

Press release

For Immediate Release

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OMUSUBI Marches into SOGO Causeway Bay
Continues to Uphold Sustainability with Authentic Taste of Japan
Limited-time Offer: Get a Cotton Tote Bag for any 2 or more Items Purchased





(Hong Kong, September 28, 2022)



Since the establishment of our first store in 2011, Hyakunousha has grown into a business of over 100 shops all around Hong Kong, promoting the Omusubi culture throughout the city together with our customers. To bring the tradition of Omusubi to customers worldwide, we established our new brand OMUSUBI in 2022, and invited Mr. Kashiwa Sato, a design master in Japan, to join us as the Creative Director. Following our first branch opened at the ifc mall in January this year, our second branch will land at SOGO Causeway Bay to provide our customers with safe and assuring Japanese taste using cherry-picked ingredients. Mr. Muneo Nishida, the founder of the brand, said the group has planned to launch more stores this year to be geared for an ambitious expansion.

To celebrate the opening of the new store, OMUSUBI has launched several items and set menus, including three selected Omusubi, which are the best companions of the new Kurobuta Pork and

Vegetables Miso Soup. The new store also offers limited-time triple rewards to welcome our guests with a warm surprise!

Recommended Items Highlight the Charm of the Ingredients

Product	Features
<p>Kurobuta Pork and Vegetables Miso Soup</p> 	<ul style="list-style-type: none"> • A classic Japanese soup made with root vegetables, pork and Japanese soup stock • Using Japanese Roppaku Kurobuta pork with a moderate fat content that releases aroma to make the soup base more flavorful • Garnished with shichimi togarashi (seven spice mixture) from Yawataya Isogoro, one of the three oldest shichimi stores in Japan, to add a hint of spiciness
<p>Miike Spicy Pickled Takana Greens Omusubi</p> 	<ul style="list-style-type: none"> • A collaboration with the classic brand “yamaya” from Hakata • With a slightly spicy aroma complemented by sesame oil, spicy takana greens pickled with togarashi is one of the most common pickled vegetables in Kyushu • Adopting the Miike takana greens from Kyushu for its thick leaves and crispy texture, giving an appetizing and refreshing taste
<p>Spicy Beef Tongue in Green Pepper Miso Omusubi</p>	<ul style="list-style-type: none"> • Grilling the famous Sendai beef tongue with salt and serving it with green pepper flavored Nanban Miso

	<ul style="list-style-type: none"> • The front part of the beef tongue is diced into thick cubes to bring about its pleasant firmness to the bite texture and meaty flavor • The hint of spiciness is best served with rice
<p>Sea Urchin Sauce with Red Snow Crab Omusubi</p> 	<ul style="list-style-type: none"> • Packed with a disproportionate amount of sea urchin paste to present the thick and rich mouthfeel of sea urchins as it is • The sea urchins used are fully cooked and heated, making them safe for both adults and children • We have mixed in the thick and sweet red snow crab meat in the filling, giving it a smooth and rich texture

Triple Rewards Limited to New Store

To celebrate the new opening of the SOGO branch, we have specially prepared triple rewards to share our happiness with our customers from 30 September to 6 October!



Reward 1: Purchase one soup item at a discounted price of \$30 (Choose 1 out of 3, worth \$48) upon the purchase of any Omusubi



Reward 2: Gifted with a beverage of your choice (worth \$17 or above), plus purchasing one soup item at a discounted price of \$30 (Choose 1 out of 3, worth \$48) upon the purchase of any bento



Reward 3: Gifted with a cotton tote bag with brand logo designed by Mr Kashiwa Sato, the renowned creative director in Japan (worth \$120) by any purchase of 2 or more products

New Store in Causeway Bay

Address: Shop 17, 2/F, SOGO Department Store, Causeway Bay

Opening Date and Time: 30 September 2022 (at noon)

Brand Philosophy



1. Safe and assuring

OMUSUBI upholds the principle of being kind to people, so we only purchase Japanese rice from farmers whom we really know in person. By carefully selecting rice of the highest quality with minimal use of pesticides and well-managed cultivation and production, we adopt safe and assuring rice to make the Omusubi taste better.

