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**FIRST-TIME EVER IN MALAYSIA:
SUSHI SHIN BY 3 MICHELIN-STARRED CHEF MIYAKAWA
POP-UP AT KAMPACHI, EQ KUALA LUMPUR**

KUALA LUMPUR, 20 September 2019 – For the very first time, Kampachi and EQ is proud to collaborate to bring to Malaysia 3 Michelin-starred Chef Miyakawa and his elite culinary team from acclaimed Sushi Shin of Japan. “Our team is excited to have this opportunity to bring the authentic Sushi Shin dining experience directly to customers in Malaysia for the first time, in a lovely venue at the EQ hotel.” said Chef Miyakawa.

From 1-10 November 2019, this superlative dining experience will be offered at the Kampachi restaurant located at EQ, the newest 5-star hotel (and as of September 2019, the #1 ranked Kuala Lumpur hotel on TripAdvisor). Chef Miyakawa and his team will be presenting the same *omakase* menu offered at his restaurants in Japan. Seats will be limited during this exclusive pop-up dining period and demand is expected to be high with bookings already made by *sushi* aficionados during the pre-marketing phase.

The *omakase* menu designed by Chef Miyakawa is limited to just 8 seats at the Kampachi’s 200-year-old Hinoki wood sushi counter during lunch and dinner. An additional 12 persons can be accommodated in the private dining area just next to the sushi counter without compromising the exclusivity of the overall dining experience. “The innovative menu allows guests to experience unique, seasonal *sushi* and *tsumami* dishes (appetisers) packed with *umami*, their delicate flavors extracted precisely from each ingredient.” said Chef Miyakawa.

Menus are priced at RM500+ and RM1,000+ per person for lunch and dinner respectively (details below). A range of specially selected *sakes* will also be offered as a pairing option to complement the *sushi* served.

About The Chef

Chef Masaaki Miyakawa was awarded 3 Michelin stars in 2017 for his eponymous Sapporo restaurant, Sushi Miyakawa – at the time the only sushi establishment in Hokkaido and one of five sushi restaurants there to be conferred the highly revered accolade. Shortly thereafter, he opened Sushi Shin together with his *protégés*, Head Chef Hironori Satake and Chef Kazuo Ogura, to helm that restaurant. Earlier this year in April 2019, Sushi Shin by Chef Miyakawa opened at the Mandarin Oriental Tokyo. More information about Sushi Shin by Miyakawa can be found at <https://www.sushishin.jp/>.

Sushi Shin presents the same exquisite menu as Sushi Miyakawa, showcasing finest seasonal ingredients that highlight the innate flavour and *umami* in specially-crafted *Edomae* style *sushi*. Aside from impeccable craftsmanship, each chef in Sushi Shin is trained by Chef Miyakawa to select and transform ingredients, sourced from Hokkaido and beyond, into delectable creations.

Frequent travelers to Tokyo and Niseko will be familiar with Sushi Shin's outstanding cuisine and this is a unique opportunity to sample the excellent *omakase* in collaboration with Malaysia's most established Japanese restaurant and Kuala Lumpur's latest 5-star hotel. As seats are limited, early reservations will be necessary. This joint promotion is also made possible with the kind participation of Japan Airlines.

Sushi Shin Pop-Up

Sushi Shin *Omakase* from 1st to 10th November 2019:

Lunch: 12:00pm -2:30pm (Except 4 & 5 November 2019)

14-Course *Omakase* at RM 500+ per person

Additional RM 120+ for sake pairing

Dinner: 6:00pm – 8:00pm; 8:30pm – 10:30pm (Except 4 November 2019)

18-Course *Omakase* at RM 1,000+ per person

Additional RM 220+ for sake pairing

Exclusive Dinner 6:00pm – 10:30pm (Only on 1,2, 6, 7 & 9 November 2019)

18-Course *Omakase* with sake pairing at RM 2,400+ per person

A Complimentary bottle of Taketsuru whisky will be gifted to reservation of 8 persons and above.

Details subject to change.

For reservations or inquiries, please contact +60 3 2789 7722 or email to kampachi@kul.equatorial.com.

~ Ends ~

About Kampachi

Kampachi, a pioneer of Japanese cuisine in Malaysia since 1974 has been offering authentic Japanese dining prepared using the highest quality ingredients air-flown from Japan. The uncompromising commitment to quality has resulted in numerous local and international accolades including an unprecedented 9-time award winner for Best Japanese Restaurant by *Time Out* magazine. At the new flagship restaurant located at EQ Kuala Lumpur, the dining experience is taken to new heights with its signature 200-year-old *Hinoki* wood sushi countertop and new *Kappou* dining experience that showcases the art of Japanese cuisine. The commitment towards authenticity extends to its selection of *sake* offered: specially imported artisanal *sake* directly sourced from select microbrewers in Japan exclusively to Kampachi in Malaysia. Besides the flagship restaurant, Kampachi is also located at Pavilion Kuala Lumpur, Plaza33 and at Hotel Equatorial Penang.

About EQ

The re-making of Hotel Equatorial Kuala Lumpur as EQ has been a milestone in the hospitality industry in Malaysia. With a prime location in the heart of Kuala Lumpur's Golden Triangle, EQ is ideal for guests visiting the city's business, shopping and entertainment districts. Occupying the top floors of the award-winning 52-story Equatorial Plaza, the hotel offers 440 stylish rooms state-of-the-art banquet/meeting facilities, and an array of signature restaurants and bars such as the Bottega Lounge, Nipah All-Day Dining, Kampachi Japanese Restaurant as well as the impressive, must-visit Sky51 consisting of Sabayon, fine-continental restaurant and Blue, bespoke bar and lounge and its outdoor bar with stunning panoramas of the city. The 5-star hotel is also Green Building Index (GBI) Gold-certified making it among the most energy and resource-efficient buildings in the country. Other facilities include Sanctum Wellness with its unique spa, 25m infinity pool and vitality jacuzzi and state-of-the-art fitness centre.

For more info and enquiries, kindly contact:

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