



**Japan's Fried Steak Cutlet Specialist
Kyoto Katsugyu
Extends its Fine Gyukatsu Mastery
with New Opening at AIRSIDE in Kai Tak**

*Third Hong Kong branch debuts two premium Japanese wagyu varieties –
Satsuma Fukunaga Wagyu from Kagoshima and Tokachi Wagyu from Hokkaido*



(28 September 2023, Hong Kong) **Kyoto Katsugyu**, Japan's renowned name in the culinary art of gyukatsu, proudly opens a third restaurant in Hong Kong showcasing its top-quality beef cutlets. Building upon successes in Causeway Bay and Tsuen Wan, the new branch at vibrant AIRSIDE in Kai Tai, East Kowloon, is headlined by 2 newly imported, must-try varieties of Japanese wagyu – *Satsuma Fukunaga Wagyu* from Kagoshima and *Tokachi Wagyu* from Hokkaido.

Securing *Satsuma Fukunaga Wagyu*, in particular, is a coup as it is rarely available in Hong Kong restaurants. The pinnacle of Kuroge Wagyu (Japanese Black Wagyu) produced in Kagoshima Prefecture, it comes from cattle raised, fattened and pampered at family farms in the Minami Satsuma Valley – jazz music is played in the barns where the temperature is strictly controlled and they enjoy a unique cooked feed of grain similar to rice.

The resulting meat has a high percentage of monounsaturated fat acids leading to a low-fat melting point of 13°C for a soft and exquisite taste profile. *Satsuma Fukunaga Wagyu* earned the highest honorary award at the 2018 National Beef and Meat Co-initiative Competition.

The other new wagyu on the menu, *Tokachi Wagyu*, hails from cows born in Hokkaido and raised in Tokachi, where local pasture grass and preminent fattening techniques ensure rich, flavourful meat. In

addition to wagyu, the restaurant serves premium beef sourced from Japan, the United States and Australia, with featured cuts including chuck flap, sirloin and tenderloin.

Kyoto Katsugyu's house signature Zen (Sets) come with a harmonious combination of 3 sides – Akitakomachi rice, cabbage salad and miso soup – each offered with unlimited refills. Most coveted is *Fukunaga A5 Wagyu Katsu Zen* (HK\$458), which spans 3 cuts of Satsuma Fukunaga Wagyu for the ultimate wagyu katsu – tenderloin, rump cap and minced beef – plus additional treats including brisket tataki. Alternatively, *Fukunaga A5 Wagyu Yaki Zen* (HK\$448) features 5 types of the prized Fukunaga wagyu, namely tomobara (short plate) rib, chuck roll, gooseneck round, clod and knuckle.

Other ways to savour this rarely tried wagyu are as *Fukunaga A5 Wagyu Katsu Don* (HK\$228) and *Fukunaga A5 Wagyu Brisket Tataki* (HK\$138).

Kuroge Wagyu Tenderloin Katsu Zen (HK\$428) stars Tokachi Wagyu in cuts that highlight its tenderness and flavour. Prime US tenderloin, grain-fed sirloin, chuck flap and sliced beef grace the *Greedy Katsugyu Katsu Zen* (HK\$328).

To celebrate the opening of **Kyoto Katsugyu's** third branch, an exclusive *Ox Tongue Zen* (HK\$208) is on offer at AIRSIDE branch and only 20 servings will be available daily. It presents the beef delicacy slow-cooked for 8 hours then deep-fried in its panko coat. Offering hearty and very affordable alternatives, *Beef Croquette & Chuck Flap Katsu Zen* (HK\$168) and *Pork Fillet & Chuck Flap Katsu Zen* (HK\$178) also feature delightful crisp and juicy cutlets.

Kyoto Katsugyu's gyukatsu mastery begins with delicate preparation. Each cut of prime beef or wagyu is covered with a thin layer of white pepper and the finest bread powder for a refined panko 10 times thinner than regular breadcrumbs. The meat juices are sealed within as it sizzles in Japanese soybean oil at a temperature of 190 degrees for just 60 seconds. The result is a flawlessly cooked medium-rare centre, exuding juiciness, enveloped by a luscious golden crust that strikes a delightful harmony of taste and crunchiness.

