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Press Release

Hot on the Heels of its Central and Tseung Kwan O Locales, Cafe Deco Group Opens its Third Takeroku Ramen in Wan Chai



(Hong Kong, September 26, 2024) Cafe Deco Group announces the unveiling of beloved Japanese ramen brand **Takeroku Ramen** in Wan Chai on September 30, 2024. The latest branch follows successful openings of the casual ramen stall in Central Market last December in Central and in Monterey Place this past April in Tseung Kwan O. The third **Takeroku Ramen** in Hong Kong is nestled in The Johnston, conveniently situated in the heart of Wan Chai. In celebration of the opening, guests can indulge in three signature ramens and three new ramen offerings, with its seasonal *Chicken Wing and Hot Pepper Ramen* (HK\$98) exclusively available only in Wan Chai. For the first time in Hong Kong, **Takeroku Ramen** launches tsukemen as a *Spicy Wagyu Tsukemen* (HK\$128).

Takeroku Ramen was founded by Chef Rokusuke Take, a legendary Japanese ramen master with more than three decades of experience in his native Japan. Born in Hokkaido, Chef Take rose to fame for his innovative take on distinctive and diverse ramen styles. Over the years, he has curated more than 500 unique ramen recipes. In 2020, **Takeroku Ramen** began its global expansion with branches opened in Taiwan, Macau and New York City along with Hong Kong.

To celebrate the opening of **Takeroku Ramen Wan Chai**, seasonal ramen bowls exclusively available only at the newest location are offered for a limited time only. *Chicken Wing and Hot Pepper Ramen* (HK\$98, available until October 31) can only be enjoyed at the Wan Chai branch. The broth is infused with white and black pepper alongside chili powder, hacho miso, white miso and shiso for a peppery, slightly spicy taste. The addition of slow-cooked boneless chicken wings makes it hard to resist. New to **Takeroku Ramen** is *Spicy Wagyu Tsukemen* (HK\$128), the first branch to offer this delicacy in Hong Kong. With wagyu beef gently simmered in Japanese black soybean miso made by Hinoya in Nasu, Tochigi, Japan, the dipping broth is unctuous, intense and spicy.

Guests can also choose from three signature ramen at this new location. The bestselling item from the trio is *Wagyu Shio Ramen* (HK\$128), with slowly simmered beef tendon resulting in a rich soup base. Its accompanying wagyu short rib is slowly cooked to retain its melt-in-the-mouth texture. Meanwhile, *Buta Tonkotsu* (HK\$88)—otherwise known as Pork Broth Ramen—is served with a decadent broth consisting of pork back fat and soy sauce lovingly simmered over 16 hours for a rich and meaty soup base. It is served with chashu (Japanese braised pork) made from tender pork loin that is lightly flash-torched to quickly caramelize its fat for a meltingly succulent bite. *Tori-Paitan* (HK\$88) or White Chicken Broth Ramen is the third signature bowl featuring a white and creamy broth prepared with chicken from Nagoya. The comforting bowl is minimally seasoned and includes chicken chashu made from tender chicken breast slowly cooked to perfection.

Takeroku Ramen Hong Kong three different types of ramen to accompany the savoury soup base. Hakata Noodles are straight, slim and the thinnest noodles offered by **Takeroku Ramen**, making them ideal for Buta Tonkotsu (Pork Broth Ramen). Aged Noodles are thick, curly and aged yellow noodles that combine deliciously with robust soup bases. Tsukemen Noodles are the thickest type of noodles rinsed in cold water after boiling to give them a drier texture that makes them perfect for soaking up the hearty, sauce-like tsukemen broth. To ensure consistency in quality and texture with Japan's original branch, ramen production will be tailored to Hong Kong's humidity and temperature varied across different seasons.