2. Environmental Conservation

The rice used to make Omusubi is a blessing from nature, so OMUSUBI also values the environmentally friendly principle during the production process. Besides using greener materials in product packaging and store design, the farmers we are working with take more environmentally friendly measures in the process of rice cultivation, such as stopping the use of plastic-coated controlled release fertilizers and reducing the production of methane gas.

3. Japanese Tradition

Japanese rice is the star of the Japanese dishes. So, the rice selected by OMUSUBI is striking in terms of shine, aroma, sweetness, and aftertaste. The fillings, as the best companion to rice to make Omusubi, are often inspired by traditional Japanese cuisine and are made with in-season ingredients to bring out the authentic taste. With the soup stock made of fresh Japanese ingredients, our soup is turned into a healthy dish with a rich taste and natural seasoning, making it an appetizing and satisfying choice for customers.



Mr. Kashiwa Sato, Creative Director

OMUSUBI was established with the concept of safe and assuring, environmental conservation, and Japanese tradition. We were able to bring in a strong partner who shared our vision – Mr. Kashiwa Sato, the leading creative director in Japan, who oversaw the branding and creative direction of the well-known UNIQLO.

Sushi from Japan is world-famous, but not many know about Omusubi. We decided to name the new brand OMUSUBI to express the strong will to inherit the food culture of Omusubi that was built by our predecessors and to spread it to the world. Our logo consists of a red triangle icon and the word OMUSUBI in a triangular logotype. Besides symbolizing the enthusiasm of Hyakunousha and its founder, Mr. Muneo Nishida, the red brand colour also expresses “the blessing of nature from the sun”, and the warm heart that “Omusubi should be kind to people and kind to the earth”. Also, the wordings of O • MU • SUBI in a triangular logotype are a fun way for people to remember the brand name.



Implement the Concept of Sustainability

From ingredients, packaging, to the construction materials of our stores, OMUSUBI keeps sustainability in mind, and we expect our customers to contribute to environmental protection while enjoying the delicious food. We are proud to offer 100% selected Japanese rice that is pesticide-reduced, and environmentally friendly. We also use paper for a part of the package to replace plastic. The package of our green tea, jasmine tea and coffee uses aluminium which is easily recyclable. The package of our juice is made of 100% recycled plastic, except for the cap. In addition, organic cotton and brass are the main materials for the decoration of our stores. The use of plastic is reduced compared to our existing shops of the same size.

Causeway Bay Branch

Address: Shop 17, B2/F, Sogo Department Store, Causeway Bay

Opening hours:

Monday to Sunday: 10:00-22:00 (subject to the opening hours of Sogo Department Store)

Central Branch

Address: Shop 1061, ifc mall, Level 1, Central

Opening hours:

Monday to Friday: 08:00 - 22:00

Saturday, Sunday and public holidays: 09:00 - 22:00

- End -

About Hyakunousha International Limited ("Hyakunousha")



Founded in Hong Kong in 2010 by Mr. Muneo Nishida, Hyakunousha was born out of a desire to reverse a decline in Japan's agricultural production and create the agriculture of the next hundred years. Since launching hana-musubi's first store in Hong Kong in 2011, the company now has over 100 stores in Hong Kong, and a central food factory that houses its offices and Hyakunousha Academy (education centre) and employs over 600 people. Having successfully established the Japanese Omusubi culture in Hong Kong, the company launched the OMUSUBI brand in 2022 to take the Omusubi culture and authentic taste of Japan to the world. Dedicated to delivering high-quality products to its customers, Hyakunousha maintains stringent control over its production processes and agricultural practices.

Please follow OMUSUBI's official social media for more information

Instagram: [@Omusubi.store](https://www.instagram.com/omusubi.store)

Facebook: <https://www.facebook.com/omusubi.store>

Website: <https://www.omusubi.store/zh-hk/>

Media Contact

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