Diners are also invited to personalise their gyukatsu experience – each table is equipped with a grill to top up heat or cooking levels if desired. Nine condiments for dipping – *Onsen Egg, Wasabi, Kyoto-style Curry, Kyoto Pepper Miso, Gyukatsu Sauce, Sancho Pepper Salt, Dashi Soy Sauce, Carrot Citrus Sauce* and *Citrus Soy Sauce with Japanese Radish* – add fun and flavour to each bite.

Complementing this perfect pairing of meat and sauce are bowls of premium Japanese rice grown in Akita Prefecture. Known for its lustre and aroma, Akitakomachi rice is soaked for 30 minutes before cooking to achieve the perfect soft, sticky yet balanced texture.

Non-beef fried specialities are also available. *Pork Tenderloin Katsu Zen* (HK\$148) stars a succulent pork cutlet, while *Curry Pork Zen* (HK\$158) adds a tantalising blend of aromatic spices to the juicy pork. *Boneless Chicken Wafu Katsu Zen* (HK\$148), *Tiger Prawn & Eel Katsu Zen* (HK\$208) and *Salmon Wafu Katsu Zen* (HK\$158) provide delightful twists on gyukatsu.

As winter approaches, **Kyoto Katsugyu's** pot-style Zen will warm the soul. Savour the rich, velvety *Gyukatsu Scrambled Egg Zen* (HK\$158); the porky goodness of *Tonkatsu Scrambled Egg Zen* (HK\$158); or the fragrant *Prawn Scrambled Egg Zen* (HK\$178).

Showcasing the art of Japanese hot pot, *Katsugyu Sukiyaki Zen* (HK\$188) is a winning combination of savoury broth and premium ingredients, while *Beef Tofu Pot Udon Zen* (HK\$158) is a nourishing dish that combines udon noodles, flavoursome beef and silky tofu. *Pork Shabu Shabu Zen* (HK\$158) unites tender pork slices and seasonal vegetables; and the spicy *Chicken Kimchi Zen* (HK\$158) ignites the taste buds.

The menu extends beyond Zen, offering a variety of donburi such as *Kuroge Wagyu & Salmon Don* (HK\$258) and *Chuck Flap Slice & Truffle Don* (HK\$258), as well as popular presentations like *Japanese Style Beef Omelette* (HK\$52), *Pork Gyoza* (HK\$52) and *Chicken Tsukune* (HK\$58).

Diners seeking lunchtime indulgence can feast on the finest of the new wagyu imports teamed with house signature rice in *Fukunaga A5 Wagyu Don* (HK\$188). *Beef Croquette & Chuck Flap* (HK\$128), *Gyukatsu Scrambled Egg Rice* (HK\$128), *Halibut Saikyo Miso* (HK\$98), *Japanese Eel Zen* (HK\$138) and *Salmon Tobiko Roe with Minced Beef Don* (HK\$128) are among the other tempting attractions. All lunch offerings come as a satisfying set, including an appetiser, pickles, rice, cabbage salad and miso soup, and there are options priced from just HK\$88.

Kyoto Katsugyu balances its enticing culinary offerings with an extensive drinks list. Sake enthusiasts can pour the likes of *Daimon 55 Junmai Ginjo* (HK\$250, 300ml), admired for its fruity and floral notes and clean finish; fragrant and velvet-smooth *Daimon 45 Junmai Daiginjo* (HK\$340, 300ml); and *Yasakaturu Kame no O Kurabu Junmai Ginjo* (HK\$250, 300ml), which shows plenty of fruit and florals and a hint of umami. Sake is the base of delightful cocktails including *Daimon Mojito* (HK\$42) and *Sake Mui* (HK\$42). Plum wine and beer also slake diners' thirsts for alcohol.

The leading exponent of authentic Japanese-style beef katsu, **Kyoto Katsugyu** made its debut in the Ponto-chō neighbourhood of Kyoto in 2014 and in less than a decade has expanded into an international chain with more than 50 restaurants across Japan, East Asia and Canada. Operated in Hong Kong by Cafe Deco Group, this third restaurant extends over 1,600 sq. ft within the new, landmark AIRSIDE mall, providing comfortable and spacious seating for 80 diners. Traditional Japanese umbrellas and colourful fans highlight a rustic Kyoto-style atmosphere ideal for savouring the brand's speciality wagyu cutlets and other temptations.