Complementing the ramen are **Takeroku Ramen's** signature dishes including *Wakadori Deep Fried Chicken* (HK\$98 a la carte; HK\$138 set menu), renowned dish of Wakadori Jidai Naruto, a legendary Hokkaido fried chicken restaurant established in 1952. Marinated in a kombu-infused dashi and seasoned with Japanese mineral salt, the chicken is then deep fried first for three minutes at 160 °C. A quick second deep fry follows at 200 °C to guarantee crispy, golden brown skin and crunchy mouth feel. Another favourite signature item is *Wagyu Beef Fat Donburi with Egg Yolk* (HK\$128). Steamed white rice is topped with slow-cooked wagyu beef, umami-packed beef fat simmered in mirin and soy sauce, and a delicate Japanese egg yolk.

In addition, **Takeroku Ramen Wan Chai** introduces a trio of new side dishes for the perfect companion to any meal. *Chicken Cutlet with Rice Cake* (HK\$48), *Stir-fried Pork Belly with Kimchi* (HK\$48) and *Stewed Shrimp with Daikon Radish* (HK\$48) provide texture and contrast to the rich ramen bowls. They are destined to become fan favourites.

To kick off the grand opening of **Takeroku Ramen Wan Chai**, a trio of opening offers gives guests a mouthwatering introduction to the latest branch. Terms and conditions apply.

Offer One – available from September 30 to October 6, the first 30 customers per day that order any ramen can enjoy one Wakadori Deep Fried Chicken (Half) at the 50% discounted price of HK\$49 if following our Facebook or Instagram.

Offer Two – available from October 7 to 11, guests that order any ramen can dive into an order of Berkshire Pork Dumplings (3 pieces) free of charge.

Offer Three – available from October 12 to 16, guests can indulge in Buy-One-Get-One-Free Side Dishes.

The generous **Takeroku Ramen Wan Chai** space spans nearly 2,000 sq. ft. and features sleek, contemporary interior design infused with a distinctively Japanese ambience. Guests are welcomed by a traditional torii at the entrance of a sweeping staircase that leads from the bustling Johnston Road. Upon entering, they are transported into a secret world of delicious and savory ramen, right in the heart of the city.

Takeroku Ramen is located on 1/F, The Johnston, 78 Johnston Road, Wan Chai, Hong Kong. The restaurant is open every day from 12:00 noon to 10:00pm.

For more information, please visit <https://www.cafedecogroup.com/brand/takeroku%20ramen/>.

Takeroku Ramen Hong Kong locations and contacts:

<p><u>Takeroku Ramen Central</u> Address: Shop G11, G/F, Central Market, 93 Queen's Road Central, Central, Hong Kong Phone: (852) 5596 7628 Email: takerokucm@cafedecogroup.com Opening Hours: 12:00 noon to 8:30 p.m.</p>	<p><u>Takeroku Ramen Tseung Kwan O</u> Address: Shop B03, B/F, Monterey Place, 23 Tong Chun Street, O'South Coast, Tseung Kwan O, Hong Kong Phone: (852) 9631 6217 Email: takerokutko@cafedecogroup.com Opening Hours: 12:00 noon to 9:00 p.m.</p>
<p><u>Takeroku Ramen Wan Chai</u> Address: 1/F, The Johnston, 78 Johnston Road, Wan Chai, Hong Kong Phone: (852) 3702 5245 Email: takerokuwc@cafedecogroup.com Opening Hours: 12:00 noon to 10:00 p.m.</p>	

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

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



Japan's Celebrated **Takeroku Ramen** in Wan Chai



Legendary Japanese ramen master and founder of **Takeroku Ramen**, Mr. Rokusuke Take



Takeroku Ramen's three signature ramen – *Wagyu Shio Ramen, Buta Tonkotsu and Tori-Paitan*



Newly launched *Spicy Wagyu Tsukemen* and limited time special, *Chicken Wing and Hot Pepper Ramen*



Renowned dish of *Wakadori Jidai Naruto, Wakadori Fried Chicken and Wagyu Beef Fat Donburi with Egg Yolk*



Takeroku Ramen's signature dishes and new side dishes

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 nearly 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 now manages a diversified portfolio of more than 30 restaurants and bars in Hong Kong and Sydney.

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