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Benihana Launches Month-Long Contest to Name New Menu Item *Winner receives free Benihana meals for one year*

AVENTURA, Fla., April 1, 2016 – Benihana Inc., the nation’s leading operator of Japanese theme and sushi restaurants, is engaging guests in a creative competition that allows them to name a new addition to the menu.

The new menu item features filet mignon and chicken breast, accompanied by Benihana Onion Soup, Benihana Salad, hibachi shrimp appetizer, hibachi vegetables, homemade dipping sauces, steamed rice, Japanese hot green tea and a dessert of ice cream or sherbet. The item is an upgrade to the popular Rocky’s Choice offering featuring hibachi steak.

“Rocky’s Choice is one of the most popular items on our menu and guests would frequently upgrade the steak to filet mignon,” said Benihana CEO Steve Shlemon. “Because of its popularity for so long, we decided to make the filet mignon and chicken entree a permanent dish on our menu and we’re excited to see what names our guests submit.”

Participants may upload their submission to Twitter, Instagram or Facebook using #cravethename or by visiting benihanacravethename.com from April 1 through April 30. The winning entrant will receive \$100 in Benihana gift cards every month for one year and see their winning entry featured on the Benihana menu. In addition, the program will award five finalists one \$50 gift card each.

For more information, visit www.benihanacravethename.com.

About Benihana

Headquartered in Aventura, Florida, Benihana Inc. is the nation’s leading operator of Japanese theme and sushi restaurants with 98 restaurants nationwide, including 64 Benihana restaurants, six Haru Sushi restaurants and 27 RA Sushi restaurants. In addition, 12 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/video.

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