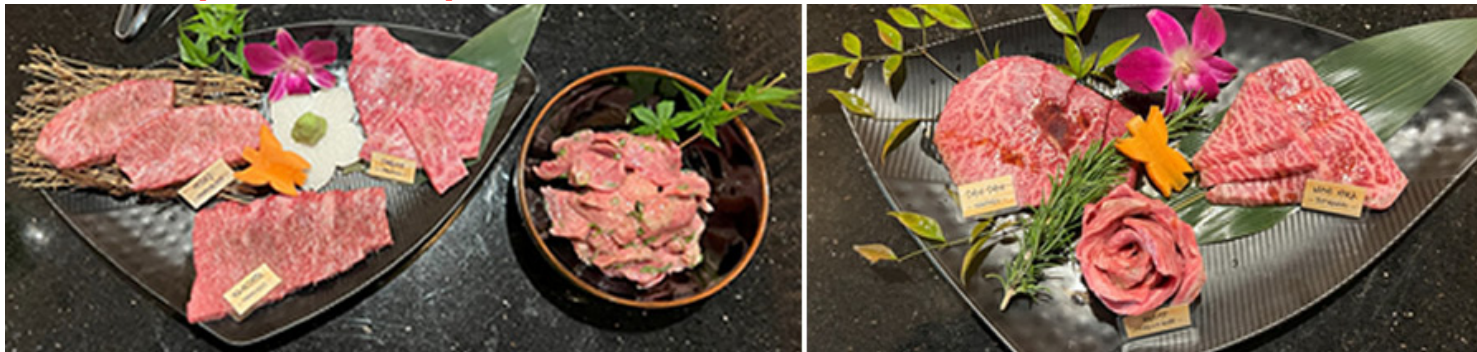




The entrepreneurial spirit of the head chef has blossomed in California.



(Left Image) For Mr. Qu, this is a platter of premium Snowflake Wagyu served at his third upscale barbecue restaurant, Tsuruichi, in California. It includes cuts like sirloin steak, ribeye, and Charch Roll (tendon meat). On the right side is beef tongue. (Right Image) Red meat platter featuring cuts like top round, knuckle, and rump. It showcases one of the characteristics of Japanese barbecue, exquisite presentation. This is authentic Japanese cuisine. There is a significant affluent population in Orange County who can appreciate and understand this delicacy

Achieving authentic Japanese barbecue across three establishments in California.

"When you visit popular Japanese-style barbecue restaurants in the United States, you might notice some differences compared to Japanese yakiniku. This is because the presentation of meat in Japanese restaurants sometimes resembles the elaborate style of California rolls. However, at Tsuruhashi Wagyu, led by Chef Chu Fu Tiny (59 years old), you can experience truly authentic Japanese barbecue. The refined meat-cutting techniques result in beautifully presented dishes. In Japanese culinary culture, the quality of ingredients is also crucial in crafting delicious flavors.

Mr. Qu, despite being born in China, is able to provide truly authentic Japanese-style barbecue due to his background. He graduated from a Japanese language school in Kyoto, Japan, and began working at a yakiniku restaurant while studying at Kyoto Institute of Technology. After classes, he worked at the restaurant until 10 p.m. every night. Starting initially with hosting duties, his dedication led him to gradually take on responsibilities in cooking and meat cutting. Mr. Qu, who was preparing to enter graduate school upon graduating from college, was entrusted with the task of managing two yakiniku restaurants. This was all thanks to the four years he spent working part-time, during which he absorbed the experience of the barbecue restaurants.

At the age of 26, he moved to the United States. He worked at a ramen shop and successfully obtained a green card. He worked diligently for 7 years, earning the trust of his employers.

Afterward, he ventured into

entrepreneurship and opened a bento shop in the downtown area of Los Angeles, providing breakfast and lunch bento boxes for employees of Japanese companies. Because Japanese people are very sensitive to the freshness of fish, he would go to the seafood market as early as 2 a.m. to purchase fresh seafood. After finishing the lunch bento work, he started preparing to open a Korean restaurant. Despite being very busy, the couple eventually succeeded in obtaining a bank loan.

