



MEDIA RELEASE

FOR IMMEDIATE RELEASE

AN INSPIRATION, A REINVENTION

Introducing Delicious Peranakan-Japanese Dishes in Singapore

16th MAY 2016 - For Masaki Fujishiro, Chairman of IPPIN Pte Ltd, celebrating different cultures is an ideal ingredient when setting up a cafe in Singapore. Recently having had his first Peranakan laksa in Singapore, he is amazed by the rich flavor of the local dish, and is determined to marry the excitement of the Peranakan character and the beauty and history of Japan. And there is a reason behind his choice. "Singaporeans recognise the Peranakan taste, so it's easier for them to make a comparison," he explains. "When you understand what *our* food taste like, it's lighter and still tastes like nostalgia in a bowl, you would be interested to try our Japanese products."

Friendly Price Point

Lining up the wooden shelves of IPPIN CAFE BAR are Japanese food products that are produced by SMEs (Small, Medium Enterprises) of Japan, many of which are items that have gone through many hours of manual labor and therefore taste distinctively different. The platform at IPPIN CAFE BAR - a dining, bar and retail concept is one that supports the good tastes of Japan for Singaporeans to enjoy. "Many people have a misunderstanding that premium Japanese products are very expensive. And we like it that Singapore has such a diverse culture that we want to share with the open-minded Singaporeans that premium Japanese products can be very affordable too." Shares Ayumi Fujishiro, Marketing Manager.

First And Only Cafe with Peranakan-Japanese Dishes In Singapore

The flavourful Peranakan is creatively fused together with authentic Japanese fare like dashi, yuzu, sake, Japanese oysters and many more. What makes this menu unique is not just in the preparation or the choice of the freshest ingredients, but also the immense passion that the talented Chef Philip Chia sprinkle which makes every bite more delightful. Chef Philip Chia is synonymous with the victory of Peranakan cooking scene here in Singapore, an author of four cookbooks and having frequent appearances on TV programs, hotels and exhibitions. Diners can expect really flavourful and homely creations from 1 June 2016.

Staying Beautiful And Healthy Through Eating

There is always room to indulge, and as Singapore's first and only cafe that serves Peranakan-Japanese cuisine, diners can certainly dine without guilt with the secret recipes packed with Japanese ingredients that heal the body inside out, a long kept tradition of the Japanese longevity and beauty that stand the test of time.

IPPIN CAFE BAR hopes to build an exciting community that makes up of executives, families and foodies who appreciate a fusion of cultures and healthier alternatives.

IPPIN CAFE BAR

Address : 18 Mohamed Sultan Road #01- 01, Singapore 238967

Opens : 12:00pm - 11:00pm Mondays - Saturdays

Closed on Sundays, P.H. and private events

Tel : 6733 4794

FB / IG Reservations: @IPPINCAFEBAR

Web : <http://www.ippin-jpc.com>

For media enquiries and assistance, please contact:

Hazel Tan, PR Consultant

DID: 6528-6038 | HP: 9474-6749 | Email: hazel@curetex.jp