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Omi beef opens second steak specialty store STEAK SUDAKU in Singapore

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General Omi Beef Trading Company, a trading company specialising in Omi beef, exports Omi beef from Shiga prefecture to Singapore through its own business. It will further spread the Omi beef brand through a wholly owned subsidiary.

OMIGYU TRADING SINGAPORE PTE. LTD., a wholly owned subsidiary of General Omi Beef Trading Co., Ltd. (Head office: Moriyama City, Shiga Prefecture / CEO: Takaoki Nishino), will open a directly managed store, "STEAK SUDAKU" (302 Beach Rd), on Friday, April 4, 2025.

The new brand, "STEAK SUDAKU," will be a fast-casual restaurant with Omi beef steaks as its main product and will offer quick delivery and service. The new brand name, "å??è¾¼è•?" has the following meaning, and is a coined word using Chinese simplified characters that is similar in sound and meaning to the Japanese word "Sudaku (gather)."