



COMPANY PROFILE



Contact us

ntp.co.com
(+84) 84 89888 98

support@ntp.co.com
(Ms.Duong | Brand Manager)

We are delighted to collaborate in bringing impressive Japanese culinary experiences and showcasing unique values.

ntp.co.com

support@ntp.co.com

INTRODUCTION

WELCOME,

*Cultural Confluence and
the Essence of Japanese Cuisine*



Ngoc Thinh Phat Investment Co., Ltd is renowned for its professionalism in establishing - managing mid-range and high-end restaurants, with a focus on developing Japanese cuisine in Vietnam.

We take pride in offering premium restaurant services, centered on Japanese cuisine. Guided by the principle of respecting traditional values, we continuously evolve and innovate to bring a unique modern style to our products and services.

Hospitality, exceptional dining experiences, and unforgettable lively moments are what we commit to delivering to our customers.

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We not only offer exquisite dishes but also elevate the dining experience into a journey of rich cultural exploration.

01.

ABOUT NTP CO.

We connect the culinary traditions of Japan and Vietnam, creating unique and harmonious dining experiences.

Ngoc Thinh Phat Investment Co., Ltd.

Established | 2017
Head office | Ha Noi, Viet Nam
Representative | Mr. Nguyen Nhu Ngoc

What sets us apart is our commitment to honoring culinary traditions, adapting to modern lifestyles, and providing outstanding hospitality in the spirit of "Omotenashi."

Ngoc Thinh Phat Investment Co., Ltd. focuses on the development of Japanese cuisine and restaurant services in Vietnam, with plans to expand into the Southeast Asian market in the near future.

Our strength lies in innovative ideas, creating unique styles and cultural experiences through our products, services, spatial design, and commitment to quality. NTP Co. aims for each brand to represent a value built on cultural and experiential foundations, creating a balance between mind and emotion in life.

**Creativity - Culture -
Human Development**
are always our priorities.



1 VISION

Vision in 2030: To become a leading enterprise in developing culinary arts in Vietnam and neighboring markets.

2 MISSION

Connecting customers with the world of diverse cuisine through creative models, refined experiences, and dedicated service.

3 CORE VALUES

- **Customer-centric**
- **Creativity**
- **Acting with Heart**
- **Integrity**
- **Human Development**

MILESTONES

2018



SHAMOJI ROBATA YAKI
25 Tong Dan



SHAMOJI ROBATA YAKI
170 Xuan Dieu



KASA SUSHI
49 Trieu Viet Vuong



2022



JAZ IZAKAYA
55 Bui Thi Xuan



KISEKI-RO
53 Hang Chuoi



2023



KIMONO
52-54 Ly Thuong Kiet
KIMONO ELEGANCE
Almaz Long Bien



“

OMOTENASHI

The Art of Ultimate Japanese Customer Care

With the spirit of Omotenashi preserved in its entirety, our brands warmly welcome guests with absolute attention to detail and heartfelt hospitality.

This quality of service ensures the sustainable growth of the business over time. Specifically, the art of Omotenashi, with its philosophy of "only the heart can touch the heart," not only exceeds customer expectations but also brings new values to the community.



OUR CUSTOMER

Office Professionals
Corporate Clients
Families
Foreign Guests
Government Officials

HUMAN RESOURCES

Our corporate culture embodies respect, collaboration, and innovation. We foster an environment where every member's contribution is valued, promoting a sense of belonging and confidence. Committed to excellence, we maintain the highest standards in all operations, from creating culinary masterpieces to providing exceptional customer service. We continuously embrace improvement and change, striving for sustainable growth.

5

members

Board of Directors

Our Board of Directors oversees the strategic management and direction of the company, ensuring sustainable growth and excellence.

40

members

Office Team

The Office Team supports our operations with expertise in administration, finance, and customer relations, driving efficiency and innovation.

200+

members

Operations Team

The Operations Team is dedicated to delivering high-standard services, upholding core values in every aspect of the dining experience.

Nurturing talent and investing in development to achieve long-term success.



ADVISORY BOARD



Mrs. Sakamoto Keiko

Brand Director of TSUKINOI, owner of a 150-year-old sake brewery in Japan, and a strategic advisor and premium sake supplier for NTP Co.



