

PRESS RELEASE

For Distribution on January 13, 2025, 12PM



Kampachi Concludes a Golden Anniversary with a Big Celebration

January 12, 2025 – Kampachi, the first name in Japanese dining in Malaysia, marks the close of its golden jubilee celebrations with a spectacular celebration at EQ Kuala Lumpur. This milestone event held at the hotel's Diamond Ballroom brought guests and business partners on a journey down memory lane, celebrating Kampachi's achievements and leadership in Japanese cuisine over the past fifty years.

What began as a small restaurant in the original Hotel Equatorial Kuala Lumpur in 1974 has since expanded to three at the flagship EQ Kuala Lumpur, Pavilion Kuala Lumpur and at Plaza33 in Petaling Jaya. A fourth location in Hotel Equatorial Penang will resume operations in 2026 following an extensive renovation of that property now ongoing.

A History Like No Other

As the oldest Japanese restaurant in Malaysia, the Kampachi has from the outset established many practices that today are taken for granted: direct sourcing of products from Japan (e.g. sashimi from the historic Tsukiji market), traditional cuisine preparation techniques guided by master chefs from Japan, as well as established service standards. The Sunday Japanese Buffet (now commonplace in the local Japanese culinary scene) was pioneered by the Kampachi some 40 years ago.

A Festive Celebration Like No Other

Throughout 2024, a year-long celebration included collaborative events with Nikka Whisky, the grand Ehime Tuna Cutting, the launch of House of Suntory's Tsukuriwake Whisky, special boutique sake pairing events from Oita, Ehime, Tottori, Gifu and many others, and the much-anticipated return of Chef Philip Phuah for an exclusive Teppanyaki engagement. Each event underscored Kampachi's passion for authenticity by offering immersive dining experiences, often with visiting expert chefs such as Chef Takahashi Etsunobu for preparing the famous Matsubagani crab. While many Malaysians have become much more familiar with Japanese culture and cuisine over the years, the Kampachi has played a role in the process with many individuals and families.

A Wrap Party Like No Other

In an event that brought together long-time customers and business partners, a vibrant Tuna Parade, led by Kampachi's master chefs, who showcased their exceptional skill and dedication as they ceremoniously brought the prized whole tuna to the stage which was subsequently expertly fillet and served to guests. This was preceded by a video montage and speech by Managing Director of Kampachi Restaurants Sdn. Bhd. Mr. Donald Lim and then followed by a dazzling performance by a lion dance troupe, to usher in the Lunar New Year with energy and good fortune.

Guests were then invited to partake in Kampachi's Chinese New Year Lou Sang ceremony. Some 500 attendees came together to toss Yee Sang, a cherished tradition symbolising wishes for prosperity, health, and happiness in the year ahead.

KAMPACHI RESTAURANTS SDN BHD 768708-H

Menara Dion #27-03, 27 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia

Tel: +60 3 2275 7847 Fax: +60 3 2275 7898 Email: kampachi@equatorial.com

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“At Kampachi, we believe in uniting tradition with celebration. Many of our guests tonight have at some point or other celebrated a birthday, anniversary or a significant corporate event with us. Tonight’s gathering is another manifestation of that kind of togetherness and bond that is centred around a dining experience,” said Mr. Lim. “Our journey has always been about preserving authenticity while creating new memories with our guests.”

Commitment to Excellence and Hospitality

“This milestone reflects our appreciation to all who have supported Kampachi over the past five decades. To not just being around for half a century, but also remaining at the forefront of Japanese cuisine is a rare achievement in the restaurant business. We remain steadfast in our mission to preserve Japanese culinary traditions while creating a welcoming space for families, friends, and colleagues to gather and celebrate life’s special moments,” added Mr. Lim. “As guests develop ever more sophisticated palates, our goal of broadening the culinary experience has also diversified and there is no better example of this than our Hidden Japan series of curated tours. Small groups of our customers are brought on a week-long trek through parts of Japan that are off the usual tourist routes in an itinerary that includes visits to usual destinations as well as to centuries-old sake breweries whose products are offered in our restaurants. These really are extremely memorable.”

Looking ahead, 2025 promises to be another exciting year as the Kampachi embarks on its next 50 years. That spirit of excellence, authenticity, and hospitality continues to be part of the brand’s DNA. Kampachi invites you to join the next chapter of the journey, where every event is crafted with detail, care and purpose.