For more information, please visit www.cafedecogroup.com/en-us/brand/Kyoto%20Katsugyu/; for reservations, please visit https://inline.app/booking/-MTcoKkofZQ_QTdWD4Mz:inline-live-2 or call the restaurants.

<p><u>Kyoto Katsugyu Causeway Bay Branch</u> Address: Shop B01, Basement, TOWER 535, 535 Jaffe Road, Causeway Bay, Hong Kong Phone: (852) 2117-9195 WhatsApp: (852) 5596-7982 Email: kkcwb@cafedecogroup.com Opening Hours: 12:00 noon to 10:30 p.m.</p>	<p><u>Kyoto Katsugyu Tsuen Wan Branch</u> Address: Shop 217-220, 2/F, Tsuen Wan Plaza, 4-30 Tai Pa Street, Tsuen Wan, Hong Kong Phone: (852) 3996-8062 Email: kktwp@cafedecogroup.com Opening Hours: 12:00 noon to 10:00 p.m.</p>	<p><u>Kyoto Katsugyu AIRSIDE at Kai Tak Branch</u> Address: B129, AIRSIDE, 2 Concorde Road, Kai Tak, Kowloon, Hong Kong Phone: (852) 2117-1310 WhatsApp: (852) 6507-9768 Email: kkas@cafedecogroup.com Opening Hours: 12:00 noon to 9:30 p.m.</p>
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About Kyoto Katsugyu

Japan’s beloved beef cutlet specialist **Kyoto Katsugyu** made its debut in the Ponto-chō neighbourhood of Kyoto in 2014 and in less than a decade has grown into an international chain with more than 50 restaurants across Japan, East Asia and Canada showcasing premium beef and the most refined breadcrumb coating.

Cafe Deco Group brought this leading exponent of gyukatsu to Hong Kong in 2021, opening a branch in Causeway Bay. A second restaurant launched in Tsuen Wan in 2022, while a third Hong Kong branch opened at AIRSIDE in Kai Tak, East Kowloon, in September 2023, headlining 2 newly imported premium varieties of Japanese wagyu.

The brand has perfected the art of creating juicy, authentic gyukatsu. **Kyoto Katsugyu**’s mastery begins with the delicate preparation. Each cut of prime beef or wagyu is covered with a thin layer of white pepper and the finest bread powder for a panko 10 times thinner than regular breadcrumbs. The meat juices are sealed within as it sizzles in Japanese soybean oil at a temperature of 190 degrees for just 60 seconds. The result is a perfectly medium-rare and succulent centre encased in a golden crust that achieves the ideal balance of flavour and crispiness.



Fukunaga A5 Wagyu Katsu Zen (HK\$458) spans 3 cuts of Satsuma Fukunaga Wagyu for the ultimate wagyu katsu – tenderloin, rump cap and minced beef – plus additional treats including brisket tataki



Ox Tongue Zen (HK\$208) presents the beef delicacy slow-cooked for 8 hours then deep-fried in its panko coat



Beef Croquette & Chuck Flap Katsu Zen (HK\$168)



Pork Fillet & Chuck Flap Katsu Zen (HK\$178) features delightful crisp and juicy cutlets



Gyukatsu Scrambled Egg Zen (HK\$158)



Showcasing the art of Japanese hot pot, Katsugyu Sukiyaki Zen (HK\$188) is a winning combination of savoury broth and premium ingredients



日本人氣究極吉列牛專門店

「京都勝牛」

香港第三分店現強調勢進駐啟德全新綜合地標 AIRSIDE

*為慶祝新店開幕首度引入兩款全新日本和牛品種
包括全港獨家供應的鹿兒島福永和牛及來自北海道的十勝和牛*



(2023年9月28日，香港) 創立於日本關西的人氣究極吉列牛專門店「京都勝牛」自2021年首度登陸香港銅鑼灣後一直備受熱捧，並旋即於次年在新界荃灣開設第二分店；而第三分店亦已於九龍啟德發展區全新綜合地標 AIRSIDE 開幕試業。為隆重其事，「京都勝牛」香港店亦首度引入兩款全新日本和牛品種，為全城美食愛好者帶來嶄新獨特的牛食體驗，務求將此極致的日式吉列牛風味傳遍港九新界。