Mr. Uchiyama

CEO of Mugen Company in Japan. Currently a senior advisor, who inspires NTP Co. in building premium restaurant brands.



Mr. Takano Makoto

A Wagyu culinary expert since 2021, he combines his experience and passion to create exclusive menus for Kiseki-ro.

Collaboration and Growth

“

NTP Co. has established partnerships with many reputable entities in the Japanese culinary industry, including leading suppliers, culinary experts, and organizations related to Japanese culture.



02. BRANDS



At NTP Co., we strive for every idea to represent a value built on the foundations of culture and experience, creating a balance between mind and emotion in life.

Creativity Culture Human Development

Each idea brings new challenges, driving the creation of unique and memorable styles and cultural experiences. This is achieved through meticulous products, services, and spatial design, ensuring every detail reflects the fusion of creativity and tradition. By focusing on these core elements, we aim to offer an elevated journey that embodies our brand's values.

OUR BRANDS

Starting from a passion for Japanese cuisine, NTP Co. continuously strives to bring unique and high quality dining experiences to guests. We offer 5 Japanese restaurant brands, each with its own style and story, enriching the Japanese culinary landscape in Vietnam.

- 
KIMONO
Long history of 15-year establishment
- 
KISEKI-RO
Savor the world's most exquisite Wagyu beef
- 
SHAMOJI ROBATA YAKI
Vietnam's first Izakaya-style tavern chain
- 
KASA SUSHI
The first Japanese Fusion restaurant in town
- 
JAZ IZAKAYA
Modern Izakaya: JOY-A-TO-Z Adventure





Inspired by the elegance of traditional Japanese attire, Kimono Restaurant symbolizes tradition and proudly stands as a pioneering establishment in Hanoi, offering an authentic dining experience. With a legacy tied to Japan's rich culinary history, Kimono continues to lead by upholding traditional values, solidifying its position as a premier destination for Japanese cuisine in Hanoi for nearly two decades.

KIMONO

Long history of 15-year establishment

Kimono
52-54 Ly Thuong Kiet st., Hoan Kiem dist., Ha Noi

Kimono Elegance
Almaz, Hoa Lan st., Vinhomes Riverside, Long Bien dist., Ha Noi
1900 3465

Visit us
kimono.vn



Since its establishment in 2008, Kimono has become one of the first Japanese restaurant chains in Hanoi, where tradition thrives in a modern setting, and Japanese flavors are transformed into a harmonious and unique masterpiece.



Cuisine

Honoring nature and seasonal ingredients, Chef Koyabashi and his team craft a diverse menu with 200 dishes that capture the essence of Japanese cuisine.



Architecture

With traditional Japanese architecture, Kimono elegantly expresses the "Japanese spirit" through every detail, showcasing the blend of tradition and modernity, creating a harmonious and relaxing space in the heart of Hanoi.

The "As season's bounty unfolds" menu uses premium ingredients sourced from Japan

Immerse yourself in an unparalleled culinary journey where each dish captures the essence of the seasons, offering an authentic and unforgettable dining experience at Kimono.





Every touchpoint tells a miraculous story

Kiseki 「輝石」, as the name suggests, symbolizes a precious gem of creation. From its humble beginnings as molten glass, 'Kiseki' becomes a noble gem after thousands of years of refinement and accumulation.

Architecture

The architectural materials of crystal blocks and solid granite, along with soft green spaces, give Kiseki-ro a sturdy, gem-like purity and elegance without rigidity. The contemporary landscape, in harmony with the tranquil architectural design, creates the impression of a supremely luxurious space.



With the freshest A5 Wagyu beef in the world, paired with daily selections of fresh seafood, KISEKI-ro offers a menu that caters to the culinary desires of every guest.

KISEKI-RO

Savor the world's most exquisite Wagyu beef

53 Hang Chuoi st., Hai Ba Trung dist., Ha Noi
0888 30 5353

Visit us
↳ kisekiro.vn



KISEKI-ro proudly invites you to experience the finest beef in the world – fresh A5 Wagyu beef from the purebred Japanese Black Kuroge cattle, considered legendary among ingredients for its umami flavor, succulent tenderness, and distinctively rich taste.

Kiseki exclusively offers purebred Black Wagyu, authentic chilled beef, rated as the highest quality from renowned Wagyu-producing regions such as Kagoshima, Tochigi, Iwate, and Miyazaki, Japan.

