



PRESS RELEASE

For Immediate Release

Trattoria Pizzeria LOGIC, a Well-established Authentic Italian Restaurant Chain From Japan, Makes Its Debut In Singapore

World Pizza Championship Pizzaiolo Junichi Shoji and Grand Chef Atsushi Terashima to helm the kitchen and team



Singapore, October 2019 – Trattoria Pizzeria LOGIC, a popular authentic Italian restaurant chain in Japan, makes its debut in Singapore with a 79-seater restaurant located at 20 Craig Road, #01-03. Spanning 232 square meters, Trattoria Pizza LOGIC is best-known for its Naples-style cuisine that uses fresh ingredients, such as flour imported from Caputo in Naples.

Chef Junichi Shoji, who is the winner of the prestigious Napoli Pizza World Championship 2012, an annual global contest to determine the world's best pizza makers, is responsible for designing the pizza recipes. This makes Trattoria Pizza LOGIC the only restaurant in Singapore to have a World Championship Winning Pizzaiolo supervising its kitchen.

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Co-helming the kitchen is Grand Chef Atsushi Terashima, who acts as the creative force behind the restaurant's menu. Chef Atsushi Terashima was trained in Tuscany before he cooked in various restaurants across Italy. This experience has allowed him to pick up authentic Italian cooking techniques and create new dishes to add to Trattoria Pizza LOGIC's mouth-watering menu.

Charmingly decked out in wooden furnishings, warm lighting and green foliage, the restaurant provides a sleek yet cosy gathering spot for diners.

Classic Naples-Style Pizza And Other Italian Fare

The restaurant menu takes a decidedly Southern Italian direction, starting with Naples-style pizza dough made with fresh yeast for flavour and a shorter texture. The pizza is then cooked in a custom-built 2.1m-high wooden kiln at 496 degrees Celsius.

The intense heat causes the dough to rise beautifully to produce a pizza crust that is crisp at the base, yet light and airy on the inside. The Australian Almond and Jarrah tree woods used to fire the kiln also give the pizza a more intense and smoky flavour.

The pedigreed chefs and custom-built kiln are just two highlights that Trattoria Pizzeria LOGIC brings to the sophisticated and often well-travelled Singaporeans' palate. The specially-designed menu also brings the traditional tastes of the Sorrento Peninsula and the Amalfi Coast to Singapore, with must-try dishes, such as:

- DOP-certified Mozzarella Cheese "Caprese" that is served with cherry tomatoes
- Spaghetti Carbonara "Angelo" made with fresh cream, egg, Parmigiano Reggiani and Pecorino
- Pizza Tambrello that includes Smoked Mozzarella, Piccante Salami, cherry tomatoes, fresh oregano and basil
- Pizza Quattro Funghi that is made with Smoked Mozzarella, four types of mushrooms and Duxelles Sauce

There is also an extensive global variety of wines specially curated to match the authentic Italian dishes. To cater to the working crowd in the area, the restaurant also serves lunch sets, consisting a salad, a choice of pasta or pizza, and coffee or tea at \$18++.

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Overseas Expansion

Currently, Trattoria Pizzeria LOGIC has 18 restaurants in Japan and one in Ho Chi Minh City. Singapore is the brand's second overseas outlet, bringing the total to 20.

Trattoria Pizzeria LOGIC came about after its holding company, Oizumi Foods, bought over a café named LOGIC in Osaka 15 years ago and converted it into an Italian restaurant. Today, the five-storey building still stands tall in Osaka, with a gorgeous rooftop dining area overlooking the city.

On the opening of its first Trattoria Pizzeria LOGIC restaurant in Singapore, Mr Kenji Oizumi, President of Oizumi Foods, says, "We are pleased that Oizumi Foods is opening our second overseas Pizzeria LOGIC outlet in Singapore, Asia's leading economic hub. Italian food, especially pizza, is well-loved by people from all walks of life."

"Neither bound by etiquette nor subject to interpretation, our pizza is born of the soulful city of Naples, Italy and is unapologetically and uncomplicatedly delicious. We sincerely hope that Singaporeans will enjoy and love our pizzas."

Oizumi Foods, established in 1982, has over 40 food brands and 324 restaurants in Japan, including Izakayas, an American steakhouse, Yakiniku restaurants and more.

Address: 20 Craig Road, #01-03, Singapore 089692

Opening hours: **Mondays to Saturdays:** Lunch: 12pm – 3pm (Last Order 2.30pm) | Dinner: 6pm – 11pm (Last Order 10pm)
Sundays: Lunch: 12pm – 3pm (Last Order 2.30pm) | Dinner: 5pm – 10pm (Last Order 9pm)

Contact number: +65 6226 2250

High-res images available at: <https://tinyurl.com/TrattoriaPizzeriaLogic>

Find out more at: <https://www.oizumifoods.co.jp/english/>

'Like' and Follow Trattoria Pizzeria Logic on:

Facebook: <https://www.facebook.com/pizza.logic.sg/>

Instagram: https://www.instagram.com/pizza_logic_sg/



About Oizumu Foods

Oizumi Foods was established in Kanagawa Prefecture, Japan in 1982. At Oizumi Foods, our corporate philosophy is to bring happiness to everyone which refers to our customers, our clients, and even ourselves. With our key concept of being “community-based”, we conduct our business in a way that is rooted in the local community. We go beyond the “chain store’ framework by empowering our staff to think for themselves and act in the customer’s interest.

Currently, Oizumi Foods has over 40 food brands and 324 restaurants in Japan, including Izakayas, an American steakhouse, Yakiniku restaurants and more.

For media enquiries or food tasting, please contact:

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