

Press Release

June 9th, 2016

Saga-Gyu in Singapore, Sales Proposal for 3rd Year Anniversary

~From the period of 17th June 2017 to 30th June 2017 at Cold Storage Takashimaya Outlet ~





SAGA A5 Sukiyaki

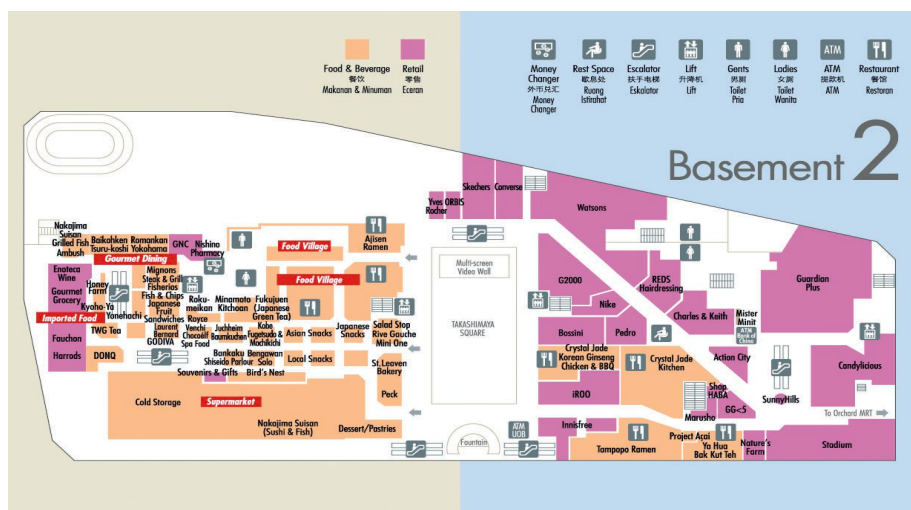
Thanks to the support of all valued patrons, **Premium Butcher Shop**, which was newly opened in January 2017 at Cold Storage-Takashimaya (391A Orchard Road #B2-01-1 Ngee Ann City Singapore 238872), is now welcoming our 6th month of business.

At **Premium Butcher Shop**, we carry a range of highly affordable products, starting with Saga-Gyu that is popular and deeply ingrained in Singapore, Hokkaido Snow Beef. Tochigi Kougen Wagyu, Olive Beef as well as many are top exclusive Japanese Wagyu brands that are not found in other supermarkets.

With this year being the 3rd Anniversary of Saga-Gyu in Singapore, we will be launching a 2 weeks sales promotion 'SAGA-GYU FAIR@COLD STORAGE-TAKASHIMAYA' in celebration of this special occasion.

During this promotion period, a variety of products such as 'Saga-gyu Slice', ' Saga-gyu Yakiniku/BBQ', 'Saga-gyu Kiriotoshi' and ' Saga-Gyu burger patty' would be offered. The first 50 customers of each day will be able to purchase the 2nd pre-packed Japanese Wagyu at 50% off! Limited to one tray per customer only. Offer valid till 30th June 2017.

We hope that through 'SAGA-GYU FAIR@COLD STORAGE-TAKASHIMAYA', we can allow more people in Singapore to experience the exquisiteness of Saga-Gyu, the pride of Japan, and also serve as a bridge between Singapore and Japan's celebrated culinary culture.



●SAGAGYU Introduction Video

<https://www.youtube.com/watch?v=ueKGDU9fA6s>



●Promoting SAGA-GYU with Dr. Leslie Tay

<https://www.youtube.com/watch?v=S3bleF5zbI8>

The screenshot shows the iEat iShoot iPost website interface. At the top, the logo reads "iEat iShoot iPost" with the tagline "Never waste your calories on yucky food!". Below the logo is a navigation menu with links for HOME, FOOD DIRECTORY, EAT, COOK, TRAVEL, LEARN, DO GOOD, ABOUT, and a search icon. The main content area features a featured article titled "Japanese Butchery @Cold Storage Takashimaya!" with a photo of a smiling chef in a black uniform holding a box of pink meat. To the right of the article is a profile for "DR LESLIE TAY" with a photo and a call to action to like his Facebook page. Below the profile is a promotional banner for "GET YOUR FREE SEATS NOW!" with a countdown timer showing 03 days, 10 hours, 37 minutes, and 22 seconds remaining. At the bottom right, there is an Instagram post from "ieatishootip.." showing a bowl of Japanese beef curry with the text "LET'S MAKE JAPANESE BEEF CURRY!".