In particular, the beef at Kiseki-ro is kept chilled from the slaughterhouse to the kitchen, adhering to the chilled meat process standard at a temperature of 0-5°C.

Kiseki-ro does NOT use frozen beef, preserving the full flavor of A5 Wagyu and delivering to diners the perfect fresh tenderness, umami flavor, and rich taste that characterize this meat.





KASA SUSHI

The first Japanese Fusion restaurant in town

49 Trieu Viet Vuong st., Hai Ba Trung dist., Ha Noi
0243 9955 990

Visit us
↳ kasasushi.vn



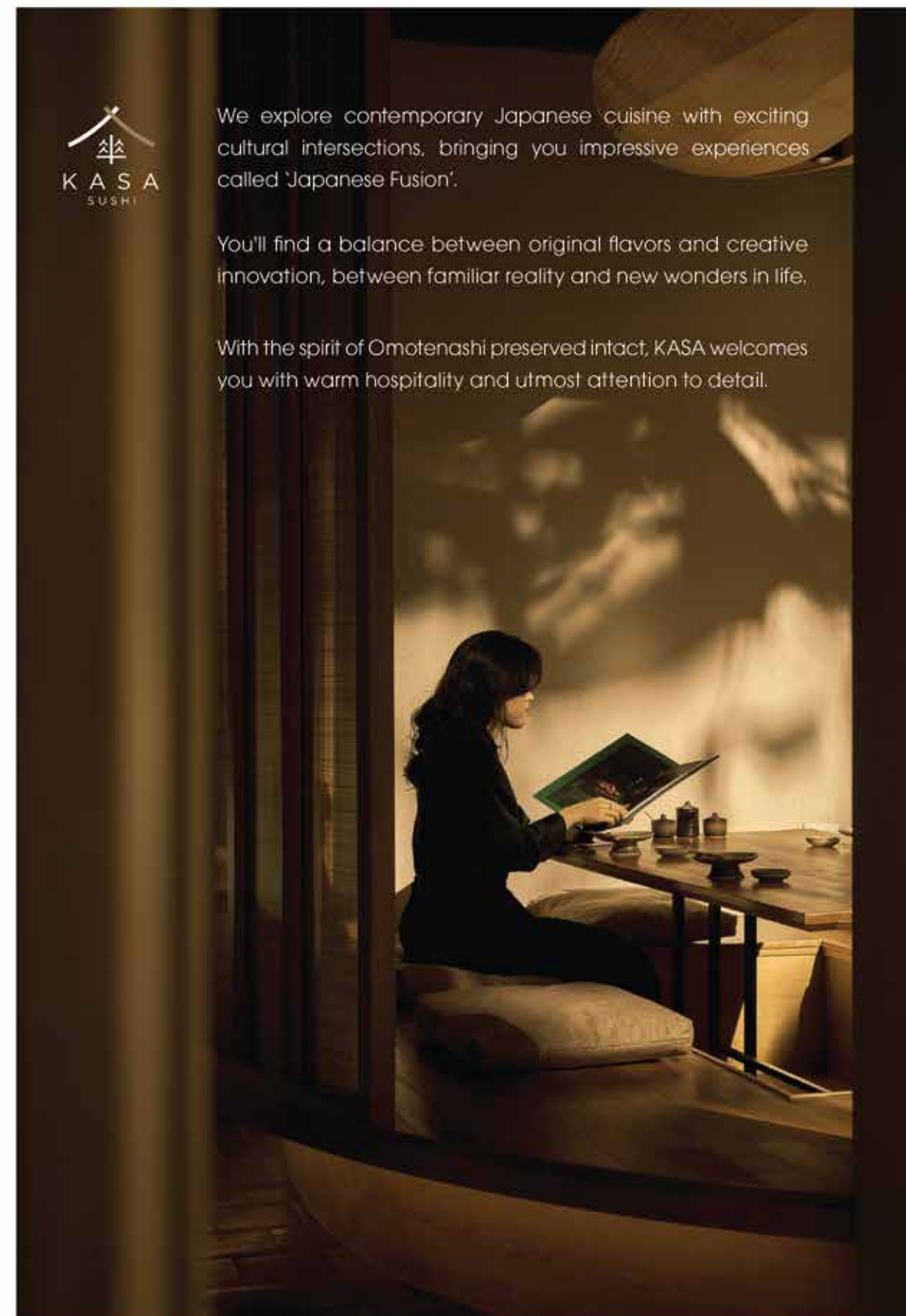
Japanese Fusion is the new trend in contemporary cuisine, where fusion chefs often blend elements from various culinary traditions into their dishes. A successful Fusion chef is one who can offer diners a fresh, unique dining experience, bringing joy and satisfaction as they taste the interesting cultural intersections in the food.

