

To the Press



Toraji Corporation

July 17 2019

Yakiniku Toraji opened a NY style steak house in Ebisu

T's Steak House reinforces service for foreign customers

~Plans exclusively for foreign customers, Placement of English-speaking staff, English & Chinese menu ~

Toraji Corporation (location: Koutoku, Tokyo CEO: Kim), which develops food and beverage business mainly in the Kanto area such as Yakiniku Toraji, opened a new business field of a New York style steak house in Ebisu called "T's Steak House" on February 2019. Furthermore, the reinforcement of service for foreign customers has begun from today, July 17.



T's Steak House is the first genuine NY style steak house in the Ebisu area, where rare USDA prime beef which amounts to only 3% of the whole production is dry-aged and roasted in a broiler oven. Besides the menu of a standard steak house which includes T-Bone steak and seafood platter, we also offer a wine pairing course which goes well with some cuts of meat such as sirloin and tenderloin. Furthermore, we serve Japanese Wagyu beef in preparation for the 2020 Tokyo Olympics and Rugby World Cup, since we want foreign customers including tourists to enjoy the delicious taste of Japanese Wagyu beef. We offer meat experience unique to Japan by utilizing our know-how cultivated at Toraji.

In addition, due to the reinforcement of inbound tourism, T's Steak House has started course menus and wine pairing plans exclusively for foreign customers, placement of English-speaking staff, menus written in English and Chinese.

The restaurant is designed by Mr. Yukio Hashimoto, who is known for engaging in many interior decorations of luxury hotels (Yukio Hashimoto Design Studio: Shibuya, Tokyo).

Please enjoy a splendid night at our New York style steak house which includes Japanese-specific essence.



【Contents of the course menu exclusively for foreign customers】

¥20,000 (tax & service fee included) per person. Order for 2 or more people.

Wine pairing including 5 kinds (Sparkling×1, White×2, Red×1, Sweet×1)

Appetizer : Seafood Platter

Soup : Soup of the Day

Main : Prime T-bone Steak or Quartet Steak (400~450g per person)

Side Dishes : Mashed Potatoes, Creamed Spinach

Dessert : T's Cheese Cake, Coffee or Tea

<Key Points>

- The portion of the steak is bountiful and satisfactory for Western people
- You can fully enjoy the classic dishes of a steakhouse
- The payment amount is simple (tax & service fee included)
- Easy to order (Drinks are included)

■ Characteristics of T's Steak House

1. A genuine New York style steak house where steak is roasted in a broiler oven

In order to make best use of the delicious taste of USDA prime graded (*1) dry-aging beef (*2), we roast the steak with a broiling oven (*3) which makes the surface crispy while keeping the inside medium-rare. Furthermore, we offer more than 3 flavors of sauce by utilizing our know-how and various experiences at Toraji. Besides the standard tomato sauce, there is creamy peppercorn sauce, red wine and balsamic sauce, and an original red wine sauce which includes Yakiniku Toraji's grilling meat sauce as a secret ingredient.



2. Offering Japanese Wagyu Beef by utilizing Toraji's know-how

We serve Japanese Wagyu beef which is unique to a Japanese yakiniku restaurant. We are serving sirloin steak as the first round, but we are planning to serve chuck flap steak (the best section of the chuck roll) and top blade steak (the best section of tender muscle) soon. In addition, our signature menu called "Quartet" provides 4 types of meat; USDA prime sirloin or tenderloin steak, harami (skirt beef), Japanese Wagyu beef, and lamb chop.



3. Offering a wine pairing course which goes well with each cut of meat

We offer a maximum of 6 flavors of wine pairing that goes well with our appetizer, soup, and steak. For the purpose of our customers to fully enjoy our steak, we provide attentive service. For example, we serve wine that respectively matches the sirloin and tenderloin steak for customers who order the popular T-bone steak.



(*1)

USDA stands for United States Department of Agriculture and grades the quality of US beef.

Prime rank is the highest meat quality grade and it is classified to 8 categories. This meat is very rare since the production is only 3% of the whole.

(*2)

When beef is dry-aged, enzymes allow tenderization of the meat texture and increases amino acid which enhances the flavor. In addition, since the surface is dried and aged, excess moisture is released and makes the taste and scent condensed into the meat.

(*3)

Since we burn the surface with upper fire that sets extreme heat, the steak is crisp on the outside and juicy in the middle. Furthermore, we use a special plate that has a high temperature tolerance and burn it with 100% Hokkaido butter. This creates a sauce with an exquisite balance of meat juice and butter.

Access: JR Ebisu Station (3-minute walk), Tokyo Metro Hibiya Line Ebisu Station Exit 5 (1-minute walk)

TEL: 03-5725-3629

Opening hours: 17:00~23:00 (L.O. 22:00)

Seats: 28 seats/8 tables

Management: Toraji Corporation

URL: <http://www.ts-steak.com>

■ Main Menu ※All listed prices exclude tax and 10% service fee.

<Individual Dishes>

- Seafood Platter ¥4,500
- Soup of the day ¥1,600
- Japanese Wagyu Beef of the day ¥15,000~
- T's Steak for Two ¥16,000
- Quartet Steak for Two ¥16,000~

<Course>

- Ebisu course (7 dishes) ¥10,000

Appetizer, soup, steak (T's Steak or Quartet Steak), dessert, coffee or tea

※Courses with seafood platter cost an additional ¥5,000

<Wine Pairing Course>

- Standard: +¥6,500 above the listed course price
- Premium: +¥9,000 above the listed course price



■ Company Information

Company name: Toraji Corporation

Established: June 30th, 1999

Representative: CEO Kim Shinon

Capital: ¥9,1715,000

Location: 〒135-0053 Suneast Tatsumi 8F, Tatsumi 3-7-26, Koutouku, Tokyo

Number of Employees: Full-time employee 227 people (as of June 30th, 2018)

Business: Management of yakiniku restaurant

《Inquiry about context or media request》

T's STEAK HOUSE

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