



FOR IMMEDIATE RELEASE

EDO JAPAN CONTINUES TO BE AN EDMONTON FAVOURITE

New street front restaurant marks 25th Edmonton location

Edmonton, Alberta – July 27, 2013 – Edo Japan will be opening the doors to its twenty-fifth Edmonton restaurant in the welcoming neighbourhood of Terra Losa, today at 10 a.m.

Known for its hot, fast, and delicious food prepared in a traditional Teppan-style, Edo Japan has been providing customers with unique and healthy menu selections for more than 30 years. The newest restaurant is sure to satisfy the palettes of Edo Japan lovers by continuing to provide its popular Sukiyaki Beef and Teriyaki Chicken dishes, topped off with their legendary Teriyaki Sauce. In addition to its signature dishes, Edo Japan offers diverse meal choices including the new flavourful Sukiyaki Beef Rolls, Udon soup, bento boxes, and many other delicious creations.

The new location will be franchisee Nadim Hirjee's second Edo Japan restaurant, adding to the already existing Tudor Glen South location in St. Albert.

"The continued success and growth of Edo Japan was a strong motivator in the decision to open a second restaurant," said Nadim Hirjee, Edo Japan Franchisee. "Edo Japan is known for its great customer service and healthy and delicious menu options. I couldn't be happier to be a part of such an amazing company that is committed to giving their customers exactly what they love."

"The new store opening is a very exciting development for Edo Japan and our restaurant has become an Edmonton favourite thanks to the loyalty of our customers." said Tom Donaldson, President and CEO. "As our brand grows, we are committed to providing our customers with fresh and healthy alternative, and the fast-casual environment they've come to expect."

The restaurant is located at 9794-170 Street NW. For more information, please visit <http://www.edojapan.com>.

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About Edo Japan

Established in 1979 in Calgary, Alberta, Edo Japan was designed to bring the freshness of hot Japanese Teppan-style cooking to suburban shopping centres and food courts across Canada. Offering the highest quality, freshly prepared food in the quick service restaurant industry, Edo Japan has quickly become a popular alternative with more than 100 locations across Canada, and serving more than seven million meals annually. For more information please visit www.edojapan.com.

Twitter: @edo_japan

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