At Kasa, our artisans believe that a Fusion experience is only perfect when all senses are awakened. From the flavors, presentation, and dining style to the ambiance and music, we meticulously craft everything to ensure diners are fully satisfied with their entire experience at Kasa.

Because Fusion is not just food; Fusion is a cultural experience.

“

The KASA team dedicates all their passion to creativity.



UME YAKINIKU

Coming soon 2025



Ume Yakiniku - A unique flavor that begins with our signature

At UME Yakiniku, the soul of every grilled slice lies in our signature sauce, crafted to deliver the pure taste of "Ume." Inspired by the delicate ume blossom - a symbol of sophistication in Japanese culture - our sauce is designed to enhance the natural sweetness and richness of the meat, creating a memorable flavor that



"Devotion to grilling"
— The art of feeling

We listen to the heat, sense the doneness through sight and experience, so every piece of meat that reaches the table attains its perfect balance — tender, sweet, aromatic, and flavorful.



At UME Yakiniku, "devotion" is not just about technique. It is the meticulous attention to detail in service, the way we honor ingredients, our customers, and every moment that surrounds the grill.

"We cherish the time our guests spend around the table - the warmth of conversation as dishes are shared, the comfort that comes from enjoying authentic yakiniku together, and the special moments that make each meal memorable. That is why we value every gathering at UME: the stories, the laughter, and the feeling of companionship - all of which create lasting memories."

Our philosophy is simple: good food begins with sincerity. Every grill, every dish, every service is crafted with intention. At UME, we hope to serve not only delicious yakiniku but also genuine experiences - ones that stay with you long after the meal ends.

SHAMOJI ROBATA YAKI

Vietnam's first Izakaya-style
tavern chain

118 Trung Hoa st., Cau Giay dist., Hanoi
170 Xuan Dieu st., Tay Ho dist., Hanoi
25 Tong Dan st., Hoan Kiem dist., Hanoi

Visit us
↳ shamojirobatayaki.vn



29-31 Le Thi Rieng, 1 dist., HCM
08 Dong Khoi, 1 dist., HCM
59 Xuan Thuy, Thu Duc, HCM
135 Nguyen Duc Canh, 7 dist., HCM

1900 066 890

Shamoji Robata Yaki draws inspiration from Japanese fishermen's culture over a century ago. According to legend, on long fishing trips, fishermen would gather around a boat's stove, called Robata Yaki (炉端焼き), and pass food to each other with a giant paddle called Shamoji (しゃもじ).

This tradition inspired the birth of Shamoji Robata Yaki, capturing the unique spirit of this culture.