為慶祝新店開幕試業，「京都勝牛」香港店傾力搜羅兩款全新和牛品種，包括全港獨家供應的鹿兒島福永和牛及來自北海道的十勝和牛，由即日起在香港全線分店與賓客分享頂級日本和牛的粉嫩滋味，絕對教各大和牛愛好者不容錯過。

於「京都勝牛」獨家供應的福永和牛來自位於日本九州鹿兒島的南薩摩市，屬當地最高品質的黑毛和牛，並曾於日本「全國肉用牛枝肉共勵會 2018」中獲取榮譽最高獎。此矜貴

的和牛品種是結合鹿兒島得天獨厚的自然環境及講究的飼養方式而成就的傑作，牛脂融點為 13 度，富含對健康有益的好脂肪（單元不飽和脂肪酸）；除了特別採用蒸炊過的「煮飼料」為主食外，牛舍更會為福永和牛播放爵士樂，對飼養環境的溫度管理亦有嚴格標準，方孕育出香甜且入口即化的肉質口感。

而日本北海道十勝地區同樣受自然恩惠，擁有溫和氣候及清澈水源，為和牛提供一個絕佳的飼養環境。當地的十勝幹草更沐浴在充足的陽光中茁壯成長，混合麥蒿後成為和牛專屬的粗飼料，為十勝和牛帶來牛香四溢，油脂均衡的美妙滋味。

除了兩款全新登場的日本和牛外，「**京都勝牛**」的菜單亦備有來自不同國家的優質牛肉，包括日本、美國及澳洲，呈獻不同牛肉部位的獨特風采，如油花均勻的翼板牛、肉質柔嫩的西冷及肉味香濃的牛柳，為肉食愛好者帶來無可比擬的餐飲享受。

「**京都勝牛**」菜單備有招牌御膳及暖心的鍋膳選擇，每款膳食均附上可續加的白飯、京椰菜及味噌湯。當中，獨家以日本高級牛種福永和牛入饌的「**A5 福永和牛膳**」（港幣 458 元）必定是賓客們的首選，讓大家可以一次過品味此和牛的三大部位——牛柳、後腰肉及免治牛——的美味風采；膳食同時配上炙燒半生和牛胸肉、喜燒風和牛肩胛肉溫泉玉子，旨在展現福永和牛的滋味潛力。

另有「**A5 福永和牛燒肉膳**」（港幣 448 元），精彩風味包羅小排肉、肩胛肉、外側後腿肉、上肩胛肉及肉後腿股肉；及兩款和風丼物——「**吉列滑蛋 A5 和牛肩胛肉丼**」（港幣 228 元）及「**炙燒半生 A5 和牛胸肉**」（港幣 138 元）。

以北海道十勝和牛炮製的「**黑毛和牛柳·溫泉卵御膳**」（港幣 428 元）亦是菜單上的一大亮點，完美展示和牛獨有的大理石油花紋理，脂香豐腴。如心儀美國牛肉的濃郁牛味，則必選「**四品牛魔御膳**」（港幣 328 元），享受口感風味各異的翼板牛、牛柳、西冷及薄牛肉的誘人食味。

為慶祝「**京都勝牛**」第三分店的開幕，AIRSIDE 店更由即日起獨家推出「**牛舌御膳**」（港幣 208 元），並每天限量供應 20 份；以美國牛舌在低溫慢煮 8 小時，然後裹上特製粉漿烹製，品嚐時配以青唐辛子味噌醬同吃更顯東瀛風味。其餘御膳選項還有以日本經典洋食變奏而成的「**和牛忌廉牛肉餅·二味牛御膳**」（港幣 168 元）；精選日本豚肉配和牛的「**京勝豚·牛二味御膳**」（港幣 178 元）。

主打以招牌秘方炮製吉列牛，「京都勝牛」的美味實力源於廚藝團隊始終如一地堅守「黃金 60 秒」的炸物法則——在下鍋前先沾上以白胡椒調味的麵包糠，覆蓋厚度僅為普通麵包糠的十分之一，並採用 190 度的高溫快火油炸 60 秒秘技，緊緊鎖住鮮嫩肉汁，方成就三分熟且外酥內嫩的頂級牛肉享受。

