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General Omi Beef opens first overseas franchise in Singapore

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General Omi Beef Trading Co., Ltd., a company renowned for its premium Omi beef from Shiga Prefecture, Japan, has officially opened its first overseas franchise restaurant in Singapore. The restaurant, STEAK SUDAKU, began operations today at 3 Boon Tat Street in the cityâ??s bustling Telok Ayer district.

The new restaurant is operated by OMIGYU TRADING SINGAPORE PTE. LTD., a wholly owned subsidiary of General Omi Beef Trading Co., Ltd. This marks a significant milestone in the companyâ??s international business development and brand expansion strategy.

STEAK SUDAKU is a fast-casual dining concept, offering high-quality Omi beef steaks with quick service and delivery options, catering to the busy urban lifestyle of Singapore. The restaurant focuses on preserving the authentic taste and rich tradition of Omi beef while providing a modern and accessible dining experience.

The brand name â??Sudakuâ?• is a newly coined word derived from Chinese simplified characters, crafted to resemble the Japanese word Sudaku (gather) in both pronunciation and meaning. It symbolises a gathering place where people can come together to enjoy excellent food and company.

Takaoki Nishino, CEO of General Omi Beef Trading Co., Ltd., expressed enthusiasm about the opening, saying, â??Weâ??re thrilled to bring the unique flavour and heritage of Omi beef to Singapore. Through STEAK SUDAKU, we aim to introduce more people to the rich culinary traditions of Shiga Prefecture and expand the appreciation of Japanese wagyu around the world.â?•

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