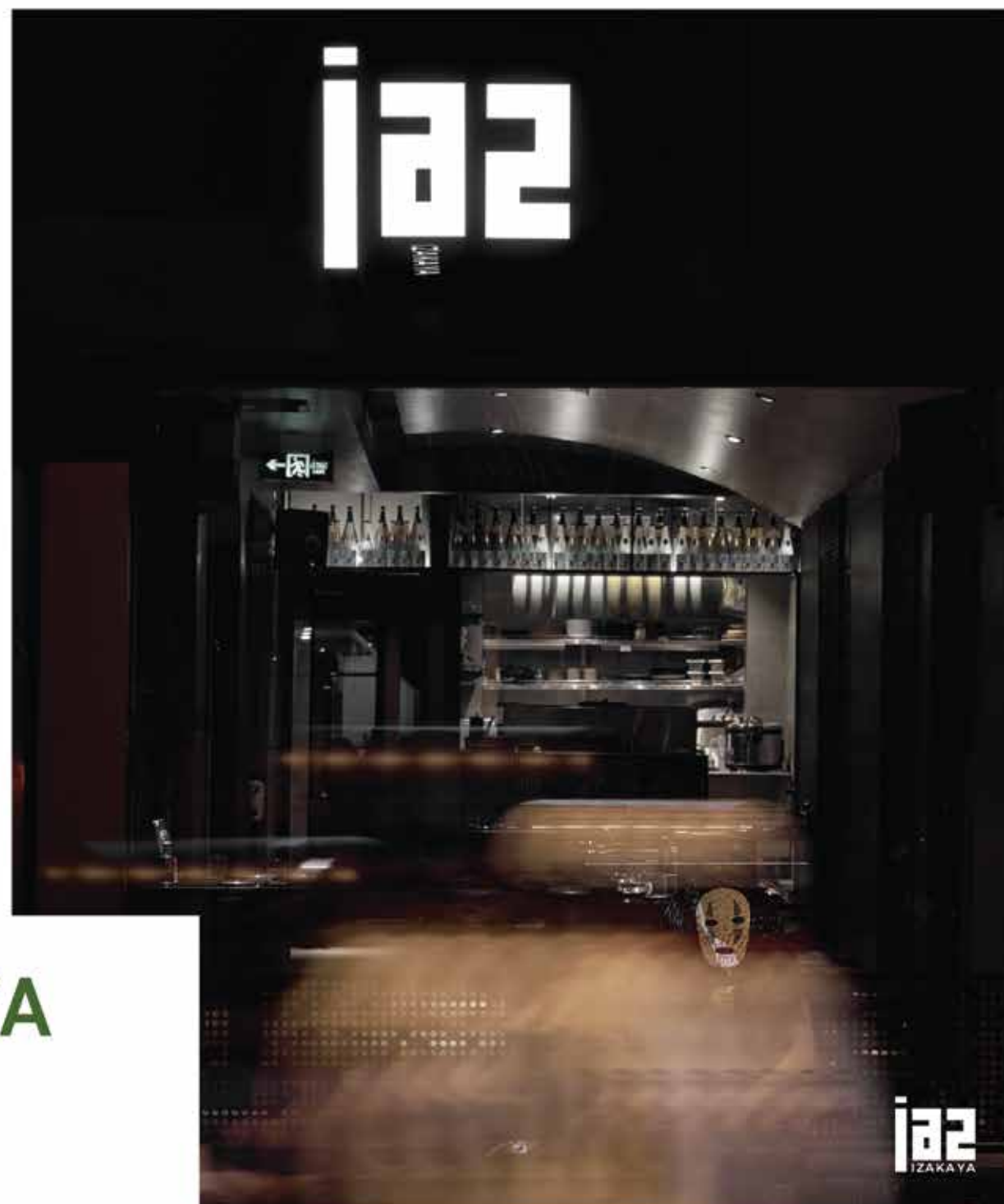


Each location combines authentic Japanese decor with local Vietnamese elements, creating a vibrant and welcoming space for guests.



Shamoji Robata Yaki transports diners to a traditional Japanese setting. Guests can choose to dine at a long table in front of an open kitchen, on tatami seats, or at tables designed for friends. Fresh ingredients displayed next to the kitchen create a visual feast, as talented chefs showcase their culinary skills.

The lively drumbeats, the sound of knives and cutting boards, and the fishermen's cheers combine to create a vibrant experience where fire, food, and people come together.



JAZ IZAKAYA

Modern Izakaya: JOY-A-TO-Z Adventure

55 Bui Thi Xuan st., Hai Ba Trung dist., Ha Noi
0243 9933 060

Visit us
jaz.vn



JAZ offers a perfect combination of authentic Izakaya cuisine and delicious flavors. At JAZ, it's not just about food – our meticulously selected beverage collection and Japanese drinks perfectly complement our dishes.

A place where the lively atmosphere lets you unwind but is also intimate enough for you to be true to yourself!

JAZ presents an impressive image of Izakaya cuisine with irresistible flavors. Each dish reflects Japan's rich culinary heritage, blending traditional techniques with modern creativity.

At JAZ, it's not just about food; we also offer a carefully curated collection of drinks, including a variety of sake, craft beers, and iconic Japanese beverages, all paired with delightful snacks to elevate your dining experience.

The street-drinking culture of IZAKAYA spreads in an ambiance reminiscent of "Spirited Away", with lively music creating a unique experience.

