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## FOR IMMEDIATE RELEASE

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## IPPUDO NY

*Japan's Soul Food Debuts in the U.S.*

NEW YORK, NY March 31, 2008, -- Ippudo, Japan's acclaimed ramen emporium, makes its international debut with the launch of **Ippudo NY [65 Fourth Avenue, 212-388-0088]** in the East Village. Ippudo NY is the brainchild of Shigemi Kawahara, Ramen King and Ippudo's founder.

"I am thrilled at the opportunity to introduce New Yorkers to the many tastes and flavors of Ippudo's ramen," said Kawahara who is known for revolutionizing the ramen industry in Japan. "Ippudo NY is the first step in taking the new ramen culture around the world."

Ippudo NY will serve five types of ramen (\$12 - \$16), including the two famous signature ramen dishes: *Shiromaru Classic*, a white-pork-based broth ramen and *Akamaru Modern*, a bolder red broth seasoned with garlic oil and Ippudo's secret *hidenotare* sauce. Both varieties include freshly made noodles that are topped with roast Berkshire pork, cabbage, and scallions. Kawahara perfected the *tonkotsu* (pork based) broth through an elaborate process of cooking pork bones for more than 15 hours, then blending the broth from three cooking stages to achieve a creamy, delicate soup with a light aroma.



The menu also includes a selection of mid-sized plates (\$7 - \$15) such as the *Tonkotsu Croquette*, served with bechamel sauce, and the signature *Ippudo Roll* made of grilled pork *chashu*, egg custard, and cucumber. Desserts include *Matcha Brulle*, and *Age-men & Mascarpone*, crispy noodles with sweet mascarpone cheese. Ippudo will also feature a full bar with more than 35 types of sake and specialty sake cocktails.

While Ippudo NY is a modern ramen brasserie, it is also a tribute to Japan's ramen capital of Hakata. Located in Japan's Kyushu island, Hakata is famous for its *tonkotsu* (pork based) ramen. The region is also known for its rustic charm and for serving as a cultural gateway for Japan's foreign influences. This melding of ideas can be seen in Ippudo's innovative approach to ramen.

Designed by Tennen-sha Architects of Japan, Ippudo NY's 80 seat brasserie relies heavily on wood and features communal oak tables and a sprawling bamboo tree that is the dining room's focal point. Other décor includes oversized booths lined with *tatami* mats, traditional tapestries, and walls lined in kimono fabric from the Hakata region. Japanese cabaret music plays in the background for a fun, hip and casual dining experience.

### **About Ippudo:**

Ippudo was founded in 1985 in Hakata, Japan. The original restaurant consisted of a small counter with a seating capacity for ten people. Today Ippudo encompasses 34 restaurants throughout Japan. Founded by Shigemi Kawahara, the internationally-acclaimed Ramen King, Ippudo serves nearly 20,000 customers per day.

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