

**Press Contact:**  
Brian Rosman  
DOG AND A DUCK  
[brian@dogandaduck.com](mailto:brian@dogandaduck.com)  
323.443.7780

**FOR IMMEDIATE RELEASE**



**UMAMI BURGER® PARTNERS WITH MEDEIROS HOLDINGS® TO  
OPEN 10 RESTAURANTS IN JAPAN**

*Umami Burger's First International Restaurant Will Be Open by the End of 2016*

**June 15, 2016 – Los Angeles, California** – Umami Burger announced a partnership with a Japanese company, *Medeiros Holdings Co., Ltd.*, to open 10 Umami Burger restaurants across Japan over the next 5 years. The agreement is Umami Burger's first expansion outside the United States. The first restaurant is expected to open in Tokyo by the end of the year.

Adam Fleischman, founder of Umami Burger notes, "Umami Burger was created around the Japanese taste concept of *umami.*" We took inspiration for the design of our restaurants from other elements of Japanese culture. Thanks to Medeiros Holdings, Umami Burger is finally coming home to its roots."

The Japanese expansion announcement comes just before Umami Burger opens a new Santa Monica restaurant at 525 Broadway, Santa Monica, CA 90401, a few steps away from the former Umami Burger Santa Monica. Later this summer, Umami Burger will open its second Chicago area restaurant in the West Loop neighborhood at 945 West Randolph Street, Chicago, IL 60607. Umami Burger also plans to announce further domestic and international expansion in the coming months.

Named "Burger of the Year" by GQ Magazine, Umami Burger creates unique burgers highlighting the 5<sup>th</sup> savory taste sense called, umami. Just like sweet, sour, salty and bitter, Umami is a taste sensation found in certain ingredients that helps make your meal even more enjoyable. Umami Burger produces all of its own condiments, cheeses, and grinds its meat in-house throughout the day. All of the beef burgers are made with hand ground, hand formed premium steak. The result is a sophisticated, tightly edited selection of burgers, sides and accompaniments. A global phenomenon, Umami Burger has a devoted cult following among food lovers around the world.

This is *Medeiros Holdings* first foray into restaurants, having already successfully introduced global fashion brands to Japan through its affiliate companies, *P&T Trading Co., Ltd.* and *Visionize Co., Ltd.* Its affiliates distribute throughout the Japanese fashion market exceptional jewelry, eyewear, watches, and apparel. To support these brands, *P&T Trading* and *Visionize* maintain a unique and diverse network within nine high-end department stores and two high-end fashion select stores throughout Japan. Additionally, supporting 150 specialty stores within its growing network, such as, *United*

*Arrows, Beams, Barney's of New York, Ron Herman, Estination, Restir and Tomorrowland.* Also, distributing eyewear through its flagship concept store *EYESTYLE* in the very popular Shibuya/Harajuku shopping district in Tokyo, and in Nagoya. \_

*Medeiros Holdings* was established with the primary objective of joining the entrepreneur leadership and experience of its affiliate companies together to enhance the combined goals of the group. As a service oriented company it structured itself to provide the combined expertise in connecting businesses by penetrating markets beyond its borders. As it did in the fashion market, *Medeiros Holdings* will enhance the Japanese food market with the inspiration that made Umami Burger unique. At *Medeiros Holdings*, they will utilize their positive customer approach along with the many years of experience to make Umami Burger a seamless successful enterprise.

For more information on Umami Burger, please visit [umamiburger.com](http://umamiburger.com) or follow @umamiburger or #umamiburger on Facebook, Twitter and Instagram.

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### **About Umami Burger**

Founded by Adam Fleischman in Los Angeles in 2009, Umami Burger was named GQ's Burger of the Year in 2010. Currently, there are more than twenty locations open in California, New York, Illinois, and Nevada with additional locations planned around the world. For more information on Umami Burger, please visit [umamiburger.com](http://umamiburger.com).