



Press Release

October 17, 2025

With Link Co., Ltd.
Yoshinoya Holdings Co., Ltd.
Yoshinoya Co., Ltd.

Hiroshima-born Ramen Brand “Bari-Uma” Launches First Collaboration with Yoshinoya “Bari-Uma Supervised Tonkotsu Shoyu Beef Hotpot Set” Brings Hiroshima Flavor Nationwide

~ A Local Ramen Brand from Hiroshima Reaches New Heights ~

With Link Co., Ltd. (Head Office: Hiroshima City, Hiroshima Prefecture; President: Yukihiro Ambiru), which operates the Hiroshima-born ramen brand Bari-Uma, will launch its first collaboration with Yoshinoya Co., Ltd. (Head Office: Chuo-ku, Tokyo; President: Tetsuya Naruse). The new product, “Bari-Uma Supervised Tonkotsu Shoyu Beef Hotpot Set”, will be available starting October 17 (Fri) at over 1,200 Yoshinoya restaurants nationwide (excluding certain stores).

Born in Hiroshima and beloved by locals for over two decades, Bari-Uma has grown into a brand recognized throughout Japan. Having previously gained nationwide attention through products such as instant cup noodles, Bari-Uma continues to attract ramen fans across the country.

Now, through this collaboration with Yoshinoya, the brand proudly delivers its distinctive Hiroshima flavor to dining tables nationwide.

A Taste from Hiroshima, Now for All of Japan

Founded in 2003 in Hiroshima, Bari-Uma is known for its thick, creamy broth made by carefully simmering pork and chicken bones and layering them with rich soy sauce.

Its signature “coarse filtration” technique leaves a touch of umami sediment, creating a deep yet refined flavor that has earned loyal fans from Hiroshima to across Japan.

Today, the brand operates 48 restaurants worldwide, with locations not only in Japan but also across Asia and Europe.

This collaboration with Yoshinoya represents a new challenge—sharing Hiroshima’s craftsmanship, flavor, and hospitality with an even broader audience.

Product Overview

https://www.yoshinoya.com/lp/gyusuki_2510/



■ “Bari-Uma Supervised Tonkotsu Shoyu Beef Hotpot Set”

Launch Date: October 17, 2025 (Fri)

Availability: Yoshinoya restaurants nationwide (excluding some stores)

Price: 818 yen (899 yen dine-in / 883 yen takeout, tax included)

Based on Bari-Uma’s signature ramen, “The Ultimate Rich Tonkotsu Chicken Soy Sauce Ramen,” this dish combines a rich tonkotsu soy sauce broth with Yoshinoya’s premium beef, fresh vegetables, and flat udon noodles.

Topped with a flavorful garlic-mashimashi sauce (a blend of fried, grated, and minced garlic), this hotpot-style meal brings together the hearty depth of ramen with the warmth of Yoshinoya’s classic winter dishes—creating a new way to enjoy Hiroshima-born flavor.

鍋膳のご飯増量・おかわり無料

新 とんこつ醤油 牛鍋膳

+298円 (税込327円) で肉2倍盛!

テイクアウトできます

■ “Bari-Uma Supervised Tonkotsu Shoyu Hotpot Broth”

In addition, Yoshinoya’s official online store now offers the “Bari-Uma Supervised Tonkotsu Shoyu Hotpot Broth (750g)” for home enjoyment.

This product allows customers anywhere in Japan to experience the rich Hiroshima flavor from their own kitchen.

The thick, umami-packed broth layered with soy sauce depth pairs perfectly with noodles or rice for the finishing course.

Through this home-use collaboration, Bari-Uma continues to share Hiroshima’s culinary pride with households nationwide.

Available at:

- Yoshinoya Official Online Store: <https://e-shop.yoshinoya.com/>
- Rakuten Yoshinoya Official Store
- Yahoo! Shopping Yoshinoya Official Store

新発売

鍋のメには中華麺を入れて♪

豚骨醤油ラーメン ばりうま 監修

とんこつ醤油 鍋つゆ

豚骨の旨みに醤油が効いたこつてり濃厚な味わい。



About With Link Co., Ltd. and “Bari-Uma” <https://www.with-link.co.jp/>

With Link Co., Ltd. was founded in Hiroshima in 1992 and joined the Yoshinoya Holdings Group in 2019. Guided by the philosophy of “Ippai Isshin” (“One bowl, one heart”), the company values not only delicious food but also heartfelt hospitality and comfortable dining experiences that make guests say, “I’ m glad I came.”

In addition to Bari-Uma, With Link operates several other ramen brands, including Tori-no-Suke (Whole Chicken Soy Sauce Ramen), Fuunmaru (Stone-Grilled Thick Tsukemen), and Buchiton (Tonkotsu Ramen).

Bari-Uma’ s flagship item, “The Ultimate Rich Tonkotsu Chicken Soy Sauce Ramen,” features a deeply layered broth, slightly coarse filtration that enhances lingering umami, and custom thin noodles that capture every drop of flavor. Combined with aromatic chashu pork, it delivers a complex and satisfying balance of richness and smoothness.

The brand is also known for its creatively developed limited-time menu items and side dishes, demonstrating its commitment to innovation and quality.

A Hiroshima Taste for Japan and the World

The flavor and spirit of hospitality cultivated in Hiroshima have spread far beyond Japan’ s borders.

What began as a single ramen shop in Hiroshima has expanded across the Chugoku, Shikoku, Kansai, and Kanto regions—and now reaches diners throughout Asia and beyond.

Bari-Uma operates restaurants in Singapore, Malaysia, Indonesia, the Philippines, and China, as well as in Australia and Scotland.

From its hometown in Hiroshima to tables around the world, the brand’ s journey continues to grow, earning loyal fans who appreciate its rich, authentic taste and heartfelt service.



Bari-Uma Naka-Hiro Branch (Hiroshima, Japan)



Bari-Uma's Signature Dish:

“The Ultimate Rich Tonkotsu Chicken Soy Sauce Ramen”



Bari-Uma Edinburgh Cockburn Street Branch (Scotland, UK)



With Link Co., Ltd.
Public Relations Department (Attn: Saeki)
koho_pr@with-link.co.jp
+81-82-849-6004