

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**



## **LES AMIS GROUP UNVEILS YUJIN IZAKAYA – A MODERN JAPANESE PUB**

**SINGAPORE, 15 March 2019** – Husband-and-wife team realise their lifelong dream through the Les Amis Group family in this celebration of enduring bonds.

### **THE CONCEPT**

Tucked along Zion Road is Yujin Izakaya, a lively hang out where one and all are received as friends. The industrial-chic space features a bar that opens to the five-foot way and main street, beckoning with the glow of display fridges showcasing an enticing range of sake. Step past the metal mesh doors at the entrance and you will find yourself being welcomed into a space humming with positive energy. An open kitchen anchors the room dressed in a palette of black and copper, and this is where chef-owner Freddie Lee fires up a curated repertoire of creative bites that take its inspiration from the traditional Japanese izakaya. Mirroring the live kitchen action, framed dynamic *manga* scenes are hung along the wall, giving guests a hint of Chef Lee's fascination with *manga* since his youth. Chef Lee is joined by his wife Purdey Poon – also a Les Amis alumni – who runs the front of house.

Here, there are no rules. Just a fun, vibrant space for all to unwind – be it just to throw back a solitary cup of sake or two to mark the close of day, or to gather with those near and dear to partake in a feast. It is a place for friends, by friends – and you are invited.

### **THE CUISINE**

The menu spans inspired cold and hot appetisers, smokey grilled vegetable, meat and seafood dishes, beautifully singed skewered items, warming items served in small bowls and light desserts. Highlights include a delightfully refreshing cold starter of Nama Yasai (\$7) – a platter

of shaved raw asparagus and cauliflower tossed in an umami-rich vinegar-based seaweed dressing. Or pad your stomach for a night of stiff sakes with hot appetisers of Truffle Chawanmushi (\$15) and Katsu Sando (\$16) – a fluffy toasted sandwich of luscious thick-cut beef katsu smeared with pommery mustard.



Continue the feast with succulent grilled Eringi (king oyster mushroom, \$8) and the flavours of Tontoro (iberico pork jowl, \$15) slow-cooked to tender perfection and finished over the grill. Meaty bites also come in the form of grilled Gyutan (ox tongue, \$12), Gyu Kalbi (beef short rib, \$18), and skewers of Tebasaki (chicken wing, \$5), each expertly seasoned to draw out the rich, natural flavours of the ingredients. The hand-made Tsukune meatball (\$6) lovingly moulded with a mix of house-minced chicken meat and with cartilage bits for textural difference, is not to be missed either. Another signature dish from Chef Lee is the Inaniwa Udon (\$18), served with a prawn broth and topped with plump prawn tempura. Complementing the menu of hearty, bold-flavoured grilled items is a beverage programme with a strong sake focus. Patrons can also enjoy a range of Chuhai (shochu drinks), Highballs and unique Yujin concoctions such as a Shochu Mojito (\$13) or Yuzu Sour (\$15). Happy Hour promotions are also available from 5 – 7pm from Mondays to Saturdays.

## THE CHEF

Part of the opening team for the Group's flagship fine dining restaurant exactly 25 years ago, Chef Freddie Lee collaborates with the Les Amis Group to launch a brand new izakaya concept restaurant. The name (Yujin, the Japanese word for friend) is beautifully apt in that the izakaya is born of a kinship amongst those within the Les Amis Group family – opening an izakaya has been a lifelong dream of Chef Lee, and with the Les Amis Group, he is turning it into reality.

Here, the chef-owner employs his mastery in fine European cuisine to give rustic, traditional izakaya fare a contemporary edge. Reflecting the side of him who is fascinated with *manga* (loved for its playful, brazen expression) Chef Lee's cuisine here is not bound by rules or conventions, just honest, good cooking, seasoned with a bit of fun – a style that he has been known for through his long career.

Yujin Izakaya opens its doors for business on **15 March 2019**, the 25th anniversary of the Les Amis Group.

- END -

### **RESTAURANT INFORMATION**

**Address:** 56 Zion Road, Singapore 247781

**Tel:** +65 6235 0429

**Website:** [www.yujinizakaya.com.sg](http://www.yujinizakaya.com.sg)

**Email:** [yujinizakaya@lesamis.com.sg](mailto:yujinizakaya@lesamis.com.sg)

**FB:** <https://www.facebook.com/yujinizakaya/>

**IG:** <https://www.instagram.com/yujinizakaya/>

#### **Opening hours:**

Mon – Thurs: 5pm to 11pm (last orders 10.30pm)

Fri – Sat: 5pm to 12am (last orders 11.30pm)

Sunday: Closed

#### **Seating capacity:**

50 pax (38pax indoor, 12pax outdoor)

#### **Signature dishes:**

COLD APPETISER

Beef Tataki (\$15) – Chilled grilled-US sirloin, onion, ponzu

Nama Yasai (\$7) – Raw asparagus, cauliflower, nori

HOT APPETISER

Truffle Chawanmushi (\$15) – Steamed egg, konbu, truffle

Katsu Sando (\$16) – US Beef, toasted bread, pommery mustard

GRILLED VEGETABLE

Eringi (\$8) – King oyster mushroom

GRILLED MEAT

Tebasaki (\$5) – Chicken wing

Tsukune (\$6) – Hand-made meatball

Tontoro (\$15) – Iberico pork jowl

Gyutan (\$12) – Ox tongue  
Gyu Kalbi (\$18) – Beef short rib

**SMALL BOWL**

Inaniwa Udon (\$18) – Prawn tempura, prawn broth

For media enquiries, please contact:

**Ms Agnes Tan**

Les Amis Group Senior Executive, Marketing & Communication  
E: [agnestan@lesamis.com.sg](mailto:agnestan@lesamis.com.sg) | T: +65 6801 0648 | M: +65 9823 1004

**Ms Michele Chang**

Les Amis Group Manager, Marketing & Communications  
E: [michelechang@lesamis.com.sg](mailto:michelechang@lesamis.com.sg) | T: +65 6801 0646 | M: +65 9130 9195