

## MEDIA RELEASE

For Immediate Release



### **DONBURI NO TATSUJIN (“DONBURI MASTER”) OFFERS DINERS A HEALTHIER CHOICE AS SINGAPORE’S FIRST DONBURI WITH ALCHEMY FIBRE**

**Mix-and-Match Concept is Muslim-friendly with No Pork and No Lard**



Signature Wagyu Flank Donburi



Signature Beef Chuck Tender Donburi



Master Chef Masatoshi Ito and Head Chef Alan Ho

**Singapore, 26 February 2021** – Donburi no Tatsujin opens tomorrow as SF Group Limited first Japanese concept. Located in Food Loft® coffee shop at Blk 721, Ang Mo Kio Avenue 8, #01-2823, Singapore 560721, the brand is Singapore’s first Donburi featuring Alchemy Fibre; a patented high-fibre blend by Alchemy Foodtech that slows down carbohydrate digestion and glucose release.

Head Chef Alan Ho, who has over 25 years of experience in various Japanese restaurants, developed the Mix-and-Match concept together with Master Chef Masatoshi Ito, previously the chef cum owner of Tai-chan Ramen; Singapore’s first ramen shop that was located in International Plaza from 1984 to 2008. The collaboration marks Ito-san’s continued support of Japanese cuisine in Singapore’s food scene, particularly through hawker food.

With a Halal certification underway, the menu is Muslim-friendly and features no pork and no lard. A variety of options awaits diners who choose to build their favourite Donburi in four steps: from selecting a protein (Signature Wagyu Flank, Signature Beef Chuck Tender,

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Donburi no Tatsujin

Blk 721, Ang Mo Kio Avenue 8, #01-2823, S(560721)

Mentai Salmon, Chicken Katsu and Ebi Tempura, to name a few) to carbohydrates (Japanese rice and Soba), vegetables (including Sweet Potato Tempura, Broccoli with Seasoning, Japanese Cucumber and Sweet Corn, among other selections) and sauces (including Truffle Shoyu, Mentaiko, Teriyaki, Sesame Sauce, Wasabi Mayo and Japanese Curry). Alternatively, some of the a la carte options include Mixed Platter (Tori Katsu, Tori Karaage, Ebi Tempura), Tempura Platter (Ebi Tempura, Sweet Potato Tempura), Salad with Pan-seared Salmon, Chawanmushi, Ebi Tempura and Tamago Salad with Tobiko.

The menu is available for dine-in, takeaway and delivery. Prices for the Mix-and-Match menu range between \$8.00 and \$17.00, while the a la carte menu prices range between \$1.00 and \$7.00.

**Address:**

Food Loft® Coffee Shop,  
Blk 721, Ang Mo Kio Avenue 8,  
#01-2823, S(560721)

**Opening hours:**

Daily: 11 a.m. – 10 p.m.  
(Last order: 9:30 p.m.)

For more information, please visit [www.sfgroup.sg](http://www.sfgroup.sg)



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**For media enquiries, please contact:**

Ng Wei Lun  
Assistant Marketing Manager  
Tel: +65 6509 0777  
Email: [weilun.ng@foodloft.sg](mailto:weilun.ng@foodloft.sg)

Michelle Wan  
Director, Marketing and Communications  
Tel: +65 6509 0777  
Email: [michelle.wan@sfgroup.sg](mailto:michelle.wan@sfgroup.sg)

**About Donburi no Tatsujin**

Donburi no Tatsujin (“Donburi Master”) is the first Japanese concept by SF Group Limited, a leading operator and manager of food and beverage establishments since 2001. A Mix-and-Match Donburi concept that also offers a la carte selections, the brand is the first in Singapore with Alchemy Fibre; providing Japanese food lovers with a host of healthier dining choices.

With a Muslim-friendly menu that features no pork and no lard, Donburi no Tatsujin aims to serve quality Japanese food to both Muslim and non-Muslim diners.