Characterized by the "street-drinking" style, each dish is balanced for those who want to "sip and chat" can do so for extended periods and still feel satisfied.



03. OUR CREDENTIALS

NTP Co. is proud to hold certifications that reflect our commitment to food safety, quality, and excellence in authentic cuisine.

CERTIFICATION



Authentic chilled Wagyu quality Certification

Our adherence to stringent authentic chilled Wagyu quality standards has been recognized by reputable organizations, ensuring tender and flavorful meat.



Robata Yaki Grilling Skill Certification

Certified by top experts, our Robata Yaki grilling process complies with food safety regulations and guarantees an authentic dining experience.



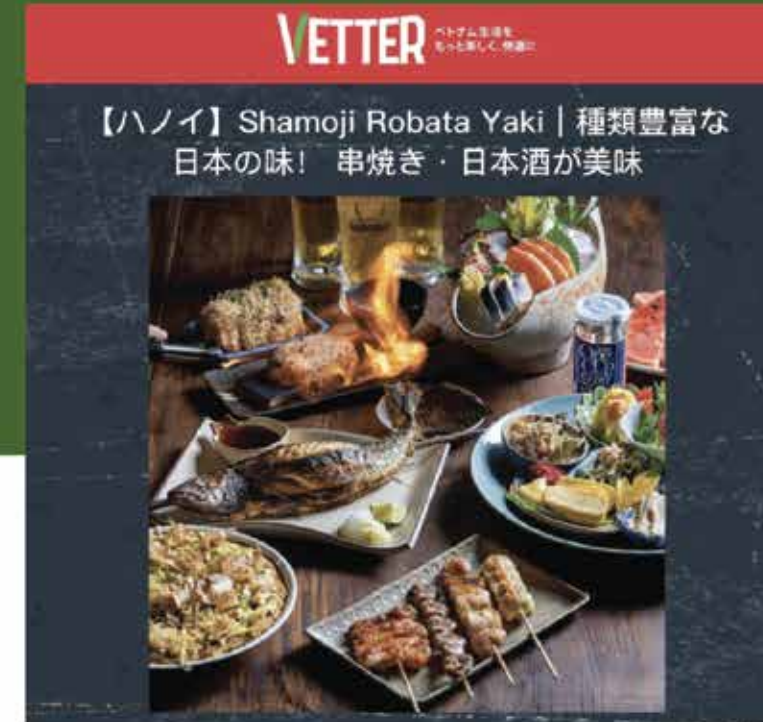
Top 10 Awards in Interior Design

Kiseki-ro is honored to have won an award for contemporary architectural trends and outstanding representatives in the Interior Design sector in Vietnam.



BCI Interior Design Awards 2024

The restaurant's unique crystal architecture earned second place in the BCI Interior Design Awards 2024 Asia in the Interior Design category.



NTP Co. is honored to receive trust and recognition from prestigious domestic and international magazines for our brands. This trust further motivates NTP Co. to continue developing in line with the vision, mission, and core values previously set.

Vetter Magazine

The first Japanese weekly in Viet Nam

Sketch Magazine

The first monthly Japanese publication in Vietnam.



Vietcetera magazine

A magazine for the youth, sharing diverse perspectives on modern Vietnam.



ArchDaily

The most visited architecture platform in the world.



PARTNERS

Domestic and International Partnerships

We take pride in our strategic partnerships both domestically and internationally, from leading seafood suppliers to renowned Wagyu beef producers and prestigious Japanese sake brands. The application of advanced technology helps us maintain optimal conditions for ingredients from source to table.



10
Partners

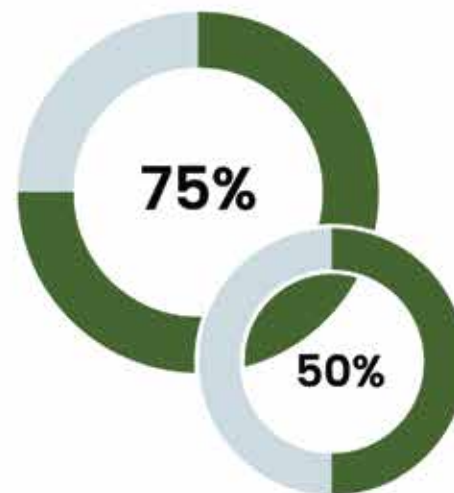
Trusted Japanese and Vietnamese suppliers ensure fresh and high-quality seafood.

