

PRESS RELEASE For Immediate Release

Japan's Popular Sichuan Chain, Shisen Hanten Debuts in Mandarin Orchard Singapore

Singapore, 14 January 2014 – Shisen Hanten by Chen Kentaro opens at Mandarin Orchard Singapore, featuring Sichuan specialities by three generations of celebrity chefs, including Iron Chinese Chef Chen Kenichi.

The Origins

Akasaka Szechwan Restaurant, or Shisen Hanten as it is popularly known in Japan, was started in 1958 by the late Chen Kenmin who is regarded as Japan's "Father of Sichuan Cuisine."

Born in the Sichuan province of China, Chen Kenmin perfected his craft in Taiwan, Hong Kong and China before settling in Yokohama, Japan. Capitalising on his expertise in Sichuan cuisine, he established Shisen Hanten with the vision of "making customers truly appreciate Sichuan food through all the five senses." He passed down his legacy to his eldest son, Chen Kenichi, who himself earned wide acclaim as one of Japan's most celebrated iron chefs.

Chen Kenichi, nicknamed "The Szechwan Sage," then expanded the family business, branching out across Japan and imbuing his personal touch to the Shisen Hanten brand by incorporating fresh new ideas into the menu offerings. His signature dishes emphasised the seven basic flavours that give Sichuan food that distinct boldness, namely - sour, pungent, hot, sweet, bitter, aromatic, and salty.

To date, the Shisen Hanten chain boasts 14 branches in six cities across Japan, to include Fukuoka, Matsuyama, Nagoya, Takamatsu, Tokyo, and Yokohama. Chen Kenichi has also devoted his career to educating Japanese audiences about Sichuan cuisine. Amongst his bestselling cookbooks are - "Ironman Kenichi Chen's Chinese Cooking," "Today's Main Dish by Kenichi Chen," "My Honest Cooking," "Iron Pot Rules," and "Carrying on My Father's Work - Creating My Own Flavors." He also regularly appears on Japanese television for cooking demonstrations on popular shows such as NHK's "Kyo No Ryori" and Fuji TV's "Ryori No Tetsujin" (Iron Chef).

Level 35, Orchard Wing Mandarin Orchard Singapore 333 Orchard Road Singapore 238867

TEL 6831 6262 / 6831 6266 EMAIL shisenhanten.orchard@ meritushotels.com



The Singapore Debut

Chen Kenichi, in turn, passed down his love of Sichuan cuisine to his son, Chen Kentaro. Chen Kentaro followed in his father's footsteps and picked up the tools of the trade through observing his father in the kitchen and learning by experience. He further honed his skills by working in Sichuan restaurants around the Sichuan province in China from 2005 to 2008. Chen Kentaro is a rising star in Japan's culinary scene, often appearing on a number of popular cooking shows in Japan.

Shisen Hanten at the Mandarin Orchard Singapore is the chain's debut outside of Japan, setting the stage for third-generation Chen Kentaro to continue his family legacy and introduce Japan's best loved Sichuan restaurant to audiences in Singapore.

A New Dining Experience

The multi-million dollar interior of Shisen Hanten is a showcase of modern oriental design. Classic Chinese artworks, such as a unique 100-year old Chinese antique red door set as a frame, are juxtaposed against contemporary furnishing.

Step into a majestic dining hall decked in subtle black and gold hues and accentuated with plush red fabrics – evoking an elegant yet intimate feel. Classic chandeliers perched from the ceiling make for a stunning touch, setting off more vividly the sweeping views of the city from the restaurant's floor-to-ceiling glass panels. Tucked in a discreet corner of the restaurant is a contemporary bar lounge where guests may quietly enjoy an aperitif or two before proceeding to the main dining hall for their meal. Shisen Hanten is truly an ideal venue for intimate weddings and private banquet events.

Adjacent to the restaurant is a foyer, a private space marked by quiet opulence with black and gold partition panels and doors, and adorned with exquisite Chinese artwork – perfect for cocktail events. Diners may also choose from 4 VIP rooms for a more exclusive dining experience.

Level 35, Orchard Wing Mandarin Orchard Singapore 333 Orchard Road Singapore 238867



Operating Hours

Monday to Sunday

Lunch: 12noon to 3pm (last order: 2.30pm) Dinner: 6pm to 10pm (last order: 9.45pm)

For enquiries or reservations, please call 6831 6262 / 6831 6266 or email shisenhanten.orchard@meritushotels.com.

For further press information, please contact:

Nicole Ann Chew

Assistant Manager, Branding & Communications Mandarin Orchard Singapore, by Meritus

T (65) 6880 2410 M (65) 9168 2744 nicole.chew@meritushotels.com

NOTES TO EDITORS

About Mandarin Orchard Singapore, by Meritus Home of Asian arace, warmth and care.

Established in 1971, Mandarin Orchard Singapore is a veritable icon in the local hospitality industry, embodying the finest of true Asian hospitality. Its prominent location in the heart of the world-renowned shopping belt of Orchard Road makes it the hotel of choice for business and leisure travellers alike. Boasting some 1,065 spacious guestrooms, each a harmonious blend of comfort and contemporary elegance, they are equipped complimentary WiFi access, comprehensive amenities, and panoramic views of the city from the higher floors.

A smorgasbord of food and beverage offerings is available throughout the hotel. These include award-winning cuisines from Chatterbox, home of the Mandarin Chicken Rice; Triple Three, an international buffet restaurant; Shisen Hanten, a Chinese restaurant serving Sichuan specialties; Coffee & Crust, a café serving cakes and pastries to go with premium selections of coffee and tea; and Bar on 5, a chill-out bar with al fresco seating five

Level 35, Orchard Wing Mandarin Orchard Singapore 333 Orchard Road Singapore 238867

TEL 6831 6262 / 6831 6266 EMAIL shisenhanten.orchard@ meritushotels.com



floors above Orchard Road. The hotel also offers expansive meeting and function facilities, as well as advanced audio-visual equipment and intelligent lighting systems, making it the ideal choice for meetings, incentives, conventions and exhibitions. Mandarin Orchard Singapore is part of Meritus Hotels & Resorts, a pioneering hospitality chain with a focus on delivering the brand's signature Asian grace, warmth, and care.

For more information, visit www.meritushotels.com.

Awards and Accolades

24th Annual TTG travel Awards 2013 - Best City Hotel - Singapore

Singapore Prestige Brand Award 2012 & 2013 - Heritage Brands - Chatterbox

Asia Pacific Hotel Awards 2013-2014 - Best Hotel Asia Pacific and 5 star award winner of Best Hotel Singapore

World Luxury Hotel Awards - (Country Winner - Singapore) Mandarin Orchard Singapore - Luxury Hotel