



april 20, 2007

award-winning noodle restaurant wagamama opens in boston, ma

wagamama, the international dining phenomenon opens in the usa! on april 23, 2007, wagamama made its long-anticipated united states debut in boston's historic faneuil hall, joining its family of 75 restaurants in the united kingdom, ireland, australia, holland, dubai, belgium, denmark, turkey and new zealand

at wagamama – a japanese name that means “willful, naughty child” – speed, convenience and affordability combine with nutritious food made from fresh, quality ingredients for a total dining experience. wagamama's promise of positive eating + positive living is more than a tagline—it's a way of life

the wagamama menu includes selections to please diners of all ages and tastes, with everything from a healthy children's menu to vegan-friendly dishes. favorites from the uk will be featured along with new dishes created exclusively for the usa. the asian-inspired fare includes side dishes; edamame, duck gyoza, tori kara age and grilled asparagus as well as noodle and rice based entrees, ramen soups, teppan dishes and fresh salads. to quench a thirst, diners can choose from a selection of fresh juices, sake and asian beers

friendly servers using the latest in innovative wireless technology record customers' orders at the table and instantly transmit them to the kitchen, where all selections are cooked to order. dishes are served immediately as they are prepared, thus arriving at the table at different times throughout the meal. diners are encouraged to begin eating and enjoy the wagamama experience as it unfolds

while the speedy service and fun wait staff contribute to the restaurant's unique, dynamic atmosphere, the simple, stylish design by the architectural design firm gensler creates a pleasing environment. in keeping with wagamama's international concept, the 4,600 square-foot boston restaurant features an open kitchen and communal-style seating for 133 indoors, as well as outdoor seating for 50

“we are very excited about our launch in the united states. boston is a wonderful, energetic city – one of the great gateways to the united states from europe. we've been working toward our united states debut for two years, with plans to expand throughout the east coast” said steve hill, wagamama ceo. wagamama harvard square with 132 seats will follow, with an opening scheduled for august 2007



since the opening of its first restaurant in london in the early 1990s, wagamama has enjoyed a steadily growing reputation for excellence. in 2005 and 2006 zagat readers voted wagamama the most popular restaurant in london – a place where high-profile celebrities like gwyneth paltrow and keira knightley go for great food

now you're invited to experience london's most popular noodle restaurant. come visit wagamama in boston's faneuil hall, and see what positive eating + positive living is all about!

hours: mon – sat: 11:30am until 11:00pm, sun: noon until 10:00pm

eat out is available

for further information, visit **wagamama.us**

restaurant phone: 617.742.9242

address: wagamama faneuil hall, quincy market building, boston, ma 02109

for press information and images contact kate shamon at 617.500.0770 or kate@shamonpr.com