For more inquiries, please contact:

Irene Soo

Group Director of Marketing & Communications

Equatorial Group

Menara Dion #28-01, 27 Jalan Sultan Ismail, 50250 Kuala Lumpur

DID Tel: +603 2275 7814 Mobile: +6012 6689 782

irenesoo@hec.equatorial.com

End

With a legacy of 50 years, the Kampachi is the oldest Japanese restaurant in Malaysia today. With its origins in the original Hotel Equatorial Kuala Lumpur in 1974, it remains at the forefront of Japanese cuisine since, offering diners a genuine taste of Japan’s culinary artistry at several locations in EQ Kuala Lumpur, Pavilion Kuala Lumpur and Plaza33 in Petaling Jaya. Kampachi returns in Penang in 2026 with the re-opening of Equatorial Penang.

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Kampachi EQ



Kampachi Pavilion

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Kampachi Plaza 33



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Donald Lim, the Managing Director of Kampachi Restaurants Sdn Bhd welcoming the guests



The Tuna Cutting Parade led by Chef Ishigami and Chef Tham



The Lion Troupe ushers in the Lunar New Year with prosperity, good fortune, and vibrant energy.

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The Tuna Cutting's ceremony led by (left-right) Chef Ronii Lee, Chef Bernard Cheah and Chef Jack Chan



The Management Team of Kampachi Restaurants Sdn. Bhd.
(Left-Right: Charles Lim, G. Balam and Donald Lim)

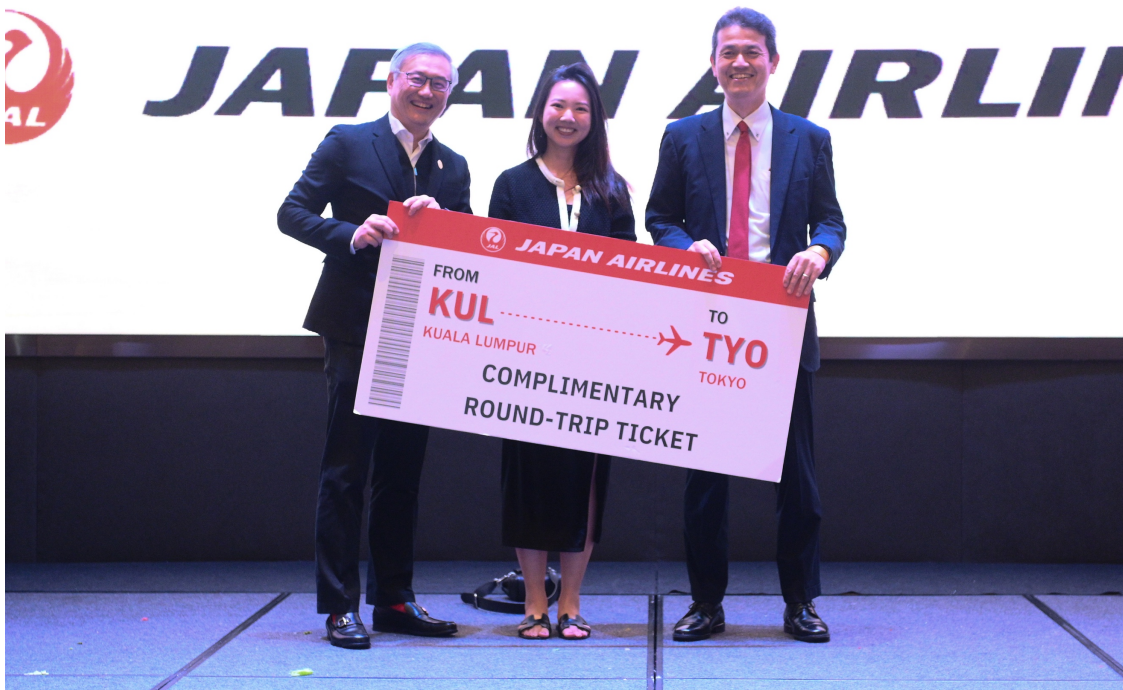
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Guests getting ready to toss the Yee Sang



The Grand Prize Giveaway: One round-ticket to Tokyo by Donald Lim and Mr Shinsaku Yasumitsu, Vice President and Country Manager of Japan Airlines

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