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For Immediate Release

## **KURA SUSHI OPENS FIRST NEW ENGLAND LOCATION OF REVOLVING SUSHI BAR CONCEPT AT ARSENAL YARDS**

*Fan Favorite Sushi Conveyor Belt Dining Experience Coming to East End Watertown*

**Watertown, Massachusetts (December 11, 2019)** – Boylston Properties and Wilder are excited to announce that Kura Sushi will bring its high-tech sushi experience to Arsenal Yards in Watertown – the first New England location for the Japanese brand. The unique and immersive “Kura Experience” offers a revolving selection of sushi on a conveyor belt that cruises by each table, enabling guests to pluck their desired dish off the belt. Expected to open in summer 2021 within a 2,800 square foot store, diners will be able to also place an order via a touchscreen panel at their seat and have their selections delivered directly to their table.

“Kura Sushi is a spectacularly popular and creative global dining experience that we are thrilled to bring to the Arsenal Yards community,” said Bill McQuillan, Principal at Boylston Properties. “In our efforts to create a true urban village, we hope this eclectic array of restaurants will offer a little something for everyone. Kura Sushi is an ideal addition to the already exceptional Arsenal Yards line-up of diverse cuisines.”

With 24 locations in the U.S., and more than 450 locations in Japan and Taiwan, Kura Sushi offers traditional Japanese cuisine made with the freshest premium ingredients. The restaurant adds a modern twist to the dining experience with interactive, futuristic features from the minute the guest is seated until their last plate is finished. Guests receive “Bikkura Pon” prizes for every 15 sushi plates consumed and are entertained by animated videos for every five plates dropped into the plate disposal slot at every booth or seat. Containing sensors that correlate with the touchscreen technology, the plate slots are embedded with a chip that uses Kura Sushi’s patented Mr. Fresh™ system. This plate-tracking method ensures ventilated lids keep food always fresh and delicious.

“We are delighted to join Arsenal Yards and introduce the Kura Sushi experience to New England,” said Hitomi Vinciguerra, PR Manager, Kura Sushi USA. “Our offering of traditional Japanese cuisine served in a modern way will be a truly unique experience for friends and families in Watertown and beyond in Greater Boston.”

Continuously offering seasonal dishes and themed menus throughout the year, Kura Sushi’s menu includes a wide array of popular sushi selections including nigiri, rolls, hand rolls, desserts and more. Guests can choose from 140 items including items from the on-demand menu that are sent to diners on an express conveyor belt. Guests of all ages will delight in the dessert offerings including the Japanese signature Taiyaki Ice Cream featuring a freshly made fish-shaped pastry filled with sweetened azuki beans paired with ice cream.

“We love that Kura Sushi uses a modern approach to delighting its guests, and it is perfectly in sync with our mission to infuse Arsenal Yards with fresh, creative energy,” said Ryan Feinberg, Director, Leasing, at Wilder.

"Innovative restaurants like Kura Sushi add to the fun experiences that families and visitors of all ages will find at Arsenal Yards."

For more information: Arsenal Yards: [www.arsenalyards.com](http://www.arsenalyards.com)  
Kura Sushi: [www.kurasushi.com](http://www.kurasushi.com)

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#### **ABOUT ARSENAL YARDS:**

Along the Charles River, in the heart of East End Watertown, Greater Boston's next great neighborhood is emerging. With Phase 1 retail openings set for this Fall, by 2021 Arsenal Yards will be a thriving new neighborhood with over 50 curated shops, eateries, fitness, and entertainment venues including The Majestic 7, Shake Shack, The Gallows, and Roche Bros. The more than one million square foot mixed-use development also includes state-of-the-art life science lab space, 300 contemporary apartments, and a 146-room Hampton Inn & Suites by Hilton.

Merging the best of community, culture, and lifestyle into a uniquely ideal place to live, work, and play, Arsenal Yards' original mural art installations are adding to the urban vibe along with enhanced outdoor and green spaces for social and community gatherings.

Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit [www.arsenalyards.com](http://www.arsenalyards.com)

#### **ABOUT BOYLSTON PROPERTIES**

Boylston Properties is a Boston-based real estate developer of mixed-use places including retail, residential, hotel, corporate, and life science lab buildings. With four decades of experience and a contemporary vision, their distinctive projects have become part of Greater Boston's new urban landscape. For more information, please visit [www.boylstonproperties.com](http://www.boylstonproperties.com).

#### **ABOUT WILDER**

Wilder is a Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of customers, retailers, and investors. From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, Wilder has developed, managed, and leased more than 20 million square feet of retail properties throughout the United States and Puerto Rico. The company continues to have a diverse portfolio of properties throughout the East Coast. For more information, please visit [www.wilderco.com](http://www.wilderco.com).

#### **ABOUT KURA SUSHI USA**

Kura Sushi USA, Inc. is a technology-enabled Japanese restaurant concept with 24 locations in five states. The Company offers guests a distinctive dining experience built on authentic Japanese cuisine and an engaging revolving sushi service model. Kura Sushi USA, Inc. was established in 2008 as a subsidiary of Kura Sushi, Inc., a Japanese based revolving sushi chain with over 400 restaurants and 35 years of brand history. For more information, please visit [www.kurasushi.com](http://www.kurasushi.com).