23 November, 2023

**OISHI celebrates the entry of business into its 25th year by joining forces with 10 Celebrity Chefs in Thailand to organize a full range of activities for you to say O-ho ! throughout the year until September of next year**

**“OISHI” celebrates the entry to its 25th year that reinforces the leadership and being a King of Japanese Food. The company a special campaign, namely “OISHI enters the 25th year, Celebrates Like a King” to provide a new experience that is not just about serving food, but will also give you the feeling of "O" that will make you say "O-ho !" with special dishes, “O-roi !!” (Deliciousness) with a new menu from Celebrity Chefs, and "O-ver !!!" with many surprise gifts. The activities are organized throughout the year at Japanese restaurants in the OISHI Group\* from November 2023 – September 2024.**

**Mrs. Nongnuch Buranasetkul, President of OISHI Group Public Company Limited**, revealed about this matter that as the leader and creator of the Japanese-style food and beverage business, OISHI places importance on offering new experiences and innovations to consumers who love Japanese food through quality development, combined with creations that meet their needs and desires. This is in order to continually raise the standards of products and services from the first day of business on the 9th of the 9th month of 1999 onwards.

“Today, we have been operating our business and being beside consumers for a long time, or more than 2 decades to emphasize the mastery of Japanese food recipes. We therefore would like to take this opportunity to create the best to provide the greatest experience to everyone through marketing activities under the campaign **"OISHI enters the 25th year, Celebrates Like a King"**. The company is ready to provide a new experience that is not just about serving food, but will give you the feeling of "O" that will make you say **"O-ho !"** with a special dish to celebrate the entry into the 25th year of the company, **“O-roi !!”** (Deliciousness) with new menus from Celebrity Chefs in Thailand, Iron Chef Thailand – Top Chef Thailand – Master Chef Thailand under Heliconia H Group, and **“O-ver !!!”** with many surprise gifts such as e-coupons, various special discounts on the BevFood app, etc. The campaign is held at all branches of OISHI Japanese restaurants throughout the country, including OISHI GRAND, OISHI EATERIUM, OISHI BUFFET, SHABUSHI, and OISHI RAMEN, from today (November 23, 2023) until September next year,” **Mrs. Nongnuch** added.

For **“OISHI enters the 25th year, Celebrates Like a King”**, the campaign is today ready to give you a Japanese food experience and “O-roi !!” (Deliciousness) with a new menu highlighting quality, clean, fresh ingredients carefully selected from Japanese restaurants in the OISHI Group.\* Such ingredients have been meticulously blended and prepared by 10 Celebrity Chefs of Thailand into various menus of special Japanese dishes, both savory and sweet, consisting of :

* **OISHI GRAND** : It is the first time of cooperation between **OISHI GRAND X Celebrity chefs of Thailand** (Chef Off - Natawoot Thammaphan, Chef Pruek - Pruek Sumpantaworaboot, Chef R - Teerapat Teeyasoontranon, Chef Ploy - Natnicha Boonlerd, and Chef Big - Arttasit Pattanasatienkul. They are ready to deliver “O-roi !!” (Deliciousness) through a new menu with the theme: **“EAT LIKE A KING”** starting with the first 3 menus, highlighting the finest Wagyu beef ingredients. Don't miss (1) Hokkaido Rub A4 Striploin Wagyu (2) Spice Miso Carbonara Wagyu and (3) Wagyu Tataki by Chef Off - Natawoot Thammaphan at OISHI GRAND, Siam Paragon branch (Floor 4 , Food Passage Zone) and a new branch at Mega Bangna (Floor 2 , Mega Food Walk Zone), from November 23, 2023 – January 31, 2024.
* **OISHI EATERIUM and OISHI BUFFET** : It is the first time of joining forces between **OISHI EATERIUM and** **OISHI BUFFET X Celebrity Chefs of Thailand** (Chef Kaew - Paweenuch Yodpreechawijit, Chef Angkrit - Angkrit Chuer-am, Chef Paope - Jessica Wang, Chef First - Tanapat Suyao, and Chef Max – Nuntawat Chanyalikit), who are ready to provide “O-roi !!” (Deliciousness) through a new menu with the theme: **"JAPANESE SENSE & INSPIRATION"** starting with the first 3 menus highlighting Hotate (or Japanese scallops) ingredients. Don't miss (1) Shinjuku Graffiti (2) Meiji Forest and (3) Sakura Sky by Chef Kaew - Paweenuch Yodpreechavijit at all branches of OISHI EATERIUM and OISHI BUFFET nationwide, from December 1, 2023 – January 31, 2024.
* **SHABUSHI** : It is the first time of joining forces between **SHABUSHI X Celebrity Chefs of Thailand** (Chef R - Teerapat Teeyasoontranon and Chef Off - Natawoot Thammaphan) who are ready to provide “O-roi !!” (Deliciousness) through a new menu with the theme: **“ZAPP WITH JAPANESE TWIST”** starting with the first 4 menus. Don't miss (1) Shoyu Leng Zapp Soup, (2) Leng Zapp Sushi, (3) Crispy Wonton Salad, and (4) Spicy Pork Bounce by Chef R - Teerapat Teeyasoontranon at all SHABUSHI branches nationwide from November 28, 2023 – February 29, 2024.
* **OISHI RAMEN** : It is the first time of joining forces between **OISHI RAMEN x Celebrity Chefs of Thailand** (Chef Big - Arttasit Pattanasatienkul) who is ready to provide “O-roi!!” (Deliciousness) through new menus with the theme: **"TOUCH OF JAPANESE FLAVOR"** in April 2024.

**Come celebrate and enjoy together with the special " OISHI enters the 25th year, Celebrates Like a King" campaign today at all branches of OISHI GRAND, OISHI EATERIUM, OISHI BUFFET, SHABUSHI and OISHI RAMEN nationwide. The campaign has been held throughout the year from November 2023 to September 2024.**

Follow for more news information, click OISHI Food Station fan page: FACEBOOK.COM/OISHIFOODSTATION or click OISHI Food website: OISHIFOOD.COM to search for a Japanese restaurant branch in the OISHI Group near you.

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