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**ESquared Hospitality To Open BLT Steak Tokyo In September 2014**  
*Global Restaurant Group Introduces Its First Restaurant in Japan, Sixth in Asia*

**New York, NY & Tokyo, Japan (July 24, 2014)** – Global restaurant and hospitality group [ESquared Hospitality](#) announced today that it has partnered with President Ryuji Oki and Tokyo-based [Jinterji Co., Ltd.](#) to bring BLT Steak to Japan. BLT Steak Tokyo will open at Roppongi-itchohome Izumi Garden in September 2014.

“It is our pleasure to announce ESquared Hospitality and BLT Restaurants’ continued expansion in the Asian market,” said Jimmy Haber, managing partner of ESquared Hospitality. “We are appreciative of the tremendous support the BLT brand has received for our restaurants in Hong Kong, Taiwan and Seoul, as well as the significant Japanese customer base which currently visits BLT Steak in Waikiki, Hawaii. We are excited about opening in Tokyo.”

“BLT Steak is enormously popular in the United States and other countries, especially in Hawaii, thus the opening of BLT Steak at this time is expected to draw major attention. Also, the restaurant will target not only Japanese clientele but also foreign customers as well as travelers, which are expected to increase toward the 2020 Tokyo Olympic Games, and we are confident that the demand for authentic steakhouses will grow further,” said Ryuji Oki, President of Jinterji Co., Ltd.

One of the most renowned steakhouses in America and abroad, BLT Steak and ESquared Hospitality have grown from one flagship restaurant which opened in New York City in 2004, to more than 10 brands and 28 restaurants worldwide, including 14 BLT Steak and BLT Prime locations. BLT Steak Tokyo will be ESquared Hospitality’s sixth outpost in Asia, joining BLT Steak restaurants in Hong Kong and Seoul, and BLT Burger locations in Hong Kong (two) and Taiwan.

Building on BLT’s reputation for delivering classic steakhouse fare and superior service in a warm, bistro-like setting, BLT Steak Tokyo will feature an array of BLT staples, including the brand’s signature popovers, airy golden Gruyère-laced puffs of dough served warm at the start of every



meal; fresh salads and seafood from the lobster cobb and chopped vegetable salad to the tuna tartare and Dover sole; and delectable desserts, such as the peanut butter chocolate mousse and crepe soufflé. BLT Steak Tokyo will serve the finest USDA Prime (the highest grade awarded by the U.S. Department of Agriculture) and Certified Angus® steaks, which are aged naturally for maximum tenderness and flavor, before broiling at 1700 degrees and finishing with herb butter. The restaurant will also serve dry-aged U.S. beef as well as domestic Japanese Wagyu steak with BLT's original sauces. Weekly blackboard specials will highlight local ingredients and seasonal flavors, while an extensive collection of wines, beers and handcrafted cocktails provides the perfect complement to every meal.

BLT Steak Tokyo is a bi-level restaurant offering the perfect setting for a variety of dining occasions, from business entertaining to private family and social events. At six meters, the main floor's high ceilings create an open airy feeling for the spacious bar and dining room, which can accommodate 111 guests. At the back are four private dining rooms that can seat six to eight guests in each, or be combined to host up to 20 guests. Guests may smoke on the mezzanine level, which boasts a unique design and seating for 40. An outdoor terrace is adorned with greenery and colorful artwork to create an elegant resort atmosphere.

### **About BLT Steak**

BLT Steak is ESquared Hospitality's interpretation of the classic steakhouse. Coupled with signature style and exceptional service, ESquared Hospitality's flagship brand is best described as a Modern American Steakhouse. Combining a bistro ambiance with steakhouse fare, BLT Steak is known for its signature warm popovers, specialty steaks, fresh seafood and satisfying sides. Weekly blackboard specials highlight seasonal flavors and local ingredients. The brand has received a number of honors, including two stars from the *New York Times*; three stars from the *New York Post*, *The Daily News* and *Crain's New York Business*; and "Best New Restaurant" from *Esquire* magazine. Learn more at [www.bltsteak.com](http://www.bltsteak.com).

### **About ESquared Hospitality**

ESquared Hospitality is an international restaurant and hospitality group. Built on a commitment to "Exceeding Expectations" with extraordinary food and excellent customer service, ESquared Hospitality has grown into a diversified group of restaurant concepts, from the flagship BLT Steak New York which opened in 2004 to more than 28 restaurants on two continents. ESquared Hospitality properties include the BLT restaurants, comprised of BLT Steak in New York, NY (2004), Washington, DC (2006), San Juan, PR (2006), White Plains, NY (2007), Scottsdale, AZ (2008), Atlanta, GA (2009), Miami, FL (2009), Hong Kong (2009), Charlotte, NC (2009), Waikiki, HI (2009), Seoul, South Korea (2014) and Las Vegas, NV (2014); BLT Burger in Las Vegas, NV (2008), Hong Kong (2009) and Taipei, Taiwan (2013); BLT Prime in New York, NY (2005) and at the Trump National Doral Miami, FL (2014); and BLT Fish (2005), BLT Fish Shack (2005) and BLT Bar & Grill (2010) in New York, NY. In addition, ESquared Hospitality operates two Italian concepts: Casa Nonna in New York, NY (2011), which became the official pizza vendor of Madison Square Garden in 2013, and The Florentine in Chicago, IL (2010); as well as GO Burger Bar & Grill (2012) and Horchata De Nueva York (2014) in New York, NY. Visit ESquared Hospitality online at [www.E2Hospitality.com](http://www.E2Hospitality.com), [Facebook.com/ESquaredHospitality](https://www.facebook.com/ESquaredHospitality), [Twitter @ESqHospitality](https://twitter.com/ESqHospitality) or [Instagram @ESquaredHospitality](https://www.instagram.com/ESquaredHospitality).

### **About Jinterji Co., Ltd.**

Jinterji co., Ltd. was established in 1998 and has developed and managed many concepts restaurant and amusement spaces in Tokyo Japan and Australia. We believe that the space we produce is not merely the creation of restaurant and amusement but also the proposal of new lifestyle.

<http://jinterji.co.jp>

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