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Contact:

Maureen Fernstrum, Cramer-Krasselt, 414-227-3475, mfernstrum@c-k.com

**Benihana Invites Guests to Share Favorite Memories with Launch of
#MyBenihanaMoment Contest**

AVENTURA, Fla., Nov. 14, 2016 – Benihana, the nation’s leading operator of Japanese-inspired teppanyaki and sushi restaurants, is encouraging guests to share favorite photos of their Benihana memories through their *My Benihana Moment* contest. Guests who participate will be entered to win over \$1,000 in Benihana gift cards.

“We recognize that our guests view Benihana as much more than a restaurant,” said Benihana Chief Executive Officer Tom Baldwin. “Our Guests view Benihana as a destination to enjoy great memories, great experiences and great food. Whether it’s a family dinner, birthday celebration, engagement, date night, holiday or any special occasion, we are excited to see our guests’ favorite Benihana photo memories shared on social media.”

Guests can register to share their photo through the Benihana Facebook page or simply tag a photo with #MyBenihanaMoment on Twitter or Instagram between Nov. 14 and Dec. 15. One Grand Prize winner will be selected at random to receive free Benihana for the year, in the form of 12 \$100 gift cards, and five randomly selected finalists will each win one \$50 Benihana gift card.

For more information, visit www.benihana.com/mybenihanamoment

About Benihana

Headquartered in Aventura, Florida, Benihana Inc. is the nation’s leading operator of Japanese-inspired teppanyaki and sushi restaurants with 100 restaurants nationwide, including 66 Benihana restaurants, seven Haru Sushi restaurants and 27 RA Sushi restaurants. In addition, 10 franchised Benihana restaurants are operating in the United States, Latin America and the Caribbean. To learn more about Benihana Inc. and its three restaurant concepts, please view the corporate video at www.benihana.com/about/company-video/.

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