At the age of 36, he realized his long-cherished dream of starting a barbecue restaurant using the bank loan. This became the first Tsuruhashi restaurant in Fountain Valley, with a history of 40 years to date. While Mr. Qu also considered opening a ramen shop, he felt it was too common and had lower profit margins. With unparalleled confidence in his barbecue techniques trained in Japan, he believed he could compete with anyone.

The executives of Gyu-Kaku came to dine at Tsuruhashi No. 1. Upon leaving, they said, "Gyu-Kaku will not open a restaurant near Tsuruhashi, because that would surely lead to failure."

Mr. Qu's authentic Japanese-style barbecue received praise from Japanese embassy staff in the U.S., prompting employees from companies such as KYOCERA, SONY, HONDA, and others to request him to open branches in San Diego.

Recently, the owner of the shopping plaza invited Mr. Qu to open a branch in the adjacent shopping plaza, offering favorable lease terms. The reason being, during the COVID-19 pandemic, Mr. Qu consistently

paid rent on time. The decision was made to open a high-end barbecue restaurant as the third establishment. Though finding a chef posed a challenge, due to prior collaborations with Japanese chefs, Mr. Qu managed to contact one in Osaka who was willing to return to the United States to continue working.

I couldn't refuse Mr. Qu's invitation. Mr. Qu values his employees immensely. Even the premium wagyu beef at TSURUICHI, he allows the staff to taste it as their meal, hoping they learn through such experiences. As a chef, he's truly remarkable. Mr. Qu's handling of beef tongue may be the best in all of Japan. It's fast and precise. As someone with 20 years of experience in Japanese cuisine, I find it hard to surpass him," candidly stated the Japanese chef at Tsuruichi.

In Mr. Qu's restaurant, customers who appreciate the deliciousness of Japanese barbecue have become loyal patrons. The staff who work together are unwilling to leave Mr. Qu, supporting the restaurant's flourishing growth. Mr. Qu's character of cherishing his employees has allowed the true essence of Japanese barbecue to bloom in this foreign land of California.

Mr. Qu is an honest and hardworking individual. He journeyed from China to Korea, Japan, and finally found success in the United States by establishing his food business. The reason for his success is that, wherever he goes, Mr. Qu earns the trust and respect of those around him. He's a bit like the traditional Japanese bosses of the past; he doesn't operate with numbers like a businessman but rather acts based on emotions.

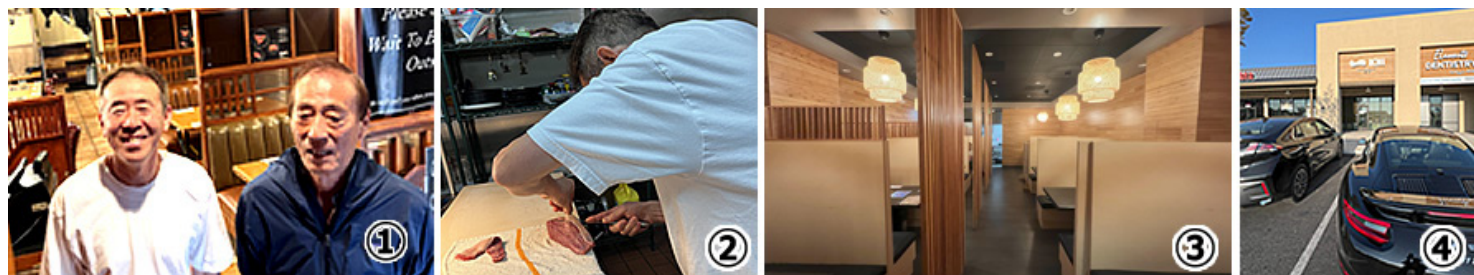


Photo 1: On the right is 59-year-old Japanese owner Mr. Chu Fu Tiny, and on the left is Mr. Itagaki (80 years old), who has served as the restaurant manager for 20 years. Thanks to Mr. Itagaki's assistance, Mr. Chu can focus on cooking and managing the company. Photo 2: Mr. Chu's beef tongue handling technique, acclaimed as the best in Japan. Only regular and premium beef tongue are served. Photo 3: Interior of the upscale barbecue restaurant Tsuruichi, located in the shopping plaza next to Tsuruhashi. Photo 4: Orange County is home to many affluent individuals, with many luxury cars such as Porsches parked in front of the shop."

