

**A Taste of Tokyo Lands in Hong Kong:  
Shogun Burger Pop-Up at Regent Hong Kong's The Lobby Lounge  
(May 21–27, 2025)**



23 April 2025 (Hong Kong SAR) – From May 21 to 27, Regent Hong Kong's The Lobby Lounge will host an exclusive culinary collaboration with Japan's award-winning gourmet brand Shogun Burger, bringing its signature wagyu creations to the city for the very first time.

This limited-time pop-up promises a rare opportunity to indulge in Shogun Burger's renowned wagyu beef burgers — a sensation across Japan and social media — without leaving Hong Kong. Each burger is crafted from premium Japanese black wagyu, coarsely ground and never frozen, then smashed and seared to juicy perfection on a hot iron plate. The result: a rich, savoury experience that has earned Shogun Burger top honours at both the Japan Burger Championship 2022 and World Food Championships 2023.

Guests can choose from four signature burgers, each served with crisp French fries and a trio of house-made sauces: Basil Sauce, Spicy Wagyu Chili Cheese Sauce, and Pollock Roe Cheese Sauce or opt for a mixed salad as a lighter accompaniment.

Featured Burgers Include:



**Cheese Burger**  
Wagyu Beef, Tomatoes, Lettuce,  
and Cheddar Cheese



**Double Cheese Burger**  
Wagyu Beef, Tomatoes, Lettuce,  
Double Cheddar Cheese



#### **Teriyaki Burger**

Wagyu Beef, Lettuce, Shiitake Mushrooms,  
Teriyaki Sauce



#### **Chili Meat & Cheese Burger**

Wagyu Beef, Lettuce, Jalapeño,  
Cheddar Cheese, Chili Meat Sauce

All burger sets include a dessert of your choice — either 2 scoops of ice cream (Vanilla, Chocolate, or Coffee) or a Matcha Sesame Tart — and a beverage selection featuring Gwei-lo Pale Ale or classic soft drinks.

Adding further excitement to the collaboration, Shogun Burger CEO and founder Taiki Honda, along with head chef Atsuko Ohgiya, will be in present during the pop-up.

Honda, who launched Shogun Burger in 2016 after transforming his family's traditional yakiniku business, has grown the brand into a culinary powerhouse with over 30 locations across Japan. Chef Ohgiya, a two-time World Food Championships finalist, brings unmatched creativity and precision to every burger she creates.

This week-long event marks a milestone for both brands — a meeting of Regent's luxurious hospitality with the bold, streetwise flavours of Tokyo's burger scene. Whether you are a devoted wagyu aficionado or a first-time burger explorer, this is a burger experience not to be missed.

#### **SHOGUN BURG AT THE LOBBY LOUNGE**

Date: 21 – 27 May 2025

Time: From 12nn – 10pm

Price: HK\$398 per set (Each burger set is served with French Fries and 3 Dip Sauces, or Mixed Salad, Dessert and Your Choice of Beer or Soft Drink)

Limited availability daily.

Restaurant reservations can be made via the online booking platform at <https://hongkong.regenthotels.com/>.

For dining enquiries, kindly contact Restaurant Reservations at [dining.regenthk@ihg.com](mailto:dining.regenthk@ihg.com) or call + 852 2313 2313.

\*Prices are subject to 10% service charge. Terms and conditions apply.

#### **REGENT HONG KONG DINING DESTINATION**

Explore an alluring dining destination building on decades of culinary and service excellence with beloved restaurants, magnificent harbourviews and the vibrancy of local tastes and emerging talent married with innovation, creativity and decadence. Immersive culinary journeys go beyond the excellence of the cuisine itself with sensory encounters inspired by Hong Kong's rich culture and art. Our collection includes Lai Ching Heen, The Steak House, Nobu Hong Kong, Harbourside, The Lobby Lounge and Qura Bar.

Please click here to download images: <https://flic.kr/s/aHBqjCajxN>

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**About Regent Hong Kong**

Following a total transformation and reimagining as a majestic haven on Victoria Harbour, Regent Hong Kong has been named the #1 Hong Kong City Hotel, #2 among the 20 Favourite City Hotels in Asia and #7 among the 100 Hotels Voted Best in the World in the Travel + Leisure World's Best Awards 2024 readers' survey. The hotel is also featured on the prestigious Travel + Leisure It List and Condé Nast Traveler Hot List. With a serene aesthetic by Hong Kong-born design visionary Chi Wing Lo, the 497 rooms and suites are Personal Havens of tranquillity with customised service by Regent Experience Agents. Suite guests can enjoy the exclusivity of Regent Club, a luxury residential retreat with service on your terms. Decadent dining awaits at six celebrated restaurants and bars with mesmerising harbourviews. An iconic white marble staircase leads to the large pillarless ballroom, where glamorous galas and Regent weddings are curated for everlasting memories, while bespoke events in ten versatile function rooms showcase unrivalled harbourviews.

