

OJSC Rosinter Restaurants Holding Introduces its Planet Sushi Brand to Estonia

2008-09-02

OJSC Rosinter Restaurants Holding (Rosinter), the leading casual dining restaurants operator in Russia and the CIS (RTS, MICEX: ROST), announces the introduction of its Planet Sushi brand to the Estonian market

The Planet Sushi restaurant has been launched as a part of a multi-brand restaurant complex that offers also IL Patio brand, in the city of Tartu (Tasku Mall, Turu Street, 2). Both restaurants operate based on franchise agreement.

The total area of the restaurant complex is 420 sq.m in which the Italian cuisine restaurant IL Patio offers 60 sitting places and the Japanese restaurant Planet Sushi can serve up to 90 guests in the spacious mezzanine where it is located.

Lori Daytner, President OJSC Rosinter Restaurants Holding:

"Tartu is the second Estonian city, where Rosinter operates its restaurants. Last year we entered the Estonian market introducing T.G.I. Friday's and IL Patio in Tallinn. We are glad to expand our offer in Estonia by introducing Planet Sushi, another of our key brands. Planet Sushi specializes in Japanese cuisine, which is becoming increasingly popular today. With a commitment to provide authentic Japanese dining experience, Planet Sushi offers high quality food and service, in a special atmosphere provided by an interior design that combines traditional and contemporary styles from the land of the rising sun."

OJSC Rosinter Restaurants Holding is the leading casual dining restaurant company in Russia and CIS, which as at June 30, 2008 operated 268 outlets, including 72 franchised restaurants in 30 cities in Russia, the CIS and Central Europe, including Baltic countries. The Company offers Italian, Japanese, American and Russian cuisine under its proprietary brands IL Patio, Planet Sushi and 1-2-3 Cafe and its licensed brands T.G.I. Friday's and Sibirskaya Corona. Also through a Joint Venture with Whitbread PLC the company is currently developing the Costa Coffee chain in Russia (one outlet as at June 30, 2008). Rosinter reported consolidated revenues of US\$ 268.2 million, in accordance with audited IFRS accounts, for the twelve months ended December 31, 2007, it served approximately 13.6 million customers in 2007.

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