為了展現日式吉列牛豐富多變的風味，「京都勝牛」特別為賓客調配九款蘸料，包括日本溫泉玉子、山葵、京咖喱蘸醬、青唐辛子味噌、牛排特製醬汁、山椒、和風醬油、甘柚沙律汁及大根柚子醋；餐桌同時配備烤架，讓賓客可按自己的口味喜好將和牛的香脆食味提升至另一層次，呈獻別具個性化的吉列牛食體驗。

與此同時，店內選用的大米來自日本的長野縣秋田小町米，米粒飽滿帶光澤；廚藝團隊在烹煮米飯前會將大米浸泡 30 分鐘，令其軟糯米香更為出眾，與吉列牛及各式醬汁搭配起來盡顯相得益彰之妙。

為同時照顧不同肉食口味需求的賓客，廚藝團隊更精心帶來多款選擇如「熟成厚切豚肉柳御膳」（港幣 148 元）、「熟成厚切豚肉咖喱御膳」（港幣 158 元）、「日本雞肉·韃靼醬御膳」（港幣 148 元）、「鰻魚大海老御膳」（港幣 208 元）及「銀鮭御膳」（港幣 158 元）等。

踏入秋冬季節，菜單上的暖心鍋膳必定人氣大增。匠心推介有「京勝牛鍋膳」（港幣 158 元）、「熟成厚切豚肉鍋膳」（港幣 158 元）及「車海老鍋膳」（港幣 178 元）。另有日式火鍋的熱辣之選，包括「昆布豚肉涮涮鍋膳」（港幣 158 元）、「泡菜辣雞鍋膳」（港幣 158 元）、「勝牛喜燒鍋膳」（港幣 188 元）及「牛肉鍋燒烏冬膳」（港幣 158 元）。

豐富的菜單選項更延伸至丼飯定食，如「黑毛和牛三文魚丼」（港幣 258 元）、「松露溫泉玉子牛丼」等（港幣 258 元）；開胃小食則有「日式牛肉蛋卷」（港幣 52 元）、「羽根餃子」（港幣 52 元）及「免治雞肉串」（港幣 58 元）等。

於午市時段，「京都勝牛」性價比高且選擇多樣的午市菜單定價為港幣 88 元起（菜單附設前菜、漬物、白飯、京椰菜及味噌湯）；除了叫人眼前一亮的「福永 A5 和牛肉丼」（港幣 188 元）外，亦有一系列精選滋味，包括「和牛忌廉牛肉餅二味牛」（港幣 128 元）、「滑蛋翼板牛勝煮」（港幣 128 元）、「西京比目魚」（港幣 98 元）、「蒲燒鰻魚盒膳」（港幣 138 元）、「鮭魚蟹子碎牛肉丼」（港幣 128 元）等。

在佐餐飲料方面，「京都勝牛」備有多元化的和風選擇，包羅清酒、日式雞尾酒、啤酒、梅酒、有汽特飲及熱茶等。清酒亮點有與吉列美饌搭配得宜的「大門 55 純米吟釀」（港幣 250 元，300 毫升），擁有溫和花果香及清爽餘韻；風味平衡的「大門 45 純米吟釀」（港幣 340 元，300 毫升），口感細緻優雅；及甘口香甜的「彌學 龜之尾藏舞純米吟釀」（港幣 250 元，300 毫升）

以清酒調製的雞尾酒亦是賓客們的清新之選，包括加入大門清酒演繹的「莫吉托」（港幣 42 元）；「梅炭酸」（港幣 42 元）中的酸梅香亦與清酒的辛酒香巧妙交織，開胃宜人。另有無酒精的特飲系列，誠意推介有「藍柑荔枝有汽特飲」（港幣 36 元）、「菠蘿白桃蒟蒻冰茶」（港幣 32 元）、「紅豆宇治抹茶」（港幣 36 元）等。

