



## Gurunavi Launches the Second “Japanese Restaurant Week” Campaign in Singapore

*Amid the city’s Japanese-food boom, the event is expected to bolster tourism to Japan*

Singapore, December 19 - Gurunavi Inc. announced today that it will launch its second “Japanese Restaurant Week” campaign in Singapore on Thursday, December 19, 2013, to commemorate the addition of Japanese cuisine, *washoku*, to UNESCO’s Intangible Cultural Heritage list. The event will run until Sunday, January 26, 2014, following the inaugural edition in September 2013.

Gurunavi unveiled its restaurant search site Gurunavi Singapore\* in October 2012. This was followed by the launch of its website - Japan Trend Ranking\*\* in April 2013, which aims to create fans and enthusiasts of the Japanese culture in international markets such as Singapore. To further encourage travel from Singapore to Japan, the inaugural “Japanese Restaurant Week” campaign was introduced in Singapore in September 2013 - focusing on Japanese culinary culture as a tourist attraction.

The second “Japanese Restaurant Week” will be hosted under the theme “Let’s go to Japan and experience authentic *washoku*.” Guests who dine at participating restaurants during the campaign will be given lucky draw cards to win prizes including air tickets provided by Japan Airlines to and from Singapore, iPad Minis, and full course dinners created in collaboration with Seita Nakahara, executive chef at Singapore’s famed Italian restaurant Enoteca L’Operetta, and Misaki Megumi Suisan, a major tuna wholesale company.

Through dining experiences, the campaign aims to heighten people’s understanding of the Japanese food culture and spur a desire to visit Japan. The initiative also seeks to promote tourism to Japan as well as increase awareness of websites such as Gurunavi Singapore and Japan Trend Ranking.

\* <http://www.gnavi.com.sg/>

\*\* <https://sg.sushiandsake.net>

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### The Second Japanese Restaurant Week in Singapore

**Location:** Singapore  
**Dates:** December 18, 2013, to January 26, 2014  
**Participating Restaurants:** 79 Japanese restaurants  
**Prizes**

- A - Japan Airlines round-trip tickets for 10 people
- B - iPad Minis for two people
- C - Special Misaki Megumi Tuna full course dinner at Enoteca L’Operetta for 6 couples (12 people)
- D - Lucky bags for 20 people
- E - Set of Japanese hand towel and gorgeous chopsticks for 500 people

**How to apply:**

Anyone who dines at a participating restaurant will receive a lucky draw card with a serial number. Access the campaign’s URL, complete your membership registration, and enter your serial number at the “Lucky Draw” site. Draw results will be shown immediately. For further information visit:

<http://sg.sushiandsake.net/jrwsq/>





## Participating Restaurants

For further information please visit: <https://sg.sushiandsake.net/jrwsq/>

JiBiru	En Japanese Dining Bar Millenia Walk
Bene spaghetti	En Japanese Dining Bar
Marutama Ra-men The Central	En Grill&Bar
Azmaya	En Japanese Dining Bar Bukit timah
Tomo Izakaya Esplanade Mall	Zen Japanese Cuisine
Tomo Izakaya Clarke Quay	Ra-men Marutama The Central
Akari Japanese Dining & Bar	Ra-men Marutama Liang Court
Shinjuku Japanese Restaurant	Marutama Dining
Tomisushi Novena	Yayoiken Bugis+
Tomisushi Katong	Yayoiken 313 Somerset
Tomisushi Parco	Yayoiken Liang Court
Sushi Kou	Yayoiken 100AM Amara Hotel
Rakuzen Millenia Walk	Menya Sanji Singapore
Rakuzen Tampines	Cable Car 1890's Saloon
Ma Maison Bugis Junction	GYOZA no OHSO SINGAPORE
Kawara café&bar	Japanese cuisine TAMAYA DINING
EBIZO Kushi-Teppan	Hanashizuku Japanese Cuisine
Oyster Bar & Grill wharf	Ohsumi
BUTA GOD	Oceans of Seafood
TONKOTSU ITTO	SUMIYA
MENDOKORO AOI	Gyu-Kaku UE Square
KAZUO YAMAGISHI	Gyu-Kaku Holland Village
GANTETSU	Gyu-Kaku Millenia Walk
BARIO	Gyu-Kaku Chijmes
RIKI	Gyu-Kaku Anchorpoint
IKKOUSHA	Ryoshi Sushi Ikeikemaru Liang Court
TAKA NO TSUME	Ryoshi Sushi Ikeikemaru West gate
GANTETSU	Ginza Kuroson
KEISHOKEN	Nirai-Kanai
MIYAMOTO	BAIKOHKEN
TONKOTSU ITTO	Mimigar
BUTAOU	Nanjya Monjya
BISHAMON ZERO	Toriking Keisuke
Saboten PARCO Marinabay	Tonkotsu King Four Seasons
Saboten IMM	Keisuke Tokyo
Ramen Kagetsu Arashi THE STAR VISTA	Yakinikutei Aochan
Ramen Kagetsu Arashi TAMPINES 1	KATANASHI
Ramen Kagetsu Arashi The Cathay	Sansui
Yakitori Enmaru Ion	CoCoCHIBANYA 313 somerset
Nantsuttei Singappore	
Hachifukumaru	

