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For Immediate Release

Zen Fuses Food and Nightlife for Bellevue

TV's Iron Chef Masaharu Morimoto plans to open Zen - an Asian fusion restaurant - in the heart of Bellevue this coming June. The restaurant will predominantly serve Japanese fusion cuisine and double as a lounge after hours. Morimoto hopes to provide outstanding food and exciting nightlife for Bellevue's Generation Y - at an affordable price.

The idea behind Zen is an upscale restaurant by day that transforms into a trendy lounge by night. From 5:00 - 10:00 PM, Morimoto's trained kitchen will serve a full menu of fusion meals including various appetizers, sushi rolls and deserts, and Japan's famous Kobe steak. The restaurant will close its doors at 10:00 PM to change the lighting, seating arrangements, atmosphere, and menus, and reopen as a lounge at 11:00 PM with a smaller appetizer/desert menu and a full-service bar.

"Bellevue is full of young professionals who are craving exceptional dining and drinking at a price they can pay," stated Zen's project manager Yoshi Inoue. "Masaharu's goal is to give this bustling generation a place to go and introduce them to the art of Japanese fusion."

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Who
What
When
Where

Exposi-
tion

Synthesis

①

WHAT'S
THAT
ABOUT
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BASIC
CONCEPT

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CREDIBLE
AUTHORITY
GIVES
INSIGHT
INTO
SIGNIFICANCE

Zen's menu, hand-picked by Morimoto, will highlight the Iron Chef's personal favorites.

EXPOSITION
2

Sushi is expected to be the top seller, and the menu includes Zen rolls, Spider rolls and Tempura rolls, to name a few. Morimoto also plans to include a "Chef's Special" on the menu. If ordered, the chefs will put together a surprise sushi plate of whatever they feel is the most fresh and delicious fish in their kitchen. Customers can also order a number of Japanese fusion desserts, from Green Tea Mocha to Asiana Almond Roca Cookies over ice cream.

④
SECONDARY
DETAILS

When asked about his future plans with Zen, Masaharu Morimoto firmly stated his goals for expansion. "My passion is food. I want to share the creativity and taste of Japanese fusion with the world." After launching the restaurant in Bellevue, Morimoto and Inoue hope to establish another location in downtown Seattle, and then expand the restaurant into a nationwide chain, opening a Zen in California and New York.

⑤
FUTURE

Japan has always considered food an art, following a long tradition of sophisticated food preparation. Morimoto has taken his roots and native food and added a bit of spice and fun to create Japanese fusion. What he calls "global cooking", Morimoto takes Japanese coloring and aromas, and mixes them with Chinese spices, Italian ingredients, and French presentation to create a whole new eating experience.

⑥
BACKGROUND
OLD NEWS

Born in Hiroshima, Japan, Masaharu Morimoto trained in a sushi restaurant before moving to the US in 1985 at the age of 30. After working in several restaurants, he joined the highly acclaimed Nobu restaurant in New York City. Morimoto polished his craft in the city and his cutting-edge Japanese fusion cuisine attracted the attention of *Iron Chefs* producers, who invited him to become a Japanese Iron Chef. Every episode, an Iron Chef and a challenger are given a secret ingredient which they must use in their battle to make a culinary masterpiece. Judges then decide which meal is worthy of the Iron Chef title. *Iron Chef* airs weekly on the Food Network.

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MISC.