



# News Release

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FOR IMMEDIATE RELEASE

## **Teriyaki Experience Creating an “Asian Sensation” in Honduras**

***Booming Asian-inspired quick service chain continues to expand its delicious and nutritious new taste experience***

**OAKVILLE, Ontario, March 31, 2010.....**Teriyaki Experience, an international Asian-inspired quick-serve concept recognized for being the healthy alternative to traditional fast food, announced the opening of its newest Honduras location in the Multiplaza Mall Food Court.

The opening of the new site in the Multiplaza Mall marks the second Teriyaki Experience location in Honduras. The first location in Honduras opened last year, situated in the country's capital and largest city of Tegucigalpa.

The new restaurant was opened by Inversiones Pan-Asian de Honduras, Teriyaki Experience's multi-unit franchisee in Honduras. The principals of Inversiones Pan-Asian de Honduras have a commitment to open a minimum of seven Teriyaki Experience restaurants in the next four years and are already successful restaurant operators with nine high volume QSR restaurants.

“Our fresh menu is loved by people across the globe. We're excited about bringing the brand to Honduras and using the local markets to catapult our growing brand into other markets throughout the country,” said Nick Veloce, President & COO for Teriyaki Experience. “Our concept has proven successful in various regions throughout the world, and we look forward to pushing forward with our international expansion.”

Teriyaki Experience is re-defining the quick-service restaurant dining segment in the world with its nutritious alternative to traditional fast food. Using the teppanyaki griddle to prepare meals fast and fresh, sizzling meals are prepared in less than three minutes and right before customers' eyes. The menu features a selection of rice and noodle meals, wraps, salads and sushi. Most menu items have less than 10 grams of fat and contain

less than 600 calories. The Teriyaki Experience meals combine garden fresh vegetables with all-white meat chicken, beef, shrimp or tofu, and a choice of Japanese steamed rice or yakisoba noodles and topped with the customers choice of Sweet Chili, Pan-Asian Temptation, Zesty Pineapple or the famous signature Teriyaki sauce.

**About Teriyaki Experience**

Founded in 1986, Teriyaki Experience is an Asian-inspired quick serve franchise dedicated to serving delicious, healthy alternatives to traditional fast food. The company boasts over 135 operating locations and more than 475 additional restaurants are committed to open throughout the United States, Canada, the Middle East, Europe, South and Central America, South Africa and the Caribbean. For more information on Teriyaki Experience, visit [www.teriyakiexperience.com](http://www.teriyakiexperience.com).

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