



## DONKI to debut Kaitenzushi restaurant in HK on 29 Oct

### SEN SEN SUSHI OP Mall Store



Pan Pacific Retail Management (Hong Kong) Co. Ltd. (PPRM (HK)), which belongs to Pan Pacific International Holdings (PPIH) Group that operates the popular DON DON DONKI store brand, will launch its 'world first' **Kaitenzushi restaurant "SEN SEN SUSHI" OP Mall Store** at Op Mall, Tsuen Wan, on 29<sup>th</sup> October.

Based on the concept of a Japanese specialty store which offers a diverse selection of Japanese products, DON DON DONKI is expanding its store network in the Pacific Rim area while proffering the appeal of Japanese food and culture. The brand is pleased to announce the opening of its kaitenzushi (conveyor belt-served sushi) restaurant that focuses on quality ingredients, allowing customers to enjoy popular sushi dishes in a dynamic and fun restaurant environment.

### Over 90 kinds of sushi that represent the best of the season: highlight menu features popular premium tuna and salmon

High quality tuna sourced from all over the world is selected for its perfect blend of lean meat and healthy fat balance, and served with vinegared rice. Choice salmon is procured raw and has a strong "umami" - or ideal *savoriness*, one of the five core taste components - carefully protected freshness, and is a highlight of the main menu. There are also two types of large scallops from Hokkaido on offer, available raw and roasted.



**SEN SEN SUSHI brings out the best of sushi ingredients, and is especially particular about its selected rice and specialist sushi vinegar.**

Rice chosen includes "Nanatsuboshi from Hokkaido", which has a good balance of luster, stickiness and sweetness, and is highly regarded in Japan, milled in-house by SEN SEN SUSHI.

A blend of vinegar made from Junmai Daiginjo and two types of red vinegar make it the perfect pairing to exceptional sushi. Using the best soup stock made of Rishiri kelp from Hokkaido and dried bonito from Kagoshima prefecture, special sushi red vinegar is used to provide an ideal balance of taste and zest.

**Sushi x Entertainment: Inside a venue full of amusement and new taste experiences**

SEN SEN SUSHI holds daily events to create an engaging restaurant experience, including specialty fish cutting displays and roasting shows. In addition, the interior of the restaurant creates a lively space full of entertainment, with production elements including sound and light displays under the theme "Japanese fish market x underwater" adding to an exciting foray into the fresh underwater world!

Moving forward, PPIH Group will continue to create new distribution and retail experiences to bolster its international competitiveness. DON DON DONKI aims to steadily promote its store development concept in Hong Kong, and actively develop and serve enthusiasm for Japanese agricultural, livestock and fishery products, whilst contributing to further raising awareness and expanding consumption of quality imported Japanese products.

**SEN SEN SUSHI OP Mall Store Overview**

- Store Name : SEN SEN SUSHI OP Mall Store
- Business Hours : 10:00am – 11:00pm (Last order at 10:15pm)
- Address : Shop 2001, 2/F, OP Mall, 100 Tai Ho Road, Tsuen Wan, New Territories
- Opening Date : 29 October 2021, 11:00 am
- Sales floor Size : 380 m<sup>2</sup>
  
- Number of Seats : 181 seats



### **About SEN SEN SUSHI**

SEN SEN SUSHI is a kaitenzushi restaurant introduced by DON DON DONKI offering the finest quality imported and globally sourced sushi delicacies. Created under the concept of “Sushi with a thorough focus on ingredients”, SEN SEN SUSHI's conveyor belt-served sushi makes it easy for customers to browse, select and enjoy items carefully crafted around the purity of their ingredients, rice, and vinegar, whilst offering a huge diversity of kaitenzushi selections.