

RDC GROUP REDEFINES AFFORDABLE LUXURY IN HONG KONG'S SUSHI MARKET

Premium Japanese restaurant operator, RDC Group, is leveraging Hong Kong's discerning consumers and seamless supply chains to expand its local footprint.

"Our ultimate vision is to cultivate trust and share authentic Japanese culinary culture with the world," said Satoshi Tabata, Managing Director of RDC Hong Kong Company Ltd. Established in Japan in 1986, the premium restaurant group introduced its renowned Gatten Sushi conveyor-belt concept to Hong Kong in September 2024. Since then, RDC has built a vibrant local presence, expanding to three strategically located outlets to tap into the city's sophisticated and mature consumer market.

Elevating the F&B Landscape through Authentic Craftsmanship

The brand differentiates itself within Hong Kong's highly competitive food and beverage (F&B) sector by delivering "affordable luxury" through an engaging and interactive dining experience. Offering authentic Edo-style sushi crafted from fresh fish, seafood and speciality soy sauce imported directly from Japan, Gatten Sushi transforms culinary preparation into a live spectacle. "Our skilled chefs prepare each piece in front of guests within a lively, market-style setting, combining exceptional value with an immersive dining experience," Tabata noted.

Seamless Supply Chains Ensuring Premium Quality

Hong Kong's world-class logistics infrastructure and discerning consumer base made it a natural choice for RDC's international expansion. "The city offers a distinct advantage with its efficient supply chain for fresh ingredients from Japan, enabling us to deliver products to our outlets at peak freshness," Tabata explained. This robust ecosystem

supports stringent end-to-end traceability and food safety management, ensuring compliance with both Hong Kong's regulatory standards and Japan's quality benchmarks.

"As true connoisseurs with a deep appreciation for Japanese culinary culture, Hong Kong consumers have enthusiastically embraced our concept and the craftsmanship of our chefs," he added.

Scaling Growth through Hong Kong

Following market entry, RDC has pursued a targeted expansion strategy, reaching diverse customer segments ranging from families in residential districts to trend-conscious urban professionals. "Hong Kong serves as a core economic and logistics hub in the region, playing a pivotal role as our base for formulating regional strategies and coordinating expansion across Asia," Tabata said.

"The market here is dynamic and forward-looking, with strong demand for high-quality dining experiences, giving us great confidence in its long-term potential," he added, noting plans to expand to 10 outlets by 2030.

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Managing Director
RDC Hong Kong Company Ltd.



InvestHK provided tailored support to accelerate RDC's market entry and expansion. "With their assistance in understanding the local market, navigating regulatory requirements, and facilitating visa and work permit applications, we were able to scale efficiently. They have been an indispensable partner in our growth journey," Tabata concluded.

RDC Group

- The company operates over 30 distinct restaurant brands across multiple categories, including sushi, ramen, tonkatsu, tempura, and traditional Japanese buffets
- It has over 260 outlets worldwide, with a presence spanning the Chinese Mainland, Hong Kong, South Korea, Taiwan, and Vietnam
- It opened its first Hong Kong outlet in Taikoo in September 2024, followed by launches in Causeway Bay and Tuen Mun in 2026

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