

UPGRADE Plant based kitchen making its first appearance in Tokyo for a limited time!

Our UPGRADE Plant based kitchen restaurant from Daimaru Shinsaibashi Store in Osaka City is set to open in the Yurakucho area of Tokyo for a limited time only as part of a collaboration with Tokyo's Yurakucho micro FOOD & IDEA MARKET.

A total of six UPGRADE menus can be enjoyed for a limited time at Yurakucho micro FOOD & IDEA MARKET, including popular options such as the chef's special soy lasagna and the surprisingly filling UPGRADE *kara-age* (fried soy meat). At lunchtime there will be five types of deli UPGRADE menu available, while at dinnertime there will be one a la carte UPGRADE menu.

Yurakucho micro FOOD & IDEA MARKET is a restaurant where you can easily enjoy carefully selected food and drink, choosing your favorite items with local produce delivered from all over Japan through a new distribution network, prepared with a focus on micro fungi, based on the concept of a market intersecting the curiosity of makers and diners.



## Overview

UPGRADE Plant based kitchen in TOKYO

Venue: Yurakucho micro FOOD & IDEA MARKET

Dates: November 24 (Tue.) to December 7 (Mon.), 2020 \*Period of 14 days

Hours: 10:00-22:00 (last order for food: 21:00, last order for drinks: 21:30)

\*To enjoy the UPGRADE menu, please visit at lunchtime from 11:00 to 17:00.

Access: Yurakucho Building 1F, 1-10-1 Yurakucho, Chiyoda-ku, Tokyo (1-minute walk from Yurakucho Station)

Website: <https://yurakucho-micro.com/>

 **micro FOOD&IDEA MARKET**



At ROUTE CAFE AND THINGS, which is operated by EAST Inc., our management partner on this project, an UPGRADE Plant based kitchen × ROUTE SDGs WEEK will be held simultaneously with the aim of increasing awareness about SDG-based food culture that is kind to people and local environments alike.

A limited-period menu will provide all kinds of soy lattes, and the popular red bean paste and butter sandwich will be changed to an UPGRADE version using Soy lait Beurre soy milk cream butter. A collection of SDG-related books will also be available together with a display panel introducing our SDG initiatives.

\*The menu provided at ROUTE CAFE AND THINGS does not use plant-based food.

\*There is no UPGRADE menu.

UPGRADE Plant based kitchen × ROUTE SDGs WEEK- Overview

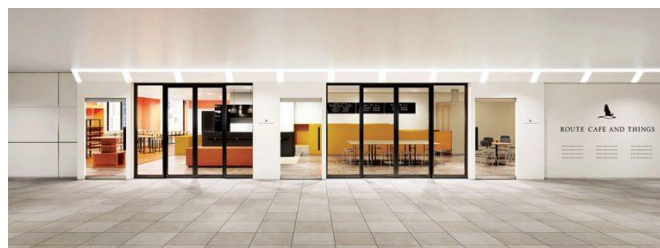
Venue: ROUTE CAFE AND THINGS

Dates: November 16 (Mon.) to December 7 (Mon.), 2020 \*Period of 22 days

Hours: Mon.-Sat. 11:00-21:00 (last order: 20:30) Sundays and holidays 11:00-20:00 (last order: 19:30)

Access: Marunouchi Building 4F, 2-4-1 Marunouchi, Chiyoda-ku, Tokyo (1-minute walk from Marunouchi South Exit of JR Tokyo Station)

Website: <https://route-cafe-things.com/>



UPGRADE Plant based kitchen



A plant-based food deli focused on soybeans, built on the concept of changing the world with soybeans

542-8501

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Daimaru Shinsaibashi Store Main building B2F foods hall

Tel: 06-4256-1018

Website: <https://www.upg-pbk.com/>

Instagram: @upg\_pbk

[https://www.instagram.com/upg\\_pbk/?igshid=1rjicfer6z1k6](https://www.instagram.com/upg_pbk/?igshid=1rjicfer6z1k6)

Inquiries related to UPGRADE Plant based kitchen



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