



JINzakaya, A New Wave Of Izakaya

Once the watering holes for worker bees to rejuvenate after a long day in the office, Izakayas have morphed from traditional gastro-pubs to quintessential Japanese establishments around the globe. The new retro-chic JINzakaya, by award-winning Les Amis Group, opened its doors at the tail end of January 2016, and is tucked in a pedestrian backstreet off Rangoon road beside sister concept Sushi Jin.

Whilst Sushi Jin exudes luxuriousness with delicate Japanese food in a finer setting, JINzakaya is a riot of fun that transports one back to old Tokyo train station taverns.

“Trendy Izakayas will be the next wave of openings over the next 1 to 2 years. Izakaya by itself is not a new concept but nobody has really taken it to the next level by reinventing the ambience. JINzakaya looks to be the next cool joint, transforming peoples’ perception of Izakayas as a dingy Japanese “salary man” drinking bar with no frills and low bills to a trendy dinner alternative where the protocol is fun dining”, explains Raymond Lim, the spokesperson of the Les Amis Group.

Along the façade, traditional Japanese “noh” masks printed on Noren curtains give intimacy to the counter seats, while livening the mood with a pop of color as vintage Japanese commercials play in the background. Inside the outlet, an edgy neon logo juxtaposes retro posters on dark walls with textures of rustic wooden furniture that cast a shadow underneath glowing lights.

Immerse in this casual laid-back enclave where one can enjoy an eclectic mix of affordable set lunches, sharing plates and assorted yakimono. The four by four lunch menu showcases hot favourites from four different types of mains to choose from – Rice (Donburi), Noodles (Ramen and Udon), Sandwiches (Sando) and Salads (Sarada). Dig into the signature JIN Tori Ramen; a tantalizing bowl of wholesome white chicken broth topped with ramen, chargrilled chicken and an onsen egg. Alternatively, opt for the Katsu Curry; crispy pork belly katsu served with the JIN special curry gravy. For the health conscious, go for the JIN Sake Harashu which comes with fresh garden greens, mouthwatering slices of salmon belly and a refreshing homemade ponzu dressing. Each main is served with a choice of hot or cold hojicha and is priced at a reasonable \$12.80.

Come dinner, the restaurant vibe and menu take on a more Izakaya identity with a selection of yakimono (grilled items) – 19 enticing grilled skewers and 10 grilled mains. The skewers range from \$2.50 per stick for classic options such as the Tori Momo (Chicken Thigh) and Tebasaki (Chicken Mid Wing Joint) to \$9.50 per stick for an indulgent piece of Foie Gras and \$9 for the MBS 4 Wagyu Kushi (Skewered Wagyu Beef). Popular choices for the grilled mains include the Kurama Ebi Bacon \$20; succulent king prawn wrapped with flavourful bacon, and the MBS 8 Australian Wagyu 100g, \$60; a slab of beautifully marbled steak chargrilled to medium rare perfection. Prepared behind an open charcoal grill kitchen, it serves as a visual and olfactory treat for diners and passersby, enticing them to step in for a fun, casual and relaxed meal. Besides that, the menu also comprises of a selection of chinmi, sashimi, sharing plates, salads, noodles and desserts.

To complete the meal, wind down and choose from a selection of beer, sake, shochu and fruit-based sakes from the menu. The list features a range of sakes (from sweet to dry) cherry-picked by Raymond Lim together with a

group of niche sake suppliers who look for smaller sake breweries that focus on quality. The sakes are intentionally segregated into 3 price categories - \$89, \$99 and \$119.

Debunking the myth that housepours are of lower quality, JINzakaya takes pride in serving sakes which are suitable for both seasoned and novice drinkers to enjoy. The team also aims to expose customers to new sake labels by constantly rotating the section of housepours which are sold by the carafes.

Looking for something a little more unconventional? Opt for their signature fruit-based sakes, available in 2 flavours – Amabaki Blood Orange and Tenzan Yuzu, which is priced at \$12 per glass and \$95 per bottle. This sake also goes well with ice or soda water, and will definitely be a hit with the ladies.

On the other hand, beer aficionados can sink into a smooth creamy mug of Suntory draft beer priced at \$13. At JINzakaya, there is really something for everyone.

Allow resident Chef Patrick Peh and his team to elevate your senses and treat you to a holistic dining experience that goes far beyond your taste buds. JINzakaya offers solace for you to have a fun time with friends over good food and booze or for workers to decompress among colleagues. *Kanpai!*

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OPENING HOURS:

Lunch
Daily
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Dinner
Daily
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