



【PRESS RELEASE】

October, 2018

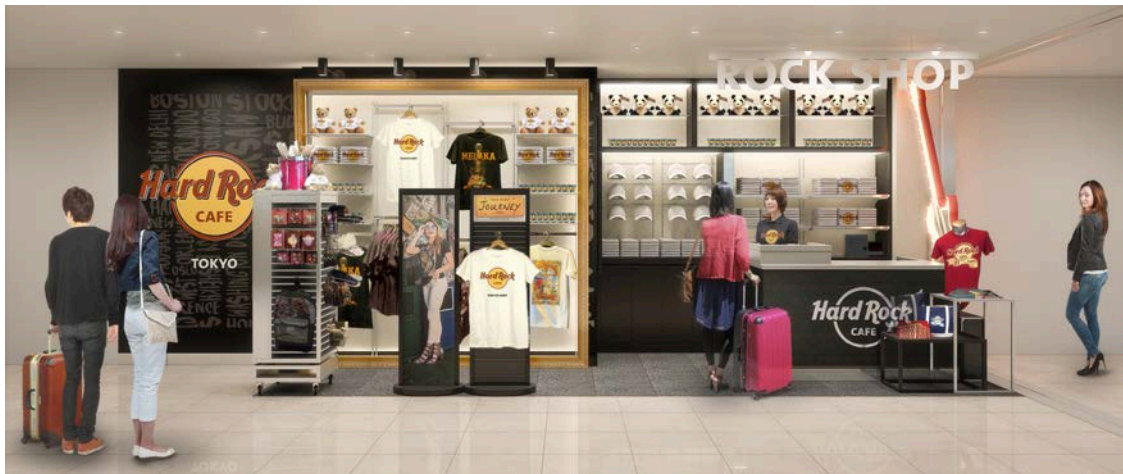
WDI Corporation

## **Announcement of grand opening of “HARD ROCK CAFE NARITA AIRPORT ROCK SHOP”**

**Tuesday, October 9, 2018, at 8:00 am**

A merchandising store of Hard Rock Cafe original products  
and the brand's first airport store in Japan!

On Tuesday, October 9, the music-themed American restaurant Hard Rock Cafe will be opening “HARD ROCK CAFE TOKYO NARITA AIRPORT ROCK SHOP”, a merchandising store selling original goods at Terminal 1, Narita Airport.



The items fusing casual American apparel with cool image of rock 'n' roll are full of originality and since all those products have Hard Rock logo and each city name showing the location of its store, it attracts the Hard Rock merchandise collectors in terms of rarity, and gained wide popularity as a souvenir of one's trip.

Within a space that expresses the unique world views of the Hard Rock Cafe, not only the special design items that can be purchased only here, and also some lineup of Tokyo store (Roppongi) products are available.

### **■ Store information**

Store Name	HARD ROCK CAFE TOKYO NARITA AIRPORT ROCK SHOP
Business Hours	8:00 am – 8:00 pm
Location	Central Building, 4th floor, Narita International Airport, Terminal 1, Narita Shi, Chiba Prefecture, 282-0011
Telephone Number	0476-32-7275 (available after October 5)
Official Website	<a href="http://hardrockjapan.com">http://hardrockjapan.com</a>

【Contact info for inquiries】

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## ■ Store exclusive original items

※All prices excluding tax.

### <Opening Memorial Limited Pin>

- Grand Opening Pin ¥1,800  
(Limited number of 500)



### <Pins> ※From left to right in below images.

- City Icon Pin ¥1,800
- City Tee Guitar Pin ¥1,500
- City Logo Pin ¥1,800
- Greeting From Pin ¥1,500
- Destination Name Pin ¥1,400
- License Plate Pin ¥1,500



### <T-shirts> ※From left to right in below images, sizes are S to XXL.

- Mens City Tee White ¥3,000
- Mens Local Icon Tee (Skyline) ¥3,400
- Mens Altanative City Tee Black ¥3,400



### <Other items> ※From left to right in below images.

- Guitar Pick Charm ¥1,000
- Destination Name Magnet ¥1,800
- City Logo Magnet ¥1,200
- City Opener Magnet ¥1,800
- City Shot ¥1,200





## ■ About Hard Rock Cafe

Hard Rock Cafe is an American restaurant where one can enjoy music, food and drinks within the ambience of memorabilia of stage outfits and instruments of renowned musicians. The Rock Shop located next to Cafe, is famous for Hard Rock logo original goods with a city name of its location.

In 1971, Hard Rock Cafe was established in London and the brand now boasts 185 restaurants, 25 hotels and 12 Casinos in the major cities of 74 countries. In Japan, WDI that provides various dining experiences to guests all over the globe by importing and exporting restaurant brands has opened the first Hard Rock Cafe in 1983 in Tokyo Roppongi. As of now, 6 units are being operated nationwide.

### 【Store Locations】 ※As of September, 2018

- Tokyo Roppongi 5-4-20 Roppongi, Minato-ku, Tokyo, JAPAN  
TEL.03-3408-7018
- Tokyo Ueno Eki Atre Ueno 1F, 7-1-1Ueno Taito-ku, Tokyo, Japan  
TEL.03-5826-5821
- Yokohama Queen's Tower A1F, 2-3-1 Minatomirai, Nishi-ku, Yokohama, Japan  
TEL.045-682-5626
- Osaka Ito Building, 1F 3-6-14 Minami-Hommachi, Chuo-ku, Osaka, Japan  
TEL.06-6120-5711
- Osaka Universal Universal CityWalk Osaka 3F&4F, 6-2-61 Shimaya, Konohana-ku, Osaka Japan  
TEL.06-4804-3870
- Fukuoka JRJP Hakata Bldg, 2F, 8-1 Hakataeki Chuogai, Hakata-ku, Fukuoka, Japan  
TEL. 092-433-2975

