

BENIHANA®

HARU
restaurant | sushi bar



SAMURAI™

**NO KID
HUNGRY**®

FOR IMMEDIATE RELEASE

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Celebrate National Fried Rice Day with Benihana

At Benihana, rice isn't just another side dish; it's often the main event of every Benihana dining experience. Benihana has been dazzling guests and tempting cravings with its irresistible fried rice for over half a century, serving an estimated three million pounds each year. The fried rice "heart" truly represents our love of what we do and is integral to our iconic brand.



Declaring National Fried Rice Day

Our passion for cooking fried rice and our guests' enthusiasm for enjoying it led to Benihana anointing this signature side dish with its very own special day of celebration. September 20 has been officially declared as National Fried Rice Day. Established in 2018, Benihana introduced the holiday in style with breaking the GUINNESS WORLD RECORDS™ title for longest cooking marathon. This year, Benihana is extending the celebration over two days and making it even more meaningful through a partnership with [No Kid Hungry](#), a campaign to end childhood hunger in America. 1 in 4 children in the United States could face hunger this year because of the coronavirus and Benihana is highlighting everyone's favorite menu item as a way to give back to kids in need.

The logo for Benihana, featuring the word "BENIHANA" in a bold, red, sans-serif font with a registered trademark symbol.The logo for Haru, featuring the word "HARU" in a blue, sans-serif font with a registered trademark symbol, and "restaurant | sushi bar" in a smaller font below it. The text is set against a green and yellow circular background.The logo for Samurai, featuring the word "SAMURAI" in a bold, red, sans-serif font with a trademark symbol.The logo for No Kid Hungry, featuring the words "NO KID HUNGRY" in a bold, orange, sans-serif font with a registered trademark symbol, and a stylized orange figure of a person.

BUY ONE, DONATE ONE

Every serving counts. On September 20 and 21, stop by or order online from Benihana, Samurai, RA Sushi or Haru Sushi to take part in the celebration to support this special cause. Participating restaurants will donate \$1.00 from the sale of all servings of Hibachi Fried Rice to No Kid Hungry, with a minimum commitment of \$25,000. One in four kids could face hunger this year and No Kid Hungry has a plan to make sure they are fed, both during this crisis and in its aftermath. BUY ONE, DONATE ONE to help.

<https://www.benihana.com/nfrd>

Win Big

Fried rice fanatics can help spread the word for a chance to win fried rice for a year. Participants can enter for chance to win by following three simple steps: Follow @benihana and @nokidhungry, like the contest post, and tag a friend on [Facebook](#) or [Instagram](#).

We hope you will join us for our #NationalFriedRiceDay event! To make a reservation, visit

<https://www.benihana.com/reservations/>

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About Benihana Inc.

Benihana Inc., through its subsidiaries, including Benihana National Corp., is the nation's leading operator of Japanese teppanyaki and sushi restaurants with 100 restaurants operating under the brands BENIHANA, HARU SUSHI®, RA SUSHI®, and SAMURAI®, including 10 franchised BENIHANA restaurants in the United States, the Caribbean, Central America, and South America. To learn more about Benihana Inc. and its four brands, <https://www.benihana.com/about/company-video/>

About No Kid Hungry

No child should go hungry in America. But in the wake of the coronavirus pandemic, 1 in 4 kids could face hunger this year. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.