

FOR IMMEDIATE RELEASE

BLT JAPAN CO., LTD.



**BLT STEAK ROPPONGI Celebrates One-Year Anniversary**

Dine All Summer For a Chance to Win Prizes at BLT Steak Roppongi and Waikiki

(Roppongi, Tokyo) June 19, 2015 - This summer, BLT Steak Roppongi will celebrate its one-year anniversary, also marking the date when the renowned steakhouse brand first landed in Japan in 2014. To celebrate, BLT Steak Roppongi is partnering with sister property BLT Steak Waikiki to offer diners more than 30 chances to win prizes, including dinners at both properties and a grand prize stay at Trump International Waikiki Beach Walk, all-summer-long.

Dine with BLT Steak Roppongi or BLT Steak Waikiki, for dinner only, Monday, July 20th through Friday, September 19th and be entered for a chance to win one of a collection of prizes to redeem at ESquared Hospitality's Japan and Hawaii properties. Winners will be chosen the week of September 21st.

**BLT Steak Roppongi Prizes:**

- \* 1 guest will win a 3-night stay at Trump International Waikiki Beach Walk and dinner for two at BLT Steak Waikiki
- \* 5 guests will win dinner for two at BLT Steak Waikiki
- \* 20 guests will win dinner for two at BLT Steak Roppongi or Ginza

**BLT Steak Waikiki Prize:**

- \* 5 guests will win dinner for two at BLT Steak Roppongi

As an additional way to celebrate, BLT Steak Roppongi and BLT Steak Waikiki will feature special blackboard menus, July 20th through September 19th, offering menu highlights and cocktails unique to its sister property - where guests will have the opportunity to enjoy a taste of Hawaii in Japan, and vice versa, in honor of BLT Steak Roppongi's one-year anniversary.

For more information about the BLT Steak Roppongi one-year anniversary celebration, please visit <http://bltsteak.jp> or find us on Facebook at <https://www.facebook.com/blttokyo>.

#### ABOUT BLT STEAK

BLT Steak is ESquared Hospitality's interpretation of the Modern American Steakhouse. Coupled with signature style and exceptional service, ESquared Hospitality's flagship brand combines bistro ambiance with steakhouse fare, offering items including signature warm popovers, specialty steaks, fresh seafood, satisfying sides, and weekly blackboard specials highlighting seasonal flavors and local ingredients.

#### BLT STEAK ROPPONGI

5F Izumi Garden, 1-6-1 Roppongi, Minato-ku, Tokyo 106-6005. TEL : 03-3589-4129

BLT Steak Roppongi opened in September 2014 as BLT Steak's first Japan location. The bi-level restaurant sports high ceilings and a spacious bar and dining room, coupled with several private dining rooms for more intimate dinners and events. To take in the view, guests can enjoy the outdoor terrace adorned with greenery and colorful artwork. BLT Steak Roppongi offers BLT Steak's signature items including Dry-Aged Prime Steaks, fresh Seafood and BLT's famous Popovers, served complimentary to every table.

#### BLT STEAK WAIKIKI

Trump International Hotel, 223 Saratoga Rd, Honolulu, HI 96815. TEL: 808-683-7440

Located in the Trump International Hotel Waikiki Beach Walk, BLT Steak Waikiki opened in Summer 2009 to bring the brand's signature style and exceptional service to Oahu. A warm color palette, vibrant tropical flowers and locally-inspired artwork complement the restaurant's signature rich walnut floors and dark leather banquettes. In addition to signature BLT Steak menu items, guests can enjoy local Hawaii-inspired menu staples from Seared Big Island Kampachi and Kahuku Corn to Crepe Souffle with Passion Fruit Sauce and hand-crafted cocktails.

For more information, please contact

Yuriko Namiki

BLT JAPAN Co., Ltd.

Email: [namiki@jinterji.co.jp](mailto:namiki@jinterji.co.jp)

Tel: 03-5457-1125