5+
Partners

Reputable Wagyu beef farms and suppliers guarantee tender and flavorful cuts of meat.

5+
Partners

Premium sake from Japan, especially Tsukinoh - a famous sake known for its delicate flavor and craftsmanship.



Source of Ingredients

We ensure the highest quality and diversity. Our sourcing is divided into 75% food and 25% beverages, reflecting our commitment to culinary excellence. We maintain a 50/50 ratio between domestic and international suppliers, providing a diverse and authentic dining experience by combining global standards with local flavors.



“

We value our relationships with partners and suppliers, as they are essential to maintaining the quality and reputation of our brands. The collaboration with our strategic partners forms a solid foundation for continuous innovation, bringing refined and unique dining experiences to our customers.



04. OUR DIRECTION



1.

Research and Development of Japanese Culinary Concepts

We aim to cater to a diverse range of customers while ensuring quality and value that exceed expectations.

Alongside our efforts to deliver sophisticated, meticulous, and premium dining experiences, we strengthen our brand's position in the market.

2.

Expansion into shopping malls

We plan to expand the Shamoji and Kasa brands into top shopping malls, ensuring convenient access to high-quality Japanese cuisine for all customers.

Simultaneously, we focus on expanding our restaurants and stores to other provinces nationwide, allowing more people to experience refined and diverse Japanese cuisine, thereby contributing to the spread of unique cultural values to the community.



2025-2030



3.

Retail expansion and building a supply chain through Mart

In our future vision, we aim to build a chain of import mart specializing in high-quality products from Japan, providing a premium and convenient shopping experience for customers.

“

Ngoc Thinh Phat (NTP Co.) is committed to a strategic vision of expansion, making high-quality Japanese cuisine more accessible to a broader audience in the near future.

”

OUR GROWTH JOURNEY IN 2025—2026

NTP.Co is expanding its presence across major shopping malls in Hanoi, with a diverse portfolio that includes both well-established brands and newly developed concepts. Guided by our long-term development orientation, we continuously refine our business models and enhance customer experience. With high-end service standards, we are committed to delivering sustainable value, steady growth, and a strong, positive brand image.

SHAMOJI ROBATA YAKI

Location Expansion – Shamoji Robata Yaki

In April 2025, NTP.Co completed the launch of two additional Shamoji Robata Yaki locations in prime positions within major shopping malls in Hanoi.



Originating from Japan's long-standing Izakaya culture, the brand caters to diners who appreciate a vibrant dining lifestyle. With the unique robata-yaki grilling experience - an iconic Japanese culinary art - Shamoji Robata Yaki quickly established its position as a standout brand in the market.

These new locations will continue to embody the spirit of Shamoji Robata Yaki: a space filled with lively energy, warm hospitality, and distinctive Japanese dining experiences.

KASA SUSHI

Kasa Sushi Expansion

In 2025, we will open one new Kasa Sushi location. The brand emphasizes elegant, modern Japanese dining, offering fast yet refined service that suits the atmosphere of major retail centers.



Kasa Sushi is built to become a premium sushi brand, combining sophisticated Japanese cuisine with warm, minimalist design to create a balanced and refined dining environment.

The name "Kasa" (meaning "umbrella" or "shelter" in Japanese) conveys the idea of a cozy space where guests can enjoy fresh, high-quality Japanese dishes with ease.

UME yakiniku

Launching a Signature Japanese Yakiniku Brand

NTP.Co introduces UME Yakiniku - a distinctive Japanese grilling brand and the first in Hanoi to utilize a specialized gas grill yakiniku model.



The mission of UME Yakiniku is to bring a modern yakiniku chain to the forefront of the mid-to-high dining segment. With premium cuts, refined portions, and meticulous service, UME Yakiniku aims to elevate the Japanese barbecue experience.

Every detail of the UME Yakiniku concept is crafted around Japan's grilling artistry - the balance of heat, flavor, and texture - combined with modern dining aesthetics. With its signature ume-inspired sauce, UME Yakiniku delivers tender, flavorful, and memorable bites, representing a perfect harmony of technique and creativity.