



# News Release

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## **New Store Design, New Promotion, New Menu and New Packaging in 2009**

*In store improvements always on the menu at Teriyaki Experience*

**OAKVILLE, Ontario, January 2010...** Teriyaki Experience, an international Asian-inspired quick-serve concept with over 135 restaurants, introduced a number of exciting new initiatives during the third and fourth quarter of 2009.

In the spring of 2009, the company chose Hirschberg and Associates, an award-winning international design company, to redesign their store interiors. The new design was a dramatic shift from the company's most current store look which featured oversized food and lifestyle images on the wallpaper that decorates all stores built or renovated after 2005. "Although the new design has a much more subdued style overall, it makes a high-impact statement with a bowed counter front and sheathed hood that puts all the emphasis on our griddle area. This area is our stage for exhibition cooking, so it certainly makes sense to emphasize and define it", said Nick Veloce, Teriyaki Experience President & COO.

The new store design was implemented in two Canadian shopping mall food court stores in September and then in two Florida locations that opened at the end of the year.

In mid-November all North American locations introduced two delicious new promotional menu offerings – Teriyaki Salmon served with brown rice and broccoli and red peppers and a Creamy Asian Soup and chopped salad combo. "Our customers really enjoy trying new items and we've had great feedback on both of these meals" said Veloce. A hot and spicy pork dish was introduced on the U.S. menu as a permanent item and was introduced as a limited time offer item in Canadian stores at the end of January.

New menu graphics were also rolled out to all locations during the 4<sup>th</sup> quarter. "Based on customer feedback, we simplified our menu panels. Each panel is numbered, in typical

fast food style, and we minimized the wording and focused on the photos so that ordering would be faster and easier”, explained Veloce.

In another menu related move, the company ditched their paper plates and take out containers for a new bowl which could be used for both dine-in and take-out and significantly improved plating and presentation.

### **About Teriyaki Experience**

Founded in 1986, Teriyaki Experience is an Asian-inspired quick serve franchise dedicated to serving delicious, healthy alternatives to traditional fast food. As a leader in one of the hottest and fastest-growing segments in the restaurant industry, Teriyaki Experience encourages people to “Live Light. Eat Right!” Today, the company boasts over 135 operating locations and more than 475 additional restaurants are committed to open throughout the United States, Canada, the Middle East, Europe, South and Central America, South Africa and the Caribbean. For more information on Teriyaki Experience, visit [www.teriyakiexperience.com](http://www.teriyakiexperience.com).

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