

PRESS RELEASE
For Immediate Release



AN ODYSSEY THROUGH JAPAN UNLIKE ANY OTHER

KUALA LUMPUR, Malaysia, 28 May 2026 – A remarkable cultural tapestry, inviting guests to experience the depth and diversity of Japan’s 47 prefectures is officially unveiled by Kampachi Restaurants Sdn. Bhd.: known as *47in27*, this immersive journey spans all prefectures over 27 months. The landmark ceremony was officiated by His Excellency Noriyuki Shikata, Ambassador Extraordinary and Plenipotentiary of Japan to Malaysia, alongside Kampachi’s Managing Director Mr Donald Lim and distinguished partners. Spanning 27 months, this visionary initiative extends across the Equatorial Group’s full spectrum of hospitality excellence.

Rooted in the restaurant’s long-standing relationship with Japanese culture, *47in27* moves beyond short-term seasonal themes. While regional promotions are common, many prefectures are often overshadowed by their more famous counterparts. This campaign shines a light on Japan’s lesser-known regions, celebrating the profound geographic and cultural diversity of the country. By uncovering 'hidden gems' beyond the major cities, the initiative invites guests to discover the subtle nuances of Japan’s traditions and cuisine in an unprecedented way.

Spearheading this culinary vision is Kampachi’s long-serving Executive Chef Koji Tamaru. Driven by a deep-seated passion for authentic provenance, Chef Tamaru will lead the initiative from the sourcing of Japan’s exceptional and finest seasonal harvests to the artistic curation of menus. His expertise ensures that the distinct soul of each prefecture is captured through a harmonious collaboration across all our brands, delivering a truly unified cultural experience.

To transform this exploration into a rewarding and interactive guest journey, Kampachi has introduced a bespoke physical reward ecosystem. Upon their first participation in a prefecture-related promotion with a minimum spend of RM100, guests will be designated as *Bojiā* (Voyages) and presented with a complimentary Prefecture Card, along with an exclusive inaugural Prefecture Pin.

As the odyssey progresses, participants can collect unique pins at the group’s various dining venues. Achieving seasonal milestones is a core part of the experience; upon collecting four unique pins within a specific regional season, guests will earn a limited-edition Milestone Plushie. For those wishing to secure a memento of the journey immediately, these seasonal plushies will also be available for purchase, ensuring that every guest can retain a keepsake of this cultural celebration.

“For more than five decades, we have always believed in building bridges across cultures,” said Mr Lim. “*47in27* represents a landmark collaboration that brings together all our hospitality businesses, focusing on those that are deeply connected to Japan. By uniting our expertise with Equatorial Group brands such as Kampachi, IPPUDO, MAiSEN, Sky51, Sabayon, EQ and Equatorial, we are offering guests broad exposure into the richness of Japan’s prefectures.”

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This unique campaign is supported by esteemed partners including the Japan External Trade Organization (JETRO), Japan Airlines, Isetan, Fan Japan, Asia Infonet, Fusions Trading and Miracle Holdings. The support of the Embassy of Japan is sincerely acknowledged for its invaluable assistance in engaging with the featured prefectures.

Updates regarding prefecture-specific activations and upcoming events will be shared via Kampachi's and its partners' official social media channels and websites.

~ End ~

About Kampachi

With a legacy of over 50 years, the Kampachi is the oldest Japanese restaurant in Malaysia today. Since opening in the original Hotel Equatorial Kuala Lumpur in 1974, it has been at the forefront of Japanese cuisine since, offering diners a genuine taste of Japan's culinary artistry.

For more enquiries, kindly contact:

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The Prefecture Series: Japan to the Table

The following visual series offers a preview of the culinary direction behind *47 in 27*, a campaign exploring the richness of Japan's 47 prefectures. While the final experiences will unfold throughout the campaign, these curated references highlight the calibre of ingredients, techniques, and regional inspirations guests may encounter.

Full resolution images of the following thumbnails can be accessed [here](#).



Bluefin Tuna Cutting



Bluefin Trilogy

Guests can expect an immersive experience with a Bluefin Tuna Cutting, where the prized Pacific Bluefin is expertly filleted, followed by a Bluefin Trilogy showcasing the distinct textures of *Akami*, *Chutoro*, and the richly marbled *Otoro*.



Sashimi Moriawase



Sashimi Preparation

A curated journey presents the finest seasonal sashimi, carefully sourced from select Japanese coastal prefectures and brought directly to Malaysia. Each piece is prepared with meticulous attention to freshness and quality, offering an exquisite taste of Japan's coastal bounty.

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Premium Wagyu



Curated dinner pairing with sake and premium wagyu

A series of exclusive dinner pairings showcases the finest Wagyu and premium meats sourced from select Japanese prefectures, expertly paired with boutique sakes from across the regions, curated exclusively for the *47in27* campaign.



Premium sake sourced exclusively from boutique breweries



Curated dinner pairing with sake

An expansive journey through Japan's boutique breweries, moving beyond the standard "house pour" approach. Each sake in this collection is available only by visiting its prefecture of origin.

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Ramen Artistry by Chef Kawahara



Signature ramen perfection

An authentic ramen experience at IPPUDO. Its legendary rich, flavourful broth together with signature noodles prepared in *Hakata*-style helped define the Japanese *ramen* experience. An extraordinary combination of taste and craftsmanship that no ramen lover should miss.



Careful deep-frying is crucial to the signature crispness, tender, and flavourful interior.



Finished at its peak, revealing a succulent and flavour-rich centre.

The famous Tokyo-style tonkatsu experience awaits at MAiSEN — crafted from the finest cuts, coated to a delicate golden crisp, and cooked to tender perfection. This special combination delivers a rich, flavourful, and light-textured creation with cutlets so tender they can be cut with chopsticks.

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Chef Koji Tamaru's Portrait



Grilling in action

Chef Koji Tamaru rejoins Kampachi in March 2026 as Executive Chef, where he will spearhead the campaign through menu curation and collaborative initiatives with chefs across our group's dining brands.



Prefecture Pins e.g. Kyushu Region



Equatorial Milestone Plushie

Equatorial's bespoke physical reward ecosystem.