

**Like Steve Jobs, we pursue the fulfillment of customer needs and desires.**



The five young co-owners. From the right: Kent Cheng (34), James Cheng (23), Ken Tan (37), Howard Lam (29), Edward Lam (31).

**There is a shortage of high-end restaurants that can satisfy high-income earners from IT companies. We offer beef dishes that the customers want to eat even at high prices like Starbucks.**

Seattle seemed like a rural town to Ken Tan, who moved here from Shenzhen, China at the age of 19 (currently 37). He thought, "Shenzhen had more skyscrapers than Seattle. When I finish studying English, I'd go back to China." What kept Ken in the US was Seattle's spirit of continuing growth.

Boeing (headquartered in Everett), Microsoft, Amazon, Starbucks, Expedia (travel booking site), Zillow (real estate site), and Costco (wholesale retail site) are all renowned global companies that were founded in Seattle. Talents all over the U.S. seeking high-paying positions all gathered here. The forested Seattle suburbs made it possible to create housing with a favorable living environment.

For Ken, who started his real estate business at the age of 21, the development of residential land and rising land prices in the Seattle area was a tailwind. The fact that he was able to own three supermarkets at the age of 37, he owes thanks to the economic development of the Seattle area. "From a part-time job I held during my student days, I learned about the interesting aspects of the supermarket industry, where the needs and wants of the consumer intersected with the company's product offerings."

Ken's consumer analysis expanded from the distribution industry to the restaurant industry. "One day, I realized that there were not many high-end dining options in Seattle, even for people like me who were willing

to pay higher prices. I remembered the yakiniku I had in Japan a long time ago. It was really delicious. I was convinced that high-income earners in Seattle would pay a lot of money to eat delicious yakiniku. Steve Jobs of Apple delayed the release of new technology to ensure user satisfaction without compromise, even if it meant lowering the stock price. I want to do the same thing with yakiniku."

The first restaurant opened in August 2020 next to the entrance of the company-owned supermarket, on the way to the main road. The target customers are families living in the area, including many Asian residents. "I went to Japan more than ten times and studied Japanese-style yakiniku. I also went to Taiwan to learn about Taiwanese yakiniku, including its difference from Korean-style yakiniku. The business is a success as the 112-seat restaurant is always fully booked on both weekdays and weekends. But I am not satisfied. I want to increase the number of non-Asian customers. I also want to offer yakiniku so the diner can enjoy the distinct taste of each cut of beef."

The most popular A5 grade wagyu "heart slice" is priced at \$58. The price of steak in high-end restaurants in the city is around \$80, higher than the average per-customer price for yakiniku. "We may be able to change the steak-centric beef culture," said Ken who has a bright outlook. It could be the birth of a Starbucks for beef dishes.



Photo 1: The most popular A5-grade Heart Slice is priced at \$58. Photo 2: A5-grade Top Round Cap is priced at \$48. Photo 3: A self-owned supermarket with the first restaurant attached, specializing in Asian food ingredients.

### Why choose our restaurant?



Alex Bautista (27, right) came from Tacoma, a 40-minute drive from the restaurant, to celebrate Madison Thayne's 26th birthday with delicious beef. "We usually go to Korean-style restaurants, but today is a special day, so we chose this Japanese-style restaurant," said Alex. Madison, who was celebrating her birthday, was thrilled. "The beef is high-quality, and it's amazing that the meat doesn't stick to the grill net. It's also good that it's grilled over open fire rather than on an iron plate."



Erik Mulvik (32) (top right) came to our restaurant to welcome his sister (top left) and her husband who returned to the United States from Tanzania with delicious beef. "I love wagyu beef too. I first learned about yakiniku when I went to Tokyo 15 years ago. I want to treat my sister and her husband today with delicious and quality food, so I chose Wagyu yakiniku."