



COMPANY PROFILE

都 MIYAKO

Japanese Sushi & Wagyu Yakiniku

Sushi · Sashimi · A5 Wagyu yakiniku · Japanese hot pot — à la carte

SISTER BRANDS

HANWADAM · HANNAM BBQ · Korean Premium Grill

Proposal for F&B tenancy at shopping malls · 2026

01 · OVERVIEW

Premium Japanese & Korean dining, already operating inside malls

Specialists in premium beef (A5 Wagyu · Hanwoo) and Japanese seafood.
Operating in Hanoi, Da Nang and Ho Chi Minh City, including Lotte Mall West Lake
and Lotte Mart Da Nang.

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Concepts
Japanese · Korean

3

Cities
Hanoi · Da Nang ·
HCMC

1.700+

Google Maps reviews

4.6– 4.9★

Average rating
Miyako 4.9 · Hannam
4.9

LEAD CONCEPT

都 Miyako · Japanese Sushi & Wagyu

Sushi, sashimi, table-grilled A5 Wagyu, hot pot, rice & noodles. À la carte for every mall shopper.

SECOND CONCEPT

Hanwadam · Hannam BBQ

Korean premium grill: Hanwoo & Wagyu, table-side grilling, private rooms.



都 MIYAKO

Japanese Sushi & Wagyu Yakiniku

Japanese à la carte restaurant: fish imported from Japan, A5 Wagyu wet-aged for 21 days. Lunch to dinner – families, friends, business guests.

Sushi & Sashimi

Nigiri, maki, temaki, moriawase platters, Hon Maguro bluefin tuna.

Wagyu Yakiniku

A5 Wagyu, beef tongue, USDA Prime – table grill, sets for 2–4.

Japanese hot pot

Sukiyaki · Shabu-shabu · Motsunabe

Rice · Noodles · Hot dishes

Unagi don, Wagyu don, udon, soba, tempura, gyukatsu.

39k – 749k

À la carte

999k – 2.999k

Grill sets for 2–4

4.9★

105 Google reviews

“By far the best wagyu I’ve had in my life... meat quality was out of this world.”

Google review · Miyako

“Food was excellent, staff extremely friendly... luxurious vibe.”

Google review · Miyako



Broad menu, tiered pricing

Wagyu Yakiniku

Miyako Iki · 2 pax · 250g	999
Miyako Takumi · 2-3 pax · 450g	1.999
Miyako Kiwami · 3-4 pax · 650g	2.999
A5 Wagyu tenderloin · 100g	749
Premium beef tongue (Jo Tan)	205
USDA beef trio · 350g	599

Sushi & Sashimi

Sushi moriawase	249 – 599
Ume / Take / Matsu	
Sashimi moriawase	359 – 699
Ume / Take / Matsu	
Nigiri (2 pcs)	69 – 229
Maki · Wagyu, eel, salmon	189 – 229
A5 Wagyu yukke	299
Hon Maguro moriawase	599

Hot pot · Rice · Noodles

Wagyu Sukiyaki / Shabu-shabu	559 – 999
US Sukiyaki / Shabu-shabu	299 – 399
Unagi don	269
Wagyu don	499
Udon · Soba	99 – 199
Curry rice · Oyakodon · Katsudon	99 – 159

Unit: thousand VND, excl. VAT. Source: menu at omakasemiyako.com.

Add-on: Omakase counter

8-12 seats depending on the unit. KIKU / TSUKI / MIYABI: 1-3 million VND per guest.

Retail & takeaway

A5 Wagyu, salmon and Japanese tuna sold by the kg. Delivery 10:00-22:00.



Restaurants in operation

RESTAURANT	CONCEPT	LOCATION	GOOGLE MAPS	HOURS
都 Miyako Sushi & Wagyu	Japanese	28 Dao Tan, Ba Dinh, Hanoi	4.9★ · 105	10:00 – 22:00
Hanwadam Korean Premium Grill	Korean	4F, Lotte Mall West Lake , 272 Vo Chi Cong, Hanoi	4.6★ · 733	10:00 – 22:00
Hannam BBQ 한남 by Hanwadam	Korean	2F, 37 Phan Chu Trinh, District 1, HCMC (opposite Ben Thanh Market)	4.9★ · 586	11:00 – 23:00
Hansari Gamjatang & Wagyu	Korean	2F, Lotte Mart Da Nang , 06 Nai Nam	4.7★ · 284	Mall hours

Mall experience

2 of 4 restaurants are inside Lotte malls – familiar with fire safety, exhaust, opening hours and joint mall campaigns.

North · Central · South

Operating in 3 cities with established supply of imported beef, Japanese seafood and kitchen teams.

International guests

Menus & service in Vietnamese, English, Korean, Japanese; many reviews from Japanese, Korean and Western guests.

Google Maps data as of Oct 2026.



05 · SECOND CONCEPT

Korean Premium Grill

Hanwadam · Hannam BBQ

Wet-aged Hanwoo & Wagyu, grilled at the table by staff, authentic banchan, private rooms.

Signature dishes

Hanwadam Beef Set · 570g **3.290**

Diamond Set Wagyu × Hanwoo **Signature**

King beef short rib **349**

Stone-pot beef bibimbap **249**

Thousand VND, reference prices at Hanwadam Lotte West Lake.

“Elegant space, tender and authentic meat, fast service... worth every penny.”

Local Guide · Hanwadam

Guests

- Families & weekend groups
- Business dinners & company parties
- Korean community & tourists

Most mentioned

generous banchan

friendly staff

private rooms

Hanwoo beef

“Delicious, well-seasoned and beautifully presented, high quality meats and generous side dishes.”

Local Guide · Hannam BBQ



Why partner with us

① A menu for every shopper

From 39k miso soup and 99k rice bowls to 2.9M Wagyu sets – for solo diners, families and groups.

② Premium F&B anchor

A5 Wagyu, bluefin tuna, sushi – lifts the dining floor and attracts high-spending guests.

③ Proven inside malls

Operating at Lotte Mall West Lake & Lotte Mart Da Nang, rated 4.6–4.9★.

④ Lunch & dinner traffic

Lunch: rice, noodles, sushi. Evenings & weekends: group yakiniku and hot pot – longer dwell time.

⑤ Multiple revenue streams

Dine-in, pre-booked omakase, Wagyu & seafood retail, delivery.

⑥ Flexible format

Miyako, Korean Grill, or a Japanese–Korean pair side by side, depending on the floor plan.

Space requirements

ITEM	都 MIYAKO · SUSHI & WAGYU	KOREAN PREMIUM GRILL
Area	200 – 300 m ²	250 – 400 m ²
Seats	70–110 seats · sushi counter · grill tables · 1–2 private rooms	80–140 seats · 2–4 private rooms
Option	Omakase counter, 8–12 seats	—
Preferred location	Dining floor / near the cinema, frontage visible from the main corridor	
Technical	Grill & kitchen exhaust, cold room/deep freezer, 3-phase power, water/drainage, gas	High-capacity exhaust at each grill table, 3-phase power, water/drainage, gas
Hours	10:00–22:00, following mall hours	
Fit-out	Approx. 8–12 weeks after handover	

Indicative figures, to be adjusted to the actual unit and the mall’s technical standards.



08 · CONTACT

We look forward to partnering with you

CONTACT PERSON

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