，保持嚼勁。

沒有好的湯頭再好的拉麵也形同虛設，湯頭絕對是拉麵的靈魂。「竹籬拉麵」的湯頭是以大火熬煮 16 個小時以上，直至骨髓和膠質精華溶入湯中，不帶一絲腥味，若熬製長時間依然未能達到標準濃度，就需要重新熬製，十分嚴格。嚴謹的烹調態度，就是為了讓食客能品嚐湯頭精華，將日式地道拉麵風味呈現眼前。

除了提供三款招牌拉麵外，配餐小食也是不可缺少的！「竹籬拉麵」菜單備有一系列小品供食客選擇，包括「牛脂和牛飯」、「唐揚雞翼」、「唐揚雞件」、「黑豚肉餃子」、「串燒免治雞肉棒」及「炸吉列蝦」（每款港幣 48 元），款款滋味。

「竹籬拉麵」位於香港中環皇后大道中 93 號中環街市地下 G11 號舖，香港店的營業時間為中午 12 時至下午 8 時 30 分。

如欲查詢更多資訊，歡迎瀏覽 <https://www.cafedecogroup.com/brand/takeroku%20ramen/> 或發送 Whatsapp 短訊至 (852) 5596 7628。關注「竹麓拉麵」香港店社交媒體：
Facebook: <https://www.facebook.com/TakerokuRamenHongKong>
Instagram: https://www.instagram.com/Takeroku_Ramen_HongKong/

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關於「竹麓拉麵」

「竹麓拉麵」由日本傳奇拉麵大師竹麓輔先生於 1996 年在北海道創立，亦是備受好評每天排長隊而聞名北海道著名拉麵店「むつみ屋」的創始人。35 年前，竹麓輔在北海道小樽市開設了「葎屋拉麵店」，主要銷售醬油、鹽及味噌拉麵。湯底和麵條是拉麵的靈魂，經過不斷的探索，「竹麓拉麵」於 1998 年榮獲由北海道新聞社頒發的拉麵大獎。竹麓輔的宗旨是不斷創新，為食客提供多元化的拉麵款式。因此，他花超過 30 年時間創作了多達 500 款拉麵，迎合食客不同口味的需要。

在 2020 年，「竹麓拉麵」將其業務拓展至海外市場，於台灣和澳門開設分店。竹麓輔立志要創造新生代拉麵，他參與了拉麵博物館的紐約計劃。在 2023 年，「竹麓拉麵」更進駐香港，並以香港作為進入中國市場的跳踏腳石。竹麓輔渴望與更多的拉麵愛好者分享他的專業知識和見解，並將日本拉麵文化推廣至世界各地。

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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