

18 August 2015

City of Sapporo Economic Affairs Bureau

## Gather in Singapore!!

### Sales and Marketing of Hokkaido restaurants at WAttention Plaza

The City of Sapporo has been supporting the overseas expansion of Sapporo's dining establishments since last year, and has taken part in related large scale exhibitions in Hong Kong and the USA, to help match potential business partners together. This time, we are venturing into Singapore to support business looking to open there.

More specifically, we would be setting up seven booths boasting the best delicacies from Hokkaido into the largest shopping centre in Jurong Point, WAttention Plaza, between the dates of August 28 to September 6 for a limited time period market testing event. These companies aim to open a future establishment in Singapore based on the results of their test marketing of the taste and prices of their items this time round. Additionally, five businesses from Hokkaido will be participating in the FLAsia exhibition in late October to take engage in business meetings at the JETRO pavilion.

We hope that you would be able to keep an eye out for these future initiatives by enterprises from Hokkaido. In the event that you are interested in any of the companies present during this event, please feel free to approach the staff and engage in business talk.

#### Event Outline

- Event : Hokkaido Gourmet Street
- Dates : August 28 (Fri) – September 6 (Sun) 11 : 00am – 9 : 30pm
- Venue : Jurong Point Shopping Centre, Basement 1,  
WAttention Plaza (Next to Boon Lay MRT)
- Participating establishments : Seven companies (listed separately)
- Organizer: Committee for overseas promotion of the food service industry
- Supported by : JETRO Singapore



#### Outline of Exhibition

- Event : Franchising & Licensing Asia 2015 (FLAsia)
- Dates : October 29 (Friday) – 31 (Saturday)
- Venue : Singapore Marina Bay Sands Expo & Convention Center
- We will contact with the details at a later date.



#### 【Enquiries】

City of Sapporo, International Economic Strategy Office, Economic Affairs Bureau  
15F Kita 1 Nishi 2, Chuo-Ku, Sapporo, 060-8611, JAPAN

TEL : +81-11-211-2481 FAX : +81-11-218-5130 Mail : [global@city.sapporo.jp](mailto:global@city.sapporo.jp)

Contact TEL: +81-80-2870-1259 (HIDA), +81-80-2874-1012 (TANAKA) Mail: [k.tanaka0712@gmail.com](mailto:k.tanaka0712@gmail.com)

# HOKKAIDO GOURMET STREET OPEN @Singapore, WAttention Plaza

The largest city in Hokkaido, Sapporo City is home to close to 2 million residents. Sapporo is blessed with more than just the conveniences of the city, but also easily accessible vast nature, fresh seafood, savory-looking confectionary – an epitome of what makes Hokkaido a “treasure of food”.

This time, we bring to you the pride of Hokkaido’s delicacies with the following seven restaurants selling only their best products at the heart of the west, Jurong Point Shopping Centre. The Hokkaido Gourmet Street will feature a large array of mouthwatering dishes at the WAttention Plaza, where more than 20 000 people pass by a day on average. A test marketing of the prices and tastes will be made during this event which will then be leveraged on to further future business in Singapore.

We hope to hear your valuable feedback as you come down and enjoy savory Hokkaido dishes.



## Details on the event

- Organizer Committee for overseas promotion of the food service industry (City of Sapporo)
- Supported by JETRO SINGAPORE, Promote Japan Enterprise, RE&S, Minook Internation
- Dates 28th Aug (Fri) 2015 ~ 6th Sep (Sun) 2015 11:00~21:30
- Venue Jurong Point Shopping Center, Basement1, WAttention Plaza



BENTOSS	Kanimeshi Tempura Bowl (Crab meat tempura bowl)	Sapporo
Men-ya KAIKO	Scallop/Seafood Tonkotsu Ramen	Sapporo
NINJAMEN	Ramen that can be cooked in a Ninja art box (ie. microwave)	Sapporo
Soup Curry COCORO	Soup Curry	Sapporo
Nijoutei	Onigiri rice balls	Asahikawa
NAKAMURA shoten	Salmon roe rice bowl	Chitose
SNAFFLE'S	Cheesecakes, ice cream	Hakodate



Autumn leaves in Sapporo City (Nakajima Park)



Asahikawa Zoo in Asahikawa City



Night view in Hakodate City

### Inquiry

**Hida, Tanaka, Ueda**

City of Sapporo, International Economic Strategy Office, Economic Affairs Bureau  
Kita 1 Nishi 2, Chuo-Ku, Sapporo, 060-8611, JAPAN

TEL +81-11-211-2481 FAX +81-11-218-5130

MAIL [global@city.sapporo.jp](mailto:global@city.sapporo.jp)

URL <http://www.city.sapporo.jp/keizai/tradeinfo/index.html>



# The stellar restaurant line-up in Singapore!

## BENTOSS



We have prepared delicious Hokkaido food for you. The rice is of course 100% from Hokkaido.

## Men-ya KAIKO



(Seafood tonkotsu ramen) We are particular about our ingredients from Tokachi, Hokkaido.

## Soup Curry COCORO



The popular restaurant in Sapporo makes its debut in Singapore! It's your chance to have genuine soup curry!

## NINJAMEN



With a consistent flavour and quality, no matter where you find it in the world, Ninjamen is a new chain of ramen restaurants and we'll be ninja-ing to Singapore too!

## SNAPPLE'S



We bring to you a melt-in-your-mouth cheesecake, only made possible with ingredients from Hokkaido.

## Nijoutei



Blessed with rivers and fish, the mountains and the sea. We pay attention to the ingredients that are provided by the seasons.

## NAKAMURA Shoten



We came all the way from Hokkaido to bring you salmon roe. This is the real deal!

Win  
&  
Grin

Enjoy the best delicacies Hokkaido can offer! Let's experience autumn or winter!

**CHANCE! Win a pair of tickets to Sapporo!!**



Sakinah  
(Born & bred Singaporean)  
<Coordinator of  
International Relations  
living in Sapporo City>

Hi! I'm a Singaporean living in Sapporo and I can help you pick out the best dishes at the event! Don't be shy to talk and take a photo with me too!!

For the first 4 days from Aug 28th to 31st, head down to the booths and snap your best picture! The one with the most likes on Instagram wins a pair of flight tickets to Sapporo! Don't miss your chance!!

### How to enter



Between Aug 28-31, post a picture of the food you have purchased from any of the stalls or simply of the event itself (the Japanese staff\* from Hokkaido you encounter etc.) and post it to Instagram with the hashtag #hokkaidogourmetstreet2015 to enter.

\*Get permission from the staff if they are in the picture before posting

**Hashtag #hokkaidogourmetstreet2015**

The prize is a round-trip plane ticket between Singapore and Sapporo. Other costs including transportation, accommodation and others are to be borne oneself. There are blackout dates when booking the plane tickets. The winners may be asked to visit the Sapporo City Hall and/or the original restaurants that were at the Hokkaido Gourmet Street during their stay.