店內的甜點焦點落在以日本雞蛋自家製作的「沖繩黑糖雞蛋布丁」（港幣 58 元）；而「特濃抹茶紅豆流心蛋糕」（港幣 52 元）及「雪糕棉花糖」（港幣 58 元）的香軟甜美亦教人難以抗拒。

號稱日本關西第一的吉列牛專門店「京都勝牛」人氣究極，自 2014 年創立以來一直備受東瀛料理愛好者的追捧，更先後在日本、東南亞地區及加拿大開設分店，至今於世界各地共有超過 50 家店舖。而香港區分店均由本地多元化餐飲集團 Cafe Deco Group 營運及管理，最新座落九龍啟德全新地標 AIRSIDE 的「京都勝牛」香港第三分店，佔地逾 1,600 平方呎，設有 80 個座位，店內牆壁以洋溢和風色彩的日本傳統紙傘裝飾，突出室內以木系設計的簡潔個性，細意打造質樸的京都風情。

如欲查詢更多資訊，歡迎瀏覽 www.cafedecogroup.com/en-us/brand/Kyoto%20Katsugyu/；如欲訂座，請瀏覽 https://inline.app/booking/-MTcoKkofZQ_QTdWD4Mz:inline-live-2 或致電「京都勝牛」各分店。

「京都勝牛」銅鑼灣店	「京都勝牛」荃灣店	「京都勝牛」啟德 AIRSIDE 店
地址：香港銅鑼灣	地址：香港荃灣	地址：香港九龍啟德
謝斐道 535 號地下 B01 號舖	大壩街 4-30 號	協和路 2 號 AIRSIDE B129 號舖
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WhatsApp：(852) 5596-7982	電話：(852) 3996-8062	WhatsApp：(852) 6507-9768
電郵：	電郵：	電郵：

kkcwb@cafedecogroup.com	kktwp@cafedecogroup.com	kkas@cafedecogroup.com
營業時間： 中午 12 時至下午 10 時 30 分	營業時間： 中午 12 時至下午 10 時	營業時間： 中午 12 時至下午 9 時 30 分

關注「京都勝牛」香港店社交媒體：

Facebook — www.facebook.com/kyotokatsugyu.hk/

Instagram — www.instagram.com/kyotokatsugyu.hk/

— 完 —

「京都勝牛」簡介

號稱日本關西第一的吉列牛專門店「京都勝牛」自 2014 年於日本關西創立以來一直人氣究極，更先後在日本、東南亞地區及加拿大開設分店，至今於世界各地共有超過 50 家店舖，足證其美味實力不容小覷。

店內主打以招牌秘方炮製的吉列牛，口感酥脆惹味，皆因廚藝團隊始終如一地堅守「黃金 60 秒」的炸物法則—在下鍋前先沾上以白胡椒調味的麵包糠，覆蓋厚度僅為普通麵包糠的十分一，並採用 190 度的高溫快火油炸 60 秒秘技，緊緊鎖住鮮嫩肉汁，方成就三分熟且外酥內嫩的頂級牛肉享受。

「京都勝牛」由本地多元化餐飲集團 Cafe Deco Group 於 2021 年首度引入香港銅鑼灣，並旋即於次年在^新界荃灣開設第二分店；而第三分店更於 2023 年 9 月進駐九龍啟德發展區全新綜合地標 AIRSIDE，並為全城美食愛好者帶來兩款全新日本和牛品種，務求將此一極致的日式吉列牛風味傳遍港九新界。



「京都勝牛」獨家以日本高級牛種福永和牛入饌的「A5 福永和牛膳」（港幣 458 元）必定是賓客們的首選，讓大家可以一次過品味此和牛的三大部位——牛柳、後腰肉及免治牛——的美味風采



為慶祝「京都勝牛」AIRSIDE 分店開幕而誠意推出的「牛舌御膳」（港幣 208 元），每天限量供應 20 份；以美國牛舌在低溫慢煮 8 小時，然後裹上特製粉漿烹製，配以青唐辛子味噌醬同吃更顯東瀛風味



「和牛忌廉牛肉餅・二味牛御膳」



「京勝豚・牛二味御膳」



「京勝牛鍋膳」（港幣 158 元）



另有日式火鍋的熱辣之選，如「勝牛喜燒鍋膳」（港幣 188 元）