



Its history traces back to Yunosuke Aoki, a samurai descendant and a popular Japanese entertainer who, together with his wife Katsu, opened a small cafe in Tokyo. Reddish safflowers, found in the neighborhood streets, inspired the couple to name their business - BENIHANA - which in Japanese means "red flower".

A CLASSIC, WORLD RENOWNED BRAND

The **Benihana** name is well known throughout the food industry as an established, quality-conscious company. Benihana has grown from a single teppanyaki restaurant to more than 100 restaurants worldwide, of which more than 40 are owned or franchised by Benihana Holdings Pte. Ltd. Benihana's solid management team is committed to keeping Benihana one of the world's finest and most thriving restaurant brand.

The **Benihana's tagline** is
"Our Kitchen is Your Table"

At Benihana, dinner is never just dinner — it's a show! Our approachable, westernized Japanese dishes are cooked right before your eyes by your very own Teppan Chef, turning every meal into a front-row experience. For over 55 years, we've been serving up sizzling flavors, flying spatulas, and unforgettable memories — making Benihana the go-to spot for tableside fun and flair.

OPERATING IN

14 100+
COUNTRIES RESTAURANTS

