NFFOODS Spectrum
perspectives on food technologies & business
ASIA

SUGIDAMA debuts Suntory Premium Malts draft beer across Hong Kong

12 May 2025 | News

The set aims to highlight the harmony between expertly brewed beer and refined izakaya cuisine, reinforcing SUGIDAMAâ??s commitment to quality and authenticity



The set aims to highlight the harmony between expertly brewed beer and refined izakaya cuisine, reinforcing SUGIDAMAâ??s commitment to quality and authenticity

Japanese sushi izakaya chain SUGIDAMA announced the debut of Suntory The Premium Malts draft beer at all seven Hong Kong locations. As one of the few venues in the city to offer this celebrated Japanese beer on tap, SUGIDAMA is elevating the authentic izakaya experience with a specially curated set menu available for a limited time.

Well-known in Japan for its rich aroma and smooth finish, Suntory The Premium Malts is a sought-after choice among beer enthusiasts. Its availability on draft in Hong Kong is rare, making SUGIDAMA a standout destination for premium Japanese beer lovers.

To mark the occasion, SUGIDAMA is launching the â??Suntory The Premium Malts Draft Beer Setâ?â??a thoughtfully designed offering that pairs the beer with a selection of the restaurantâ??s signature small plates. The set aims to highlight the harmony between expertly brewed beer and refined izakaya cuisine, reinforcing SUGIDAMAâ??s commitment to quality and authenticity.

While the special set menu will be available for a limited time, guests can also enjoy The Premium Malts draft beer individually at any SUGIDAMA location.

With this launch, SUGIDAMA continues to distinguish itself as a premier spot for genuine Japanese flavours, offering Hong Kong diners a rare and refined beer experience in a vibrant, welcoming izakaya setting.