

Itteki Hassenya - Creative Udon Dining

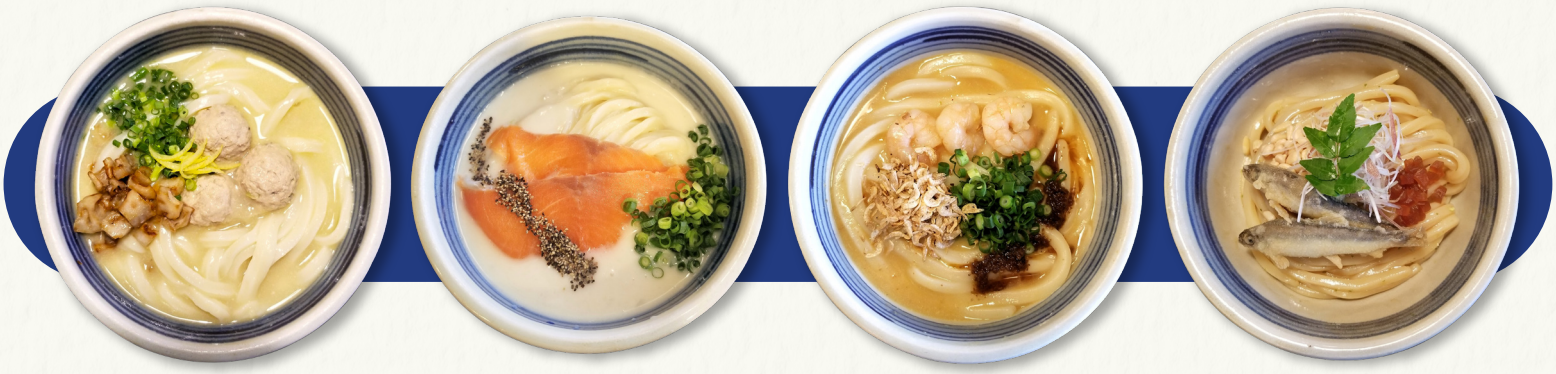
A Destination for Udon Lovers

Founded in 1999 in Shinjuku, Tokyo, **Itteki Hassenya** is a pioneer of creative udon dining.

At the time, compared with ramen and soba, udon was widely regarded as a **simple everyday meal,** making it difficult for udon specialty restaurants to gain recognition as destination dining venues.

With the vision of creating "a restaurant people would go out of their way to visit just for udon," Itteki Hassenya focused on handcrafted-quality noodles and innovative menu development. **For more than 25 years,** the brand has earned a loyal following and has grown into one of Tokyo's leading creative udon restaurants.





Authentic Udon × Creative Japanese Cuisine × Izakaya

Itteki Hassenya serves **“Creative Udon,”** combining house-made **SANUKI-style** udon noodles with Japanese culinary techniques. During the day, it operates as an authentic udon specialty restaurant. In the evening, it transforms into an izakaya where customers can enjoy Japanese cuisine, tempura, à la carte dishes, and sake, catering to a wide range of dining occasions. This dual day-and-night business model enables the restaurant to achieve high profitability and a strong repeat customer rate.

A Unique Position Through "Creative Udon"

Itteki Hassenya has established a distinctive market position by combining authentic Sanuki-style udon with Japanese culinary techniques and seasonal ingredients. Its innovative menu offers a dining experience that goes beyond a traditional udon restaurant, creating dishes that cannot easily be found elsewhere.





A Dual Business Model: Udon by Day, Izakaya by Night

During lunchtime, the restaurant specializes in authentic udon. In the evening, it becomes a full-service Japanese izakaya featuring tempura, a variety of Japanese dishes, and sake. This dual-concept operation maximizes customer demand throughout the day while improving both profitability and operational efficiency.

















Continuous Menu Innovation Inspired by the Seasons

In addition to its signature udon dishes, **Itteki Hassenya** regularly introduces seasonal limited-time menus and creative Japanese dishes featuring fresh, seasonal ingredients. This constant menu innovation keeps the dining experience fresh and encourages customers to return throughout the year.



Franchise Overview

Franchise Fee: (Including Master License)	**15,000,000 JPY** ~3,130,000 THB
Royalty Fee:	**5%**
Initial Investment:	**57,000,000 JPY** ~12,000,000 THB
Return of Investment:	**27 Months**
Contract Period:	**5 Years**
Renewal Fee:	**None**

*Initial investment and ROI are based on results in Japan and may differ in the Thai market.

Contact Us

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