

Japanese Tonkotsu Ramen Brand “BUCHITON” Opens First Store in Hong Kong

Grand Opening of “BUCHITON Apita Eatery at Cityplaza” on Saturday, May 30, 2026

With Link Co. Ltd., a wholly owned subsidiary of Yoshinoya Holdings Co., Ltd. headquartered in Hiroshima, Japan, is pleased to announce the opening of the first Hong Kong location of its ramen brand “BUCHITON” on Saturday, May 30, 2026.

The new store, officially named **BUCHITON Apita Eatery at Cityplaza** (Chinese name: 極之豚 太古城中心 APITA), marks the brand’s first expansion into the Hong Kong market.

Currently operating four stores in the Philippines, BUCHITON has gained popularity among overseas customers for its authentic Japanese tonkotsu ramen. The Hong Kong launch represents a new milestone in the brand’s expansion across Asia.



■About the First Hong Kong Store

The new location will open inside the “APITA Eatery” area on Basement Level 1 of Cityplaza, one of Hong Kong’s major commercial complexes.

Designed with a modern and welcoming atmosphere featuring white and deep red tones, the restaurant aims to provide a casual and comfortable dining experience where local customers can easily stop by anytime.

The facility offers approximately 800 parking spaces and approximately 300 shared dining seats, making it highly convenient for families and shoppers alike.

The menu lineup will center around BUCHITON’s signature ramen selections:

- Shiroton
- Akaton
- Kuroton

Through these signature dishes, BUCHITON will bring the authentic taste of Japanese tonkotsu ramen to customers in Hong Kong.

■Grand Opening Promotion

To celebrate the opening of the first Hong Kong store, BUCHITON will offer a special opening promotion for the first seven days after launch.

Each day, the first 50 customers will be able to enjoy the brand’s popular **Ajitama Shiroton** at 50% off.

This campaign is designed to provide first-time customers with an easy opportunity to experience BUCHITON’s signature flavors while creating an exciting start for the new store.

■Future Expansion

Hong Kong is a mature market with a strong appreciation for Japanese cuisine and a highly diverse dining culture. With Link Co. Ltd. will continue working closely with its local partners to create a restaurant brand that will be loved by customers in Hong Kong for many years to come.

The company also plans to use this Hong Kong expansion as a stepping stone to accelerate BUCHITON's further growth in the global market.



Ajitama Shiroton — HK\$65



Ajitama Akaton — HK\$65



Ajitama Kuroton — HK\$65

■Store Information

- Store Name:** BUCHITON Apita Eatery at Cityplaza
(Chinese: 極之豚 太古城中心 APITA)
- Opening Date:** Saturday, May 30, 2026
- Location:** Apita Eatery B1 TKS-09, Cityplaza, 18 Taikoo Shing Road, Quarry Bay, Hong Kong
- Telephone:** +852-6112-5788
- Business Hours:** 11:00 AM – 10:00 PM (Open daily, including public holidays)
- Closed Days:** None
- Store Size:** Kitchen Area: Approx. 10 tsubo (approx. 33 sq m / 355 sq ft)
Seating Capacity: Approx. 300 shared seats
- Parking:** Approx. 800 shared parking spaces
- Main Menu Items:** Shiroton, Akaton, Kuroton, and more

■Company Information

- Company Name:** With Link Co. Ltd.
- Head Office:** 1-5-30-2 Tomominami, Asaminami-ku, Hiroshima, Japan 731-3168
- President & CEO:** Yukihiro Ambiru
- Official Websites:** BUCHITON Brand Site: <https://buchiton.com/>
Corporate Website: <https://www.with-link.co.jp/>

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