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## Japanese restaurants eye region

### Franchise focuses on healthy, quick fare

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The man who helped bring Quiznos Sub and Salsarita's Fresh Cantina to the Binghamton market is identifying potential franchise owners for a new quick-service restaurant concept just entering the United States and about to enter Broome County.

Made in Japan Teriyaki Experience, a Japanese-inspired restaurant chain based in Ontario, Canada, is expected

to open in Broome County by the end of the year, said Andy Klie, who's in charge of finding the franchisees over the next 60 to 90 days.

About three Made in Japan restaurants are expected to open in the county, most likely on Front Street (near Broome Community College in Dickinson), on the Vestal Parkway and possibly in the Oakdale Mall in Johnson City, Klie said. Exact locations will depend on input from the franchise owners, he said.

Additional locations also are planned

for Big Flats, Ithaca and Syracuse over the next three years, Klie said. A Made in Japan in Atlanta — the chain's first U.S. location — opened about three weeks ago, with a San Francisco site set to open in a few months, he said.

"There's a need for a quick-service Asian concept," said Klie, who noted that Made in Japan offers a health-conscious menu featuring items cooked with water, not oil. A teppanyaki griddle is used to prepare meals fast and fresh before customers' eyes, according to the Made in Japan Web site.

Many locations also offer hand-rolled sushi, Gyoza dumplings and noodle bowls, the Web site said.

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With a franchise fee of \$25,000, the investment to own and operate a Made in Japan restaurant is typically \$168,000 to \$250,000, the Web site said.

Made in Japan has more than 100 locations throughout Canada, the Middle East, Italy and the Caribbean. Plans for breaking into the U.S. market call for 600 new restaurants in the next five years, targeting New York, Georgia, Florida and California.