



FOR IMMEDIATE RELEASE

Ramen Indulgence at Newly Opened Edo Ramen

Branching off from Goku Raku Ramen, Edo Ramen which opened on 7th April 2014 at Gurney Paragon Penang brings a fresh approach to ramen indulgence while offering greater value!

Edo Ramen, introduces Malaysians to Tokyo-style ramen, a unique recipe created by notable ramen connoisseur Mr Tetsuya Fukino. Ramen enthusiasts can choose from 4 types of soups and 2 categories of toppings together with authentic handmade Japanese Ramen.

(Edo (江戸) was the former name of Tokyo during the *Tokugawa Shogunate* or samurai era).

With its fresh, simple yet tasty menu, offering great value for money with dishes priced from RM9.90 onwards, Edo Ramen is the perfect spot to satisfy those Ramen cravings!

Ramen – A Japanese Obsession!

Ramen has its origins in China before making its appearance in Japan in the 20th century. Since then, ramen has become one of Japan's staple foods and favoured meals.

Over the years, various styles of ramen have developed and different regions in Japan are known for their own special type of ramen, with distinct soup types. In northern areas such as Sapporo, the Miso soup is a popular choice for ramen, whereas in southern districts like Hakata and Tokyo, the Tonkotsu (pork-based) broth and soy-flavoured ramen dishes are preferred by the locals.

Edo Ramen recommends

For beginners, Edo Ramen recommends the specially concocted Tokyo soup which is patiently boiled over a low fire for seven long hours! The mouth-watering broth combines the flavour and taste of chicken and anchovies.

Tonkotsu broth is a thick broth made of pork bones which is boiled over medium to high heat for 12 hours, leaving a hearty pork flavour and creamy consistency. The Tonkotsu broth can be enjoyed in three flavours – classic, miso and black. Miso is Tonkotsu cooked with Japanese soybean paste with creamy texture; Black is Tonkotsu with Japanese fish powder and aromatic charred crushed garlic oil.

Edo Ramen serves eight types Ramen, with four soup flavours and two toppings styles, including:

- Tokyo Ramen & Ultimate Tokyo
- Tonkotsu Ramen & Ultimate Tonkotsu
- Miso Ramen & Ultimate Miso
- Black Ramen & Ultimate Black

Toppings :

a) Standard Ramen Option



-Char Siew, Sweet Corn, Pak Choy & Spring onion

b) Ultimate Ramen Option



Char Siew, Sweet Corn, Pak Choy, seaweed, braised pork belly, Japanese fish cake, lava egg & Spring Onion

Business hours

11.00 am – 10.00 pm (Sunday to Thursday)

11.00 am – 11.00 pm (Friday, Saturday & Eve of Public Holidays)

Tel: 604-226 0961

Address: Lot 163D-1-05, Gurney Paragon Mall, Persiaran Gurney, 10250 Pulau Pinang.

Background

Edo Ramen is a wholly-owned subsidiary of Texchem Resources Bhd (Texchem).

Since its inception in 1973, Texchem has undergone tremendous growth and diversification and comprises the following diverse business divisions:

- Industrial Division
- Polymer Engineering Division
- Food Division
- Restaurant Division

Texchem has a wealth of F&B experience in Japanese cuisine and operates Sushi King which is Malaysia's largest Japanese restaurant chain with 80 restaurants nationwide. In addition to that, Texchem's Restaurant Division also includes the following Japanese eateries; GokuRaku Ramen, Waku Waku and Miraku restaurants and one Mediterranean restaurant, Blu Med Ristorante e Bar.

For further information, please contact Ms Susan Yee at 019-3237813 or susanyee@sushi-king.com