With a prime city centre location on the edge of Victoria Harbour in Kowloon, connected to K11 Musea at Victoria Dockside, Regent Hong Kong is steps away from the city's rich cultural attractions, museums and key shopping, with local markets alongside luxury emporiums, and Harbour City on Canton Road, just a short walk away.

At your doorstep is "Avenue of Stars (Tsim Sha Tsui's harbourfront promenade), Star Ferry Pier, Art Square, Hong Kong Museum of Art, Space Museum and Cultural Centre. Within minutes of the hotel is the West Kowloon Cultural District – home to M+ (Asia's first global museum of contemporary culture), Hong Kong Palace Museum (showcasing priceless treasures from Beijing's Palace Museum) and Xiqu Centre (for Chinese Opera).

When the day is done, return to Regent Hong Kong, your harbourfront home and an oasis of calm within the bustling city. You will feel a world away, while in the heart of it all.

Discover more at <https://hongkong.regenthotels.com/>

**About Regent Hotels & Resorts**

Guests have made grand entrances through the doors of [Regent Hotels & Resorts](#) for more than half a century. Born in 1970 and now, part of [IHG Hotels & Resorts](#)' luxury and lifestyle portfolio, Regent's collection of modern hotels and resorts are home to stays both serene and sensational. The type of experiences that spark stories and charm even the most seasoned of travellers. Regent Hotels & Resorts hotels are located in some of the globe's most inspiring must-see destinations, from urban streetscapes rich in culture to ports with breath-taking seaside views. An invitation to life's most scenic moments, Regent hotels are amongst the most well-known luxury hotels in the world, with ten open hotels including the exclusive [Regent Phu Quoc](#), [Regent Chongqing](#), [Carlton Cannes – a Regent Hotel](#), [Regent Shanghai Pudong](#) and [Regent Hong Kong](#). In 2024, IHG opens the first Regent in the Americas with [Regent Santa Monica Beach](#), together with [Regent Shanghai on the Bund](#) and [Regent Bali Canggu](#). A further 11 properties are due to open in the next five years in destinations including Jeddah, Kuala Lumpur, Kyoto, Sanya, Shenzhen, and Jakarta. For more information and to book, visit [www.regenthotels.com](http://www.regenthotels.com).

**About Taiki Honda (CEO)****President & CEO, Ganesha Co., Ltd. / Founder of SHOGUN BURGER**

Born in Toyama Prefecture in 1987, Taiki Honda took over his family's yakiniku (Japanese BBQ) restaurant, *Yakiniku House Taishogun*, at the age of 25, introducing his own innovative management style. In 2016, he founded the gourmet burger brand *SHOGUN BURGER*, which has since become the cornerstone of his business. Currently, he oversees 30 locations across eight brands, generating annual sales of approximately 2.5 billion yen.

In 2022, SHOGUN BURGER won first place in the inaugural *Japan Burger Championship*, earning the opportunity to represent Japan at the *World Food Championships*. The brand expanded into Shanghai in 2023 and is planning a pop-up location in New York City in 2024, reflecting Honda's commitment to global expansion.

In addition to his own ventures, Honda is actively involved in revitalizing other restaurant businesses, including *Gyugujou*, a yakiniku restaurant led by comedian Hiroyuki Miyasako, and *Yakiniku Tamura*, associated with comedian Kenji Tamura. His work spans a wide range of food and hospitality projects.

**About Atsuko Ohgiya (Head Chef)****Chef, SHOGUN BURGER / Ganesha Co., Ltd.**

After graduating from an art university, Atsuko Ohgiya began her career as a flight attendant with All Nippon Airways (ANA), where she discovered her passion for food and hospitality through her encounters with people and cuisine around the world. She later explored various industries, including cosmetics and fashion import sales, as well as event planning and restaurant production.

In 2016, she joined Ganesha Co., Ltd., the operator of the long-established *Yakiniku House Taishogun* in Toyama Prefecture, contributing to the launch of *SHOGUN BURGER* with a vision of creating a globally recognized restaurant brand.

In 2022, she led the team to victory at the *Japan Burger Championship*. Representing Japan at the *World Food Championships* in both 2022 and 2023, Ohgiya's team was the only one from Asia to reach the final stage and achieved sixth place in the world for two consecutive years. She continues to pursue excellence in burger craftsmanship, developing new creations every day to earn international acclaim.