豚骨醤油ラーメン
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Press Release

October 28, 2026
With Link Co. Ltd.
Planning Division

BARI-UMA Celebrates the Opening of New Kurashiki Shimosho Store in Okayama, Japan

Bringing Hiroshima's Signature Tonkotsu Shoyu Ramen to Kurashiki, Okayama Prefecture

With Link Co. Ltd. is pleased to announce that BARI-UMA Kurashiki Shimosho, its newest ramen restaurant, officially opened on October 16, 2026, in Kurashiki City, Okayama Prefecture.

Through this new opening, BARI-UMA aims to introduce its authentic Hiroshima-style Tonkotsu Shoyu Ramen to residents in Kurashiki while expanding opportunities to connect with new diners.

The restaurant is designed to become a welcoming part of the local community, offering a comfortable and accessible dining experience for everyday occasions. BARI-UMA remains committed to creating restaurants that are loved and valued by guests.



■ Bringing Hiroshima's Tonkotsu Shoyu Ramen to Kurashiki

Founded in Hiroshima in 2003, BARI-UMA is a Japanese ramen brand known for its authentic Tonkotsu Shoyu Ramen.

The brand has expanded both domestically and internationally, centered on its flagship BARI-UMA, a unique and rich tonkotsu-shoyu ramen.

The brand’s ramen features a deeply flavorful pork-bone broth expertly paired with a specially crafted soy sauce seasoning to deliver exceptional umami and character.

The Kurashiki Shimosho store offers the brand's classic lineup along with a variety of menu items designed to appeal to a wide range of customers.
The restaurant features a seating capacity of 36 and provides a welcoming environment suitable for families, groups, and individual diners.

In addition, the store offers 19 parking spaces, ensuring convenient access for visitors traveling by car.

■ Store Information

Store Name: BARI-UMA Kurashiki Shimosho
Opening Date: October 16, 2026, 11:00 AM
Address: 134-6 Shimosho, Kurashiki City, Okayama 710-0112, JAPAN
Business Hours:
Tuesday – Friday: 11:00 AM – 3:30 PM (Last Order: 3:00 PM)
5:30 PM – 9:30 PM (Last Order: 9:15 PM)
Saturday, Sunday & Public Holidays: 11:00 AM – 9:30 PM (Last Order: 9:15 PM)
Closed: Mondays
Seating Capacity: 36 seats
Parking: 19 spaces
Phone: +81-86-476-7608



Signature Tonkotsu Shoyu Ramen
BARI-UMA Ramen
JPY 750 (JPY 825 tax incl.)



Fried Rice
JPY 750 (JPY 825 tax incl.)

■ Future Development

BARI-UMA continues to pursue its commitment to delivering an even better ramen experience, guided by the philosophy behind its brand name, which asks customers, "Is it delicious?"
At the Kurashiki Shimosho store, the brand aims to build lasting relationships with the local community by continuously improving its food quality and customer service.

■ About BARI-UMA

Founded in Hiroshima in 2003, BARI-UMA is a premier ramen specialty brand renowned for its signature Tonkotsu Shoyu Ramen. With a diverse menu tailored to global palates, the brand has successfully expanded beyond Japan.

Today, BARI-UMA boasts a global footprint spanning eight countries and regions, including the United Kingdom, sharing authentic Japanese ramen culture with food enthusiasts around the world.

The name "BARI-UMA" combines the Hiroshima dialect word "Bari," meaning "very" or "extremely," and "Uma," meaning "delicious," with the Chinese character "Ma" (嗎), which is used in questions.
The name reflects the brand's commitment to continuously asking customers, "Is it delicious?" while striving to create an even better ramen experience.

As the brand continues to expand both domestically and internationally, BARI-UMA remains dedicated to delivering authentic Japanese flavors and memorable dining experiences to customers worldwide.

■ Company Information

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