

## Singapore's Sakae Sushi Crosses the Pacific to USA

*Sakae Sushi, one of the Largest Sushi Restaurant Chains Globally, Opens Its Premiere Restaurant in New York City*

**Feb. 6, 2008** - [PRLog](#) -- NEW YORK, NY- Sakae Sushi, one of the most prominent and fastest-growing restaurant chains in Southeast Asia, has made its way across the Pacific to the United States. And it's laying the foundation for its first restaurant in the Big Apple - New York City.

The premiere USA Sakae Sushi is located at the iconic Chrysler Building, located at 405 Lexington Avenue, New York City 10174 (at East 43rd Street), and is set to introduce a new landscape of fast-casual dining that New Yorkers have yet to see. This newest addition to the growing Sakae Sushi chains worldwide is the first entry for Sakae Sushi in the United States, as well as North America.

Sakae Sushi on Lexington will also be the first restaurant in New York City to feature the city's longest kaiten-sushi - two sushi conveyor belts totaling 97 feet that roll out fresh plates of sushi and small bites directly from the kitchen throughout the day. This 3,121 sq. ft. restaurant will also be installed with the Singapore-patented "Interactive Menu", a unique, integrated tool built into each table seating that allows customers to create their own orders.

"Our Sakae Sushi name is well-known throughout Asia for premium food served in an innovative, fun and engaging setting, all at unbelievably popular prices," says Douglas Foo, founder of Sakae Sushi. "In addition to serving the fresh, healthy and delicious food as can be expected from our kitchen, the speed and ease in which our customers can have their food served via the conveyor belt, Interactive Menu or wait staff is also signature of our business."

The first Sakae Sushi was established in 1997 by Douglas Foo in Singapore, and its formula of affordable Japanese dining, quality healthy food, and innovative technologies, became an immediate success. Managed by parent company Apex-Pal International Limited where Foo resides as CEO, Sakae Sushi soon expanded to more than 50 outlets throughout 7 countries in Southeast Asia. .

Like all of Sakae Sushi's fans in Singapore and Asia, New Yorkers will soon be acquainted with Sakae Sushi's straightforward three-tier pricing: US\$1.90 for multi-colored plates; US\$3.90 for pink plates; and US\$6.90 for premium red plates. The ease and convenience of having a hot water piped to every dining table, and along the conveyor belt, will also delight customers who can have freshly steeped green tea any time they want.

"We believe that eating fine Japanese food need not be expensive. At Sakae Sushi, we offer every dish at wallet-friendly prices, and still maintain our high food and service standards that is expected of good, reputable Japanese restaurants," emphasizes Foo.

The extensive menu includes classic rice and noodle bowls, bento boxes, sashimis, hot plates and Japanese steamboats, soups and Sakae specialty salads, and more. Prices range from US\$8.90 for Teriyaki Chicken Udon, US\$13.90 for a deluxe Bento Box of Unagi Kabayaki & Mix Fry, to US\$26.90 for fresh Sashimi Prime. There is also a Seasonal Menu and a perennial Kids' Menu, featuring fun, tasty and healthy-cooked Japanese bites for tots.

"We are really excited to celebrate the opening of our first Sakae Sushi in New York City on our 10th

anniversary,” says Lynn Teo, managing director, Sakae Sushi (USA). “Whether it’s fast and healthy Japanese food you want from our conveyor belt, an entertaining interactive-dining experience with friends, or a quick lunch meeting with business associates, our Lexington Avenue location is going to be the place for all New Yorkers and visitors alike.”

Sakae Sushi (Lexington Ave) serves lunch and dinner daily, and its operating hours are 11:00 am to 12 midnight. The location also does deliveries and take-outs. The restaurant will have a healthy Japanese Take-Out Breakfast menu for its morning customers. A 24-hour delivery service will also be launched by 2008. Customers can visit the web site, [www.SAKAE-SUSHI.com](http://www.SAKAE-SUSHI.com) or call 1-877-SAKAE-USA (1-877-725-2387) for more information.

Editor’s Note: For more information on Sakae Sushi, please contact Vivien Teo at 646-723-2320 or email [info@mediavroom.com](mailto:info@mediavroom.com).

#### About Sakae Sushi

Sakae Sushi is a trendy, quick service kaiten (conveyor belt) sushi concept that was started in Singapore in 1997. The restaurant offers diners a unique dining experience, staying true to serving fresh foods in a fun-filled environment at budget prices. Under the management of Apex-pal International Ltd., Sakae Sushi also pioneered the concept of the “Interactive Menu”, tiered-plate pricing, and incorporating built-in hot water taps for a fuss-free, efficient dining. Today, Sakae Sushi is associated with food and restaurant innovation excellence. In 2003, the Sakae Sushi brand was conferred the Singapore Promising Brand award. Currently, Sakae Sushi can be found in Singapore, Hong Kong, China, Thailand, Indonesia, Malaysia, Philippines, and the United States, totaling 64 outlets in total.

#### About Apex-Pal International Ltd (SGX: Apex-Pal)

Apex-Pal is a homegrown leader in providing innovative food and beverage solutions. With more than a decade of experience under its belt, the Group constantly breaks new grounds offering Singapore a taste of international dining through brands including Sakae Sushi, Sakae Teppanyaki, Sakae Pizza, Hei Sushi, Sho-U, Crepes & Cream and Uma Uma Men. It is supported by Nouvelle Events, the only specialist caterer in Singapore that offers an award winning and unique patented portable kaiten (conveyor belt) sushi experience. In addition, the Group is involved in franchising its brands, food import and distribution as well as business-to-business supplies.

Listed on the Singapore Stock Exchange since 2003, Apex-Pal has more than 70 outlets in Singapore, Indonesia, Thailand, China, Malaysia, the Philippines, Hong Kong and United States. The Group remains committed to global growth by exploring new emerging markets such as the Middle East, Mongolia, Hungary and Vietnam. In FY 2006, Apex-Pal achieved a record profit before tax of S\$6.7million on the back of a strong turnover of S\$66.6million.

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