Wagamama Launches New Japanese-Inspired Breakfast Menu To Brighten Up Morning Meals

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Popular eatery wagamama unveiled a new Japanese-inspired breakfast menu on Monday 11th May, as the doors opened to a new flagship restaurant in central London. The new innovative morning menu will be trialled on the high-street for the first time – welcome news for a quarter of the nation who claim to be bored with breakfast.

Research commissioned by wagamama into Brits' breakfast habits reveals:

• Over half of Brits (55%) claim their breakfast habits haven't changed over 10 years, despite being adventurous with other meals

• Just 11% are exploratory with what they eat for breakfast

• 25% are bored with their morning meals

• 52% blame busy schedules and lack of inspiration for their dull breakfast choices

• But, when it comes to dinner 86% will try new global cuisines

• 33% of us are getting adventurous with lunch

The rise of Asian cuisine in the UK has continued to influence our dining choices. The research by wagamama highlights that 100% of the respondents enjoy Asian-inspired food in their diet and more than 1/3 will use Asian ingredients in home cooking. Recently, a trend in the Japanese dish, ramen, has seen dedicated bars popping up all across London, and at wagamama sales of ramen have increased. A pioneering breakfast ramen will form the centerpiece of the new wagamama menu.

wagamama is now encouraging Brits to get brave with breakfast and try something from the new menu, which, in addition to the ramen (combining authentic broth with bacon and egg), also boasts authentic morning dishes such as the yasai okonmiyaki; a Japanese style-omelette served with wasabi mayonnaise. For spice enthusiasts, the breakfast kedgeree combines sticky white rice, smoked haddock and fresh vegetables - all served with a poached egg and the unbeatable kick of wagamama's katsu sauce. Thirsty? Pair your breakfast perfectly with a fresh juice from wagamama's menu.

Simon Cope, Global Brand Director commented: "The opening of Great Marlborough Street marks the beginning of greater renewal plan for us, which will see refurbs and openings being rolled out across the UK. The wagamama proposition is even more relevant today than it was 23 years ago when we started, as the appetite for exciting food choices, speed and value continues to grow. The new breakfast menu is an exciting development for us and we look forward to seeing the response from diners."

Steve Mangleshot, Executive Head Chef, added: "At a time when consumers are crying out for more exciting morning meals, I'm excited to showcase our new breakfast dishes at wagamama, Great Marlborough Street. There is a huge trend in ramen at the moment and we plan to lead innovation here, with the introduction of our breakfast ramen. This dish will sit beside a whole new range of fresh and exciting breakfast additions. wagamama continues to reinforce positive eating by using fresh ingredients served in atmospheric surroundings."

For more information on wagamama's menus, opening times and locations visit www.wagamama.com

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For more information on wagamama, please contact the press team at Inkling; wagamama@thisisinkling.com**, tel: 020 7697 0787**

Notes for editors:

The opening of wagamama on Great Marlborough Street and the introduction of a pilot breakfast menu, marks the beginning of a UK-wide renewal plan, which aims to see as many as 40 new restaurants open

and over 100 refurbishments take place over the next three years. A central open kitchen will form the heart of all new restaurants and for added theatre, diners sitting at the central kitchen can enjoy watching wagamama's chefs as they create dishes and will also be served by the chef himself.

About wagamama

wagamama is a Japanese inspired restaurant combining fresh and nutritious food with friendly service and value for money. With the opening of its first restaurant in London's Bloomsbury in 1992, wagamama unleashed a new dining experience in the UK. Now, wagamama operates in 18 countries.

wagamama has received a string of awards, including the 2014 Consumer Choice Award (voted for by over 20,000 UK consumers) for the number one brand in the UK. This was in the CGA Peach's brandtrack survey, based on customers' 'satisfaction', 'intention to revisit' and 'would you recommend to a friend'. wagamama also won the coveted 'London's Favourite Chain Restaurant' award in the 2013 London Zagat Guide, and the yasai itame was winner of the Best Vegan Noodles category in the 2013 Peta UK Vegan Food Awards. wagamama was also highly awarded as one of the Best Places For Kid's Meals in the Soil Association's 2013 "Out to Lunch"

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