Total of 79 Shops



## Lucky Draw

Customers who dine at any of our participating restaurants will receive a lucky draw card with a serial number. Access the campaign's URL, complete your membership registration, and enter your serial number at the "Lucky Draw" site. Draw results will be displayed immediately on screen.



- STEP1** All guests who dine at any restaurant participating in the Second Japanese Restaurant Week campaign will receive a lucky draw card with a serial number.
- STEP2** Access the campaign website shown on the card, or using the QR code.
- STEP3** After you've accessed, you need to register to become a member of JapanTrend Ranking in order to log in. If you are a member already, log in.
- STEP4** Lucky Draw site opens
- STEP5** Enter your serial number on the card, and try your luck

For details visit: <https://sg.sushiandsake.net/jrwsq/>

## Show your coupon and get a pack of Gurunavi original facial blotting paper for free!

During the Japanese Restaurant Week, you can get a free pack of Gurunavi original facial blotting paper, by showing your Gurunavi original coupons on your smartphones or other mobile devices at a participating restaurant.

- While stocks last only
- To check your nearby restaurant, see the list of participating restaurants on page 2





## **Enoteca L'Operetta Executive Chef, Seita Nakahara**

Winner of the Golden Egg Award presented to the six finalists in 2013 RED U-35 (RYORININ's EMERGING DREAM). Hosted by Gurunavi and produced by author and screenwriter Kundo Koyama, RED U-35 is Japan's largest cooking competition for young talents of all cooking genres under age 35. Nakahara was among the last 6 winners of 450 applicants to win this award.

Age: 32

Birth place: Yokohama, Kanagawa Prefecture

Culinary career: 14 years

Genre: Italian

Worked at:

- Alfaro (Tokyo) 1999-2003
- In Italy, Piedmonte, Tuscany and Sicily 2003-2006
- Aurum (Ginza, Japan) 2006-2009
- Enoteca L'Operetta (Singapore)  
Executive Chef since 2009 to present



## **What's Pakkin Bashi?**

Pakkin Bashi is a set of wooden chopsticks with small flakes of edible gold foil that sprinkles over the dish when you split apart a pair. In Japanese, to add gold leaves to one's life means to confer prestige and Pikkin bashi has been traditionally used as auspicious eating utensil in celebratory feasts such as ushering the New Year. The movie "A Celebration - Japanese Cuisine Enlisted as UNESCO Intangible Cultural Heritage" is a production to mark the milestone event of *washoku* becoming a world treasure, and can be watched at the following site. An English version will be available soon.

<https://sg.sushiandsake.net/special/>



Pakkin Bashi chopsticks



Scene from the movie "A Celebration - Japanese Cuisine Enlisted as UNESCO Intangible Cultural Heritage"

## About Gurunavi

Established in 1996, Gurunavi is a Tokyo-based PC and mobile restaurant information portal with offices in 20 locations throughout Japan as well as overseas branches. Japan's largest restaurant information resource website, Gurunavi helps users to quickly find restaurants to suit their tastes. The Gurunavi website receives a massive amount of daily traffic with millions of visitors accessing the site, and also offers users up-to-date information on their mobile devices wherever they are. In addition to their flagship restaurant resource site, Gurunavi also runs the travel centric Let's Enjoy Tokyo, Gurunavi Wedding, Gurunavi Food Market, Gurunavi Delivery and others.

For more information on the company please visit:

<http://www.gnavi.co.jp/company/english/profile/>